

<b>Winnipeg</b>	32,393
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1. Calculating POS Stands

a. Permanent Units

- i. If there should be one permanent concession line per 250 fans and a POS unit is comprised of 6 lines, how many units does each stadium need?
- ii. Within those units, each line needs one beer and one soft drink fridge. How many fridges does each stadium need?
- iii. Staffing requirements for each stadium mandate that each POS line needs to have two attendees working the line (one to serve product and one to collect money). How many staff members does each stadium need for the permanent POS units?

b. Mobile Units

- i. If there should be one mobile unit line per 650 fans and a POS unit is comprised of 2 lines, how many units does each stadium need?
- ii. Within those units, each line needs one beer and one soft drink fridge. How many fridges does each stadium need?
- iii. Staffing requirements for each stadium mandate that each POS line needs to have two attendees working the line (one to serve product and one to collect money). How many staff members does each stadium need for the mobile POS units?

c. Hawkers

- i. If there should be one hawker per 850 people, how many hawkers should be assigned to each stadium?
- ii. There must be an equal split of beer hawkers vs. soft drink hawkers. How many of each does each stadium need?

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\*\*\*\*\* **Sample Answer** \*\*\*\*\*

Numbers are rounded to nearest whole number.

Permanent Units:

- i. # of POS units needed in each stadium:
  - a. Edmonton 38
  - b. Moncton 10
  - c. Montreal 37
  - d. Ottawa 16
  - e. Vancouver 36
  - f. Winnipeg 22

- ii. # of fridges needed in each stadium:
  - a. Edmonton 456
  - b. Moncton 120
  - c. Montreal 444
  - d. Ottawa 192
  - e. Vancouver 432
  - f. Winnipeg 264
- iii. # of staff members needed in each stadium:
  - a. Edmonton 456
  - b. Moncton 120
  - c. Montreal 444
  - d. Ottawa 192
  - e. Vancouver 432
  - f. Winnipeg 264

#### Mobile Units

- i. # of POS units needed in each stadium:
  - a. Edmonton 43
  - b. Moncton 12
  - c. Montreal 43
  - d. Ottawa 19
  - e. Vancouver 42
  - f. Winnipeg 25
- ii. # of fridges needed in each stadium:
  - a. Edmonton 172
  - b. Moncton 48
  - c. Montreal 172
  - d. Ottawa 76
  - e. Vancouver 168
  - f. Winnipeg 100
- iii. # of staff members needed in each stadium:
  - a. Edmonton 172
  - b. Moncton 48
  - c. Montreal 172
  - d. Ottawa 76
  - e. Vancouver 168
  - f. Winnipeg 100

#### Hawkers

- i. # of hawkers needed in each stadium:

- a. Edmonton 66
  - b. Moncton 18
  - c. Montreal 66
  - d. Ottawa 28
  - e. Vancouver 64
  - f. Winnipeg 38
- ii. # of beer and soft drink hawkers
  - a. Edmonton 33 beer and 33 soft drink hawkers
  - b. Moncton 9 beer and 9 soft drink hawkers
  - c. Montreal 33 beer and 33 soft drink hawkers
  - d. Ottawa 14 beer and 14 soft drink hawkers
  - e. Vancouver 32 beer and 32 soft drink hawkers
  - f. Winnipeg 19 beer and 19 soft drink hawkers

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## **Chapter 6 – Analytics in Digital Marketing**

1. Select a sport property whether a sport team, league, event or an athlete
2. Identify the social media outlets they use and assess their presence in each channel
  - a. Number of followers
  - b. Frequency of posts
  - c. Type of content
  - d. Engagement metrics (likes/favorites, shares/retweets, comments/replies)
3. In your opinion, does the chosen sport property use each social media account for the same purpose (building awareness and image, stimulating interest, building an audience, and supporting their bottom-line)?
4. Which social media account is the most successful? Why?

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## **Chapter 7 – Sport Finance by the Numbers**

This assignment will require students to use the Excel file titled “Tennis Tournament Budget”. The budget for the 2014 university tennis tournament is helpful when planning for future tennis tournaments. With this 2014 budget, students will plan ahead for the 2015 and 2016 university tennis tournaments. Complete the budgets assuming expenses will increase three percent and