

Sports and Entertainment Marketing

Project #2: Facility Design & Financing

Objective:

You will demonstrate your understanding of the design, implementation, and financing of a sports facility.

Introduction:

Your team has decided to build a new stadium in order to facilitate the fans and maximize your revenues to obtain your financial objectives. It is up to you to design a facility to meet your needs for the next 20 years.

Part One: Locate a current NFL Stadium: _____

As a team, find a current NFL stadium that is appealing to your team and print-off information (including seating capacity, photos, and other pertinent info) about the stadium. As a group, create a list of Pros and Cons about the stadium. Then, one person on the team will; a.) type the Pro/Con List, and b.) create a professional 3-panel poster display of the stadium.

Part Two: Draw your new stadium on poster board (architectural renderings).

Underground & parking (U): _____ Blimp View—Seats & field (B): _____

Concourse & Concessions (C): _____

Include at least three levels; B.) Blimp view includes field, C.) Concourse & concession level, and U.) Underground includes parking. Students assigned to each draw a different level (*If 3 team members, skip underground rendering*).

Aspects to include (each view should include a minimum of 8):

- Restrooms
- Management Offices
- First Aid Stations
- Parking
- Custodial Offices
- Sponsorships (Ads)
- ADA (American with Disabilities Act) Requirements
- Amenities—*minimum of 3* (Restaurants, Themed areas, Clubhouse, etc)
- Security Offices
- Concessions (food and retail)
- Ticket Offices
- Locker Rooms
- Media Boxes
- Coaches Boxes
- Scoreboards
- Crowd Control
- Kitchen
- Luxury Boxes
- Storage Facilities
- Maintenance Room
- Press Room

Part Three: 3-D Stadium

Team members must bring items you need to create your stadium in 3-D using the upper deck and field architectural plans designed in Part Two made out of the materials of your choosing. **This stadium is due Tuesday, May 20th.**

Part Four: Everything has its price.

Name your price. Utilizing researched information, create a financial report (Income Statement) that includes expenses and revenues for all the following:

- Luxury Boxes
- Sponsor & Advertising packages
- Parking (50% to city)
- Concession fees
- TV contracts (local & national)
- Tickets (avg. Ticket price/capacity) (33% to NFL)
- Scoreboard rights
- Stadium naming rights
- Club Seat (Boosters) memberships (33% to NFL)
- Merchandising/Royalty contracts

The bottom line (per year): Your management has capped your player salaries at \$114 million. Other employee expenses equal \$5 million. Your operations costs are 15% of your total revenues. Your portion of the yearly lease for the stadium is \$10 million. You receive \$134 million from national sports broadcasting rights to televise your games. You share parking receipts with the city for helping to finance the stadium. The NFL receives one-third of your gate receipts and club seating revenues. You want to net approximately 20% of your revenues in profit. Include all justifications for your expenses (how you arrived at your figures). Also include percentages of each line item (equals 100%).

Deadline: _____

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Income Statement

Year Ended _____

Revenues		Amount	Percent
TOTAL REVENUES			
Operating Expenses	Amount		Percent
TOTAL EXPENSES			
NET PROFIT (Before taxes)			

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Project #2: Facility Design Evaluation

Team:	Possible Pts.	Pts Received			
Current NFL Stadium:					
● Typed Pros and Cons List (5 pts. each)	10				
● 3-D Display (seating capacity/photos/pertinent info)	20				
● Appearance/Neatness	10				
TOTAL	40				
Stadium Design: (B) _____ (C) _____ (U) _____					
● Appearance/Neatness	10	B	C	U	
● Label all areas	10	B	C	U	
● Contains all aspects outlined (<i>minimum of 8 in each view</i>) <input type="checkbox"/> Restrooms <input type="checkbox"/> Security Offices <input type="checkbox"/> Management Offices <input type="checkbox"/> Scoreboards <input type="checkbox"/> Concessions (food and retail) <input type="checkbox"/> Crowd Control <input type="checkbox"/> Parking <input type="checkbox"/> First Aid Stations <input type="checkbox"/> Ticket Offices <input type="checkbox"/> Kitchen <input type="checkbox"/> Locker Rooms <input type="checkbox"/> Custodial Offices <input type="checkbox"/> Luxury Boxes <input type="checkbox"/> Media Boxes <input type="checkbox"/> Storage Facilities <input type="checkbox"/> Storage Facilities <input type="checkbox"/> Sponsorships (Ads) <input type="checkbox"/> Coaches Boxes <input type="checkbox"/> Maintenance Room <input type="checkbox"/> ADA (American with Disabilities Act) Requirements <input type="checkbox"/> Press Room <input type="checkbox"/> (3 pts) Amenities (Restaurants, Themed areas, Clubhouse, etc)	20				
TOTAL	40	B	C	U	
3-D Arena (Team Score)					
● Team provides supplemental items to build arena/Creativity/Effort (10 pts each)	30				
● Follows arena design blueprint	10				
TOTAL	40				
Financial Report (in class)					
TOTAL	20		B	C	U
Team Score					
● Met deadlines	10		B	C	U
● Worked together as a team/Used team wisely/Divided work evenly	10				
TOTAL (120 points)	20		B	C	U

Team Member	Total Pts	Team Member	Total Pts
#1		#3 (C)	
#2 (B)		#4 (U)	