



Creation of a New Sport Project



Project Description:

Choose a partner in class with whom to work with on this project. You are responsible for creating a new sport to be introduced as a competitive event in your school district next year. The theme for your sport is entirely up to you. It can be a team sport or individual sport, stick and ball sport or extreme/action sport. You determine the rules, the equipment and any other relevant information.

As part of this process, you will also be identifying potential sponsors for the new event. Be sure to include as many details as possible about your new sport and explain why you think the companies you selected would want to support the new event financially through a sponsorship. You will also need to present the information below from the project requirements.

Identify the target market of your new sport/event, who is likely to be a fan of this event, and select appropriate sponsors with your target market in mind.

Project Requirements

1. What is your new sport?
 - * What is it called?
 - * Explain how it works (are there quarters, innings, etc.)
 - * What are the rules? Scoring?
 - * Why would this be a good event for the high school competition?
 - * Will people attend the games?
 - * What type of equipment will be necessary to play?
2. Who is the target market for this sport/event?
 - * Demographics? (Age income levels, education levels, gender, etc.)
 - * Why will your event/game appeal to this particular group?
 - * Is a target market important to sponsors?
 - * Will others outside your target audience be interested in following your event or game? Why?
3. Identify potential sponsors for your new sport
 - * Consider sponsor categories (cars, insurance, shoes, soft drinks, etc.)
 - * Will an equipment provider be a natural fit as prospective sponsor? Why/why not?
 - * How would a sponsorship of your new sport benefit a sponsor?
 - * Does it matter whether people are coming to watch?
4. Communications and marketing
 - * How will you announce the launch of your new sport?
 - * How will you attract fans?
 - * How else will you capture the attention of potential fans?
 - * How will you maximize exposure for you new sport?

Presentation

You will have 3 minutes to present your new sport/event to the class. You must use visual aids as part of your presentation as well as a written report to turn in. Remember, the details surrounding your game are entirely up to you. You decide the rules, marketing strategies and growth plans for the game.

As part of your presentation, you will be required to "demonstrate" your new sport (to the best of your ability) to the class. You will also need to provide sample marketing and communications tools (press release etc) that you will plan to use in helping put your new sport on the map!