

Memo



Office of the Assistant Principal

Date:

To: Dr. Kent Mutchler

From: Scott McPeak

Re: Out-of-state Field Trip Request

Cc: Bonnie Johnson, Tom Rogers, Kelly Aceto

The following information pertains to a request made by a GHS faculty member and club sponsor to attend an event outside the State of Illinois:

Destination/Event: Cabana Bay Resort @ Universal Orlando, FL / DECA Sports and Entertainment Marketing Conference

Date of trip: February 1 – 5, 2023

Length/time of trip: The trip will be a five day trip from Wednesday-Sunday (We would leave at noon on Wednesday, so students would miss school during 7th – 10th period on Wednesday plus Thursday and Friday)

Staff Member: Kelly Aceto (and Jamie Dunlap, if more than 10 students)

Group: Advanced Marketing: Sports and Entertainment Class & DECA members

of Students: 8 - 15

of Chaperones (if app.): 1 - 2

Transportation: School Bus to/from airport, Airfare to/from MDW/MCO, shuttle to/from hotel in Orlando

Total Cost of trip: Approximately \$1699 per person for breakfasts/dinners, transportation, lodging, and conference. Lunch additional on own.

How the trip will be paid for: Student fees \$1699

Educational Benefit of trip: The DECA Sports and Entertainment Conference is being held in Orlando, FL during the first week of February and would be an incredible opportunity for the students in the course to meet / hear from top executives in the field. This conference will reinforce concepts taught in classes that include sports and entertainment marketing. Universal Orlando® Resort and Florida sports executives will share information with students to help them:

- Describe the nature of target marketing in sports/ entertainment marketing
- Describe pricing issues associated with sports/ entertainment products
- Explain advertising media used in the sports/ entertainment industries
- Explain the use of licensing in sports/entertainment marketing
- Explain career opportunities in sports/entertainment marketing

- Explain the need for sports/entertainment marketing information
- Identify “out-of-the-box” sales promotion ideas for sports/entertainment events
- Identify ways to segment sports/entertainment markets
- Measure economic impact of sports/entertainment events