

CTE Skill Certificate Test Performance Documentation

This document must be submitted to the test coordinator at the end of testing each trimester/semester.

Instructor's Name: _____ Course: Sports & Entertainment Marketing
Applied
School: _____ Test Number: 417
Students in course: _____ Date: _____
Students tested: _____
Students who passed performance objectives at or above 80%: _____

This is to *verify* that the students marked **YES** on performance accomplished the following performance objectives at or above the 80% (moderately to highly skilled) level.

Each student must complete the following required performance objective at 80% mastery to fulfill the performance requirements.

1. Select and organize a sports event, develop a marketing plan, and run the event including the following components:
 - A. Develop a promotion plan.
 - B. Develop a sponsorship proposal and contract.
 - C. Develop a post-event management plan.

Each student must complete three (3) of the following eight (8) optional performance objectives at 80% mastery to fulfill the performance requirements.

1. Develop a letter of agreement for a corporate partner's sponsorship of an event.
2. Develop and utilize a SWOT evaluation to evaluate a sponsorship and/or event.
3. Identify revenue sources and promotional sources for an event.
4. Organize and plan ancillary events to take place at an event.
5. Develop a player/participant contract for an event.
6. Evaluate and report on a television or media distribution contract for an event.
7. Develop a management plan for an event consisting of load-in schedule and pre-event activities.
8. Develop a management plan for an event consisting of load-out schedule and post-event activities.

Each performance is documented and kept on file by the teacher for two years.
(Check the documentation method used)

- Class period summary score sheet
- Recorded and identified in the class grade book

Instructor's Signature: _____ Date: _____