Sports Marketing

Standard 2 Objective 1

***Students will assess the fan’s role in sports marketing***.

Sports fandom is a religion for some people. The collective identity that people get from supporting their specific club or organization takes on a level of zeal that is hard to match.  Celebrating victories of a favorite sports team sometimes descends into mass hysteria. The level of devotion that sport inspires has been analyzed from every angle you can think of.  Psychologists suggest that it provides a common goal for groups of people to cheer for. There are theories that in our modern society where violence is against that law, that sports provide an outlet for elements of our more brutal primal tendencies.

There is also evidence of deep psychological ties to sports teams.  It has been suggested that people can get so wrapped up in a team’s successes and failures that it actually affects their hormonal balances. This hormonal balance ties into a person’s self esteem and how they feel about things on a personal basis. So when that favorite team gets knocked out of the playoffs, people’s moods are genuinely affected and they can slide into emotional funks. It has also been theorized by psychologists that sports fandom has its ties to when our tribal ancestors would battle other small tribes. The better warriors were idolized and cheered for, which is an easy idea to transition onto the playing field.

[*http://www.therichest.com/sports/other-sports/top-10-most-passionate-sports-fan-bases/?view=all*](http://www.therichest.com/sports/other-sports/top-10-most-passionate-sports-fan-bases/?view=all)

***Situation: You are to assume the role of a sports marketing director for your school or team and come up with a marketing plan that will entice and motivate “non-fans” to attend a sporting event and progress to become a loyal fan or “fanatic.”***

Complete the following performance objectives:

1. **Current Data:** Find an article from the last five years that gives information and data about “fanatics” for a specific team and summarize how you can incorporate the information in your marketing plan.
2. **Situational Analysis:**
   1. Describe the current situation with your team, fans, and the specific objective of your marketing plan. This should be one paragraph and should include the specific problem that you are trying to solve.
   2. What are your team’s strengths? This is the niche that you are going to emphasize and dominate.
3. **Marketing Segmentation**:
   1. Demographics: What demographic are you going to target? (sophomores, juniors, seniors, boys, girls, etc.)
   2. Psychographic: How are you going to use personality, lifestyle, image, hobbies, etc., to encourage fans to become “fanatics”?
   3. Geographic: (This may or may not be applicable to this assignment.)
   4. Behavioral: What strategy can you come up with to encourage increased attendance and loyalty?
4. **Marketing Strategy:**
   1. Come up with a name for your “fanatic”.
   2. Promotional Strategy:
      * Advertising: What advertising mediums will you use to promote your “fanatics”? List all means of traditional, social, and digital advertising.
      * Public Relations: What news-worthy event could you come up with to create a positive image within the community for your “fanatics”?
5. **Fan-Fun Event/Ancillary Event:**
   1. The foundation of any strategic sports marketing process is understanding why spectators attend sporting events. Write a statement how you can use each of the following factors to encourage and motivate spectators to become fans.
      * Self-Esteem Enhancement
      * Diversions from Everyday Life
      * Entertainment Value
      * Eustress
      * Aesthetic Value (getting great pleasure from the beauty of the athletic performances)
      * Need for Affiliation
      * Family Ties
   2. Come up with a fan activity or promotion that would motivate students to come to the event. The activity needs to have the following elements:
      * Title of the Event
      * Target Market Identification
      * Implementation Plan
      * Elements of the event
      * Prize or award

This marketing plan needs to be doubled spaced and typed. You will also present your ideas to the class on:

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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