



Sports Management Brand Management Portfolio Guidelines

Directions: In this portfolio, you will create a brand management strategy that benefits the team. You will then provide a detailed explanation of why you think the strategy will benefit the team. Follow the following steps.

1. Create a brand management strategy that you think will enhance the team's brand and result in loyalty from your customers. Review the examples below before creating your strategy.

Example 1: Fan Appreciation Night is when every fan receives 20 percent off of all food and drinks at the concessions stands throughout the stadium during the first five innings of the game. This event would be held at the beginning of the season to help establish the brand with the local community.

Example 2: Kids Run the Bases Night is when every kid 12 years old and younger gets to run the bases one time with the team mascot following the game. This strategy would positively enhance the team's brand—both with the kids and their parents or guardians.

Example 3: During the community outreach event, players make an appearance at a local high school. The players give a free clinic to the high school team as well as pose for photographs and give autographs. This strategy would positively enhance the team's brand by showing that the team cares about the local community.

2. Explain in detail how your brand management strategy is going to benefit the team. Your brand management strategy and explanation should be at least one paragraph.