



SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

SEM-26
Association Event 1

CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Product/Service Management

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain the nature of corporate branding.
- Describe factors used by businesses to position corporate brands.
- Communicate core values of products/services.
- Enlist others in working toward a shared vision.
- Recognize/Reward others for their efforts and contributions.

EVENT SITUATION

You are to assume the role of the studio manager for FITNESS RATE, a gym and fitness center located in River City, a city with 200,000 people. The owner (judge) wants you to determine how to incentivize members to vote for the business in a newspaper poll.

FITNESS RATE offers members a large open gym full of weights, cardiovascular machines such as treadmills, stationary bicycles, elliptical machines and striders, plus straps for suspension training, rowing machines and more. FITNESS RATE also has two large spaces that hold several daily exercise classes for members looking for group workouts. In addition, the center sells headbands, towels, socks and wellness drinks that feature the FITNESS RATE name and logo.

Each year, the city's newspaper, RIVER CITY DAILY HERALD, offers community members the opportunity to vote for their favorite businesses in a variety of categories. Community members can vote for businesses in categories such as: Best Restaurant, Best Bank, Best Salon, Best Dry Cleaner and a variety of other categories. The winner of each category is named in a special edition of RIVER CITY DAILY HERALD and receives a giant banner that can be hung outside the business stating the business was named as "The Best in River City."

This year, the owner (judge) wants FITNESS RATE to be named the Best Fitness Center in River City. The owner (judge) understands that the business can only win if enough people vote for FITNESS RATE. The owner (judge) wants you to determine how to inform members about the opportunity and encourage them to vote for FITNESS RATE as Best Fitness Center.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the owner of FITNESS RATE, a gym and fitness center located in River City, a city with 200,000 people. You want the studio manager (participant) to determine how to incentivize members to vote for the business in a newspaper poll.

FITNESS RATE offers members a large open gym full of weights, cardiovascular machines such as treadmills, stationary bicycles, elliptical machines and striders, plus straps for suspension training, rowing machines and more. FITNESS RATE also has two large spaces that hold several daily exercise classes for members looking for group workouts. In addition, the center sells headbands, towels, socks and wellness drinks that feature the FITNESS RATE name and logo.

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This year, you want FITNESS RATE to be named the Best Fitness Center in River City. You understand that the business can only win if enough people vote for FITNESS RATE. You want the studio manager (participant) to determine how to inform members about the opportunity and encourage them to vote for FITNESS RATE as Best Fitness Center.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. Is it ethical to offer a reward for votes?
2. What should we do for members if we win, regardless of whether they voted for not?

Once the studio manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the studio manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

- The participants are to be evaluated on their solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



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JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Product/Service Management

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of corporate branding.	0-1-2-3	4-5-6	7-8-9	10	
2.	Describe factors used by businesses to position corporate brands.	0-1-2-3	4-5-6	7-8-9	10	
3.	Communicate core values of products/services.	0-1-2-3	4-5-6	7-8-9	10	
4.	Enlist others in working toward a shared vision.	0-1-2-3	4-5-6	7-8-9	10	
5.	Recognize/Reward others for their efforts and contributions.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						