



SPORTSBIZ MADNESS 2022: CASE STUDY TOURNAMENT

CASE STUDY #1: MINOR LEAGUE BASEBALL RE-BRAND

INSTRUCTIONS

- 1) Read/review the case study with your team (student group or class).
- 2) Review the evaluation criteria.
- 3) Create a response to case study.
- 4) Submit your response **to your teacher**.
- 5) Be sure to include a team name, the names of team members, your school and class period.
- 6) Reminder: Your entries are limited to **no more than two pages!**

IMPORTANT: If you send something via Google Docs, please remember to make sure you turn on permission to review/edit the document! If we cannot access a file, we will NOT follow up to request access so if you want to make sure the judges can view something, please be sure to provide any applicable permissions.

GOOD LUCK!



BACKGROUND

You have just been hired as the General Manager for a brand-new minor league baseball team in Madison, Wisconsin. This is the team's first year in the area and capturing fan interest will be paramount to the franchise's financial success. The team's stadium (not yet named) is located near downtown, right next to beautiful Lake Mendota. The stadium holds a maximum of 4,500 fans per game. The team is so new that it does not yet have a name so it will be the responsibility of your staff to identify and promote the team's name.

The team is a member of the "Great Lakes Baseball League" and the season is four months long, beginning in May and ending in August. There are nine other teams in the league, including a "rival" franchise in Illinois. The league has teams in five other states, including Illinois, Iowa, Minnesota, Ohio, and Michigan. The team also stars a Major League prospect, Tim Givens, who will likely be called up by the Milwaukee Brewers at some point during the season.

The team's owner has also asked that you and your front office team establish ticket prices for the upcoming season, keeping in mind that ownership already set a goal of playing to crowds of at least 85% capacity on average throughout the year.

HELPFUL INFORMATION

- The Madison area has traditionally showed strong support for its sports teams
- Major League Baseball is currently in the middle of a public relations nightmare as the league and its players continue a standoff relating to player compensation with the owners recently locking out the players
- The Madison area is already home to several other minor league sports teams, but for the purposes of this case study, you are to proceed as if you are the only baseball team in town

YOUR CHALLENGE:

The team owner has given you one week to create a promotions plan that will energize your new fan base and help the team to reach its attendance goal. Your plan must include, at a minimum, the following information:

- Identify a team name and name for your stadium
- Explain how promotions benefit a minor league sports franchise
- Create a promotional schedule by highlighting at least 8 specific promotional events, two for each month of the season
- Establish ticket prices for various stadium seating areas

BEFORE YOU BEGIN:

We would recommend a brief review of units 6, 7, 9, 10 and 11 in SCC's textbook to make sure you have a firm grasp on the sports business concepts most applicable to this case study. This will also help with your explanation of how promotions benefit minor league sports teams.

You will also want to do some research online to see what other teams are doing to promote their games this season and see some examples of promotional calendars.