

MASCOT MANIA PROJECT

PART II

Project Description

In part two of the mascot mania project, you will need to develop and create your own Mascot for your school. You will need to take into consideration all the information and details uncovered in the market research portion (part one) of this project when making decisions relating to the creation of your own mascot. Be prepared to rationalize these decisions in your presentation.

Project Details

In addition to some of the information you uncovered in your preliminary research, consider the following factors and design your own mascot for your school.

1. What will the costume design look like?
2. What colors will you use?
3. Who will design it? Can an art class design it?
4. What type of character will the mascot be?
5. Will you have a logo that corresponds with the mascot?
6. How will the mascot be used from a marketing perspective? Will there be any spin off programs as a result of the mascot such as a kid's club? Will your mascot have his or her own MySpace page?
7. What is your budget for costume design? Graphic design? Other costs?
8. Will the mascot make appearances in the community? Like what?
9. What type of personality will your mascot have? Consider your target audience when making this determination.
10. Who will don the mascot costume at events? A student? A professional? Will you need to pay that person?

Presentation

For your presentation, you will need to create a PowerPoint or poster display displaying your new mascot. In your presentation, explain to the class how your mascot will help increase visibility for your school. Discuss how the mascot will be used to help market and promote your school athletics and events.