SPORTS & ENTERTAINMENT MANAGEMENT—MODIFIED

The sports industry is rapidly growing in this country and the world. For an individual to be successful and effective in this type of work, a core understanding of business and a comprehensive awareness of sports is necessary to succeed in sports management. This event provides recognition for FBLA members who possess the basic principles of sports management.

OBJECTIVE TEST COMPETENCIES

- management basics
- events management
- management functions
- decision making
- management strategies
- strategic planning tools
- networking and delegating
- careers and entertainment industry
- leadership
- managing groups and teams
- ethics
- management for entertainment industry
- marketing concept and buyer behavior
- marketing information management and research
- marketing mix and product life cycle
- distribution, pricing, and market conditions
- promotion, advertising, and sponsorship
- sales
- entrepreneurship
- human resource management

PERFORMANCE COMPETENCIES

- answer questions effectively
- demonstrate ability to make a businesslike presentation
- demonstrate ability to work as a team
- demonstrate an understanding of the case and explain recommendations
- demonstrate effective decision-making and problem-solving skills
- display self confidence through content knowledge and idea articulation
- explain content logically and systematically

NBEA STANDARDS REINFORCED BY EVENT

Management: business organization, ethics, human resource management
Marketing: the marketing plan

CAREER CLUSTER(S): Hospitality and Tourism, Business Management and Administration

ELIGIBILITY

The top five teams of two (2) or three (3) members from the winter regional conferences may enter this event. If a chapter has no winner in the top five, it may enter one TEAM.

1. All participants must be members of the active local chapter and on record in the FBLA state and national offices as paying dues by February 6.

2. Participants must be selected in accordance with the regulations of the local chapter and the state association.

3. No more than one (1) team member may have won first place in this event at a previous State Business Leadership Conference or entered this event at a prior National Leadership Conference.

4. Participants failing to report on time for the event will not be permitted to compete.

5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.
OVERVIEW
This event consists of two (2) parts: a collaborative objective test and a performance component. A one-hour objective test will be administered based on the listed competencies. Non-graphing calculators may be used.

Online computerized testing will be provided at the state level. No graphing calculators, cell phones, or other memory storage devices may be used.

An interactive case study will be given.

PERFORMANCE GUIDELINES
1. The top fifteen (15) teams with the highest score on the objective test will advance to the performance. The objective test score will be used to break a tie. The order of performance will be drawn at random by an impartial person in the event office.

2. Teams will report to the preparation room. Twenty (20) minutes before the performance, the team will receive the case study. Teams will be given twenty (20) minutes to prepare their case to present. Teams will report to the performance room at the end of twenty (20) minutes.

3. Two (2) note cards will be provided and may be used during the preparation and performance of the event. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.

4. No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance.

5. The team has seven (7) minutes to interact with a panel of judges and present the solution to the case. Judges will role play the second party in the presentation and refer to the case for specifics. This is a role-play event.

6. All team members must actively participate in the performance.

7. Teams must introduce themselves, describe the situation, make their recommendations, and summarize the case.

8. A timekeeper will stand at six (6) minutes and again at seven (7) minutes.

9. The performance is open to conference attendees who are not participants in the performance portion of this event.

JUDGING
Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

The performance portion of this event will be evaluated by a panel of judges. All decisions of the judges are final. In the event of a tie, the objective test score will be used to determine the final rank.

STATE AWARDS
The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

NATIONAL ENTRIES
Washington State may enter three (3) state winners for national competition.

REFERENCE
Sports & Entertainment Management Rating Sheet, see Appendix A
# FBLA SPORTS & ENTERTAINMENT MANAGEMENT

**Performance Rating Sheet**

- **Final Round**

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Not Demonstrated</th>
<th>Does Not Meet Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing challenge for sports and entertainment industry is understood and well-defined</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Alternative promotions and sponsorships for sports and entertainment are recognized with pros and cons stated and evaluated</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
</tr>
<tr>
<td>Logical solution is selected for the sports and entertainment challenge with positive and negative aspects of its implementation given</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
<td></td>
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<tr>
<td>Issues regarding branding strategies of products for sports and entertainment presented in case are addressed completely</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td>Marketing’s decision is clear for a specific sports and entertainment market segmentation</td>
<td>0</td>
<td>1–5</td>
<td>6–10</td>
<td>11–15</td>
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</tr>
<tr>
<td><strong>Comments:</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Delivery</strong></td>
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<tr>
<td>Statements are well organized and clearly stated; appropriate business language used for sports and entertainment marketing</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
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</tr>
<tr>
<td>All team members actively participate during the presentation</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Team members show self-confidence, poise, and good voice projection while accurately describing marketing strategies for sports and entertainment challenge</td>
<td>0</td>
<td>1–2</td>
<td>3–4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Team members demonstrate the ability to effectively answer marketing questions for sports and entertainment challenge</td>
<td>0</td>
<td>1–3</td>
<td>4–7</td>
<td>8–10</td>
<td></td>
</tr>
<tr>
<td><strong>Comments:</strong></td>
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<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>/100 max.</td>
</tr>
</tbody>
</table>

**Dress Code Penalty** Deduct five (5) points when dress code is not followed.

**Penalty Points** Deduct five (5) points for failure to follow guidelines.

**Final Score** /100 max.

**Objective Test Score** (To be used in the event of a tie.)

Name(s):  
School:  
State:  
Judge’s Signature:  
Date:  
Judge’s Comments: