



# "Fandom" Project



## **Project Background:**

### **FANDOM'S IMPACT ON THE INDUSTRY**

Fandom is a term used to refer to a subculture of fans characterized by a feeling of sympathy and camaraderie with others who share a common interest. Ultimately, fandom is what motivates the sports and entertainment consumer to make purchase decisions relating to available sports and entertainment products.

The term fandom can be used to describe all types of fan groupings or "subcultures", including Star Wars or Star Trek fans, fans of Luke Bryan or Lil' Wayne or Dallas Cowboys fans. Fans crave the experiences and want to be as close to the action as they can be. As a result sports properties have evolved to create opportunities to maximize fan engagement.

Sports and entertainment properties understand how important fandom is for business and have taken measures to bring fans closer to the action (like NBA teams selling tickets to sit right next to the team bench) or creating unique fan experiences like "fantasy camps" or in-game experiences like playing a high school basketball game on a NBA court.

One of the most notable ways we've seen the industry tap into fandom is the annual "V Foundation" auction hosted by ESPN to raise money for cancer research. They auction off unique experiences for fans, such as a *Star Wars* VIP Tour of Lucasfilm studios, participate in a fantasy football in-person draft with NASCAR star Dale Earnhardt Jr. and the chance to watch a Dallas Mavericks game with the team owner, Mark Cuban (just to name a few).

## **Project Description:**

For this project, you are to assume the role of the coordinator for a "fan experience" auction similar to the one ESPN hosts for the V Foundation and cancer research. The class will be split into groups. Each group will create two experiences and on auction day, students will be given a fictitious dollar amount to spend and will bid on the various experiences provided by other students.

**REQUIREMENTS:** Your "experience" must be very detailed...remember, your goal is to maximize the amount bid to raise as much as possible for the charity of your choice!

- Which charity benefits?
- What is the required opening bid?
- How will you coordinate the details?
- What "value" is there for the fan?
- What is "off limits" for the fan?
- When will the experience take place?