Sport and Recreation Field Experience (SRM:4197:XXXX)
PROPOSAL – Fall 2020

Summary
Proposal to partner with NASCAR to offer a new Sport and Recreation Management (SRM) field experience section during fall 2020 with potential to repeat in future academic years. Students in the course would develop promotional campaigns for the Daytona 500 (February 14, 2021) that utilize creative strategies and tactics to increase awareness, engagement and excitement around the race for both NASCAR and non-NASCAR fans, with the key objectives being maintaining attendance (ticket sales) and tune-in (television ratings).

Background and Course Overview
Matt Nordby, NASCAR Senior Director of Broadcast and Industry Communications, contacted Dan Matheson, Associate Professor of Instruction, with an offer to work with University of Iowa students on a variation of an experiential learning project that he has successfully supported at other institutions. Attached is an outline of a similar project Mr. Nordby recently completed with a class at the University of Alabama.

During the fall of 2020, this new section of SRM:4197 would replace a guided field experience that had worked with the Iowa Games in the past but will not be offered during the 2020-21 academic year.

The partnership with NASCAR would follow a similar template to those that are successful in other SRM guided field experiences and offer students an opportunity to work on achieving actual business objectives for a major professional sports league. Project guidance and mentoring from our partner organization would be provided by an executive with 13 years of sports industry communications experience in Major League Baseball and NASCAR.

The course will begin with a virtual meeting between Mr. Nordby and the class to outline the project and deliverable requirements, answer questions and provide background information and guidance to get the students started. Mr. Nordby will conduct virtual check-in meetings with each student project team after the first four weeks of class. During the final two weeks of the semester, students will conduct virtual presentations of their research and recommendations and provide digital deliverables to Mr. Nordby and his team.

Mr. Nordby will task students with performing research and developing recommendations that resemble those in the attached University of Alabama project.

Estimated Budget
There are no anticipated expenses.

Proposed Class Schedule
Tuesday/Thursday 2:00-3:15 p.m. in the Field House. (Filling in the time slot the Iowa Games practicum occupied.)
Topic: Coca-Cola 600

Overview: Develop a 360-degree promotional campaign for the 2019 Coca-Cola 600, NASCAR’s crown jewel Memorial Day weekend event at Charlotte Motor Speedway, May 24-26. Utilizing creative strategies and tactics, your campaign should increase awareness, engagement and excitement around the race for both NASCAR and non-NASCAR fans, with the key objective to increase attendance (ticket sales) and tune-in (television ratings).

Timeline:
- Kickoff Date: TBD
- Mid-Term Date: TBD
- Final Presentation Date: TBD

Key Considerations:
- What channels can we use to reach and inform fans, and subsequently provoke action, to either attend or watch the Coca-Cola 600?
- How can we attract casual and non-NASCAR fans and “first timers” to tune-in? Are there ways to incorporate pop culture and influencers to help reach those non-core fans or new audiences?
- Are there specific tactics that can be executed to engage younger demographics and introduce children to the sport?
- Explore creative ways to showcase the event both regionally and nationally.
  - The following markets have a high affinity for NASCAR interest but have experienced declining NASCAR television ratings over the past several years. As such, there is an opportunity to re-engage fans specifically in:
  - Consider regionally-specific tactics for fans in markets within driving distance of Charlotte Motor Speedway (e.g. Raleigh-Durham, Greensboro and Atlanta).

Digital/Research Components:
- Research and incorporate the following social media platforms:
  - Facebook: NASCAR, NASCAR on FOX
  - Twitter: @NASCAR, @NASCARonFOX, @FOXSports, #CocaCola600
  - Instagram: @NASCAR, @NASCARonFOX, @FOXSports, #CocaCola600
  - Snapchat: NASCAR
  - YouTube: NASCAR, FOX Sports
- Research should include social media best practices, previous Coca-Cola 600 activations through earned media coverage/social media content, and unique activations for similar sporting events.
- Take both avid and casual fans into account. Potential concepts include out-of-the-box promotions, sweepstakes and viral/shareable video concepts.

Deliverables:
- Social and digital concepts
- Earned media coverage strategy that incorporates both national and local media, specifically the priority markets noted above
- Marketing tactics including branding and/or advertising concepts (e.g. on-air promotions)
- Stunt ideas
- Influencer/partnership recommendations