



## **SPORTS, ENTERTAINMENT & FASHION MARKETING CONTEST**

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### **CONTEST CHAIR**

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### **ELIGIBILITY**

The Sports, Entertainment and Fashion Marketing Contest is open to all students enrolled in any Senior, Business Studies course during the current school year.

### **RATIONALE**

The diverse fields of sports, entertainment, and fashion play a highly-significant role in today's economy. This Contest focuses on these fields. Specifically, this Contest provides students with an understanding of marketing promotion and how to apply promotion to the fields of sports, entertainment, and fashion.

### **CONTEST RULES AND REGULATIONS**

Contestants must be either an individual, pair, or in a group of no more than three members. All sections must be completed or the submission will not be evaluated. Only original work will be assessed. Contest entry is due on or before the contest submission date (refer to the Contest Time Line Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form.

### **REMINDER - 2 ENTRIES PER SCHOOL**

### **INSTRUCTIONS**

Your objective is to create a Promotional Plan for either one sports, or one entertainment, or one fashion business. Select only one field. Do not select a business that is currently in operation. Once you have decided on a field (either sports, or entertainment, or fashion), then create an appropriate and catchy name for your business. Your Promotional Plan will be evaluated using the Evaluation Rubric on the next two pages. Your Promotional Plan must include:

1. A one-page (maximum) "Executive Summary" that provides a brief outline of your business. Include your business's name, location, buildings/facilities, trade suppliers (if any), and your staffing requirements.
2. A brief "Mission Statement" that states your business's purpose and the products and or services it will offer.
3. A detailed "Promotional Plan" that outlines how to promote your business. Any combination of the four components of promotion may be applied; namely—advertising, sales promotion, personal selling, and public relations/publicity.



4. The following sections must be included in your Promotional Plan:
- Statement of Promotional Objectives.
  - Theme.
  - Specific Activities and Timelines (for when these promotions should occur).
  - Type of Media to be Used.
  - Staffing Responsibilities Related to Promotion.
  - Spending Budget.
  - Evaluation and Follow-Up of Promotion.

5. “Appendices” that provide additional information such as: your store’s layout diagram, a staffing/organizational chart, and a list of jobs and their descriptions for key promotional positions in your business.

Criteria	Level 1 (50-59%) (Unsatisfactory)	Level 2 (60-69%) (Partially Competent)	Level 3 (70-79%) (Proficient)	Level 4 (80-100%) (Exemplary)
<b>Executive Summary</b>				
Outline includes your business’s name, location, buildings/facilities, trade suppliers (if any), and your staffing requirements.	Incomplete and needs improvement.	Adequate.	Complete and informative.	Complete, informative, and stated clearly.
<b>Mission Statement</b>				
Mission Statement that states your business’s purpose and the products and or services it will offer.	Incomplete and needs improvement.	Adequate.	Complete and succinct.	Complete, succinct, and stated well.
<b>Promotional Plan</b>				
A detailed Promotional Plan that outlines how to promote your business. Any combination of the four components of promotion may be applied; namely—advertising, sales promotion, personal selling, and public relations/publicity.	Missing all four components of promotion.  Incomplete and lacks detail.	Used some components of promotion.  Partially incomplete.  Lacks detail.	Complete and states components of promotion.  Details are sufficient.	Complete and states components of promotion clearly.  Details are superbly detailed.
<b>Required sections must be included in your promotional plan:</b>				
a. Statement of promotional objectives.	Incomplete.	Adequate.	Stated promotional objectives well.	Concisely stated.
b. Theme.	Lacks focus.	Identified theme.	Stated theme well.	Well-identified.
c. Specific activities and timelines for when these promotions should occur.	Lacks focus. Incomplete.	Satisfactory.	Identified all activities and provided appropriate timelines.	Logically identified all activities and provided appropriate timelines.
d. Type of media to be used.	Needs improvement.	Adequate.	Appropriate.	Identified types of media to be used very well.
e. Staffing responsibilities related to promotion.	Incomplete.	Adequate.	Effective.	Concisely described all staffing responsibilities very well.
f. Spending budget.	Incomplete.	Adequate.	Complete and informative.	Spending budget was complete, informative, and logical.



g. Evaluation and follow-up.	Incomplete.	Adequate.	Complete and informative.	Evaluation and follow-up are complete, informative, and well written.
Appendices				
Appendices that provide additional information such as: your store's layout diagram, a staffing/organizational chart, and a list of jobs and their descriptions for key promotional positions in your business.	Incomplete. Lacks focus. Needs improvement.	Adequate.	Store's layout, staffing/organizational chart and a list of jobs and their descriptions are complete and well-planned.	Store's layout, staffing/organizational chart and a list of jobs and their descriptions are complete, well-planned, and exemplary.
Overall Impression				
Report Format (title page, table of contents page, pages enumerated).	Needs improvement.	Adequate.	Report format was followed.	Report form was well followed.
Appropriate font and font size.	Inappropriate font and font size.	Adequate.	Appropriate font and font size was used.	Appropriate font and font size was used.
Spelling, grammar, punctuation, capitalization, and sentence structure.	Text has more than five errors.	Text has four errors.	Few errors.	No errors.
Logical order of ideas.	Order of ideas is disorganized.	Order of ideas is partially unorganized, inaccurate, or difficult to follow.	Order is organized and accurate.	Highly organized, accurate, and logical.
Creativity of Promotional Plan.	Lacks creativity.	Some evidence of creativity shown.	Evidence of creativity demonstrated.	Evidence of creativity is exemplary.
Viability of Promotional Plan (feasible, practical, and possible).	Lacks viability.	Some evidence of viability shown.	Evidence of viability demonstrated.	Evidence of viability is exemplary.