Sports & Entertainment Marketing

City Comparison Matrix

**Instructions**:

On your own you will search and find information for this project. Listed below is a place for you to identify where you got your information and a rubric. You are to find a city that will be where you would put a brand new franchise for a new NFL team. A couple sites that will help you are [www.city-data.com](http://www.city-data.com) or [www.bestplaces.net](http://www.bestplaces.net) The city must be 100 miles from an existing pro football team. Good luck and have fun!

List web sites/sources where you found your information: (2 pts each site)



**Potential City Rationale:**

In the space below you will write a rationale for the city you chose and why your group should pick your city. (Rationale: “A set of reasons or a logical basis for a course of action or a particular beliefs”)

Get used that word you will see it many more times on other projects.

You will not get to pick a city as a group unless this document is completely in its entirety.

|  |  |  |
| --- | --- | --- |
| **Individual Student Matrix**  **Student Name:**  **City:** | | |
|  | City | United States |
| Closest NFL Team  (# of miles) |  |
|  |
| Population |  |  |
| Household Income (Median) | $ | $ |
| Income Levels  (attends games: >40K)  (season ticket holders: >100k) | % | % |
| % | % |
| Age (attends games: 18-60)  (season ticket holders: 35-60) |  |  |
|  |  |
| Unemployment | % | % |
| Cost of Living Index (as compared to the U.S. average) |  | **Notes** |
| Temporary Venue/Arena:  (# Seats) |  |
|  |
| Potential Address of “Building” Location: |  |
| Competing Attractions/Sports |  |
| Competing Attractions/Sports |  |
| Competing Attractions/Sports |  |
| Potential Area/Regional Sponsor |  |
| Potential Area/Regional Sponsor |  |
| Potential Area/Regional Sponsor |  |
| Major Industry |  |
| Area Map |  |