



CASE STUDY#2

THE NFL'S GLOBAL OPPORTUNITY

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 29th - Entries must be submitted by March 29th by 3:00 PM PST.



BACKGROUND

The 2028 Summer Olympic Games in Los Angeles will showcase five new events: baseball/softball, cricket, lacrosse, squash, and flag football. With four years to prepare, the NFL has a significant opportunity ahead.

THE SCENARIO

The NFL, understandably, is excited about the addition of flag football to the official Olympic program, as it will help to expose the sport to new audiences around the globe. In this case study, you will establish a plan to leverage its inclusion in the 2028 Summer Games to grow the sport internationally.

YOUR CHALLENGE

You are serving in an advisory role to the NFL to help the league maximize the benefit of adding flag football as an official Olympic sport. Ultimately, the goal is to help the NFL reach as many international fans as possible. As popular as the NFL is in the United States, millions of potential sports fans around the globe have never watched an American football game.

With the presence of so many other sports at the Olympics, one potential barrier to connecting with international fans is the competition for attention. Will they be more interested in watching the sports they are passionate about and understand the rules? Cricket, the second most popular sport in the world after soccer, will be in the Olympics for the first time. Baseball is back in the Summer Games for the first time since 2012, and it is the 8th most popular sport in the world. Given these challenges, developing a plan years in advance will be critical to the league's ability to take advantage of flag football's inclusion in the the 2028 Olympic Games.



YOUR CHALLENGE (CONTINUED)

You will want to consider these important questions, at a minimum, as you determine how best to leverage the 2028 Summer Games to attract more fans to the sport of football.

- Will you encourage participation or focus more on attracting fans as viewers?
- How might market segmentation be useful?
- What is the greatest opportunity that the Summer Games will provide?
- Will market research be involved?
- What role might social media play?
- With so much competition for viewers, how will you encourage fans from other countries to watch flag football events? Which countries might be competing in Los Angeles in 2028?

CASE STUDY REQUIREMENTS

You will need to develop a strategy for leveraging the inclusion of flag football in the 2028 Olympics in a way that helps to increase popularity with fans across the globe. Your plan must include, at a minimum, the following information:

- A SWOT analysis
- An explanation of your overall strategy and a detailed analysis on how it will increase football's popularity

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 4.6 - Market Research
- Unit 5 - Marketing Plan
- Lesson 9.4 - Data Mining

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

- Demonstration of an understanding of key concepts from your textbook (referenced in the bullet points above)
- Application of those concepts in the development of a marketing plan
- Effective SWOT analysis

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 clearly communicate how flag football's inclusion in the 2028 Summer Games will help the sport to grow internationally.