

Name: _____



Class Period: _____

Sports Career Consulting Student Packet – NFL My Cause My Cleats

In this lesson, you will learn:

- Describe the concept of publicity
- Discuss the impact of social issues in society within the sports and entertainment industry
- Explain the purpose of goodwill
- **Activity:** Design your own cleats to support a cause

RESOURCES	QUESTIONS
DISCUSSION PROMPTS 1 Review the “MyCause My Cleats” website links and complete list of player causes supported and then discuss these questions with your classmates or with a partner.	<p style="text-align: right;"><i>Estimated time: 5 mins</i></p> <p>WEBSITE LINKS</p> <p>https://www.nfl.com/causes/my-cause-my-cleats/</p> <p>https://operations.nfl.com/inside-football-ops/community-impact/my-cause-my-cleats</p> <p>https://www.49ers.com/community/about/cleats</p> <p>COMPLETE LIST:</p> <p>Auction site: https://nflauction.nfl.com</p> <ol style="list-style-type: none">1. Why do you think NFL players are not regularly allowed wear whatever they want on their cleats?2. Should they be able to in your opinion? Why or why not?3. Have you heard of the NFL’s My Cause My Cleats initiative? What is it?4. What do you think the NFL and its players hope to accomplish through this initiative?5. How do you think charities and social causes benefit when NFL players wear cleats in support of those causes?

<p>COMPREHENSION CHECK</p> <p>2 <u>Sports business concepts covered in this lesson plan:</u></p> <p>Students should review lessons 11.2 and 11.8 in your textbook (SCC's The Business of Sports & Entertainment) to learn about the concepts covered in this lesson plan.</p>	<p><i>Estimated time: 30 mins</i></p> <ol style="list-style-type: none"> 1. What is publicity? 2. What is goodwill? 3. What are social issues as they relate to the business of sports and entertainment? 4. What are community relations?
<p>STUDENT ACTIVITY</p> <p>3</p> <p>SEE "NFL MY CAUSE MY CLEATS" ACTIVITY RUBRIC</p>	<p><i>Suggested estimated time: 120 minutes</i></p> <ol style="list-style-type: none"> 1. Review the following lessons in Sports Career Consulting's textbook (<i>The Business of Sports & Entertainment</i>) along with website links provided in this activity and complete list of player causes supported this season: <ul style="list-style-type: none"> • Lesson 11.2 (Publicity, Goodwill, Community Relations) • Lesson 11.6 (Social Issues) 2. Using the handout provided by your teacher, design your own cleats to support a cause. 3. Choose an NFL player that will wear your cleats and explain how this will help raise awareness for the cause. <p>Your presentation should include the following:</p> <ul style="list-style-type: none"> • Review the concepts of publicity, goodwill, community relations and social issues • Explanation of why you chose to support this cause • Description of how your cleats will raise awareness for the cause • At least one idea for how this initiative can help raise money to support your cause