All Star Game Project

For many baseball fans the All Star Game is the highlight of the year. For the MLB, its teams, and the cities that host games, All Star Game is big business.

For this project, the team will take the role of serving on a Finance and Risk management team for the All Star game. Your team will create a PowerPoint presentation based on their findings.

Presentation Layout:

Logo
- Cut and paste an image of the All Star logo with dates and times of the event.

Define the target market for the All Star Game

Research the following for the All Star Game:
- Ticket prices, Concession prices, Memorabilia, Parking.
- Hotel establishments, local Restaurants.

Pricing Strategies
- Discuss the pricing strategies of ticket prices, bundle package (tickets, hotel, eating establishments) Presentation must include a rationale for your choice of hotel/restaurant.
- Discuss the internal and external factors that affect pricing strategies.(for example; gas prices, available transportation, ticket sales for past seasons, parking, etc.)

Risk Factors
- Identify the risk factors associated with the All Star Game (for example: traffic and crowd control, safety issues)
- Map out security measures; number of security personnel employed and where they will be patrolling before, during, and after the game.
- Discuss the liability factors that the stadium is responsible for.

Consumer Costs
- The economy of host cities benefit from money spent by visiting fans
- Calculate the total costs for two fans to travel to see their team play in the All Star Game.
- Include the costs to travel via car from St. Louis, MO to Kansas City, MO.
- Include the costs of two nights in a hotel near the stadium (Royals Stadium)
- Include the costs of two tickets and/or bundle package to the game.

Good Luck!

Grading Scales for All Star Project: **(DOK) Level 4**

All Star logo with dates and times of the event ____ / 10

Target market well defined ____/ 10

Researched: Ticket prices, Concession prices, Memorabilia, Parking.
       Hotel establishments, local Restaurants. ____ / 10

Pricing Strategies
       Ticket prices, bundle package and rationale ____ /10
       Discussed the internal and external factors that affect pricing
        Strategies ____/ 15
Risk Factors
       Risk factors discussed associated with the All Star Game ____ / 15
       Mapped out security
       Discussed the liability factors

Consumer Costs
       Economy benefits from money spent by visiting fans ____ / 10
       Calculated the total costs for fans to: gas, hotel,
       ticket/bundle package

Slides neat and uncluttered ____/ 10
Presentation Skills ____/ 30

Total Points ____ /120