



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Promotion

**SPORTS MARKETING EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 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).
- Turn in all of your notes and event materials when you have completed the event.

**GENERAL PERFORMANCE INDICATORS**

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- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

**SPECIFIC PERFORMANCE INDICATORS**

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- Explain the nature of a promotional plan.
- Explain the role of promotion as a marketing function.
- Develop communications objectives.
- Develop public relations/publicity plan to achieve communications objectives.
- Identify considerations in implementing global marketing strategies.

## **CASE STUDY SITUATION**

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You are the marketing manager and the director of promotion for SPORTS DANCE FEDERATION, an organization that supports and promotes a variety of specialized dances that involve competition. There is a wide variety of sports dances including ballroom, salsa, acrobatic rock 'n roll, disco and breaking.

The SUMMER OLYMPICS take place every four years and offer many different events for amateur athletes to compete in representing their home countries. For the first time ever, breaking will be a featured sport in the 2024 SUMMER OLYMPICS in Paris. Breaking, often called breakdancing, is an athletic style of street dance that began in the late 1970s and grew extremely popular during the 1980s. Breaking will now be a featured sport at the SUMMER OLYMPICS allowing 16 males, called b-boys, and 16 females, called b-girls to compete for medals.

## **YOUR CHALLENGE**

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The executive director of SPORTS DANCE FEDERATION understands that not many people know much about breaking besides seeing it in music videos or concerts. The executive director also knows that many people who are not fans of specific sports are fans of the OLYMPICS and can become fans of new sports due to exposure during the OLYMPICS.

The executive director is hopeful that breaking's debut at the SUMMER OLYMPICS will increase the number of breaking enthusiasts, draw viewership to other breaking competitions and possibly bring new talent into the sport.

The executive director wants your team to develop a promotional plan that will bring publicity to breaking's SUMMER OLYMPICS debut. Your team must explain how the plan will increase the sports' fanbase, bring in viewers to watch breaking competitions at the SUMMER OLYMPICS and encourage participation in the sport.

## 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.

### 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	Participant 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	Participant 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	Participant 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	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**SPORTS MARKETING EVENT  
2024**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Promotion

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

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

Did the participants:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of a promotional plan?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Develop communications objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Develop public relations/publicity plan to achieve communications objectives?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Identify considerations in implementing global marketing strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						

