

SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH

CAPITAL ONE ORANGE BOWL



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APRIL 23, 2026

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I. EXECUTIVE SUMMARY

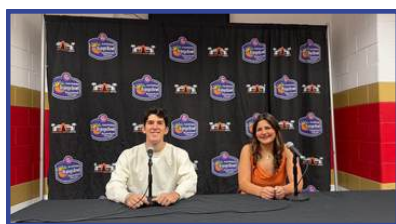
OVERVIEW

The Orange Bowl Committee (OBC) is a South Florida-based nonprofit organization which was established in 1935 with the goal of using sporting events to promote tourism and have an economic impact. The OBC has established a nationally recognized brand based on tradition, community involvement, and exceptional event execution. It is best known for hosting the annual Capital One Orange Bowl, a game connected to the College Football Playoffs. With the help of over 1,000 ambassadors and over 400 volunteer committee members, the organization also manages year-round community projects via its Orange Bowl Cares platform and other events like the Orange Bowl Basketball Classic. The OBC's main objective is to provide top-notch sporting experiences while cultivating relationships with supporters, partners, and the South Florida community.









The Orange Bowl Cares operates on four sectors displayed above: Youth Sports, Education, Community Engagement, and Legacy Programs. Orange Bowl Cares is able to support youth development, the expansion of access to educational opportunities, strengthen relationships within the South Florida community, and preserve the Orange Bowl's commitment to service and positive impact through those focus areas. All together, these initiatives use the platform of sports to create meaningful, long-term benefits beyond game day.

PURPOSE



The researchers, Justin Poms and Valeria Gonzalez, were tasked with incorporating customer feedback into the company's corporate social responsibility (CSR) initiatives and overall business strategies. Currently, The OBC has very strong and established CSR programs, however, the researchers found that very little customer feedback was being utilized. With this in mind, the research was focused on a new sector which would expand current CSR efforts while also collecting customer input.

RESEARCH METHODS

PRIMARY RESEARCH			SECONDARY RESEARCH		
SURVEYS	INTERVIEWS	PARTICIPANT OBSERVATION	ONLINE SEMINAR	CSR CERTIFICATION	SOCIAL MEDIA
					

FINDINGS AND CONCLUSIONS

Finding 1.1: It is important to understand all parties impacted by Corporate Social Responsibility initiatives.

Finding 2.4: A team with the same goals and priorities is the first critical milestone in CSR efforts, everything else is execution.

Conclusion #1: CSR initiatives must prioritize interactive, inclusive programming.

Conclusion #2: Strategic planning and sustained commitment are essential for impact.

Finding 2.1: Identify and exploit points of greatest leverage when it comes to CSR efforts.

Finding 3.1: Ensuring to consistently bring your community together is an effective way to initiate other CSR initiatives.

Finding 2.3: Long-term goals for CSR efforts create a foundation that can be built upon with the right partners and ideas.

Conclusion #3: Leveraging external collaborators maximizes scalable impact.

Conclusion #4: Year-round engagement strengthens brand credibility and loyalty.

Conclusion #5: A structured Mental Health pillar presents a strategic expansion opportunity.

The OBIE STRONG campaign targets four key areas: Resilience, Balanced Minds, Community Activation, and Wellness Environments. Each area includes two specific activities to promote mental fitness in Youth Sports, Education, Community Engagement, and Legacy Programs. In one year, this focused strategy will elevate the Orange Bowl's CSR impact across South Florida.



On-field & Off-Field Resilience



Building balanced minds



Inclusive Community Activation



Enduring Environments of Wellness

On-field & Off-Field Resilience

Improve young athletes' performance and mental skills under pressure.

Establishes a core identity founded on mind and body wellness.

Inclusive Community Activation

Mitigate the social stigma and isolation tied to mental health challenges.

Create a social environment that is more unified, compassionate, and supportive for the entire community.

Building balanced minds

Enhance the current classroom climate for learning and developing mentally.

Build a culture around a community that consistently develops and values emotional intelligence and sustained self-care.

Enduring Environments of Wellness

Create a place and symbol of commitment to mental health amongst the community.

Establish mental health as a vital pillar of the community's identity and legacy.

Year 1 Implementation

O

\$58,000
Resilience

B

\$39,500
Balanced Minds

I

\$65,500
Community Activation

E

\$90,000
Environments of Wellness

Year	Annual Expenses	Cumulative Expenses	Annual Revenue	Net Profit	ROI
Year 1 (2026)	\$319,550	\$319,550	\$383,550	+\$64,000	20.0%
Year 2 (2027)	\$304,550	\$624,100	\$392,478	+\$87,928	28.9%
Year 3 (2028)	\$244,550	\$868,650	\$402,466	+\$157,916	64.6%

II. INTRODUCTION

A. DESCRIPTION OF THE BUSINESS OR ORGANIZATION

THE ORANGE BOWL COMMITTEE

The **Orange Bowl Committee (OBC)**, established in **1935**, is a non-profit organization based in South Florida with the primary goal of attracting tourism to the region through, among other things, hosting major sporting events. Most notably, the annual Capital One Orange Bowl game, hosted in the Miami metropolitan area, is part of the College Football Playoffs System. The organization is composed of over **400 committee members** and about **1,000 ambassadors**, all dedicating their efforts towards building a stronger community and overall leaving a positive impact on the people they serve. For the purpose of this paper, the researchers will focus on the **"Orange Bowl Cares"** section of the committee, which is dedicated specifically to giving back to the community.



Mission Statement: "Inspire youth. Strengthen communities. Serve South Florida."

ORANGE BOWL CARES YOUTH SPORTS

Athlete participating in OB football showcase



The Orange Bowl (OB) organization actively promotes youth athletic development through initiatives such as the **Orange Bowl Youth Football Alliance**, which supports thousands of local athletes. In addition, they host a variety of **tournaments** in tennis, golf, lacrosse, and track, as well as flag football, basketball, and football **showcases**. The Orange Bowl encourages and **provides opportunities** for youth across South Florida to grow and engage in athletics.

EDUCATION

OB "Tag a teacher" program recipient



Beyond athletics, the organization offers academic development opportunities for South Florida students through programs such as the Leadership & Character Academy, which provides resources and planning tools to help them pursue their personal and career goals. It also organizes art contests and teacher-engagement initiatives, such as the Orange Bowl Creative Art Contest, Tag-A-Teacher, and Extra Yard For Teachers, all designed to recognize local talent and educators.

COMMUNITY ENGAGEMENT

Runners of the AvMed 5k with OBIE



The organization actively supports the community by hosting events, including family festivals, 5K and 10K runs, and educator recognition programs. The AvMed Orange Bowl Beach Run and AutoNation Orange Bowl Basketball Classic draw thousands of South Florida residents each year. These events bring families and neighbors together around shared experiences. These efforts represent the committee's mission to contribute to the area's well-being.

LEGACY PROGRAMS

Committee and community members at new park renovation



The committee funds long-term community projects, including multi-million-dollar park and field renovations across South Florida and media center makeovers in over 15 elementary, middle, and high schools. These legacy investments ensure the Orange Bowl's impact lasts long after game day. Moore Park, Carter Park, and Ives Estates Park are just a few examples of spaces transformed through Orange Bowl Cares.

COMMUNITY REPORT



Generates millions in annual tourism and jobs growth



Supports teachers and inspires student leadership



Inspires and provides for young athletes



Hosts events which encourage community unity



Funds park and school facilities renovations