

Planning Form – Pitch

Communicating your team concept

Name: _____

Period: _____

Instructions

Team Planning

Complete this form to help create a new sports team that you will use throughout this project. Since most of what you do in this project will be based on the decisions that you make right now, make your decisions carefully!

1. Review the list below of the different types of sports franchises you may own. Choose a sport that you have a passion for from the list. If you are interested in a sport that is not listed, discuss it with your instructor.

- Baseball
- Football
- Basketball
- Hockey
- Softball
- Volleyball
- Soccer
- Lacrosse
- Field Hockey

2. What sport have you chosen? _____

3. Is it a men's or women's sport? _____

4. What are three possible team names? *Note: You must create an original team name that does not exist. Think of other professional team names for inspiration.*

a. _____

b. _____

c. _____

5. What type of character/animal/object/symbol will be included in your logo?

6. What is the name of the stadium, field, or arena where your team will play its home games? *Note: You must create an original stadium, field, or arena name that does not already exist.*

7. Who will be the head coach or manager? *Note: You may select a retired or an active coach.*

8. Discuss the responses on your form with your instructor and several classmates, asking them to choose their favorite team name from your list. Decide what your team's name will be and write it in the space provided below.

9. What is the contact information for your team? *Note: Select a city and state where you think your team would be the most successful.*

- Street Address _____
- City, State and Zip Code _____
- Phone Number (include area code) _____
- Fax Number (include area code) _____
- Email Address _____
- Website Address _____
- Social Media Username _____

Your Pitch

As you begin to prepare your pitch, read below and answer the following questions. Your goal is to gain your instructor's approval and support of your team in order for you to move forward to the other parts of this project.

Your pitch must include the following:

- A **hook** statement to grab the attention of your audience.
- **Who** your team is.
- **Why** your team is unique.
- **What** personal characteristics you possess to continue on in the competition.
- **Why** you are writing this pitch.

1. Choose three (3) adjectives that best describe your team:

2. In one sentence, develop a **hook** for your pitch. This hook sentence will be used in the first paragraph of your pitch, and your objective is to engage your listener and make them want to hear more. Using the adjectives that you listed in the previous question, pose a question that starts with an interesting phrase, such as:

“Have you ever imagined a (type of team you chose) team that was (adjective 1), (adjective 2), and (adjective 3)?”

or

“Can you picture a (type of team you chose) team that is (adjective 1), (adjective 2), and (adjective 3)?”

or

“Ever wonder what a (type of team you chose) team that was (adjective 1), (adjective 2), and (adjective 3) would be like?”

3. In two to three sentences, discuss three reasons why you selected this sport and team name for your team. This will become the second paragraph of the body of your pitch.

4. List three of your own personal characteristics that explain why you should be allowed to continue on in the competition, i.e., leadership qualities, organizational skills, die-hard fan, ability to communicate well, strong attention to detail, hard worker, creative, etc.

5. In two to three sentences, write your call to action asking your instructor for approval and support. State that you would like your instructor to approve your ideas for this team. Include your own personal characteristics that explain why you should be allowed to continue on in the competition. This will become the final paragraph your pitch.
