

PG-1 Planning Form - Elevator Pitch

Communicating your team concept



Instructions

Part 1 - Team Planning

Complete this form to help create a new sports team that you will use throughout *The Dream Team* simulation. Since most of what you do in this simulation is 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 already exist. Think of other professional team names for inspiration.*

1. _____

2. _____

3. _____

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.*

Name

Date

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

8. Discuss the responses on this 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 dream team would be 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

Part 2 - Writing Your Elevator Pitch

As you begin to prepare your elevator 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 projects in this simulation.

Your elevator 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 the elevator pitch.

1. Choose three adjectives that best describe your team:

Name

Date

2. In one sentence, develop a **hook** for your elevator pitch. This hook sentence will be used in the first paragraph of your elevator pitch, and your objective is to engage your listener and make them want to hear more. Using the adjectives that you listed in question 1, 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

"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 dream team. This will become the second paragraph of the body of your elevator 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.

Name

Date

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 of your elevator pitch.
