



CASE STUDY#1

Event Management & Marketing: Charity 5K Event

CASE STUDY INSTRUCTIONS

1. Read/review the case study with your team (student group or class)
2. Review the evaluation criteria.
3. Create a response to the case study.
4. Be sure to include a team name, the names of team members (or class period if an entire class is participating), and the school and teacher's name.

IMPORTANT NOTE: Your entries are limited to no more than two pages.

If you wish to include any supplemental material, no more than four (4) PPT slides (or graphics or images) will be accepted.

DUE DATE: March 18th - Entries must be submitted by March 18th by 3:00 PM PST.



BACKGROUND

Welcome to the Charity 5K Challenge. In this case study, you will be responsible for the creation of a 5K race event for charity, which is the most popular road race in the United States. Nearly 9 million runners register for a 5K yearly.

The events occur at different times of the year, feature a variety of themes, and typically include a charitable component. Because there are so many options to choose from, the competition to attract participants has never been higher. That's where marketing comes in.

THE SCENARIO

You are establishing a nonprofit organization that will be responsible for the creation and management of a new 5K race event. The event will be in partnership with a charity of your choice. While the new entity is structured as a not-for-profit, profitability is still critical if your organization hopes to maximize the benefit for whichever cause you choose to support. As the management organization of record for the 5K, you will be responsible for the organization, planning, and execution of all aspects of the event.

YOUR CHALLENGE

In the current competitive race environment, it is essential to develop innovative ideas to make your event stand out from the rest.

Formulating a robust marketing plan to promote the event and ensuring efficient event management will be crucial to the success of your organization.



YOUR CHALLENGE (CONTINUED)

You will want to consider these important questions, at a minimum, as you make decisions relating to your 5K event:

- Where will the event take place?
- When will the event take place?
- How much will you charge for registration, if at all?
- Which cause will you support? How will the cause or charity benefit from this event?
- What are your goals for the event?
- What makes your event unique (how will it stand out from the competition)?
- Who is your target market?
- How will your marketing help your event to accomplish your event goals?
- Will there be spectators?
- What logistical challenges will you need to prepare for?

CASE STUDY REQUIREMENTS

You will need to develop an event management and marketing plan for your 5K. You will submit your plan for review. Your plan must include, at a minimum, the following information:

- Event details
 - Event name
 - Event date
 - Event location
 - Event description
- Identification of a charity partner or cause being supported
- Clear, concise, and **measurable** goals for your event
- Identification of a target market and strategy for reaching that audience
- Explanation of how the event will benefit your charity or cause that communicates clear, concise, and measurable event goals
- Recognition of logistical challenges that could pose a threat to a successful event, along with a plan that addresses how you will manage each challenge
- Description of marketing and communications plan for encouraging registration, participation, and attracting spectators (if you will allow spectators)

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The Charity 5K Challenge



SPORTSBIZ MADNESS 2024
CASE STUDY TOURNAMENT

EVALUATION CRITERIA

To help prepare for this case study, consider reviewing the following lessons from your textbook (*The Business of Sports and Entertainment* from Sports Career Consulting):

- Lesson 2.9 - Event management and marketing
- Unit 5 - Marketing Plan
- Lessons 8.1 and 8.2 - Sponsorship and Cause Marketing
- Lessons 11.3 and 11.5 - Publicity

Your case study entry will be evaluated based on the following criteria:

- Demonstrating understanding of concepts from your textbook
- Event Plan
- Creativity
- Marketing Plan
- Event Execution

The teams that advance to the next round in this case study tournament will not only demonstrate a fundamental understanding of key concepts from the textbook but also present a creative idea for an event that will stand out from other 5Ks.

It is important to explain why people will participate and support your event. A description of how your organization will manage the logistical areas of the event will also be critical.

Let the games begin!

DUE DATE - 3/14

March 18th

All "Charity 5K Challenge" case study entries must be submitted by March 18th by 3:00 PM PST.