

Event: *Sports Marketing Forum*
Previous Date: October 29, 2008
Location: 140 DeBartolo
Officer Lead: Rusty Podbelski

Description: The Forum is designed give students an in-depth overview of working in multiple areas within sports, especially sports marketing. The event will also provide insights on how to start and advance a career in the sports industry. The Forum started with opening remarks and Q & A from head basketball coach Mike Brey. Next, a panel discussion was held featuring a marketing executive from the Chicago Cubs, representatives from the Marketing Store and Relay Worldwide, and the president of Global Football, Inc. The panel was moderated by WNDU's sports director Jeff Jeffers. The Forum is open to all students interested in sports marketing or starting a career in the sports industry, and may be particularly interesting for students in Marketing, FTT, MBA students, and Notre Dame Basketball fans.

Goal: To attract at least 100 students to the Forum.

Planning Checklist:

- Create a Committee with 6-8 Marketing Club members to help complete the following tasks.
- Initiate SAO Online approval. <http://sao.nd.edu/saonline/>
- Contact potential speakers. Ask Professor Weber and/or Kevin Monahan at the Career Center to initiate email correspondence.
 - Mike Brey, Notre Dame Basketball, Head coach, mbrey@nd.edu
 - Tom Valdiserri, The Marketing Store, Head of Entertainment, Sports, & Partnership Marketing, tom.valdiserri@tmsw.com
 - Pat Steenberge, Global Football, Inc., Owner/President, patrick@globalfootball.com
 - Jeff Jeffers, Sports Director, WNDU, jeff.jeffers@wndu.com
 - Dave Knickerbocker, Chicago Cubs, Manager, Sponsorship Sales, dknickerbocker@cubs.com
 - Jonathan Jensen, Relay Worldwide, Account Director, jonathan.jensen@relayworldwide.com
- Get speakers to fill out contracts for SAO in order to get approval for posters
- Arrange for Observer article about the Forum – contact the News Department
- Run an Observer ad for three days leading up to the event. Email observed@nd.edu
- Design, print and distribute posters promoting the event – have up for 1 week prior to event
 - Must get SAO approval stamp on one poster before making copies
 - Seek help from committee members and fellow officers for distributing throughout campus
 - Focus large number of posters in Mendoza doors
- Consider making table tents to go up in the dining halls to promote the event.
 - Email adworks@nd.edu to design, print, and distribute these for \$100.

- Make sure to contact them well in advance to ensure that you will get tables reserved for the dates you want.
- Ask various departments to send mass emails to students. Send reminder email closer to event.
 - **Marketing:** Sandy Palmer – Sandra.a.palmer.14@nd.edu
 - **FTT:** Christina Ries Christina.Ries.6@nd.edu
 - **Marketing MBA program:** Judy Miller – jmille23@nd.edu
 - **St. Mary's Marketing Dept:** Karen McDonald – kmcdonal@saintmarys.edu
 - **Career Center:** Kevin Monahan kmonahan@nd.edu
 - **Leprechaun Legion:** Tony Ceravolo aceravol@nd.edu
- Ask other officers and committee members to give brief presentations to Marketing classes week prior to event.
- Ask professors of classes that relate to the topic of the Forum such as Sports & Television with Karen Heisler – kheisler@nd.edu
- Put one committee member in charge of getting a case of water for participants and audience.
- Have a committee member in charge of bringing name tags and sharpies for all participants
- Contact Rockstar Energy Drink's campus representative, John Maier, to provide free samples and giveaways for all Forum attendees – jmaier@nd.edu
- Arrange gifts for the speakers as a Thank You. Consider The Shirt
- Create an agenda for the event, with bios of all speakers. Make copies for everyone. Give committee member responsibility for printing them off and bringing to the Forum.
- Create a more detailed agenda for you to follow as host/organizer.
- Coordinate clean-up after the event with officers and your committee.
- Send hand written thank you notes to speakers the day after event.

Notre Dame Marketing Club's 2nd Annual
Sports Marketing Forum
Wednesday, October 29

Participants

Mike Brey

Head Coach – Notre Dame Men's Basketball

Jeff Jeffers

Sports Director – WNDU NBC Affiliate

Jonathan Jensen

Account Director – Relay Worldwide

Tom Valdiserri

Head of Entertainment, Sports, & Partnership Marketing – The Marketing Store

Pat Steenberge

Owner/President – Global Football, Inc.

Dave Knickerbocker

Manager, Sponsorship Sales – Chicago Cubs

Schedule of Events

7:00 – 7:30

Comments from Coach Brey followed by Q&A

7:30 – 9:00

Panel Discussion moderated by Jeff Jeffers with Jonathan Jensen, Tom Valdiserri,
Pat Steenberge and Dave Knickerbocker – including Q&A

Thanks to everyone who played a major role
in planning, promoting and running this event:

Will Shea, Valerie Popelka, Madeline Nies, Lauren Guzman, Tom Junker, Julian Hahm, Claudia Martinez, Meghan Huffman, Sean McCullough, Kevin Henry, John Maier, Professor John Weber, Professor Robert Drevs, Professor Karen Heisler, Sandy Palmer, and Christina Ries

Promotional Posters

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Wednesday, October 29 - 7:00 PM - DeBartolo 140



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Account Director - Relay Worldwide

Tom Valdiserri

Sports Marketing - The Marketing Store

Dave Knickerbocker

Marketing Executive - Chicago Cubs

Jeff Jeffers

Sports Anchor - WNDU NBC Affiliate

Pat Steenberge

President - Global Football, Inc.

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