

# FRANCHISE MARKETING PROJECT

## Project Description

You have been recently appointed as Marketing Director for a minor league baseball franchise. The organization has witnessed a 45% decline in ticket sales in the last two years and sponsorship revenue has dropped by an appalling 55%. You have been hired to turn around the state of the franchise. Use the following criteria as a guide to help in your efforts to resurrect the baseball team's financial woes.

## Project Details

1. Write a one page overview of the team's characteristics, including (but not limited to):
  - o Team name
  - o Geographic location of the franchise (city, state)
  - o Team logo
  - o Team's on-field performance review
  - o Team mascot
  - o Franchise highlights over the last two years (star players, promotions that managed to attract a larger than average crowd, etc.)
  - o Description of team's stadium
2. Have concessions, parking and merchandise sales declined as well? Why or why not? How will this affect your marketing plans?
3. Describe what factors may have contributed to the team's slumping sales.
4. Has the organization had a large enough staff to achieve and maintain its goals?
5. What types of merchandise and concessions products are being offered? What are the distribution channels?
6. Has the team maximized opportunities to provide exposure for sponsors?
7. Are ticket prices reasonable?
8. Has the organization offered multiple ticket buying opportunities for fans?
9. What types of promotions will be implemented to increase levels of fan involvement?
10. How will your marketing efforts ultimately result in increased ticket and sponsorship sales? How might increases in those areas affect the generation of revenue in other areas, such as parking, concessions and merchandise?