

Sports and Entertainment Marketing

Creation of a Fantasy Football Team & Identity

Objective:

You will create a Fantasy Football team, its identity, and demonstrate your ability to research appropriate markets to locate your team.

Introduction:

- Before you can take a product to market, you must lay the foundation. This includes doing the proper research.
- What's in a name? The name of your team and its colors will create your identity. Choose wisely. *No two teams can have the same color scheme.*

Part One: Analyze several different proposed cities

Each team member will be required to research a city to determine if it's a viable location for a football team. You must stay within the boundaries of the U.S. You cannot locate within a 100 mile radius of another professional NFL team. The first team to complete all their comparable research, has first choice of a market to locate.

Using www.BestPlaces.Net, you can easily find population and demographic information. The U.S. Census (www.census.gov) is also a great resource. You may want to print your information about the cities you are researching, and use it to complete the "City Comparison Table." Once you have all your information entered on your table, discuss & compare with your team the information about all the cities. You must choose the BEST location based on potential profitability . . . not because it sounds cool.

With the help of all team members, a report must be prepared for the PV Football League Commissioner, Ms. Harrison, that includes the subheading for each category below. In each sections, write a paragraph discussing the comparisons of all your researched cities, and end the paragraph with which city is best in that category (and why it's best). This report MUST justify why you want to create a new team in the city you've chosen. This report, with all your research, must be turned-in and approved by the Commissioner BEFORE approval is given for your city. Each report is considered on a first-come, first-serve basis.

Report Sections (1 paragraph each):

Student #1:	Section 1	●	Executive Summary: Summarize findings from each section to justify why you've chosen the city you have.
	Section 2	●	Current facilities (<i>locate nearby college/university stadium</i>)
Student #2:	Section 3	●	Population
	Section 4	●	Median income
	Section 5	●	Other important demographics
Student #3:	Section 6	●	5 Competing sports/attractions in local area (<i>use www.dexonline.com</i>)
Student #4:	Section 7	●	5 Potential local sponsorship companies (<i>use www.dexonline.com</i>)

Part Two: Choose a Name

Once you've determined your location, choose a name for the team. It should be relevant to the local culture or area. Utilize the information you read in the article, "What's in a Name."

Part Three: Choose Team Colors

Pick at least two dominant team colors and a few complimentary colors. This cannot be done until your team has completed all its research, and turned it into your instructor for approval. Once a team color scheme has been called, no other team can have the same colors.

Part Four: Create a Logo _____

Each team member should produce a thumbnail sketch of a proposed logo. The team members will choose a final logo and one will create a "professional-looking" sign to be displayed during the draft and the term.

Deadline: _____

All items must be turned-in by this deadline.

Students who don't turn-in their part of the project will have points deducted and will lose points for their team members.

Sports & Entertainment Marketing

City Comparison Matrix

	U.S. Average	City #1:	City #2:	City #3:	City #4:
Population					
Median Income					
Age					
Ethnic Background					
Education Level					
Unemployment					
Cost of Living Index					
Venue Seating					
Competing Attraction/Sports					
Competing Attraction/Sports					
Competing Attraction/Sports					
Competing Attraction/Sports					
Competing Attraction/Sports					
Potential Sponsor					
Potential Sponsor					
Potential Sponsor					
Potential Sponsor					
Potential Sponsor					
RANK					

Sports & Entertainment Marketing

Project #1: Research Cities and Team Logo

TEAM:

Student #1: Student #2: Student #3: Student #4:
Name/City Name/City Name/City Name/City

Categories	Possible Score				
1. ● Research: Population	5				
● Research: Demographics (<i>Ethnic, education, median income, age, unemployment, cost of living, etc</i>)	10				
● Research: Current Facilities (<i>Seating, etc</i>)	5				
● Research: Competing Sports/Attractions (<i>Minimum of 5</i>)	5				
● Research: Potential sponsoring companies (<i>Minium of 5</i>)	5				
2. Report (<i>Typed, professional, no errors or typos</i>)	10				
● For each category listed, compare and contrast data from all cities researched. See instructions for assigned parts.	40				
● Name of team is appropriate for area/product	10				
● Original team colors	10				
3. Final Logo (<i>Professional, incorporates team colors, easy to size down without losing detail</i>)	50				
Sub Total	150				
Team Score (<i>20% of grade-out of 150 points possible</i>)*	30				
FINAL SCORE	180				

* 135 points total/150 possible points = 90%; 30 x .9 = 27 points; Entire team is awarded 27/30 points for their team score.