**Fantasy Sports Franchise Project**

**Stadium Design**

**Phase 2**:

1. **Stadium Research**
2. **Stadium Location**
3. **Stadium Design**
4. **Stadium Seating Capacity/Design**
5. **Stadium Amenities**
6. **Stadium Poster Board**

Now that you have selected your new franchise for the Lincoln area (Logo and Mascot creation project), it’s now time to design and select the location of your stadium. First, you will research existing college and professional sports arenas across the country.

**1. Stadium Research**

**Research 5 Arenas across the country, with 2 of the stadiums being located in a similar geographic location (Central/Midwest)**. Provide a marketing advantage and disadvantage for each category (except City):

* 1 - Arena Name:
  1. City:
  2. Location within City:
  3. Arena Design:
  4. Seating Capacity and Design:
  5. **2-3** Arena Amenities:
* 2 - Arena Name:
  1. City:
  2. Location within City:
  3. Arena Design:
  4. Seating Capacity and Design:
  5. **2-3** Arena Amenities:
* 3 - Arena Name:
  1. City:
  2. Location within City:
  3. Arena Design:
  4. Seating Capacity and Design:
  5. **2-3** Arena Amenities:
* 4 - Arena Name:
  1. City:
  2. Location within City:
  3. Arena Design:
  4. Seating Capacity and Design:
  5. **2-3** Arena Amenities:
* 5 - Arena Name:
  1. City:
  2. Location within City:
  3. Arena Design:
  4. Seating Capacity and Design:
  5. **2-3** Arena Amenities:

**2. Stadium Location**

* Your Arena Location: Describe the location of your stadium within your home city and your marketing reason(s) for your stadium location. Provide as many reasons as possible (**5 Minimum**).

**3. Stadium Design**

* Arena Design: Will your arena be open air, dome, or retractable roof stadium? How does your design meet the needs of your home city? Does your design provide a marketing advantage?

**4. Stadium Seating Capacity and Design**

* Describe your arena capacity, including seat structure and design. Will your arena have general seating or club seats and sky boxes, or a combination? Explain your % of seats in each category and which aspects of your seat structure will be marketed to specific portions of your home city’s demographics.

**5. Stadium Amenities**

* What amenities will your arena provide? Will your stadium provide shopping and restaurants or your basic concessions? Include a minimum of 5 amenities, with at least 2 amenities tied directly to local product usage?
  1. See Crabtree’s web page for Amenity examples

**6. Stadium Poster Board**

* Create an artistic rendition of your team’s stadium on a Poster Board!
  1. Include an External View
  2. Include an internal View
  3. Include a View of your Amenities