



**CAREER CLUSTER**

Marketing

**INSTRUCTIONAL AREA**

Promotion

**SPORTS AND ENTERTAINMENT MARKETING  
TEAM DECISION MAKING EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

**21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

**PERFORMANCE INDICATORS**

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- Explain the role of promotion as a marketing function.
- Describe the use of technology in the promotion function.
- Explain types of advertising media.
- Identify communications channels used in sales promotion.
- Explain the concept of marketing strategies.
- Describe factors used by marketers to position products/services.
- Discuss motivational theories that impact buying behavior.

## CASE STUDY SITUATION

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You are to assume the roles of the promotional manager and the sales manager for TEAM RODEO, the association for professional rodeo cowboys. The executive director (judge) wants your team to use the popularity of cowboys and rodeos in entertainment to promote ticket sales for rodeo events.

Over the last five years, several television series and book series have been centered around cowboys, rodeos and the western United States. The popularity of these series has created new rodeo fans that span all ages, genders, incomes and locations. The television series *Montana* has high ratings and critical acclaim. *Montana*'s popularity resulted in both a prequel series, *1882*, and a sequel series, *The Ranch*.

The book series *Bandera County* has seven books that focus on professional male and female rodeo stars as they climb their way to the top of the sport. *Bandera County* was quickly adapted into a series on a streaming service and has become the top streaming show.

The executive director of TEAM RODEO (judge) wants to turn the popularity of *Montana* and *Bandera County* into ticket sales for rodeo events. The executive director (judge) wants your team to create a promotional plan that can be used in all cities hosting a rodeo event that will leverage the popularity of cowboys and rodeos in entertainment to sell tickets to rodeo events.

The executive director (judge) wants your team to discuss:

- Types of advertising media to consider for the promotion
- The use of technology in promotion
- Specific methods to position rodeo events and tickets to the events
- Marketing strategies used to encourage ticket sales

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

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization

Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant team.

4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant team.

### JUDGE CHARACTERIZATION

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You are to assume the role of the executive director for TEAM RODEO, the association for professional rodeo cowboys. You want the promotional manager and the sales manager (participant team) to use the popularity of cowboys and rodeos in entertainment to promote ticket sales for rodeo events.

Over the last five years, several television series and book series have been centered around cowboys, rodeos and the western United States. The popularity of these series has created new rodeo fans that span all ages, genders, incomes and locations. The television series *Montana* has high ratings and critical acclaim. *Montana*'s popularity resulted in both a prequel series, *1882*, and a sequel series, *The Ranch*.

The book series *Bandera County* has seven books that focus on professional male and female rodeo stars as they climb their way to the top of the sport. *Bandera County* was quickly adapted into a series on a streaming service and has become the top streaming show.

You want to turn the popularity of *Montana* and *Bandera County* into ticket sales for rodeo events. You want the promotional manager and the sales manager (participant team) to create a promotional plan that can be used in all cities hosting a rodeo event that will leverage the popularity of cowboys and rodeos in entertainment to sell tickets to rodeo events.

You want the promotional manager and the sales manager (participant team) to discuss:

- Types of advertising media to consider for the promotion
- The use of technology in promotion
- Specific methods to position rodeo events and tickets to the events
- Marketing strategies used to encourage ticket sales

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

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

1. Describe the target market of your promotion.
2. What effect will your promotion have on loyal rodeo fans?

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

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

## EVALUATION INSTRUCTIONS

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participants demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participants demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participants demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



## SPORTS AND ENTERTAINMENT MARKETING TEAM DECISION MAKING 2026

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Promotion

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Describe the use of technology in the promotion function?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain types of advertising media?	0-1-2-3	4-5-6	7-8	9-10	
4.	Identify communications channels used in sales promotion?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of marketing strategies?	0-1-2-3	4-5-6	7-8	9-10	
6.	Describe factors used by marketers to position products/services?	0-1-2-3	4-5-6	7-8	9-10	
7.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						