

Shashi Swaminathan

Mr. Speice

Independent Study & Mentorship

1 February 2019

Rough Idea: Catches for Cubs Presented by ISG

Assessment 14 - Mentor Visit

Mentor: Aaron Kastner

Profession: Manager, Corporate Partnerships Marketing

Location: Ascension Coffee, 3625 The Star Blvd #300, Frisco, TX 75034

Date: January 30, 2019

Time: 9:00 AM

Assessment

Even as a preliminary mentor visit looking to establish a foundation going forward, there was much that was discussed about the idea of corporate partnerships and the integration of this information into general sports marketing and Catches for Cubs. On the subject of the final product there was a slight direction shift that would allow for another great experience going forward in a sports marketing career. In addition to the event, I was advised to create a partnership proposal for the Interactive Sports Group Inc. With this suggestion, I am now able to integrate the work of Mr. Kastner in corporate partnerships into Catches for Cubs, making it a more versatile incorporation of the various aspects of sports marketing.

With a new focus on this partnership proposal, new information regarding what to incorporate and how to create such proposal is needed. This then outlines the focal point for the

next few mentor visits. As we began to look at one of Mr. Kastner's proposals it was very exciting to see the various topics of discussions, the format, and the overall presentation of the proposal. This gave a general idea that serves as the base stepping stone for the proposal. With a place to start the work is cut out for me in assessing the objectives and purpose of such partnership. While all the basics are clear, now is where creativity, critical thinking, and analytical skills need to be employed in order to formulate a compelling argument for the partnership proposal.

As an example of the effects of the partnership proposal, a hypothetical partnership with Nike was discussed. Essentially Nike wants all participating kids to wear their equipment. With this in mind to create a partnership proposal there needs to be a clear focus on the goal for a partnership company. As my thinking up until has been fairly surface level in that I stated how ISG wants the word of mouth to be spread, while the ultimate goal is the implementation of their technology into youth sports in general. Therefore to show all the features and versatility of the ISG equipment could spark sales. With the building of sales the overall popularity and awareness of ISG could lead to that end goal. This then illustrates to a direct reflection of my past research in which it was advised to drive marketing back to retail. When creating a partnership proposal for the Interactive Sports Group Inc. the implementation of this step by step analytical thinking could be a potential topic of discussion. However even before this, more research needs to be done into the purpose of such partnership, and how such partnership will allow me to reach my goals and objectives for Catches for Cubs.

In summary, most of the information discussed throughout this preliminary mentor visit was directed towards the product. To incorporate a major partnerships focus to Catches for Cubs,

the event would serve to be a great capstone of all that was researched throughout the year.

Going forward, the attention shifts to assessing and legitimately meeting the objectives of partners. And not just basic bonuses, but real long term and short term goals of partners.

Ultimately after creating a partnership proposal for ISG, I hope to potentially target a big company such as Gatorade or Nike to develop a partnership for further partnerships in the future.