

SPORTS TEAM FRANCHISE RESEARCH

You are going to **research** a sports franchise, complete a **SWOT** analysis, and make **marketing recommendations** for the team.



Team You Will Research:

STEP 1: Research or design the following

- Team League and Owner
- Location
- Logo/ Team Colors
- Mascot
- Team Record (present or last reported)
- Team's Net Worth
- 2 Fun Facts
- 3 History Facts
- Sponsors: which companies sponsor the team
- In the News -- share one current news story surrounding the team
- Provide an example of each marketing strategy:
 - Commercial
 - Social Media Post
- Design a new team t-shirt <https://www.customink.com/products/t-shirts/4>
- Create an advertisement for an upcoming game or event
- Create a SWOT table (come up with at least two ideas for each)

Strengths	Weaknesses
Opportunities	Threats

- Marketing strategies
 - Recommend two marketing strategies to create an awareness and/or get more fans to the events

STEP 2:

Organize your information into a **Google Slides** presentation.

GRADING:

Research <ul style="list-style-type: none">● All required information covered	20 points
Upcoming event ad <ul style="list-style-type: none">● Attractive & professional● Ad clearly represents the team (colors, logo)● Gives event info	10 points
T-shirt Design <ul style="list-style-type: none">● T-shirt designed creatively● Appealing and neat-looking	10 points
SWOT Analysis <ul style="list-style-type: none">● Table includes at least two items for each	10 points
Presentation Design <ul style="list-style-type: none">● Professional and organized● Includes good photos● Uses team colors	15 points
TOTAL POINTS	65