

STADIUM/FACILITY CREATION PROJECT

Project Description

This project is designed to give students a better perspective of an area where the practice of sport management might be applied rather than the sports marketing concepts explored throughout the remainder of this class. For this project, students are required to develop a plan for building a new stadium or facility. That's not to say functions of sports marketing won't play a role as students will be encouraged to consider things like branding, sponsorship, ticket sales, pricing, service & sales strategies, publicity etc.

Project Details

Here are some factors you need to consider when creating your venue:

FINANCING

- What will the project cost?
- What is your budget?
- How will it be financed? Publicly? Privately? Would the community back a publicly financed stadium project? Why or why not?

ECONOMIC IMPACT

- What kind of economic impact will the new venue have on the area?
- Will this project create new jobs? If so, how? Will you conduct a study? How will the economy benefit on game days?

FACILITY MANAGEMENT

- How will you manage stadium operations and staffing?
- How will risk management impact the day-to-day operation of your venue?
- What will your parking plans look like? Concessions?
- Who will be the key tenants at your venue?
- What other transportation factors will you need to consider?

MARKETING & PUBLICITY

- Will you sell the naming rights to your venue? Who will be your target?
- What ticket prices will you charge for various events? Who is the primary tenant?
- What will your publicity campaign to generate enthusiasm for the project look like? Will your stadium feature any unique amenities that will create buzz surrounding the stadium's opening?
- What sponsorship strategies will be implemented? Will you sell naming rights to the stadium?

PREMIUM SEATING

- What type of amenities will you include with your club seating?
- How will your suites (luxury boxes) be packaged and sold? Will you sell PSLs?

TRENDS

- Are there any trends within the industry that you'll want to consider?
- What are any future trends that you might want to consider so your venue won't be "outdated" in ten years?

Presentation

Create a model of your stadium to share with the class for your presentation. Include a slideshow presentation or other illustrations to explain how you'll manage and promote your new venue within the market.