

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Class Period: \_\_\_\_\_



## Fantasy Sports 2022 -Student Activity Packet

### IN THIS LESSON YOU WILL LEARN

- Identify factors that contributed to the growth of the sports and entertainment industry
- Understand the concept of “fandom” and its importance to the business of sports and entertainment
- Recognize specific milestones relevant to industry growth
- Describe market segmentation
- Understand the concept of fan engagement
- Understand some of the social issues that impact the business of sports and entertainment

RESOURCES	QUESTIONS
<b>DISCUSSION PROMPTS</b>  <b>1</b> Discuss these questions with your classmates or with a partner.	<i>Estimated Time: 15 minutes</i>  <ol style="list-style-type: none"><li>1. Do you participate in fantasy sports? If so, does your participation impact how you watch a game?</li><li>2. If you were a marketing professional working for a brand like Mtn Dew or Doritos, how might you be able to tap into the popularity of fantasy football to connect with consumers? Why might that be important?</li><li>3. Why do you think brands want to learn as much about consumers as they can?</li></ol>
<b>STUDENT ACTIVITY</b>  <b>2</b> <u>Fantasy Sports BTN-PPT</u>  Use this PPT to help examine the impact of fantasy sports on the NFL and the conversation surrounding gambling and sports.	<i>Estimated Time: 15 minutes</i>  <ol style="list-style-type: none"><li>1. How do you think the growth of fantasy football has impacted the National Football League (NFL)?</li><li>2. Do you think fantasy football should be considered gambling? Do you think daily fantasy sites like FanDuel or DraftKings should be legal? Should gambling be legal? Why or why not?</li><li>3. How might the NFL benefit from legalized gambling?</li><li>4. What are ethics?</li><li>5. Do you think it is ethical for the NFL to benefit from legalized gambling?</li></ol>
<b>EXPANDED DISCUSSION</b>  <b>3</b> Please refer to lesson 1.2 (industry growth and fandom), lesson 1.6 (where are we now?) and lesson 2.7 (reaching consumers/fan engagement) in SCC's	<i>Estimated Time: 20 minutes</i>  <ol style="list-style-type: none"><li>1. What is fandom and why is it an important sports and entertainment business concept?</li><li>2. What is a superfan? Do you know anyone you would consider to be a superfan?</li></ol>

<p>textbook (The Business of Sports &amp; Entertainment) and/or individual unit outlines for more on each of these concepts.</p>	<ol style="list-style-type: none"> <li>Identify factors that contributed to the growth of the sports and entertainment industry.</li> <li>What is market segmentation? How do sports and entertainment marketing professionals segment the market?</li> <li>What is fan engagement? Why is it important for the NFL and its teams to develop fan engagement strategies?</li> </ol>
<p><b>COMPREHENSION CHECK</b></p> <p><b>4</b></p>	<p><i>Estimated Time: 15 minutes</i></p> <ol style="list-style-type: none"> <li>What is fandom and why is it an important sports and entertainment business concept?</li> <li>Identify three factors that contributed to the growth of the sports and entertainment industry.</li> <li>Which of the following most closely describes what Fandom is? <ol style="list-style-type: none"> <li>A place where fans gather</li> <li>A subculture of fans</li> <li>A character from a movie</li> <li>None of the above</li> </ol> </li> <li>TRUE OR FALSE: Fans who go to extremes to show their loyalty to their favorite team, athlete, band, actor or other celebrity are often referred to as “superfans”.</li> <li>How might the COVID-19 pandemic impact the growth of the sports and entertainment industry?</li> <li>What is fan engagement? Why is it important for the NFL and its teams to develop fan engagement strategies? What is an example of one way a NFL team might have tried to keep fans engaged during the pandemic?</li> </ol>
<p><b>STUDENT ACTIVITY</b></p> <p><b>5</b></p>	<p><i>Estimated Time: 1 hour</i></p> <p>Imagine you are a marketing executive working for your favorite NFL franchise. You have been asked to develop a fan engagement strategy to help the team connect with fans during a pandemic with a lot of uncertainty leading up to the season.</p>

You will need to address the following in your report:

1. What is fan engagement?
2. Why is fan engagement important?
3. What is fandom?
4. What are superfans?
5. How can the concept of fandom help to elevate levels of fan engagement for your franchise?
6. What will you do to engage fans?
7. How will the franchise benefit from your fan engagement strategy in the short term (before the season starts)?
8. How might your fan engagement strategy change once the season begins (if at all)? Why?
9. How will the franchise benefit from your fan engagement strategy in the long term (future seasons)?