

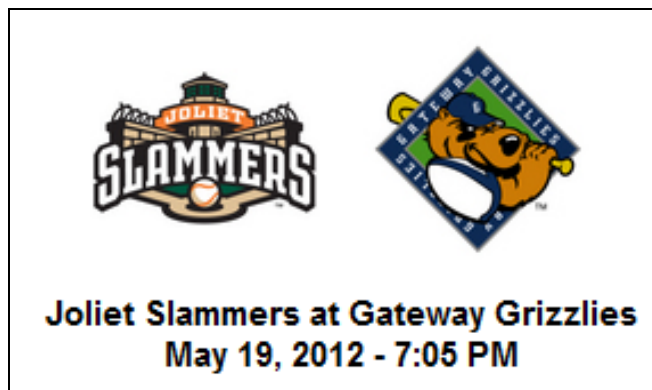
Minor League Baseball Promotion Night

You passed three rounds of interviews last week and you are hoping to get that phone call that will determine your summer. The phone rings...it's the hiring manager.

You have been hired by the Gateway Grizzlies for a summer internship!

You have been instructed that your boss will email you your first assignment and you are to come prepared to your first Marketing Department meeting! Show up to the meeting early and prepare a PowerPoint presentation that you will present to the department. You want to pursue a career in the Sports Industry, so you need to impress the Marketing Department and reassure your new boss she hired the right person for the internship!

You also just received a congratulation letter in the mail from your boss and the Gateway Grizzlies regarding your summer internship. They are having a *Meet and Greet* event for all the summer interns and you were given the following **Home Game Information** and a link to the **Gateway Grizzlies Schedule/Calendar**.



(Example of "Home Game Information")

You will find the Gateway Grizzlies Schedule/Calendar at:

<http://www.gatewaygrizzlies.com/schedule/schedule/>

(On the schedule/calendar, home games at GCS Stadium are colored blue. In the assignment you will be picking a date that is a home game. If you are reading this, this should be 1 of your 3 sources).

FROM: MrsAnderson@gatewaygrizzlies.com
TO: CoolestInternEver@OakvilleHighSchool.com
SUBJECT: Your First Assignment

Dear Coolest Intern Ever (*Insert your name here*):

I am so excited to have you as part of our team! As promised, the hiring manager mentioned that I would be emailing regarding the upcoming Marketing Department Meeting (there are approximately 15-20 people that will be in this meeting). The date of the meeting will be announced soon, but start working on your first assignment and be prepared to present during this upcoming meeting.

I need you to work individually or find one other intern to work with you. We are in need of ideas regarding Promotion Nights for home games for the Gateway Grizzlies. All of the summer interns are to brainstorm ideas and create a PowerPoint presentation and pitch their idea to the Marketing Department.

A couple of pointers you should keep in mind. We are lucky enough to have an unlimited budget, so dream big, but we need to be able to pull off your promotion night. A promotion night includes the entire night. Be creative! **We need at minimum the following:**
Theme/promotion for the night, home game information, promotional item to hand out to fans entering the ball park, contests/promotional giveaways, multiple sponsorships, pregame activity, national anthem, 1st pitch idea, 7th inning activity, & post game activity.

To get the Marketing Department to pick your promotion night (receive all points possible on the assignment), make sure you read the directions carefully. **Please include the following in your PowerPoint presentation which will be worth 70 points:**

- Items that your boss requested (50 points=5 points each)
 - **Slide 1:** Theme/promotion for the night
[Include Promotion Night Title, Grizzlies picture & your name(s)]
 - **Slide 2:** Home game information
[Include 2 team logos, 2 team names, game date, game time]
 - Promotional item to hand out to fans entering the ball park
 - Contests/Promotional Giveaways
 - Multiple Sponsorships [Cross promotions]
 - Pregame activity
 - National Anthem [Who/How]
 - 1st pitch idea
 - 7th inning activity
 - Post game activity
- **Last Slide:** Bibliography with at least 3 sources (5 points)
- Minimum of 6 slides (5 points)
- Time Limit - You will only have 3-5 minutes to pitch your idea (5 points)
- PowerPoint slides printout (6 to a page) to give to the department (teacher) (5 points)

Best of luck preparing for your first department meeting! Do your best, make sure you follow all directions and ask questions if you need help. Be creative, you are now a marketing intern! Welcome to the team!

Mrs. Anderson
VP Marketing Gateway Grizzlies...aka Sports & Entertainment Marketing Teacher

Minor League Baseball Promotion Night PowerPoint

Promotion Night _____

Group Member(s) _____

Slide 1: Theme/Promotion Night _____/5 pts

[Include Promotion Night Title, Grizzlies picture & your name(s)]

Slide 2: Home Game Information (real game) _____/5 pts

[Include 2 team logos, 2 team names, game date, game time]

Promotional Item [To hand out to fans entering the ball park] _____/5 pts

Contests/Promotional Giveaways _____/5 pts

Multiple Sponsorships [Cross promotions] _____/5 pts

Pregame activity _____/5 pts

National Anthem [Who/How] _____/5 pts

1st pitch idea _____/5 pts

7th inning activity _____/5 pts

Post game activity _____/5 pts

Last Slide: Bibliography _____/5 pts

Minimum of 6 slides _____/5 pts

Time Limit (3-5 minutes) _____/5 pts

PowerPoint Slides Printout (6 to a page) _____/5 pts

TOTAL _____/70 pts

Comments:

Created by: Stacey Anderson

PowerPoint Guidelines

Guideline 1: Make it big! Make body text at least 24 points for onscreen display. Make title text a minimum of 36 points. Remember the 6x6 rule: no more than 6 bullets, no more than 6 words each.

Guideline 2: Less is more. Try not to clutter a slide with too much text, graphics, and/or color. As a general rule, research suggests no more than four colors per slide.

Guideline 3: Use text appropriately. Don't use all capital letters. They are too hard to read. Instead, use uppercase and lowercase. Also, avoid using decorative letters (unless for a specific purpose).

Guideline 4: Don't put everything you are going to say out loud on a slide. Your audience will be bored. Don't use complete sentences. Have more information than is written on your slides.

Guideline 5: Don't use images for images sake. Use graphic and clip art to tie into the idea you are presenting. The images should add to the idea being presented rather than distract from it.

Guideline 6: Watch your color combinations. Use contrasting colors for the foreground and background. Pick and stick! Use 1 background per presentation.

Guideline 7: Change layouts on slides. Stagger the appearance of text, graphics, and/or clipart onto a slide using custom animations. Be careful not to overdo customer animations and transitions!

Guideline 8: Always ask yourself, "What is the purpose of this slideshow?" Questions such as "Who is this presentation for? How will they benefit from this slideshow?" will help you stay focused on the purpose of your project.