

High School Basketball

You have just stepped into the role of athletic director at North Elgin High School in Elgin, Illinois (located in the suburbs of Chicago). The class of 2010 was the first four-year graduating class from the high school, and it has quickly become the highest populated school in its district. Since its opening, each incoming freshman class has exceeded the previous year's number of new students. You have a student body of more than 3,000 students in Grades 9 to 12. An estimated 25,000 residents live in the immediate surrounding community, in addition to only being 40 miles northwest of the city of Chicago.

Your football team has had instant success on the field by winning 24 of its last 26 games and the last two Class 8 state championships. Not coincidentally, North Elgin football has become a lucrative business. Ticket sales and concessions for a home football game, often with crowds of 7,000, generate between \$30,000 and \$35,000 profit. Your school also gets a percentage of the gate receipts for playoff games, which often draw crowds of 18,000 or more.

As the athletic director, you are seeking ways to increase attendance (and profits) at boys' and girls' basketball games. This has proved to be a difficult task in the past in light of the mediocre success each team has attained since the opening of the school. Despite this, you are convinced of the potential for revenue generation through your basketball program. The principal of the school has also seen the revenue production of the football program. Last year, the principal told you that the football revenue must be used to support the budgets of the nonrevenue-generating sports. Despite your belief in the importance of marketing, you now have no budget to do so. However, you are still working to put together a marketing plan prior to the start of basketball season.

Discussion Questions

1. In light of your nonexistent marketing budget, will you be able to market the boys' and girls' basketball teams? Why or why not?
2. What steps will you take to engage the student body?
3. How will you attract the surrounding community?
4. What can you do to make sure that your marketing efforts are successful for more than one game?