

Group Exercise #1

You are the marketing director for the carolina cup steeplechase race. You've arranged an initial meeting with Carolina Ford dealers to discuss a potential sponsorship agreement. What would you plan to say in this meeting?

- Tailgating truck on display
- College market – affordability
- Promotional tents – coozies, t-shirts, towels, water bottles (joint promotions)
- Use trucks to move obstacles on track
- Exclusive licensing deal – Ford = only automotive sponsor
- ***Go into the meeting and do not just sell, you have to understand the company's needs; what are they struggling with, what are challenges are they facing... how can we fulfill their needs

Why is soccer generally more popular as a youth participation sport than it is as a spectator sport in the United States?

- Easy for young kids, don't need technical skill as a youth
- Cheap
- As a professional sport if you are really good you will go to another country to play, more money, more fan base, more acknowledgement
- Only one league in US, leagues should be in large cities to gain fan base
- Not enough coverage of soccer, not enough promotion from other countries to the US so hard to create fan base in US

Come up with some general benefits of sport spectating (why do people, in general attend/watch sport events?". Think beyond "to be entertained".

- Purely social, want to say that you were there when something big happens
- It's a lot cooler to be able to say you were there than to watch it on tv
- The atmosphere makes the event feel even better
- Nothing better than feeling like being apart of something so lively and full of die hard fans just like you
- Sponsors that have giveaways are an incentive to want to go to these events, to have something to remember for life that we were there
- Our competitive nature makes up want to be apart of seeing the winners/losers