

# **Celebrity/Athlete in History PowerPoint**

For a Sports & Entertainment Marketing presentation, students will decide upon a celebrity/athlete in history of their choosing. This person should have reached their prime back in history, thus currently the celebrity/athlete should be deceased.

Minimum of 6 slides

**List only points of discussion, not your whole speech. I want to hear the speech, not read it!**

**Slides should cover:**

- History and background of the individual
- Why was that person relevant? What were their accomplishments? Why were they famous?

**If they were popular now instead of back then...**

- What products would they endorse? Imagine you are their agent.
- What is their target market? Who do they appeal to? (Quantcast.com)
- Who would they be comparable to now? Who is a similar current celebrity or athlete? Why?
- Create a symbol or slogan that will help make the person's brand recognizable.

No two presentations can be on the same person. First come, first serve.

Presentations must be completed either individually or with a partner. The last slide of the presentation should cite your sources that you used for the presentation.

You need a minimum of 3 sources.

**PowerPoint presentation will be worth 75 points.**

Minimum of 6 slides (5 points)

History/Background (10 points)

Why were they relevant? (10 points)

Target Market (10 points)

Comparable person (10 points)

Symbol or slogan (10 points)

Time Limit 3-5 minutes (5 points)

Bibliography (5 points)

# Celebrities/Athletes in History PowerPoint

Person of Interest \_\_\_\_\_

Group Members \_\_\_\_\_

Minimum of 6 slides	_____/5 pts
History/Background	_____/10 pts
Why were they relevant?	_____/10 pts
Target Market	_____/10 pts
Products they could endorse	_____/10 pts
Person they are comparable to today & why?	_____/10 pts
Symbol or slogan	_____/10 pts
Time Limit (3-5 minutes)	_____/5 pts
Bibliography	_____/5 pts
TOTAL	_____/75 pts

Comments:

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# 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.