**Promotional Plan**

**Final Phase**:

1. **Written Promotional Plan**
2. **Oral Presentation**

You have complete several activities for your franchise for the Lincoln area including picking a name, designing a logo, stadium, and determining pricing information. For your final phase of your franchise project, you will create a promotional plan to show your knowledge of promotional activities in sports & entertainment marketing. **You should prepare a seasonal, one-to four-week promotion campaign for your franchise.**

A promotional plan is a written, detailed description of how the four elements of promotion (advertising, sales promotion, publicity, and personal selling) will be used.

**General Requirements:**

* The body of the written promotional plan must be limited to 10 numbered pages, not including the title page and table of contents.
* The oral presentation may be a maximum of 10 minutes in length (not including questions).
* You will be evaluated on the effectiveness of public speaking and presentation skills and how well you respond to questions that the audience may ask following the presentation.

**WRITTEN PROMOTIONAL PLAN GUIDELINES:**

* The written promotional plan must follow these specifications (see below). Refer to your Promotional Plan Checklist and Promotional Plan Evaluation Form as well.

***Title Page***: The first page of the written Promotional Plan is the title page. It must include in any order, but is not limited to, the following:

SPORTS & ENTERTAINMENT MARKETING PROMOTIONAL PLAN

Franchise Name

Your Name (first and last)

Date

Image/Graphic to represent your franchise (e.g., logo)

The title page will *NOT* be numbered.

***Table of Contents***. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will *NOT* be numbered.

***Body of the written Promotional Plan***. The body of the written promotional plan begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your promotional plan. Points for each section are shown on the Evaluation Form. Each section must be titled, including the bibliography and the appendix. (see next page)

1. **EXECUTIVE SUMMARY**
   1. One-page description of the plan (summarize your ideas, spark interest, etc.)
2. **DESCRIPTION OF THE ORGANIZATION**
   1. Describe your franchise in detail giving the history and background of your franchise, and the products/services you will offer – what makes your franchise unique?
   2. Include information on your target market (gender, age, economic status, interests, marital status, education level, etc.).
3. **OBJECTIVES** – What the promotional campaign is to accomplish (make sure they are measurable – e.g., increase by a specific percentage the number of repeat season ticket holders for the following season)
4. **SCHEDULE OF EVENTS** – Promotional activity(ies) must include the following and should focus on your target market. Explain EACH in detail (including timeline, specific dates, etc.) and provide examples of materials in your appendix.
   1. Advertising (example: paid/co-op advertisement in various types of media)
   2. Sales Promotions (example: theme nights, giveaways, etc.)
   3. Publicity (example: press releases sent to various types of media, appearances)
   4. Personal Selling (example: souvenir stands, food vendors, ticket kiosk, etc.)
   5. Social Media – include information on the various social media outlets you plan to use and how you will use them to help promote your other activities
5. **RESPONSIBILITY SHEET** (assigned positions and activity(ies), etc.)
6. **STATEMENT OF BENEFITS TO THE COMPANY/ORGANIZATION** – how will these activities help reach your promotional objectives from section III?
7. **BIBLIOGRAPHY** – cite any resources used including any images that are not your original artwork.
8. **APPENDIX**
   1. An appendix is optional, BUT strongly recommended. Include in an appendix any exhibits appropriate to the written promotional plan but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, examples of advertisements, etc.

**PRESENTATION GUIDELINES:**

* Create a Google Presentation and share with Mrs. Crabtree. The presentation should cover all sections of the promotional plan – do not copy and paste the sections into the presentation, instead use simple bullet points that you can expand on during the presentation.
* Graphics/images, handouts, or any other visual aids in addition to the presentation are strongly encouraged, however, the major emphasis of the oral presentation is on the content. Drawings, illustrations and graphic presentations will be judged for clarity, not artistic value.
* You will present during our finals period the last week of the semester. You have a maximum of 10 minutes to present. The promotional plan and presentation are worth a total of 100 summative points (see Evaluation Form).
* You may use your written promotional plan or note cards during the presentation.

**Written Promotional Plan and Oral Presentation Evaluation Form**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Requirements** | **Little/No Value** | **Below Expectations** | **Meets Expectations** | **Exceeds Expectations** | **Points Earned** |
| The written and oral presentation show evidence of a realistic knowledge of sports & entertainment promotion trends | 0-1-2 | 3-4-5 | 6-7-8 | 9-10 |  |
| The oral presentation clearly and professionally expands and develops the objectives as written in the promotional plan with appropriate presentation techniques | 0-1-2 | 3-4-5 | 6-7-8 | 9-10 |  |
| The schedule of events shows continuity and logical order | 0-1 | 2-3 | 4-5 | 6-7 |  |
| The responsibility section is compatible with the size and location of the organization described | 0-1 | 2-3 | 4-5 | 6-7 |  |
| The promotion plan shows creativity in design and format. If visual aids were used, do they help to clarify and/or enhance the promotion plan? Are visuals limited to those used in an actual sports & entertainment promotion plan? | 0-1-2-3-4 | 5-6-7-8-9 | 10-11-12-13 | 14-15-16 |  |
| The oral presentation and the written plan are logical, complete and workable for the particular situation | 0-1-2-3-4 | 5-6-7-8-9 | 10-11-12-13 | 14-15-16 |  |
| The oral presentation specifically identifies and justifies the promotional areas of advertising, sales promotion, publicity, personal selling, and social media | 0-1-2-3-4-5 | 6-7-8-9-10-11 | 12-13-14-15 | 16-17-18 |  |
| Professional layout, neatness, proper grammar, spelling and word usage (WOW factor) | 0-1-2 | 3-4-5 | 6-7-8 | 9-10 |  |
| All sections were included and guidelines for promotional plan and oral presentation were followed | 0-1 | 2-3 | 4-5 | 6 |  |
| **TOTAL POSSIBLE POINTS: 100** | | | | **TOTAL POINTS EARNED:** |  |