



THE DREAM TEAM

A MICROSOFT OFFICE SPORTS MARKETING SIMULATION



B.E. Publishing

TODD TOPORSKI



Pre-Game

The objective:

Creating your dream team.

In this section, you will decide on a sport, league, name, and logo for the new dream team you are about to create.



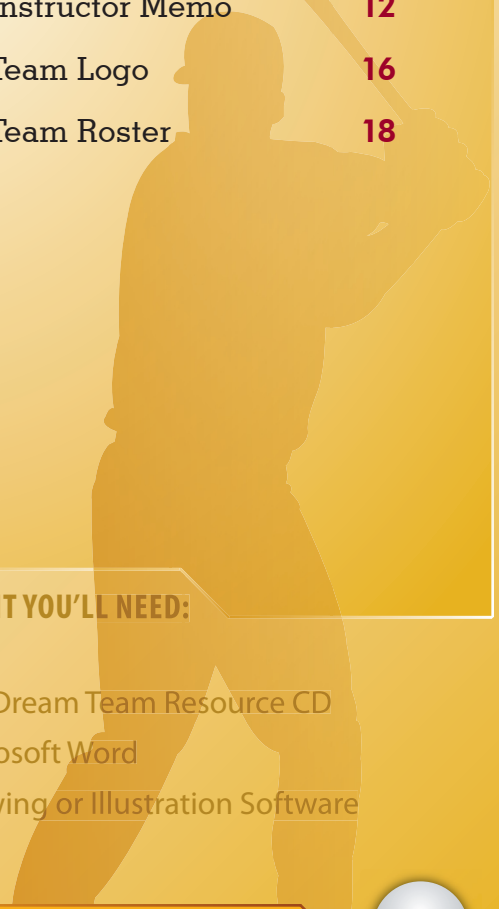
Game plan:

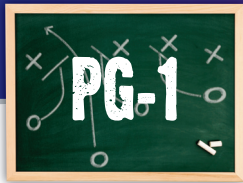
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EQUIPMENT YOU'LL NEED:



- The Dream Team Resource CD
- Microsoft Word
- Drawing or Illustration Software





Instructor Memo

Communicating your team concept to your instructor

Goal

Before you can begin creating your dream team, it needs to be approved by the league commissioner (your instructor). To begin the process, you will be completing a planning form to help organize your ideas about your new team. Once you have made some decisions about your new team, you will create a memo to inform your instructor on what you have decided and why. Only after the instructor approves your team choice, can you continue in this simulation.

SKILLS UTILIZED

Use Microsoft Word to create and format a business memo.

Tactics

- Since most of what you do in this simulation is based on the decisions that you make right now, make your decisions carefully!
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **PG-1 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form.
3. Using Microsoft Word, create a new document.
4. Save the document as **PG-1 Memo** to **The Dream Team** folder.
5. Write a memo to your instructor following the template provided in **Figure PG-1-A**.
6. Carefully proofread your work for accuracy, format, spelling, and grammar.
7. Resave the document.
8. Print a copy of the document for your instructor's approval.



Figure PG-1-A

↑
TOP MARGIN AT 2"
↓

MEMO

DS
To: TAB→ [Insert your instructor's name]

DS
From: TAB→ [Insert your name]

DS
Date: TAB→ [Insert current date]

DS
Subject: TAB→ Dream Team Approval

DS
As you are aware, I am in the process of completing *The Dream Team* simulation. In order to continue with this simulation, I am required to create a professional sports team. Please review the proposed team provided below and indicate if I have your approval to use the proposed team by completing the bottom portion of this memo and returning it to me.

DS
Proposed Team:
The name of my team is [insert team name]. The type of sport this team plays is [insert type of sport]. The team's hometown is [insert city, state].

DS
Team Reasoning:
Paragraph 3 should include the text you created from the PG-1 Planning Form. It should include 2-3 sentences explaining the reason why you chose this team and sport as your dream team.

TS (3 RETURNS)

.....

I approve this team for use in *The Dream Team* simulation.

I do not approve this team for use in *The Dream Team* simulation.

Instructor's Initials

Instructor: Please return this form to the student upon review.

On the Field with Joe Gendron

Here is the memo that Joe Gendron, the student owner of the Birmingham Bulldogs, created for his instructor.

MEMO

To: Mr. Andrew Carter
 From: Joe Gendron
 Date: January 15, 2009
 Subject: Dream Team Approval

As you are aware, I am in the process of completing *The Dream Team* simulation. In order to continue with this simulation, I am required to create a professional sports team. Please review the proposed team provided below and indicate if I have your approval to use the proposed team by completing the bottom portion of this memo and returning it to me.

Proposed Team:

The name of my team is the Birmingham Bulldogs. The type of sport this team plays is football. The team's hometown is Birmingham, Alabama.

Team Reasoning:

I have chosen to develop a men's professional football team because football has always been a passion in my life. I have played the sport since middle school, and I am currently a linebacker on my high school varsity team. I believe Alabama is a great state to start a football franchise because there is a huge following at the high school and college level.

.....
 I approve this team for use in *The Dream Team* simulation.

I do not approve this team for use in *The Dream Team* simulation.

Instructor's Initials

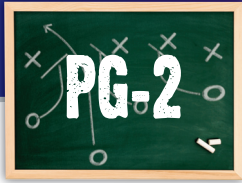
Instructor: Please return this form to the student upon review.



**Use Joe Gendron's memo as a guide to help create your own.
 Do not duplicate Joe's work.**

PG-1 Memo

Pre-Game



Team Logo

Designing your team identity

Goal

All sports teams should have a recognizable logo that fans can identify with, and your team is no different. In this project, you will develop a team logo to use with different documents throughout this simulation, one that fans will recognize and immediately connect to your team.

SKILLS UTILIZED

Use graphic design software to create a professional team logo.



Tactics

- Take your time in designing your team logo, as it is the most important element in creating your team's identity and image.
- Use the Internet to find logos of professional sports teams and analyze their designs. Take note of the fonts and colors each team uses.
- Identify one or two fonts to use.
- Incorporate your team colors.
- Find a graphic that will help fans identify with your team.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **PG-2 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form by sketching three different team logos.
3. Using an illustration or drawing software program such as Adobe Illustrator, Adobe Photoshop, Microsoft Paint, or any graphics software, create each logo as a separate file from the sketches on the **PG-2 Planning Form**.



-  *Be sure to design your logos large enough in size so that they can be resized and scaled without losing quality and resolution.*
4. Save the first version of the logo as **Version 1 Logo**, the second version as **Version 2 Logo**, and the third version as **Version 3 Logo** to **The Dream Team** folder.
 5. Using Microsoft Word, insert all three logos in proportion on the page. This will allow you to print and review all three versions of the logos.
 6. Carefully proofread your work for design, format, spelling, and grammar.
 7. Save the document as **PG-2 Possible Logos**.
 8. Print the document and survey your classmates and instructor, asking them to select their favorite logo.
 9. Upon your instructor's approval, retrieve the approved version of the logo file and save it as **PG-2 Final Logo** to **The Dream Team** folder.
-  *Be sure to save the logo in a format that will allow it to be placed as an image in other software applications. For example, JPEG, TIFF, or WMF.*
10. Print a copy of the final logo if required by your instructor.



Review Joe Gendron's three logos and note the one that was approved to use for his dream team.

On the Field with Joe Gendron

Creating the logo for a sports team is extremely important. To make sure he made the correct choice in logos, Joe created the three logo designs shown below. He surveyed his classmates and instructor before deciding on his final design.

Version 1 Logo →



Version 2 Logo →



Version 3 Logo →

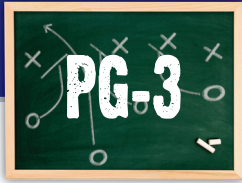


Version 3 is the approved team logo for Joe Gendron's dream team!

PG-2 Possible Logos



Use Joe Gendron's logo for inspiration to design your own. Do not duplicate Joe's work.



Team Roster

Selecting players for your team

Goal

Now that your team has been approved and your logo is complete, it is time to create a roster of the players that you would like on your dream team. In this project, you will use the Internet to research all of the players you will have on your team.

SKILLS UTILIZED

Use the Internet and other resources to create a team roster.

Tactics

- Use the Internet to research players you would like to have on your team.
- Use any current or retired pro athlete, or athletes currently in college. **Note:** You cannot use more than four athletes from any one existing team.
- Read through all instructions before proceeding with this project.
- Review the “On the Field with Joe Gendron” section for guidance when completing this project.

Instructions

1. Open and print the file **PG-3 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form.



Note: You will use this planning form later in this simulation in Zone 2: Project E-1.



On the Field with Joe Gendron

When Joe watches football on Sundays, his dad always talks about how great the players were back in the early 80s. He decided to fill the roster for the Birmingham Bulldogs with great players from that era. Joe used the Internet to search for the All-Pro teams from the early 80s. He also found further information about each player at the Pro Football Hall of Fame Web site. The roster that Joe Gendron created for the Birmingham Bulldogs is shown below.

NAME _____

DATE _____



PG-3

Team Roster

Selecting players for your team

PLANNING FORM

Instructions

Complete this form to organize the players that will be on your dream team. You may use any current or retired professional or college athletes; however, you may not select more than four players from an existing team. If the player's uniform number is unavailable, assign a new number to that player. **Note:** The minimum number of players will vary depending on the type of team you have selected. The first row should include the name of the coach of your dream team. Print additional copies of this form if necessary.

FIRST NAME	LAST NAME	POSITION	HEIGHT	WEIGHT	UNIFORM #
Chuck	Noll	Coach	N/A	N/A	N/A
Reggie	Roby	P	6' 4"	250	1
Morten	Andersen	K	6' 2"	225	5
Dan	Marino	QB	6' 4"	218	13
Ken	Houston	DB	6' 3"	197	31
Marcus	Allen	RB	6' 2"	210	32
Walter	Payton	RB	6' 0"	205	34
Mike	Haynes	DB	6' 2"	192	40
Ronnie	Lott	DB	6' 0"	203	42
Mike	Webster	OL	6' 1"	255	52
Randy	White	DL	6' 4"	257	54
Lawrence	Taylor	LB	6' 3"	237	56
Jack	Lambert	LB	6' 4"	220	58
Lee Roy	Selmon	DL	6' 3"	256	60
Joe	DeLamielleure	OL	6' 3"	260	64
Anthony	Munoz	OL	6' 6"	278	70
John	Hannah	OL	6' 2"	265	72
Howie	Long	DL	6' 5"	268	75
Art	Shell	OL	6' 5"	265	78
Steve	Largent	WR	5' 11"	187	80
Ozzie	Newsome	TE	6' 2"	232	82
Ted	Hendricks	LB	6' 7"	220	83
James	Lofton	WR	6' 4"	215	84

PG-3 PLANNING FORM

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Use Joe Gendron's team roster as a guide to help create your own. Do not duplicate Joe's work.

