

Name \_\_\_\_\_ Period \_\_\_\_\_

PROMOTION PROJECT RUBRIC:

Criteria:.....pts

**GIVE AWAY ..... 32**

Description..... 2 pts each X 2

Method of Distribution.... 2 pts each X 2

Sponsor/Advertisor ..... 2 pts each X 2

ROI Opportunity ..... 5 pts each X 2

Event/Team Benefit ..... 5 pts each X 2

**Outdoor:..... 60**

Printed in color..... 5 pts each X 3

Proposed locations ..... 5 pts each X 3

Description of Why..... 5 pts each X 3

Good visual display..... 5 pts each X 3

**Radio - Script ..... 40**

Script written out in detail ..... 15 pts.

30 second ad..... 25 pts.

**Retailer Promo ..... 20**

Retailer description..... 1 pt X 2

Retailer involvement..... 2 pts each X 2

Event..... 1 pt X 2

Event Promotion..... 3 pts X 2

Sales/ROI ..... 3 pts X 2

**TV-Storyboard ..... 50**

5 transitions minimum ..... 5 pts X 5

Extra Credit if video is actually created  
and can be watched..... 30 pts

Total ..... /202

Name: \_\_\_\_\_

Period: \_\_\_\_\_

Due Date: \_\_\_\_\_

**Sports Marketing**

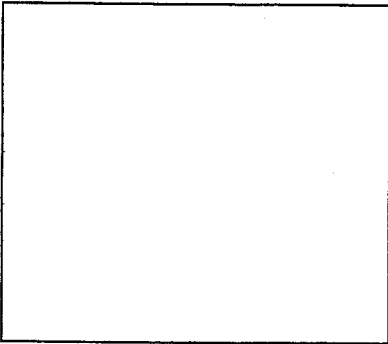
**Promotion Unit Project**

**Give Away Promotion**

In the area provided, plan out at least two Give Away Promotions for your event/team/sponsor. Describe the give away, determine how the products will be distributed, identify a specific advertiser/sponsor, and identify HOW that sponsor will earn ROI (enough to pay for the promotion and earn some amount of revenue). Also list how the team/event will benefit from the promotion and give away. You may use more than one page if necessary.

**Promotion # 1 with Sketch of Product**

Give Away Item: \_\_\_\_\_



Description: \_\_\_\_\_

Method of Distribution: \_\_\_\_\_

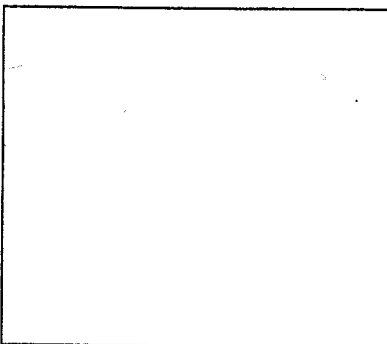
Sponsor/Advertiser: \_\_\_\_\_

R.O.I. Opportunity: \_\_\_\_\_

Event/Team Benefit: \_\_\_\_\_

**Promotion # 2 with Sketch of Product**

Give Away Item: \_\_\_\_\_



Description: \_\_\_\_\_

Method of Distribution: \_\_\_\_\_

Sponsor/Advertiser: \_\_\_\_\_

R.O.I. Opportunity: \_\_\_\_\_

Event/Team Benefit: \_\_\_\_\_

Name: \_\_\_\_\_

Period: \_\_\_\_\_

Due Date: \_\_\_\_\_

Sports Marketing

Promotion Unit Project

Outdoor Advertisement

Using 3 Power Point slides, plan three outdoor or transit advertisements. Use color and remember to keep text to a minimum as drivers/travelers have little time for reading. THIS SHOULD BE FOR THE EVENT YOU ARE DOING YOUR MARKETING PLAN ON...

Please Print them full color and give me the proposed locations and why you chose this location and type of ad.

Name: \_\_\_\_\_

Period: \_\_\_\_\_

Due Date: \_\_\_\_\_

Sports Marketing

Promotion Unit Project

Radio Script

In the area provided, plan out a 30 second radio commercial as part of your promotion plan. Identify the character speaking, script his/her part and include other elements such as sound effects, ambient noise and music. Most commercials will include some information from an announcer, script this information as well. You may use more than one page if necessary.

Promotion Theme: \_\_\_\_\_ Commercial Title: \_\_\_\_\_

Role/Character	Script * Music * Sound Effects * Ambient Noise * Other:

Name: \_\_\_\_\_

Period: \_\_\_\_\_

Due Date: \_\_\_\_\_

**Sports Marketing****Promotion Unit Project****Retailer Promotion**

In the area provided, describe at least two Sponsor/Retailer specific promotions that could be run in coordination with your event. Remember to have promotions build on sales and focus on a distinct R.O.I. for the sponsor and/or the retailer.

You may use more than one page if necessary.

Retailer:	Retailer Involvement:	Event:	Event Promotion:	Sales/R.O.I.
Checker® Auto Parts  Auto parts retailer	Drawing location for NASCAR® trip Checker 400® Polo Shirts provided for and worn by all employees. Checker 400® decals on windows, doors and at register locations. Stand-Alone sales display featuring NASCAR® drivers for Drawing Entry	NASCAR Winston Cup ®Race . Checker 400®	Naming Rights to Race Checker 400® Field Logo Flags & Banners @ Races Sales Opportunities @ Races Internet Marketing PA & Program Announcements Hospitality & Ticket Packages	Increase interest in retailer by utilizing NASCAR® opportunities Increase Sales for time period up to & following event. Increase sales & retailer interest at the race.
Retailer:	Retailer Involvement:	Event:	Event Promotion:	Sales/R.O.I.
Local Grocery Store	Sun Screen Display featuring players T-shirts for Checkers Signs & Banners to promote products Signs & Banners to promote event	Banana Boat® Beach Volleyball Tournament	Grocery Store Logo & Name in event guide as a sponsor Grocery Store Logo on event signs as a sponsor (at several retailers)	Increase exposure for retailer Promote retailer as a supplier Increase sales of related product (sunscreen) from Title Sponsor

Promotion Theme: \_\_\_\_\_ Promotion Title: \_\_\_\_\_

Retailer:	Retailer Involvement:	Event:	Event Promotion:	Sales/R.O.I.
DESCRIBE THE RETAILER	DESCRIBE HOW/WHAT PROMOTIONS WILL BE IMPLEMENTED AT THE RETAILER.	DESCRIBE THE EVENT	WHAT PROMOTIONS WILL BE IMPLEMENTED FOR RETAILER EXPOSURE AND BORROWED EQUITY FROM THE EVENT SPONSORSHIP.	Identify effects for: 1) Retailer and 2) Event

Promotion Theme: \_\_\_\_\_ Promotion Title: \_\_\_\_\_

Retailer:	Retailer Involvement:	Event:	Event Promotion:	Sales/R.O.I.
DESCRIBE THE RETAILER	DESCRIBE HOW/WHAT PROMOTIONS WILL BE IMPLEMENTED AT THE RETAILER.	DESCRIBE THE EVENT	WHAT PROMOTIONS WILL BE IMPLEMENTED FOR RETAILER EXPOSURE AND BORROWED EQUITY FROM THE EVENT SPONSORSHIP.	Identify effects for: 1) Retailer and 2) Event

Name: \_\_\_\_\_

Period: \_\_\_\_\_

Due Date: \_\_\_\_\_ 5

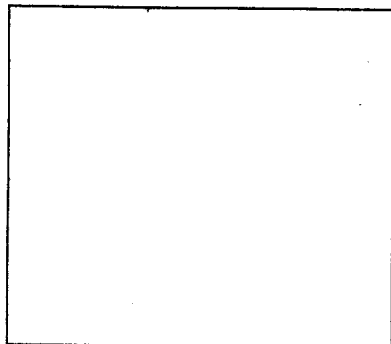
## Sports Marketing

## Promotion Unit Project

## Television Commercial Storyboard

In the area provided, script a 30 second television commercial as part of your promotion plan. Sketches are necessary in the frames, but stick figures are acceptable for explaining what happening during the commercial. Use detail in explanation of the scene, description, and in commentary or script for the actors. You may use more than one page if necessary.

Promotion Theme: \_\_\_\_\_ Commercial Title: \_\_\_\_\_



Description: \_\_\_\_\_

\_\_\_\_\_

Commentary: \_\_\_\_\_

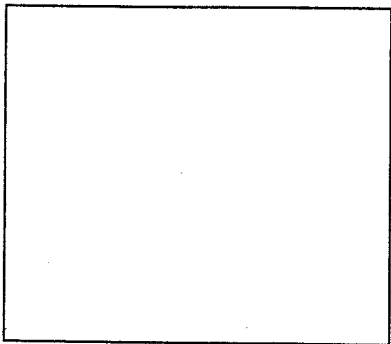
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Script: \_\_\_\_\_

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Description: \_\_\_\_\_

\_\_\_\_\_

Commentary: \_\_\_\_\_

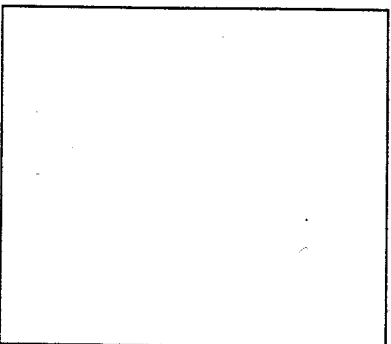
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Script: \_\_\_\_\_

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Description: \_\_\_\_\_

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Commentary: \_\_\_\_\_

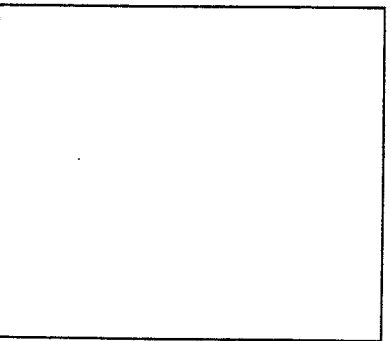
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Script: \_\_\_\_\_

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Description: \_\_\_\_\_

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Commentary: \_\_\_\_\_

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Script: \_\_\_\_\_

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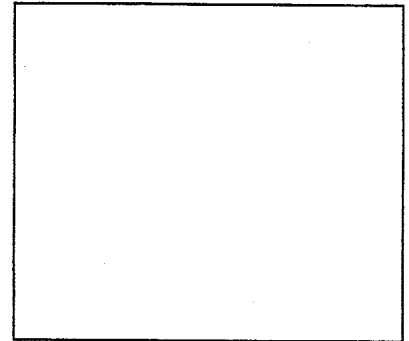
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Name: \_\_\_\_\_  
Sports Marketing

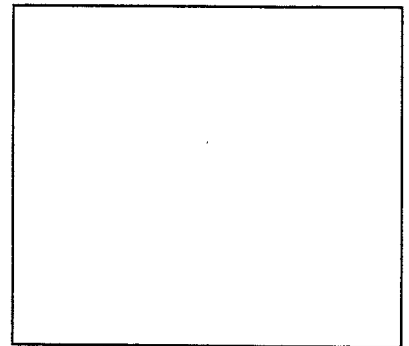
Period: \_\_\_\_\_  
Promotion Unit Project

Due Date: \_\_\_\_\_ 9  
Television Commercial Storyboard

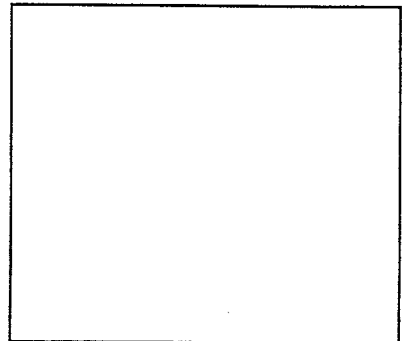
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Script: \_\_\_\_\_  
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