



Business Virtual Learning

High School ~ Youth Entrepreneurs

April 30, 2020



Lesson: April 30, 2020

OBJECTIVES- SPONSORSHIPS

Upon completion of this lesson, students will develop the skills through which they may:

- Understand the concepts of sponsorships in the entertainment industry.
- Identify potential event sponsors.
- Obtain sponsorships for the concert.

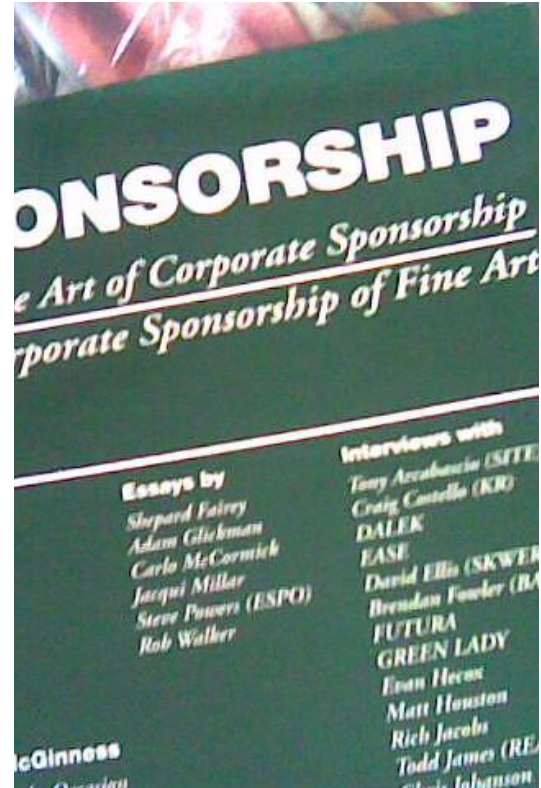
ABOUT- THE REACH AND TEACH CONCERT EVENT

- It's no secret music has been known to reduce stress and improve mental health. Thousands of studies have been conducted to determine the effects of music. The majority of which have shown the positive effects music can have on our lives. Listening to music is a favorite pastime that many teenagers enjoy on a daily basis. However, attending a concert is not nearly as common. Listening to live music is a completely different experience. This experience has the ability to awaken your spirit and change your life, especially when the music is something you love.
- This unit will examine how basic marketing principles are used in the entertainment industry. Students will use the knowledge gained from this unit to determine which basic marketing principles can be used to successfully promote a concert.



OVERVIEW OF SPONSORSHIPS

- Obtaining sponsorships for an event could mean the difference between a good event and a great event. Sponsorships can provide not only financial support for an event, but also legitimacy. An event sponsored by well-known businesses lets your potential consumers know your event is worth attending. Before you begin contacting potential sponsors, there are a few factors that must be considered.



WHAT YOU NEED TO KNOW...

Size – You should determine the size of your event. Do you expect a large number of attendees? Decide on an approximate number with evidence to back it up. Why do you expect that particular number of attendees? This information will also be very important to your potential sponsors.

Audience – Know your audience. This is where your market segmentation research and concert customer profile will be beneficial. If your target market is teenagers, it would be wise to contact potential sponsors who are interested in gaining the attention of teenagers, such as local ice cream shops or boutique clothing stores.

Event Location and Online Presence – Where and how will the sponsorship gain the attention of attendees? While physical location, such as logo placement and banners, are important, online presence is becoming increasingly popular and may be more appealing to potential sponsors. Online presence, such as event websites and social media, is an important aspect of marketing and should be considered when developing various sponsorship packages and writing sponsorship proposals.



BELL RINGER

SPONSORSHIPS

WHAT 4 SPONSORSHIP LEVELS DID
YOU CHOOSE?



ACTIVITY -

(FOR EACH ACTIVITY, WRITE YOUR RESPONSE IN A JOURNAL OR DOC).

Identify potential event sponsors.

Use your knowledge of sponsorship concepts to identify potential sponsors for the concert.

- Using Handout 16: [Think-Pair-Share \(TPS\)](#).
- Instruct students to complete the handout:
 - Think to create a list of potential sponsors.
 - Pair with a classmate.
 - Share their list with a parent or sibling.
- Share your three favorite potential sponsors and WHY they think each one would be a good sponsor for the concert. (write this in your journal)