

ASEM: Fantasy Team Final Project Instructions

Instructions: For your final Fantasy Team Project you will need to create a professional, APA formatted packet of your complete marketing plan for your team. You will need include the following sections in the order listed below. Be sure to use APA formatting and professional language! The majority of the sections have already been completed throughout the semester. Be sure to go back and make any necessary changes and corrections before including in your final packet. This packet will need to be printed and professionally bound before submitting for a grade.

- Cover Page: Team Name and Team Logo
- Table of Contents
- Branding
 - Include a logo design
 - Explanation of brand planning—image, awareness, expansion, equity, and loyalty
- Target Market and Location Information
 - Include your written report from the Fantasy Team Research Project
- Stadium Information
 - EXACT location of stadium along with a reason for this location
 - Naming Rights to Your Stadium and Why that Name. Also Including Corporate Sponsorships/Partnerships
 - Image of stadium layout ticket pricing map
- Financial Plan (All this information is in your Fantasy Team Financial Plan Project)
 - Player Budget
 - Projected Ticket Sales
 - Projected Revenue
- Promotional Plan (All this information is in your Fantasy Team Promotional Plan)
 - Promotional Events (Have Something Planned for One Home Game); Pre-Game, Half-Time, And Post-Game.
 - Charity/Foundation Your Team Is Involved With; Give Reasoning and Description
 - Sponsorship and Endorsement Deals
 - Cobranding Efforts—explain your cobranding deal and how it will help to promote your team
 - Social Media Campaign
- Management Decision Making
 - Completed season Player Evaluation Excel Sheet
 - For next season
 - Changes to team management
 - Changes to team roster/coaching
 - An in-depth explanation for changes including a business rationale
- Season Schedule for 2021-2022 Season
 - Create a schedule for the 16 games your team will play for the 2021-2022 season
- Appendix
 - Uniform and Helmet
 - Promotional Plan Mockups
 - Naming Rights Contract
 - Sponsorship Contract