

Memo

Date: November 11, 2021

To: Dr. Kent Mutchler *OK KM*

From: Scott McPeak

Re: Out-of-state Field Trip Request

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:

Event: DECA Sports and Entertainment Marketing Conference

Trip Destination(s)/Date(s): Cabana Bay Resort @ Universal Orlando, FL February 2 – 6, 2022

Length/time of trip: The trip will be a five day trip from Wednesday-Sunday (We would leave during 10th period on Wednesday, which is our class time, so students would only miss Thursday and Friday of school)

Staff Members: 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: TBD (Bus to/from Airport, Airfare to MCO, shuttle to/from hotel)

Total Cost of trip: Approximately \$1550 per person for breakfasts/dinners, transportation, lodging, and conference. Lunch additional on own.

How the trip will be paid for: Student fees \$1550

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

In addition, I have a contact at a smaller event company in FL who I was planning to have speak to the class virtually about his entrepreneurial efforts in this field, that we could actually visit in person if we attended this conference.