

Each year the college football bowl season offers an opportunity to showcase some of the finest talent and teams. Television exposure and payouts for schools along with brand recognition for bowl sponsors are some of the benefits that these events present.

Your task is to create a new bowl game that will be held in the 2020-2021 bowl season. You are to locate the bowl game in a city that currently does not house a bowl. Make sure you keep in mind the city's winter weather and stadium facilities available. Before starting the project, you will need to research (2) current bowl games.

Current Bowl Game Research

Research (2) current bowl games that are not listed above and find out the following information:

1. Name of the Bowl (relation to host city?)
2. Print out a picture of the Bowl's current logo
3. City and stadium name/location
4. Who is the Bowl's corporate sponsor?
5. Date held this year
6. Teams who participating this year
7. Are teams picked tied to specific conferences?
8. Payout to the teams' schools

Collegefootballpoll.com is an excellent resource!!

Once you have finished your research, complete the following tasks:

1. Create a bowl game. Make sure the name has some connection to the host city.
2. In what city will it be held? What stadium? Justify your choices.
3. Who will be the Bowl's corporate sponsor?
4. Approximate date it will be held. New Years day will be tough to achieve.
5. What will be the payout to each school (winner and loser).
6. Design a logo on PhotoDraw for your Bowl. Make sure to include your corporate sponsor.
7. Devise a ***detailed*** promotional mix for your bowl. ***Include at least (3) elements for each mix component:***
 - a. Advertising-What traditional media will you use to promote the game? Messages? Slogan?
 - b. Sales Promotion-Special promotion/events before and during game?-
 - c. Personal Selling-Who will perform the selling function in conjunction w/the game?
 - d. Public Relations-Charity/Community events to build goodwill
 - e. Direct Marketing-What social media platforms will be utilized and how will they be used.

****All promotional activities can be conducted before, during or after the game!***

Evaluation Form

College Bowl Research Checklist (1) point each component

1. Name of the Bowl _____
2. Bowl's logo _____
3. City and stadium location _____
4. Corporate sponsor? _____
5. Date held this year _____
6. Teams who participated this year _____
7. Conference Exclusivity? _____
8. Payout _____
- Total /8

Name of Bowl-Marketability, relation to city, uniqueness

1	2	3	4	5
Poor		Average		Excellent

Date of Game: Attractiveness, Competition with other bowl games

1	2	3	4	5
Poor		Average		Excellent

City and Stadium Location-feasibility, tourism appeal, competition w/nearby bowls, stadium availability

1	2	3	4	5
Poor		Average		Excellent

Corporate Sponsor-fits image of bowl, mutual benefits derived

1	2	3	4	5
Poor		Average		Excellent

Payout to the winning and losing team-feasibility, attractiveness

1	2	3	4	5
Poor		Average		Excellent

Logo Design-Appeal, marketability, creates favorable brand identity, logo ties in with Bowl name

5	6	7	8	9	10
Poor		Average			Excellent

Promotional Mix Elements: Includes at least (3) feasible strategies for each mix component: 10 points for each promotional mix element

1	2	3	4	5
Includes (1) element		Includes (2) elements		Includes 3 Elements each describe in detail

Advertising	_____
Sales Promotion	_____
Personal Selling	_____
Public Relations	_____
Direct Marketing	_____

Presentation/Class Participation-Equal participation by all members, professionalism

1	2	3	4	5
Poor		Average		Excellent

Points Possible: $78 / 2 = 39$ pts. Possible Points Earned _____