**DECA and New Orleans Pelicans   
Sports Marketing Conference Competitive Events**

**NOTE: With videos done on cell phones, make sure the sound is audible. It’s not worth much if you put a great effort into your competition, and it can’t be heard.**

**Competition--Sports & Entertainment Marketing Minute--Round 1**

* In teams of 1-3 people, develop an in-game sporting entertainment event for the Pelican’s NBA game. Imagine that your event will be conducted during a Pelicans games sometime during this season. You might want to tie it to a particular holiday during the year or a particular game, but you don’t have to.
* In your presentation, tell us when your Marketing Minute will be held during the game.
* The event should last only 1½ minutes and will be run during either pre-game, a time-out break, a quarter break, a commercial break, or at half-time break. It will be conducted either on the basketball court or in the seating area. Think of a competition or an activity that uses a person, a group, the audience, some outside entertainment person/group and they would be involved on the Arena floor or in the seating area. If this was an actual event, participants would be selected as volunteers as they enter the Arena and they would have to sign a Liability Waiver.
* Practice your 1 to 1 ½ minute activity (including set up and break down) to make sure everything will work properly. You may use others attending the conference as your audience member volunteers. They are not counted in your team of 1-3 people.
* Which company is the sponsor of your Pelican Marketing Minute? Some of the sponsors of the Pelicans are 7-Up, Subway, Oschner Hospital, Entergy, Dominoes, Dish Network, Elmwood Fitness Center, Capital One, AMA Distributors, Sonic, Zatarain’s, 5 Minute Oil Change, Popeye’s, Planet Beach, Copeland’s Cheesecake Bistro, Copeland’s, City Social, Walgreens, and Acme Oyster House. Check their website for up-to-date sponsors; use the sponsor’s logos and colors, too.
* Explain the activity, how long it will last (only 1 ½ minutes will be allowed…keep it quick-paced), who is the sponsor (look at the Pelican’s NBA website to see their sponsors), who will be involved in the activity (audience members, a section of seats, etc.), when will it be presented during the game or pre-game. In addition to these questions, develop a budget for the activity. Discuss these in your presentation. Use the Pelican colors and logos which can be copied off of their website.
* In your PowerPoint, show a slide on Court Usage as it relates to your activity. The NBA Court Usage rules are listed below.
* NBA Court Usage Guidelines:
* Below are some basic guidelines you must follow when using the court for activities prior to the start of Hornet game:
* Please refrain from using anything that involves the use, “Either within the playing area or on the area surrounding the floor, of any liquid, moist, sticky or similar substance that could adversely affect the playing surface.” – NBA Game Presentation Manual
* Anyone who steps foot on the court must have proper footwear on (including non-marking souls.) No heels or flip-flops please.
* Any props used on the court may not damage the court in any way including leaving scuff marks, scrapping the finish off of the court, etc. Any heavy items must have non-marking wheels on them that allow for easy access on and off of the court.
* Every event that takes place on the court must follow proper safety guidelines. Groups should bring helmets, knee/elbow pads and any additional safety gear when applicable.

Any props or items used on the court must be approved of time at least (2) weeks out. Anyone who steps onto the court has to have a signed waiver that has been filled out completely and signed by a parent or guardian.

* Each member of the team must record part of the presentation and their voiceovers must be inserted into slides. PowerPoint presentation should be no more than10 minutes and all team members MUST verbally participate.

**PowerPoint rules**—6-12 slides that automatically move from slide to slide and lasts no more than 10 minutes and which follows the rules below. The 1-3 team member’s name, teacher’s name and their school name and the phrase “Marketing Minute” should be on the first slide. Slides should tell at what point of game will the Marketing Minute be conducted and should include voiceovers (all team members must be involved) and music so that it plays automatically. If you include a video of the activity make certain that the video automatically plays when the slide comes up. The last slide showing a detailed budget for activity and sponsor’s costs. Please do not make up amounts out of the air. Do some research into what things actually cost. The video of the actual activity is needed since slides do not always explain what you are trying to do. Please do not just read the text on your slides as your voiceover. Do slides in outline form and elaborate in what you say to describe it. There is no need to describe in your PowerPoint how you will select competitors. This would normally be done by the marketing team of the Pelicans prior to the game as people come into the Arena. People are selected then and sign liability agreements.

You teacher will select the BEST presentation from your school. The presentation must then be turned in. (Only one presentation per teacher allowed.)

**Round 2-Finals**

Mr. Paul Grethel, DECA State Advisor, will assemble a judging team to evaluate the presentation and select the top 3-5 school teams and submit the top presentations to the Pelicans. The top schools will be notified. Then at the conference, the top 3-5 school team will describe their activity and then demonstrate their entertainment event in front of the conference audience where Pelicans judge(s) will review the presentations and announce the first, second, and third place teams. Teams who quality will be notified to bring all of their material and props to the conference. Please keep in mind that the Pelicans are the final judges—not the audience, not DECA. They are looking for something unique, fun, and family-oriented.

To Submit Your School’s Presentation: Email [paul.grethel@gmail.com](mailto:paul.grethel@gmail.com) and ask for an invite to the DECA Pelican’s Marketing Minute Competition Dropbox (a student or a teacher can request this). The email address of the person who requests this will get the invite. If that person needs to set up a Dropbox account, it is FREE. Once you have access to the DECA Pelican’s Marketing Minute Competition Dropbox folder, you can upload your PowerPoint, video file and any audio files to this folder. (Suggestion: when you name your video and audio files, include your school’s initials in the name; when you name your PowerPoint, please use your school name.) This MUST be submitted by Monday, January 10.

**TEAM FINALISTS INFORMATION**

If your school’s team is selected as one of the 3-5 finalists by La. DECA, you will be notified about 1 week prior to the Conference.

As a finalist in the Marketing Minute, you must:

* Be ready to give your presentation to the live audience at the Pelicans Sports Marketing Career Conference where the Pelicans officials will judge and announce the 1st, 2nd, and 3rd place teams. The audience will not be judging; the Pelicans officials will be.
* Bring all props, sound, equipment, etc. If sound is needed you can bring a CD and player with an extension cord or we may be able to play the music though the Arena’s speakers if you want.
* Line up any volunteers you will need prior to the presentation. These can be people from your school or from other schools.
* Be prepared to speak slowing in the microphone as you describe your activity, sponsor, budget, etc.
* Be able to set up your activity and demonstrate it in 1 ½ minutes or less.
* Be aware that there are no walls or other places to hang things…your activity will be on the Arena floor. The only exception to this would be if your activity uses audience members who must remain in their seats for the activity (i.e. a Kiss cam or a Flex cam that focuses on individuals or small groups).
* Keep the activity family-oriented. It must not be risqué or improper in any way as far as behavior. If it violates this, your team may be disqualified.

**Samples Videos on youtube of Marketing Minutes actually presented at games (NBA & other games)**<https://www.youtube.com/watch?v=5eBFKdjaHiQ>

<https://www.youtube.com/watch?v=BjJpwsDeJaQ> (this done with infants but could be adults with different ways to make them get to the finish line)

<https://www.youtube.com/watch?v=skL3rsnh1v4>

<https://www.youtube.com/watch?v=nrADpBMZXQg> (have a way to do a tie breaker with this one)

<https://www.youtube.com/watch?v=8KFcOj6XLW8>

**Prizes for Competition-The Fan Experience**

La. DECA and the New Orleans Pelicans will supply the following prizes:

Members of the top 3 teams get an invite to come to the player’s tunnel at halftime to high-5 team members. Plus all 3 top teams will receive a DECA Competition Medal.

* 1st place team: Each team member will receive a cash prize of $50 on stage at the state conference only if they attend the CDC. Each member and their advisor will receive a Pelican Goody Bag and a 1st place medal at the conference.
* 2nd place team: Each member receives a 2nd place medal at the conference.
* 3rd place team. Each member receives a 3rd place medal at the conference.