



Georgia Swarm Sport Marketing Competition

Who: The Georgia Swarm is a men's professional indoor lacrosse team. The Swarm moved down from Minnesota after being there for 11 years.

- They are in a league called the National Lacrosse League (NLL). The NLL is North America's professional indoor lacrosse league featuring the world's best players. The NLL has nine teams playing in the major markets of the United States and Canada. NLL teams each play an 18-game regular season schedule (nine home and nine away) that begins in December and runs through May.

When: Friday, March 24th

What: Get a hashtag trending in Atlanta using different social media campaigns

Where: Infinite Energy Arena in Duluth, GA

Why: To promote the Georgia Swarm using demographics between 14-30

Objective: The goal is for your group to generate interest in the Georgia Swarm. The metro Atlanta area has over 6 million people so try and take advantage of this. You want to get the most amount of views, likes, followers, favorites and retweets that you possibly can. Get the word out there.

The Georgia Swarm wants to unleash a new marketing campaign and we need your help to do so. Create a social media campaign promoting the Swarm.

Criteria that you will be judged on from your school's DECA page:

Facebook-how many likes and shares

Twitter-how many favorites and retweets

Instagram-how many likes

Outline your strategy and tactics to present on the day of the game (March 24th)

What did you do to get the hashtag trending?

How did you promote it?

What else do you think the Swarm can do to help their social media?

Think of your approach and analyze the steps you took to get to where you are now.

Grading Breakdown:

Creativity: 15% (Send by **Monday, March 20th**)

Tangible metrics (likes, views, etc): 15%-send a screenshot by that **Friday** (24th) morning

Written portion: 35% (send in by **Monday, March 20th** with how you planned everything-summary)

Verbal Presentation & Reasoning-35% (Number of metrics from your DECA page generated with the #Swarming involved). Maximum of **5 minutes** presented on March 24th.