

Sports and Entertainment Marketing 12
Test # 2

Name: _____

Total Marks: 50

Marks

10 1. **Section I:** Multiple Choice. For each question circle the most correct answer. (1 mark each)

- i) What does OBP stand for?
 - a) On baseball points
 - b) On ball percentage
 - c) On base percentage
 - d) On bat passes
 - e) None of the above

- ii) Who were considered by many to be the three biggest losers as a result of the NHL Lockout?
 - a) Bettman, players, fans
 - b) Boston, Vancouver, Toronto
 - c) Vancouver, Montreal, Toronto
 - d) Vancouver, Montreal, Winnipeg
 - e) None of the above one of the following

- iii) Which one of the following myths pertaining to Lance Armstrong is in fact NOT a myth?
 - a) Lance Armstrong has raised over \$500M for cancer research
 - b) Lance Armstrong has never tested positive for performance enhancing drugs
 - c) Lance Armstrong faked his cancer
 - d) Lance was only hurting himself and no one else
 - e) Lance Armstrong was no different from all the other cyclists who were cheating at the time

- iv) This baseball owner and sports marketer was the one who gave us 10 cent beer night, disco demolition, and had a midget go up to bat for the Chicago White Sox.
 - a) Billy Veeck
 - b) Billy Beane
 - c) Scottie Hattieburg
 - d) P.T. Barnum
 - e) none of the above as different people pulled off each one of the aforementioned promotions/stunts

- v) The Dallas Stars of the NHL offered discount tickets to fans that showed them this.
 - a) Driver's License from the state of Texas
 - b) Birth Certificate from the state of Texas
 - c) Bus Pass from the City of Dallas
 - d) A Student ID
 - e) A Marriage Certificate

- vi) Bill James, inventor of the "Moneyball" approach to selecting baseball players was listed as having this profession.
 - a) baseball scout
 - b) security guard
 - c) tailor
 - d) pizza maker
 - e) teacher

- vii) Which Canadian NHL team lost money in 2011?
- a) Winnipeg Jets
 - b) Calgary Flames
 - c) Ottawa Senators
 - d) both a and b are correct
 - e) none of the above as all Canadian based teams turned a profit in 2011
- viii) Why is it beneficial to have a team website according to the articles we read in class?
- a) So fans can do something when bored
 - b) To help promote your team
 - c) Because everyone else is doing it, and you don't want to be the "outcast team"
 - d) A and B
 - e) B and C
- ix) Which of the following would be considered an advanced hockey statistic?
- a) Points
 - b) Goals
 - c) Assists
 - d) Penalty minutes
 - e) None of the above
- x) Which of Toronto's major sporting teams drew the largest average attendance per game this past year
- a) Toronto Maple Leafs
 - b) Toronto Raptors
 - c) Toronto FC
 - d) Toronto Argonauts
 - e) Toronto Blue Jays

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Section II: True/False. Place a T for true and an F for false in each blank provided. These statements pertain articles, lectures, and class discussions from this course.

- _____ 1. Bauer purchased Mission and the hockey division of Reebok within the last 5 years.
- _____ 2. Michael Vick's original Nike contract was cancelled due to his conviction for sexual assault.
- _____ 3. Lance Armstrong was most recently stripped of his seven titles in the Tour d'France.
- _____ 4. A lost season accounts for about 15% of the total earnings of a typical hockey player of an NHL team.
- _____ 5. The NHL Commissioner has stated that a 48-game schedule is the least that can happen to maintain some type of integrity to a shortened season.
- _____ 6. According to one of the articles, the players will win this dispute because no matter what the final agreement is, the owners, general managers, and the player agents will find clever ways to circumvent the spirit and language of any new deal.
- _____ 7. Pitcher Chad Bradford was undervalued by other teams because he had an ugly girlfriend and as such low self esteem.
- _____ 8. Front-loaded, long-term contracts gained popularity over the past two summers intended to get around the salary cap regulations and pay large amounts of money up front to attract name players.
- _____ 9. Even though Jeremy Giambi was a player acquired using the 'Moneyball' formula, Billy traded him because he was a bad influence in the dressing-room.
- _____ 10. The Toronto Maple Leafs according to Forbes Magazine are valued at approximately \$1B

30 **Section III:** Complete **10** of the following. Can be completed in point form.

1. Provide 3 elements of a good website for a sports team and briefly outline why you think these three elements are important.
2. Discuss two regrettable sports promotions. Include what the particulars of the sports promotion and what went wrong. Include a commentary as to how it could have been fixed or altered to make the spirit of the promotion work.
3. Briefly outline the “Moneyball” approach and comment as to whether or not it could work in hockey.
4. Using the Brooklyn Nets vs. the New York Knicks as an example, outline what a new NHL team in Toronto do to take fans from the Leafs. Comment on at least two factors that would contribute to Leaf fans remaining Leaf fans.
5. Using Lance Armstrong as an example, why must companies be careful with who they use to promote their products? Provide at least three reasons.
6. Discuss three considerations an arena owner should take into account in selecting a naming-rights sponsor for their venue. Discuss two benefits a prospective naming rights sponsor would consider when trying to determine whether they should get into a name sponsorship deal.
7. Provide three specific factors/indices you should utilize in selecting an NHL roster for your expansion team and briefly justify why each category you selected is important in building your team.
8. Red Bull is considered by many as the best “sports” marketing company in the world. Although they do both, justify why they have chosen to concentrate/highlight “events” rather than TV ads.
9. Provide three major factors you would take into consideration when locating a home facility for your team.
10. As a player agent, provide three factors you would have to consider in determining a contract negotiation strategy for your client. Briefly outline what each one entails.
11. Provide two promotions and one community outreach program/event you would have your team participate in. Briefly outline why you have selected each one and what you hope to gain from each.
12. The Seattle Sounders of the MLS have a unique way of evaluating their GM. Identify the way and provide a commentary as to why they might have done it and whether or not you agree with it.
13. Create a billboard for a new hockey team called the “Toronto Redcoats”. Provide a brief explanation of your setup , message and reasoning.
14. Bauer now sees itself as a “one-stop” shop for retailers. What is meant by this? Provide evidence.