

Marketing your Favorite Athlete

For this assignment, you will create a Presentation using PowerPoint, Google Slides, Prezi or Keynote...following these directions:

1. Select and investigate an athlete. It can be an athlete currently playing or retired.
2. The slides of your presentation should contain the following:
 - Title Slide – name and picture of athlete.
 - Biography Slide – where/when he or she was born and other facts (i.e. family information, where he/she currently lives, marital status, schools attended, sports played, etc.)
 - Career Statistics Slide - (teams played for, years played, etc.)
 - Contract Slide - what is his or her current contract? What is it worth?
 - Photo Gallery Slide - photographs of athlete (3-4)
 - Trivia Slide - provide some trivia about the athlete that many people may not know...3-4 facts.
 - Endorsements Slide - products he or she currently endorses. If none, what companies/products would you contact for possible endorsement deals? (think of at least two)...be sure your athlete is a good "fit" for the products you choose...include 2-3 bullet points explaining why they are a good spokesperson for your chosen products.
 - Publicity Slide - any controversial situations he or she may have been involved in...or positive stories!
3. All information written in slides must be in your own words (except statistics).
4. Presentation should be colorful and creative. Use the many features your presentation program has to offer.
5. Assignment is worth 100 points. Due date is Wednesday December 10th.