

Super Bowl Halftime Show

(Your Name)

Your Task

You are on the Super Bowl Planning Committee.

You are responsible for securing entertainment for the halftime show and marketing the show to the appropriate audience.

You are also responsible for developing exclusive promotional items and merchandise available both during the halftime show and after the show has aired. These items will serve as another revenue stream for the NFL.



Entertainment

Entertainer(s)

Which entertainer (or entertainer(s)) will you attempt to secure for the Super Bowl?

Type your answer here

Why do you think this entertainer(s) would be a good fit for the Super Bowl?

Type your answer here

Target Market

What is your target market for the halftime show? List 5 characteristics.

Type your
answer here

Type your
answer here

Type your
answer here

Type your
answer here

Type your
answer here

Set List

Develop a set list for the halftime show. Remember you only have approximately 15 minutes to perform. You should play songs that cater to your target market's preferences.

Note: You do not have to fill in all 8 slots of the table below if you don't think you will have time.

Song Number	Song Title
1	
2	
3	
4	
5	
6	



Promotional Strategies

Traditional Promotional Strategies

What are five more traditional promotional strategies you will use to promote the halftime show? Explain how these strategies are appropriate for your target audience.

Strategy #1

Strategy #2

Strategy #3

Strategy #4

Strategy #5

Explanation #1

Explanation #2

Explanation #3

Explanation #4

Explanation #5

Non-Traditional Promotional Strategies

What are five non-traditional promotional strategies you will use to promote the halftime show? Explain how these strategies are appropriate for your target audience.

Strategy #1

Strategy #2

Strategy #3

Strategy #4

Strategy #5

Explanation #1

Explanation #2

Explanation #3

Explanation #4

Explanation #5



Event Exclusives

Exclusive Promotional Item

What promotional item will fans receive for attending the halftime show?

Type your answer here

Will this item be available free of charge or will fans have to purchase the item? At what price?

Type your answer here

Why do you think this item is appropriate for the target audience of your halftime show?

Type your answer here

How does this item reflect the image of the halftime show and the entertainer you have booked?

Type your answer here

Exclusive Menu Item

What menu item will be available to fans attending the halftime show?

Type your answer here

Will this item be available for the entire game, just halftime, the first half of the game, or some other time frame? Explain your reasoning.

Type your answer here

Why do you think this item is appropriate for the target audience of your halftime show?

Type your answer here

How does this item reflect the image of the halftime show and the entertainer you have booked?

Type your answer here



Event Distribution

Halftime Show Distribution

Other than in person at the game, what other locations can fans view the halftime show?

Type your answer here

Will fans be able to view the halftime show from home for free?

Type your answer here

Why do you think these locations are appropriate for your target audience?

Type your answer here

Do fans viewing from home receive any special perks? If so, what?

Type your answer here



Additional Event Revenue Streams

Additional Event Revenue Streams

What are five additional revenue streams you could create to profit from the halftime show, other than the promotional item and menu item.

Revenue Stream
#1

Revenue Stream
#2

Revenue Stream
#3

Revenue Stream
#4

Revenue Stream
#5

Explanation #1

Explanation #2

Explanation #3

Explanation #4

Explanation #5