

# Fantasy Project - Game Time/Festival Entertainment

**Directions:** In order for fans to be satisfied with their choice to attend a game or concert, they must see that their experience is better than their Opportunity Cost (what they gave up in order to attend). Unsatisfied fans may be less likely to return or attend your next event. Although the



best way to satisfy fans is to provide great competition or a great musical lineup, many fans will enjoy experiences you provide DURING the game or concert. These can be quick things like showing a kiss cam on the jumbotron or could be more extensive things like the Kidsapalozza area at Lolla.



## Part 1:

What does "fan experience" mean? Why is it important to a sports team or festival to be successful?	
How has technology improved the overall fan experience?	
When does/should the fan experience begin?	

## Part 2:

Fan Entertainment Activity	Description of Activity	Target Market for Activity
Example: Chicago Loveabulls	Cheering before the game, during the game & time outs, half-time They will also work with Benny the Bull on interactive activities with the crown	This is geared at 2 groups: Men who think they are cute and girls who like to dance.

## Part 3:

Add this information to your website. You do not need to include the Target Market on the website.