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Mr. Speice

Independent Study & Mentorship

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Woah..that was Danny Mccray

Assessment 16 - Observation

**Observed: Mr. Kastner, Mr. Simler, and Ms. Faulkner discuss new partnerships and how to improve current marketing promotions**

**Profession: Sports Marketing, Corporate Partnerships marketing**

**Location: Dallas Cowboys Headquarters One Cowboys Way Frisco, Texas 75034**

**Date: 25 February 2019**

**Time: 11:00 AM.**

### **Assessment**

Looking out the window of one of the numerous conference rooms, there was the Dallas Cowboys outdoor practice field. What an experience having such a view while being able to sit in on Mr. Kastner's meeting going over the new partnerships the Cowboys are looking to establish, the existing partners they are looking to renew, and how to handle different promotions and partnerships marketing. Being able to observe the sponsorship marketing team speak of the assets they are looking to offer Nike for their Eleven-on-Eleven event and the assets the Cowboys offered to Ryan Foundation to secure a partnership, has been of the greatest help in my final product process with starting the partnership proposal. I have struggled to think of assets to

offer the Interactive Sports Group, and being able to apply what I saw with the Cowboys offering a suite at their stadium to the Ryan Foundation, and getting Nike in touch with schools has allowed me to think a little outside the box as to what I can offer.

The greatest challenge of the partnership proposal is the assets I am looking to offer, and how they will truly benefit the Interactive Sports Group. To make sure such assets are truly strong and attracting factors, there needs to be direct solutions to the goals and issues facing the marketing of ISG. Going into the observation I looked to take notes on all the different marketing efforts and assets the Cowboys are currently employing, and in a way synthesize them to create my own. Essentially the main item discussed, regarding the Nike Partnership and their ambitions for their Eleven-on program, was connecting Nike with the various school districts of the Dallas Metroplex. This then sparked an idea for me that perhaps I can connect the Interactive Sports Group Inc. with Frisco ISD or other businesses essentially encompassing that idea of B2B or business to business.

Finally, I was also given inspiration for Catches for Cubs through the conversation detailing the Cowboys 50-50 raffle that they host, which inspired me to incorporate some sort of promotion in the Catches for Cubs inaugural event.

The little bits of marketing the Cowboys run is just another display of their vast outreach involvement throughout the Dallas Metroplex. For example, the Cowboys find little ways to get more out there such as connecting partners and sellers in their suites in order to spur a B2B connection. This then stimulated similar ideas that I can apply to Catches for Cubs in order to get a full marketing experience in addition to building a business network. This idea of building a business network ties back to my SMART goal from earlier in the year. Additionally, as I've

reached out to both Frisco ISD and Reedy admin, I am looking to finalize the assets I can offer and begin planning all the mini-promotions and marketing efforts to build a larger knowledge base for Catches for Cubs. This will also allow me to tie back to that aforementioned goal of connecting ISG with others thus essentially knocking out two birds with one stone.

In summary, this observation was arguably the greatest source of information regarding sports marketing throughout my entire independent study. Being able to see the actual process in action allowed me to grasp the information better. Finally, this observation allowed me to essentially get over the “hump” of my final product process. As the observation was an absolute success, I only wish I had known that the “guest” attending the conference to get more information was Danny Mccray, ex Chicago Bears and Dallas Cowboys safety.