



Sports Management Revenue Plan Portfolio

Directions: In this portfolio project, you will identify revenue streams for a professional sports franchise.

Step One: List the name of your team, the league in which it participates, and the stadium or arena in which it plays.

team name:

league:

stadium or arena:

Step Two: List five different revenue streams below and briefly explain the importance of each.

- 1.
- 2.
- 3.
- 4.
- 5.

Step Three: Write a paragraph that explains and summarizes the revenue plan for your team.