THE DREAM TEAM

A MICROSOFT OFFICE SPORTS MARKETING SIMULATION

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Preface

Just about everybody loves sports! Whether it's baseball, football, hockey, or soccer, audiences are captivated by the highlights on TV, scores, statistics, and the roars from fans cheering in the spirit of competition. What sports fans don't get to see is what happens behind the scenes. In *The Dream Team*, you will get this opportunity by starting, creating, and owning your own professional sports team.

In *The Dream Team*, you will take on the role of a Microsoft Office Sports Marketing Specialist to start your own professional sports franchise team. From creating a team name and logo to designing VIP passes for your new stadium, you will learn first-hand what it's like behind the scenes of professional sports.

In short, here's what you will do in *The Dream Team* simulation:

- Create a team name, logo, and roster.
- Develop and organize professional documents needed to promote and manage the team using Microsoft Office software.
- Design eye-catching marketing documents to advertise your team.
- Use creative, critical thinking and decision-making skills.
- And much more!

This self-paced simulation encompasses all of the Microsoft Office software applications in a fun, real-world setting that is sure to captivate student sports fans nationwide. Get your "game on" and get ready to embark on one of the most exciting classroom adventures you'll ever take part in. Welcome to "*The Dream Team*"!

Table of Contents

Introduction

What's Included:

In this section, you will familiarize yourself with the background of *The Dream Team* simulation, the projects included, and the format of this book.

1. All About The Dream Team

Welcome to The Dream Team Simulation

The Dream Team is a fun and exciting Microsoft Office sports marketing simulation designed to let you (the student) be the owner of your own professional sports team.

As the Microsoft Office Sports Marketing Specialist and team owner, this simulation will give you an in-depth, real-world view of what it's like to use Microsoft Office software to design and create documents for the new professional sports team (franchise) you are about to begin. After creating your team name and logo, your mission will be to build the team's identity, fill a team roster, track player's salaries and ticket sales, publicize your team, and much more. From letters to spreadsheets, to presentations, databases, and publications, your office skills will be challenged as you get your team ready for the start of the upcoming season.

The opening game is just around the corner, so start thinking creatively and sharpen your design pencils—it's time to begin The Dream Team.

Who Should Use This Book?

The Dream Team is designed for students who are enrolled in a secondary-level computer applications course that includes one or more of the Microsoft Office software applications in its curriculum. This simulation is designed to allow students to use and apply their Microsoft Office knowledge and skills in an integrated, creative, and fun setting.

Your Role as the Microsoft Office Sports Marketing Specialist

As the Microsoft Office Sports Marketing Specialist, you will assume the role of a professional sports team owner. As the owner, you will be required to create a professional sports team franchise that you would like to own and operate.

For your dream team to achieve success in the pro-sports league you will soon be choosing, you will create a series of documents that will give your team a professional image. By completing the projects in this simulation, you will fine-tune your office, creativity, and design skills and learn what it is like to promote a real product—your own sports team!

2. The Story Behind This Simulation

Teenagers around the nation are in a complete frenzy trying to become the latest winner of one of five winning scratch-off lottery tickets found on the back of *Champion's* breakfast cereal. Each winner gets the opportunity to become the owner of a new professional sports franchise team of their choice.

After purchasing one of the few boxes of *Champion's* breakfast cereal left on the shelf, you excitedly scratch your ticket to see if you are the latest winner in *The Dream Team Contest*. You can't believe your eyes! Your ticket says: "WINNER, WINNER, WINNER!"

You are the winner of your own professional sports franchise. You choose the sport, you choose the team name, you select the players…it's all up to you! That's where *The Dream Team* simulation comes into play.
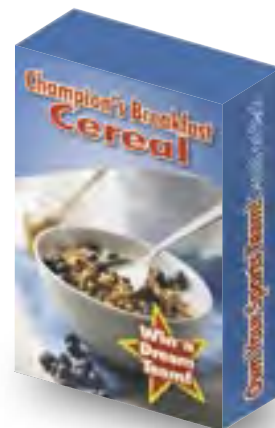
3. Meet Joe Gendron: A "Dream Team" Student

Who is Joe Gendron?

Joe Gendron is an eleventh grade student from Tuscaloosa, Alabama, and a huge football fan. He plays football on the varsity team, gets good grades, and wants to go to college to study business some day.

When Joe realized he was the grand prize winner of the scratch-off lottery ticket from the back of his cereal box, he knew his dreams of owning football's newest expansion team were finally coming true.

As you travel through the projects in this simulation, you will be guided by Joe as he creates his own "dream team." Following each project, you will see a page titled "On The Field with Joe Gendron." These pages contain samples of the documents that Joe has created. You can use Joe's samples as a guide to help you develop and create your own.

> **NOTE:**
> **Joe Gendron's** samples are provided to the student for guidance and inspiration only. Joe Gendron's works are copyright protected and should not be duplicated in any form.

It's Time to Build Your Dream Team

Each Part in This Simulation:

Now that you have familiarized yourself with The Dream Team simulation, it's time to get started. The remainder of this book is divided into six parts (called "zones"). Each zone contains a series of individual projects that you will complete to build your "dream team."

Pre-Game

The objective:

Creating your dream team.

In this section, you will decide on a sport, league, name, and logo for the new dream team you are about to create.

Game plan:

EQUIPMENT YOU'LL NEED:

- The Dream Team Resource CD
- Microsoft Word
- Drawing or Illustration Software
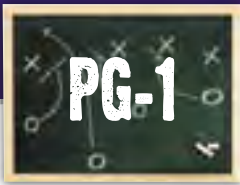
PG-1 Instructor Memo

Communicating your team concept to your instructor

Goal

Before you can begin creating your dream team, it needs to be approved by the league commissioner (your instructor). To begin the process, you will be completing a planning form to help organize your ideas about your new team. Once you have made some decisions about your new team, you will create a memo to inform your instructor on what you have decided and why. Only after the instructor approves your team choice, can you continue in this simulation.

SKILLS UTILIZED

Use Microsoft Word to create and format a business memo.

Tactics

- Since most of what you do in this simulation is based on the decisions that you make right now, make your decisions carefully!
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **PG-1 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.

2. Follow the instructions provided and complete the form.

3. Using Microsoft Word, create a new document.

4. Save the document as **PG-1 Memo** to **The Dream Team** folder.

5. Write a memo to your instructor following the template provided in **Figure PG-1-A**.

6. Carefully proofread your work for accuracy, format, spelling, and grammar.

7. Resave the document.

8. Print a copy of the document for your instructor's approval.

↑

TOP MARGIN AT 2"

↓

MEMO

DS
To: TAB→   [Insert your instructor's name]
DS
From: TAB→   [Insert your name]
DS
Date: TAB→   [Insert current date]
DS
Subject: TAB→ Dream Team Approval
DS
As you are aware, I am in the process of completing *The Dream Team* simulation. In order to continue with this simulation, I am required to create a professional sports team. Please review the proposed team provided below and indicate if I have your approval to use the proposed team by completing the bottom portion of this memo and returning it to me.
DS
Proposed Team:
The name of my team is [insert team name]. The type of sport this team plays is [insert type of sport]. The team's hometown is [insert city, state].
DS
Team Reasoning:
Paragraph 3 should include the text you created from the PG-1 Planning Form. It should include 2-3 sentences explaining the reason why you chose this team and sport as your dream team.
TS (3 RETURNS)

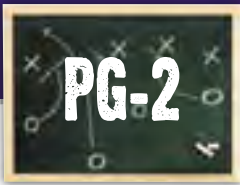---

___ I approve this team for use in *The Dream Team* simulation.

___ I do not approve this team for use in *The Dream Team* simulation.

___ Instructor's Initials

Instructor: Please return this form to the student upon review.

PG-2 Team Logo

Designing your team identity

Goal

All sports teams should have a recognizable logo that fans can identify with, and your team is no different. In this project, you will develop a team logo to use with different documents throughout this simulation, one that fans will recognize and immediately connect to your team.

SKILLS UTILIZED

Use graphic design software to create a professional team logo.

Tactics

- Take your time in designing your team logo, as it is the most important element in creating your team's identity and image.

- Use the Internet to find logos of professional sports teams and analyze their designs. Take note of the fonts and colors each team uses.

- Identify one or two fonts to use.

- Incorporate your team colors.

- Find a graphic that will help fans identify with your team.

- Read through all instructions before proceeding with this project.

- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **PG-2 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.

2. Follow the instructions provided and complete the form by sketching three different team logos.

3. Using an illustration or drawing software program such as Adobe Illustrator, Adobe Photoshop, Microsoft Paint, or any graphics software, create each logo as a separate file from the sketches on the **PG-2 Planning Form.**

   ⚠️ *Be sure to design your logos large enough in size so that they can be resized and scaled without losing quality and resolution.*

4. Save the first version of the logo as **Version 1 Logo**, the second version as **Version 2 Logo**, and the third version as **Version 3 Logo** to **The Dream Team** folder.

5. Using Microsoft Word, insert all three logos in proportion on the page. This will allow you to print and review all three versions of the logos.

6. Carefully proofread your work for design, format, spelling, and grammar.

7. Save the document as **PG-2 Possible Logos**.

8. Print the document and survey your classmates and instructor, asking them to select their favorite logo.

9. Upon your instructor's approval, retrieve the approved version of the logo file and save it as **PG-2 Final Logo** to **The Dream Team** folder.

   ⚠️ *Be sure to save the logo in a format that will allow it to be placed as an image in other software applications. For example, JPEG, TIFF, or WMF.*

10. Print a copy of the final logo if required by your instructor.

   🔍 *Review Joe Gendron's three logos and note the one that was approved to use for his dream team.*

On the Field with Joe Gendron

Creating the logo for a sports team is extremely important. To make sure he made the correct choice in logos, Joe created the three logo designs shown below. He surveyed his classmates and instructor before deciding on his final design.

Version 1 Logo

BIRMINGHAM
BULLDOGS

Version 2 Logo

BIRMINGHAM
BULLDOGS

Version 3 Logo

BIRMINGHAM
BULLDOGS

PG-2 Possible Logos

Version 3 is the approved team logo for Joe Gendron's dream team!

Use Joe Gendron's logo for inspiration to design your own. Do not duplicate Joe's work.

Word

The objective:

Getting your team message out.

In this section, you will use Microsoft Word to create a series of professional documents that will help get your dream team off the ground and running.

Game plan:

EQUIPMENT YOU'LL NEED:

• The Dream Team Resource CD
• Microsoft Word

W-1 Team Letterhead

Communicating with a professional image

Goal

Business stationery usually consists of letterhead and envelopes. This professional stationery almost always includes the company logo and important contact information. In this project, you will create your team's letterhead so that you can project a professional image when you communicate with employees, ticket holders, vendors, and others.

SKILLS UTILIZED

Use Microsoft Word to create a letterhead template.

Tactics

● Your letterhead design should fit within the top 2.5 inches of the document.

● Use the Internet for examples of other letterhead designs.

● Be consistent with fonts and colors.

● Read through all instructions before proceeding with this project.

● Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **W-1 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.

2. Follow the instructions provided and complete the form.

3. Using Microsoft Word, create a new document.

4. Save the document as **W-1 Letterhead** to **The Dream Team** folder.

5. Set the top page margin to 2.5 inches and the left, right, and bottom margins to 1 inch.

   Refer to the sample provided by Joe Gendron for assistance only. Do not copy the content or design of this sample.

6. In the header section of your document, create the letterhead for your team from one of the sketches on the **W-1 Planning Form.**

7. Arrange your team logo and text to fit your letterhead design.

   Most letterhead designs are within the top 2.5 inches of the document. Do not let your design fall below this area.

8. Format the text using the font, colors, size, and style that match your team's design.

9. Carefully proofread your work for accuracy, design, spelling, and grammar.

10. Resave the document.

11. Print a copy of the document if required by your instructor.

On the Field with Joe Gendron

Joe incorporated his logo into the design of the letterhead. The letterhead that Joe Gendron created for the Birmingham Bulldogs is shown below.

Birmingham Stadium

100 Main Street • Birmingham, AL 35209
Phone (205) 555-1234 • Fax (205) 555-5678

www.BirminghamBulldogs.com

BIRMINGHAM BULLDOGS

W-1 Letterhead

Use Joe Gendron's letterhead as a guide to help create your own. Do not duplicate Joe's work.

W-2 Team Envelope

Creating business stationery

Goal

It is important for your team's letterhead stationery and the envelope design to be consistent and project a professional image. In this project, you will create your team's envelope to coordinate with the letterhead stationery you created in project W-1. You will use this business envelope when you mail documents to employees, ticket holders, vendors, and others.
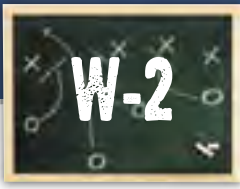
SKILLS UTILIZED

Use Microsoft Word to create and design a business size envelope.

Tactics

- To establish a consistent, professional image for your team, the design of your envelope should coordinate with your team's letterhead, with the exception of where the information is placed.

- The standard size of a business envelope is 9.5 inches wide by 4.125 inches tall.

- Obtain some samples of real business envelopes and analyze them to help you design your own.

- Read through all instructions before proceeding with this project.

- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **W-2 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.

2. Follow the instructions provided and complete the form.

3. Using Microsoft Word, create a new document.

4. Save the document as **W-2 Envelope** to **The Dream Team** folder.

   Refer to the sample provided by Joe Gendron for assistance only. Do not copy the content or design of this sample.

5. Using the envelope feature, create a #10 business size envelope for your team. Include the return address from one of the sketches on the **W-2 Planning Form**.

6. Arrange your team logo and text to fit proportionately on your envelope design.

7. Format the text using the font, colors, and style that match the team's design.

8. Carefully proofread your work for accuracy, design, spelling, and grammar.

9. Resave the document.

10. Print a copy of the document if required by your instructor. **Recommended:** Print on a real envelope.

On the Field with Joe Gendron

In keeping with the design of his letterhead, Joe Gendron created the following envelope design for the Birmingham Bulldogs.

Birmingham Stadium
100 Main Street
Birmingham, AL 35209

BIRMINGHAM BULLDOGS

PLACE STAMP HERE
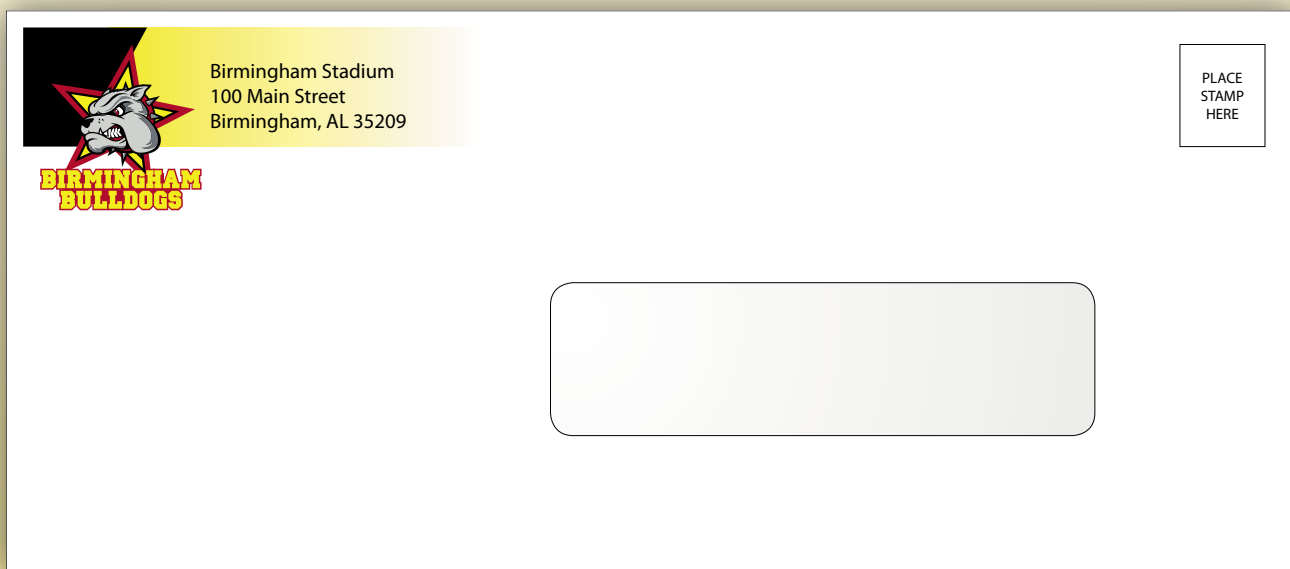
W-2 Envelope

Note: Envelope window and stamp placeholder are shown for reference only.

Use Joe Gendron's envelope as a guide to help create your own. Do not duplicate Joe's work.

2

Excel

The objective:

Calculating important team data.

In this section, you will organize and calculate important information about your dream team.

Game plan:

EQUIPMENT YOU'LL NEED:

• The Dream Team Resource CD

• Microsoft Excel

E-1
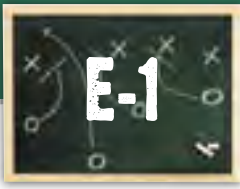
Team Roster

Organizing your team roster

Goal

A spreadsheet is a good way to keep track of records and organize a large amount of information. In this project, you will use a spreadsheet to create a team roster with the players you chose for your team in the PG-3 Team Roster project. The roster will be used in many of the team's publications, such as the programs sold at the games, on the Web site, and in other promotional documents.

SKILLS UTILIZED

Use Microsoft Excel to organize your dream team roster.

Tactics

- Be sure to input all of your records accurately.
- If information is not available, do your best to estimate this information.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

This project is used with **Project W-7 Player Memo** in **Zone 1** in the Microsoft Word section of this book.

1. Obtain the **PG-3 Planning Form** previously completed in the Pre-Game section of this simulation.
2. Using Microsoft Excel, create a new workbook.
3. Save the workbook as **E-1 Team Roster** to **The Dream Team** folder.
4. Insert a header with the text: The <Year> <Team Name> Roster.
5. In cells A1 - F1 enter the following column headings: First Name, Last Name, Position, Height, Weight, and Uniform # as shown in **Figure E-1-A**.
6. Bold and center align cells A1 – F1.
7. Complete the spreadsheet with the information from the previously completed **PG-3 Planning Form** in the Pre-Game section of this simulation.

   Note: Player's height should be entered in the following format: 6' 3" or 5' 7".

8. Rename the worksheet tab (Sheet 1) to **Team Roster.**
9. Resize the columns so that all data displays properly.
10. Carefully proofread your work for accuracy.
11. Sort the roster by Last Name and then by First Name in ascending order.
12. View the roster to make sure the data has been sorted.
13. Print a copy of the sorted document if required by your instructor.
14. Next, sort the roster by each player's uniform number in ascending order.
15. View the roster to make sure the data has been sorted.
16. Resave the file.
17. Print a copy of the sorted document if required by your instructor.

Figure E-1-A

Create a team roster using the template below as a guide.

The <Year> <Team Name> Roster

	A	B	C	D	E	F
1	**First Name**	**Last Name**	**Position**	**Height**	**Weight**	**Uniform #**
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						
21						
22						
23						
24						
25						

On the Field with Joe Gendron

After visiting several Web sites, Joe Gendron was able to find all of the information he needed to complete the team roster for the Birmingham Bulldogs. With these players, the Bulldogs will be sure to make it to the playoffs!

Sort 2

The 2009 Birmingham Bulldogs Roster

	A	B	C	D	E	F
1	First Name	Last Name	Position	Height	Weight	Uniform #
2	Reggie	Roby	P	6' 4"	250	1
3	Morten	Andersen	K	6' 2"	225	5
4	Dan	Marino	QB	6' 4"	218	13
			DB	6' 3"	197	31
			RB	6' 2"	210	32
			RB	6' 0"	205	34
			DB	6' 2"	192	40
			DB	6' 0"	203	42
			OL	6' 1"	255	52
			DL	6' 4"	257	54
			LB	6' 3"	237	56
			LB	6' 4"	220	58
			DL	6' 3"	256	63
			OL	6' 3"	260	64
			OL	6' 6"	278	70
			OL	6' 2"	265	73
			DL	6' 5"	268	75
			OL	6' 5"	265	78
			WR	5' 11"	187	80
			TE	6' 2"	232	82
			LB	6' 7"	220	83
			WR	6' 4"	215	84

Sort 1

The 2009 Birmingham Bulldogs Roster

	A	B	C	D	E	F
1	First Name	Last Name	Position	Height	Weight	Uniform #
2	Marcus	Allen	RB	6' 2"	210	32
3	Morten	Andersen	K	6' 2"	225	5
4	Joe	DeLamiellleure	OL	6' 3"	260	64
5	John	Hannah	OL	6' 2"	265	73
6	Mike	Haynes	DB	6' 2"	192	40
7	Ted	Hendricks	LB	6' 7"	220	83
8	Ken	Houston	DB	6' 3"	197	31
9	Jack	Lambert	LB	6' 4"	220	58
10	Steve	Largent	WR	5' 11"	187	80
11	James	Lofton	WR	6' 4"	215	84
12	Howie	Long	DL	6' 5"	268	75
13	Ronnie	Lott	DB	6' 0"	203	42
14	Dan	Marino	QB	6' 4"	218	13
15	Anthony	Munoz	OL	6' 6"	278	70
16	Ozzie	Newsome	TE	6' 2"	232	82
17	Walter	Payton	RB	6' 0"	205	34
18	Reggie	Roby	P	6' 4"	250	1
19	Lee Roy	Selmon	DL	6' 3"	256	63
20	Art	Shell	OL	6' 5"	265	78
21	Lawrence	Taylor	LB	6' 3"	237	56
22	Mike	Webster	OL	6' 1"	255	52
23	Randy	White	DL	6' 4"	257	54

E-1 Team Roster

Use Joe Gendron's roster as a guide to help create your own. Do not duplicate Joe's work.
Column and row headings are shown for reference only.

The DREAM Team
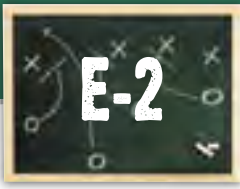
E-2 Average Salary

Calculating the average salary of your team

The revenue from ticket sales is rolling in, but the players on your team don't play for free. In this project, you will create a spreadsheet to find out what the average salary is for the players on your team. You will use this information to make sure your ticket prices are appropriate and your team can be profitable.

SKILLS UTILIZED

Use Microsoft Excel to calculate the average salary of your team.

Tactics

- Use the Internet to research the type of salary players in your particular sport earn each season.
- Use proper currency style in formatting the dollar amounts on the worksheet.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Using Microsoft Excel, open the file **E-1 Team Roster**.
2. Save the workbook as **E-2 Average Salary** to **The Dream Team** folder.
3. Change the header of the spreadsheet to the following text: Average Salary.
4. In cell G1, enter the following column heading: Salary.
5. Bold and center align cell G1.
6. In column G, enter a salary for each player using amounts that are relevant to today's salaries in your particular sport.
7. Format column G as currency showing the "$" symbol and two decimal places.
8. Enter a formula at the bottom of the Salary column to find the Average Salary.

   ⚠️ *Hint: Use the =AVERAGE formula.*

9. In the cell to the immediate left of the average salary, enter the following text: Average Salary.
10. Carefully proofread your work for accuracy.
11. Resave the file.
12. Print a copy of the document if required by your instructor.

   🔍 *Review the spreadsheet created by Joe Gendron for assistance with this project.*

On the Field with Joe Gendron

Professional athletes make a lot of money these days! After researching the amount of money these athletes earn, Joe quickly learned that his team's average salary is exactly where he planned it to be. The team roster with player's salary information that Joe Gendron created is shown below.

Average Salary

	A	B	C	D	E	F	G
1	**First Name**	**Last Name**	**Position**	**Height**	**Weight**	**Uniform #**	**Salary**
2	Reggie	Roby	P	6' 4"	250	1	$500,000.00
3	Morten	Andersen	K	6' 2"	225	5	$900,000.00
4	Dan	Marino	QB	6' 4"	218	13	$4,700,000.00
5	Ken	Houston	DB	6' 3"	197	31	$1,125,000.00
6	Marcus	Allen	RB	6' 2"	210	32	$1,125,000.00
7	Walter	Payton	RB	6' 0"	205	34	$1,800,000.00
8	Mike	Haynes	DB	6' 2"	192	40	$1,800,000.00
9	Ronnie	Lott	DB	6' 0"	203	42	$1,050,000.00
10	Mike	Webster	OL	6' 1"	255	52	$500,000.00
11	Randy	White	DL	6' 4"	257	54	$500,000.00
12	Lawrence	Taylor	LB	6' 3"	237	56	$500,000.00
13	Jack	Lambert	LB	6' 4"	220	58	$500,000.00
14	Lee Roy	Selmon	DL	6' 3"	256	63	$900,000.00
15	Joe	DeLamielleure	OL	6' 3"	260	64	$900,000.00
16	Anthony	Munoz	OL	6' 6"	278	70	$900,000.00
17	John	Hannah	OL	6' 2"	265	73	$2,187,000.00
18	Howie	Long	DL	6' 5"	268	75	$2,187,000.00
19	Art	Shell	OL	6' 5"	265	78	$2,187,000.00
20	Steve	Largent	WR	5' 11"	187	80	$1,120,000.00
21	Ozzie	Newsome	TE	6' 2"	232	82	$3,120,000.00
22	Ted	Hendricks	LB	6' 7"	220	83	$3,120,000.00
23	James	Lofton	WR	6' 4"	215	84	$2,120,000.00
24						Average Salary	$1,533,681.82

Note: Column and row headings are shown for reference only.

E-2 Average Salary

Use Joe Gendron's average salary spreadsheet as a guide to help create your own. Do not duplicate Joe's work.

Season Schedule

Determining your home and away games

Goal

After the league coaches' meeting, team owners were left to determine their schedule for the upcoming season. In this project, you will create a schedule for the first 10 games of the season. Half of the games will be played at home and the other half away.

SKILLS UTILIZED

Use Microsoft Excel to organize your dream team schedule.

Tactics

- Use the Internet to find the names of fields, arenas, or stadiums where your opponents will play.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **E-3 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form.
3. Using Microsoft Excel, create a new workbook.
4. Save the workbook as **E-3 Season Schedule** to **The Dream Team** folder.
5. In cell A1, enter the following title: <Your Team Name> <20XX Season Schedule>.
6. Merge and center align the title (cell A1) across the four columns of the worksheet.
7. Format the title with an appropriate font size and style.
8. In cells A2 through D2 enter the following column headings: Date, Opponent, Location, and Time.
9. Bold and center align the column headings in cells A2 through D2.
10. Complete the spreadsheet with the information from the **E-3 Planning Form**.
11. Shade each row that contains an away game.
12. Format the worksheet using your team colors.
13. Rename the worksheet tab **Season Schedule**.
14. Carefully proofread your work for accuracy.
15. Resave the file.
16. Print a copy of the document if required by your instructor.

Review the spreadsheet created by Joe Gendron for assistance with this project.

On the Field with Joe Gendron

Joe created the Bulldog's schedule for their inaugural season. He was able to schedule games against his favorite teams in the league. The season schedule that Joe Gendron created for the Birmingham Bulldogs is shown below.

	A	B	C	D
1	**Birmingham Bulldogs 2009 Season Schedule**			
2	**Date**	**Opponent**	**Location**	**Time**
3	9/7/2009	Carolina	Birmingham Stadium	1:00 P.M.
4	9/14/2009	Detroit	Ford Field	1:00 P.M.
5	9/21/2009	Tampa Bay	Birmingham Stadium	1:00 P.M.
6	10/5/2009	Oakland	Oakland Coliseum	4:00 P.M.
7	10/12/2009	Atlanta	Georgia Dome	1:00 P.M.
8	10/20/2009	Green Bay	Birmingham Stadium	1:00 P.M.
9	10/28/2009	Jacksonville	Birmingham Stadium	8:00 P.M.
10	11/2/2009	New England	Birmingham Stadium	4:00 P.M.
11	11/9/2009	New Orleans	Superdome	4:00 P.M.
12	11/16/2009	Tampa Bay	Raymond James Stadium	1:00 P.M.
13	11/27/2009	Dallas	Texas Stadium	1:00 P.M.
14	11/30/2009	Miami	Birmingham Stadium	1:00 P.M.
15	12/7/2009	Carolina	Bank of America Stadium	1:00 P.M.
16	12/14/2009	Buffalo	Birmingham Stadium	1:00 P.M.
17	12/21/2009	Atlanta	Birmingham Stadium	1:00 P.M.
18	12/28/2009	New York Giants	Giants Stadium	4:00 P.M.

Note: Column and row headings are shown for reference only.

E-3 Season Schedule

Use Joe Gendron's season schedule as a guide to help create your own. Do not duplicate Joe's work.

The DREAM Team

Desktop Publishing

The objective:

Marketing your dream team.

In this section, you will design and create professional documents to promote and market your new dream team.

Game plan:

EQUIPMENT YOU'LL NEED:

- The Dream Team Resource CD
- Desktop Publishing Software

Business Card

Marketing your team to the public

Goal

A business card is a small, printed card usually containing a person's name, business affiliation, job title, address, telephone and fax numbers, and e-mail/Web site addresses. In this project, you will create a business card for yourself as the owner of your dream team. Since you will be talking to and meeting with a lot of people in the community, you will need something to give them so they will remember you and your new team, as well as your contact information.

SKILLS UTILIZED

Use desktop publishing software to design a business card.

Tactics

● Business cards present a lot of information in a small space. Experiment with different card layouts on paper before creating on the computer.

● After the team logo, your name should be the largest piece of information on the card.

● Obtain some samples of real business cards for inspiration to help you design your own.

● Use a maximum of one or two fonts (typefaces) on your business card.

● Read through all instructions before proceeding with this project.

● Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **DTP-1 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.

2. Follow the instructions provided and complete the form.

3. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.

4. Save the document as **DTP-1 Business Card** to **The Dream Team** folder.

5. Set up your document using the Page Setup Instructions provided on the next page.

   Review the business card designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's business card design.

6. In the bordered frame, include the information from one of the sketches you created on the **DTP-1 Planning Form**.

7. Format the size and placement of the text and other elements on the business card so that they are in proportion with each other and project a professional image.

8. Carefully proofread your work for design, format, spelling, and grammar.

9. Resave the file.

10. Print a copy of the document if required by your instructor.

Page Setup

		Other
# of pages	1	Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 3.5 inches wide by 2 inches tall, giving it a 1 pt. border. Place the rectangle in the center of the page. Place the contents of your business card within this rectangle.
Dimensions	8.5 x 11 inches	
Margins	.5 inches on all sides	
Orientation	Portrait	

8.5"

3.5"

2"

Place the contents of your business card here.

11"
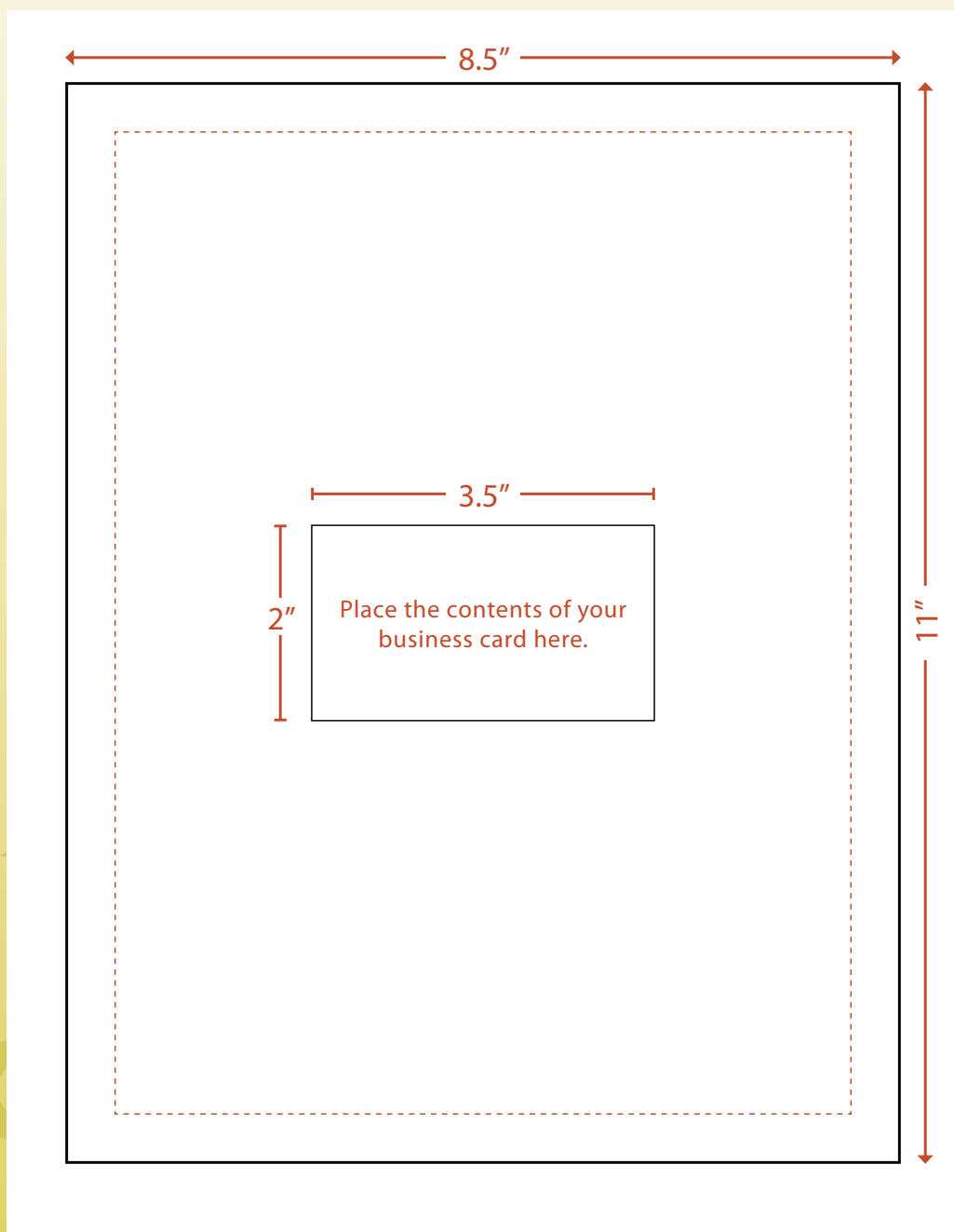
On the Field with Joe Gendron

With such a great team logo to work with, the business card for the team owner was very easy to design. The business card that Joe Gendron created for himself, as the owner of the Birmingham Bulldogs, is shown below.

← 3.5" →

2"

Joe Gendron
Team Owner/GM
joe.gendron@BirminghamBulldogs.com

Birmingham Stadium
100 Main Street
Birmingham, AL 35209
Phone (205) 555-1234
Fax (205) 555-5678
www.BirminghamBulldogs.com

BIRMINGHAM BULLDOGS

Joe Gendron
Team Owner/GM
joe.gendron@BirminghamBulldogs.com

Birmingham Stadium
100 Main Street
Birmingham, AL 35209
Phone (205) 555-1234
Fax (205) 555-5678
www.BirminghamBulldogs.com

BIRMINGHAM BULLDOGS

DTP-1 Business Card

Use Joe Gendron's business card as a guide to help create your own. Do not duplicate Joe's work.

DTP-2 — VIP Pass

Creating a VIP pass for your luxury suite

Goal

A VIP (Very Important Person) pass is a special ticket that allows the holder access to premiere locations within a facility. One of the many benefits of being an owner of a professional sports franchise is that you get a luxury suite to watch all of the games. Your task is to create a VIP pass for your guests. The VIP pass will allow your guests access to your luxury box suite for a home game of your choice.

SKILLS UTILIZED

Use desktop publishing software to design a VIP pass.

Tactics

- Since the VIP pass has a limited amount of space available, all important information should be in proportion with all elements.

- Use a maximum of one or two fonts (typefaces) on your VIP pass.

- Use a font that is easy to read.

- Read through all instructions before proceeding with this project.

- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **DTP-2 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.

2. Follow the instructions provided and complete the form.

3. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.

4. Save the document as **DTP-2 VIP Pass** to **The Dream Team** folder.

5. Set up your document using the Page Setup Instructions provided on the next page.
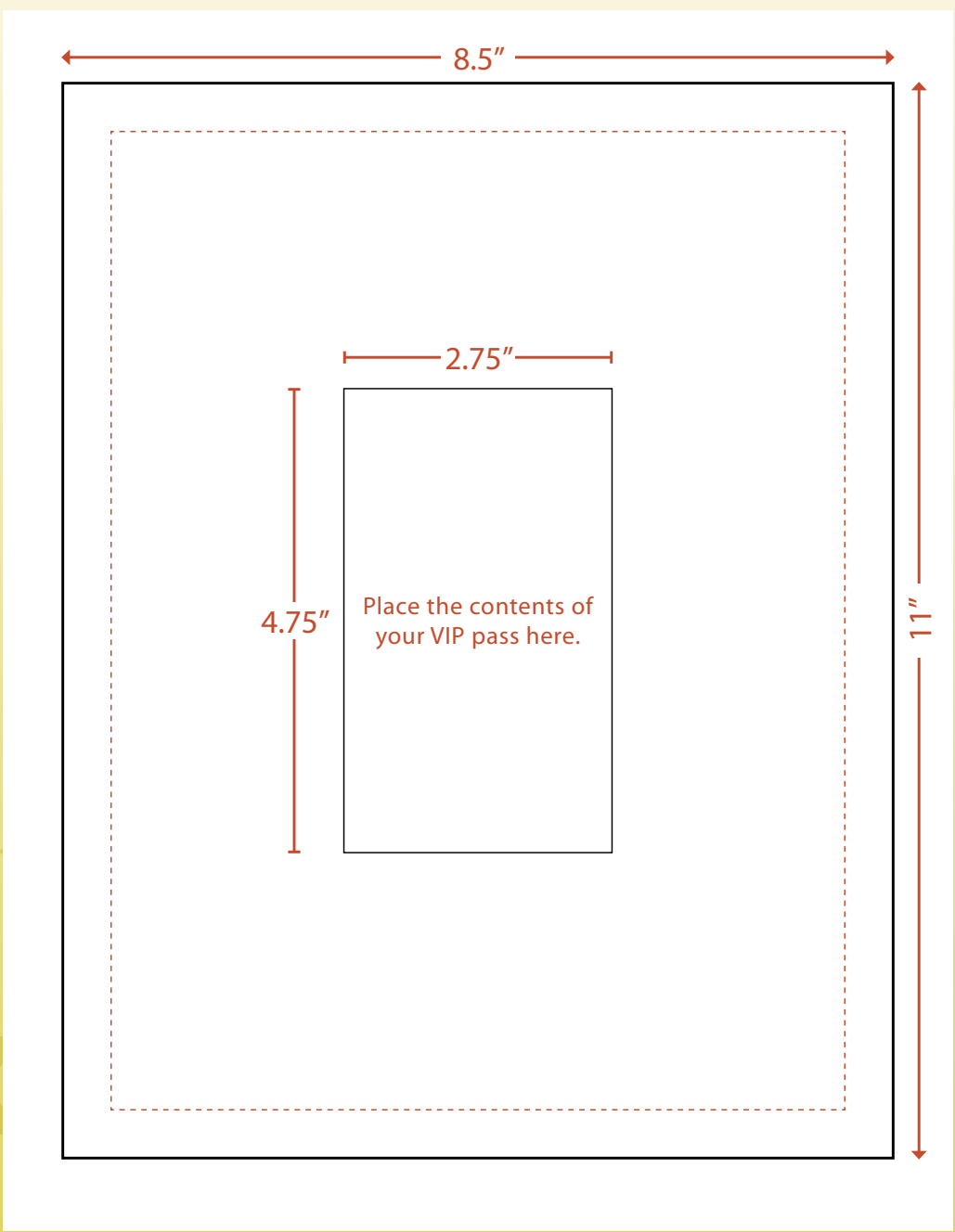
   Review the VIP Pass designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's VIP pass design.

6. In the bordered frame, include the information from the sketch you created on the **DTP-2 Planning Form**.

7. Add additional elements and/or graphic images that will help illustrate and enhance the look of the pass.

8. Format the size and placement of the text and other elements on the VIP pass so that they are in proportion with each other and project a professional image.

9. Carefully proofread your work for design, format, spelling, and grammar.

10. Resave the file.

11. Print a copy of the document if required by your instructor.

Page Setup

# of pages	1
Dimensions	8.5 x 11 inches
Margins	.5 inches on all sides
Orientation	Portrait

Other

Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 2.75 inches wide by 4.75 inches tall, giving it a 1 pt. border. Place the rectangle in the center of the page. Place the contents of your VIP pass within this rectangle.

8.5"

11"

2.75"

4.75"

Place the contents of your VIP pass here.

On the Field with Joe Gendron

Joe has gone through his VIP list and is ready to distribute the new VIP passes for the first game of the season. The VIP pass that Joe Gendron created is shown below.

VIP PASS
admit one

Birmingham Bulldogs
vs.
Carolina Panthers

September 7, 2009
Birmingham Stadium
1:00 pm

BIRMINGHAM BULLDOGS

Present this pass at the gate and a security staff member will escort you to the luxury suite VIP area.

DTP-2 VIP Pass

Use Joe Gendron's VIP pass as a guide to help create your own. Do not duplicate Joe's work.

Designing a fan T-shirt

Goal

Any type of T-shirt that includes a company logo and slogan offers businesses a walking form of free advertising. In this project, you will design a T-shirt for your team to be sold at your stadium as well as in local department stores. The design should include a catchy slogan that really sets your fans apart from all others in the league.

SKILLS UTILIZED

Use desktop publishing software to create a T-shirt for your fans.

Tactics

● If including a graphic image, be sure it's large enough to be seen, and keep it simple so that the viewer can tell what it is.

● Do not clutter the T-shirt design with too much text or too many graphic images. Keep it clean and simple.

● Create a catchy slogan that really makes this T-shirt a "must have" item for your fans.

● Read through all instructions before proceeding with this project.

● Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **DTP-3 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.

2. Follow the instructions provided and complete the form.

3. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.

4. Save the document as **DTP-3 T-shirt** to **The Dream Team** folder.

5. Set up your document using the Page Setup Instructions provided on the next page.

   Review the T-shirt designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's T-shirt design.

6. Place the contents of your T-shirt design from one of the sketches created on the **DTP-3 Planning Form**. *Optional*: Place the contents of the T-shirt design inside an image of a blank T-shirt, if available.

7. Format the size and placement of the text and other elements on the T-shirt so that they are in proportion with each other and project a professional image.

8. Carefully proofread your work for design, format, spelling, and grammar.

9. Resave the file.

10. Print a copy of the document if required by your instructor.

Page Setup

# of pages	1	**Other**
Dimensions	8.5 x 11 inches	Place the contents of your T-shirt design inside a graphic image of a blank T-shirt (optional).
Margins	.75 inches on all sides	
Orientation	Portrait or Landscape	

8.5"

11"

Place the contents of
your T-shirt here.
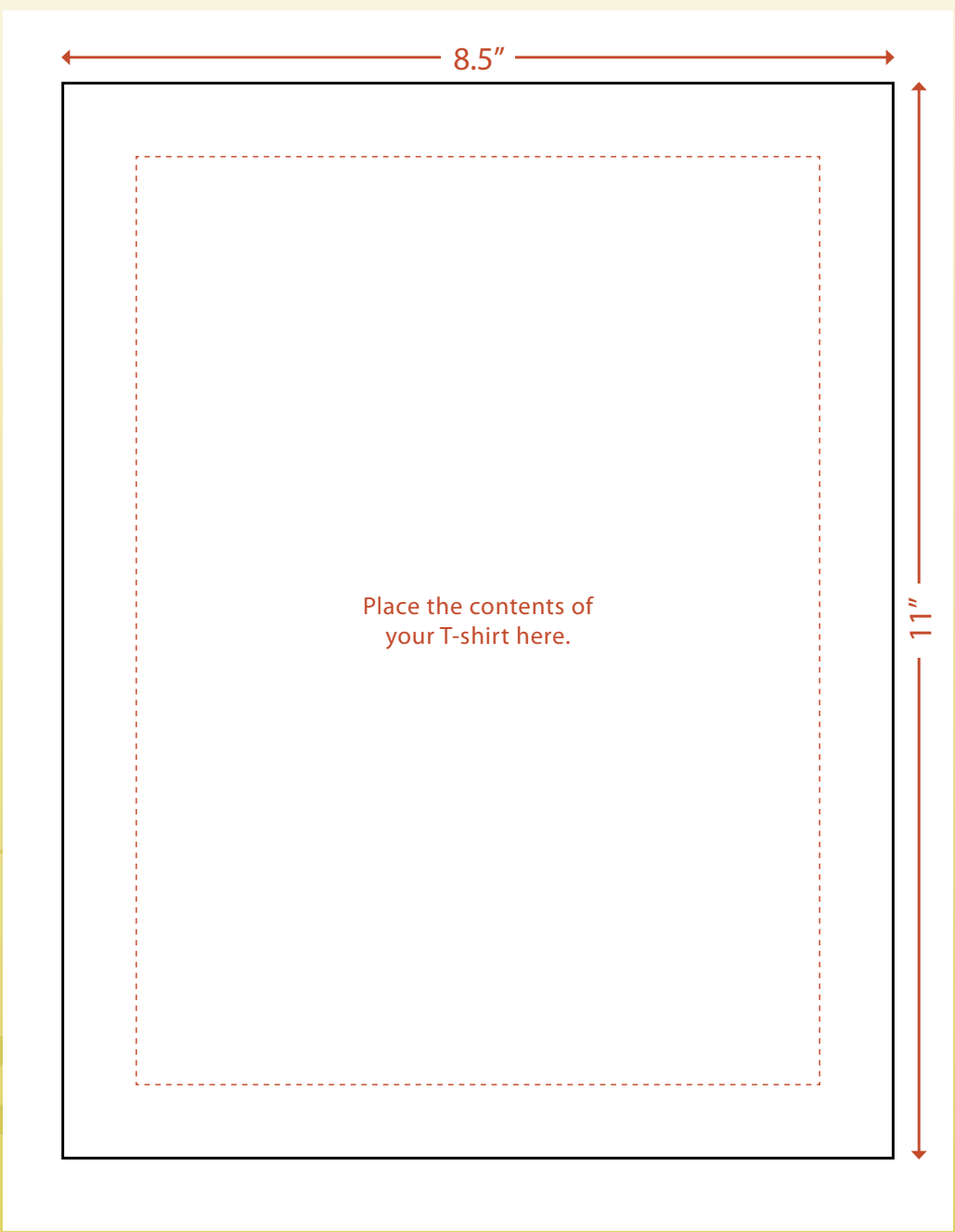
On the Field with Joe Gendron

Having fans wear team T-shirts around town is great advertising. It is also big business with a lot of money to be made. Knowing this, Joe wanted to make T-shirts that fans would want to buy and wear. The T-shirt design that Joe Gendron created for the Birmingham Bulldogs is shown below.

BIRMINGHAM BULLDOGS

BEWARE OF THE DOGS!

DTP-3 T-shirt

Use Joe Gendron's T-shirt design as a guide to help create your own. Do not duplicate Joe's work.

PowerPoint

The objective:

Promoting your dream team.

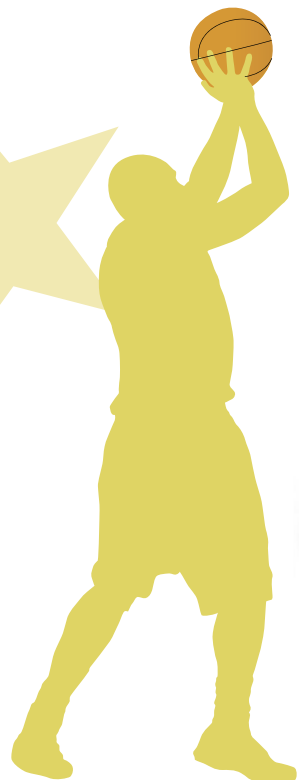**I**n this section, you will create a presentation to inform the public about your dream team.

Game plan:

PPT-1   Meet the Team   84

EQUIPMENT YOU'LL NEED:

• The Dream Team Resource CD

• Microsoft PowerPoint

THE
DREAM
TEAM

83

The DREAM Team

PPT-1 Meet the Team

Introducing and promoting your dream team

Goal

To help promote your team to the public, you will create an informative presentation. Your presentation will tell the public what your team is all about and why your team will be successful in the professional league. This presentation will be shown on large screen TVs inside and outside of the stadium during games and other high-visibility times.

SKILLS UTILIZED

Use Microsoft PowerPoint to promote your team to the public.

Tactics

● Be consistent with the team colors and fonts that you have been using throughout this simulation.

● Keep the slide transition the same so as not to distract your audience.

● Limit the use of animation and sound effects to minimize distraction.

● Be sure to include the team logo in your presentation.

● Use graphic images to help illustrate key points in your slideshow.

● Choose graphics that are consistent in style, design, color, and size.

● Read through all instructions before proceeding with the project.

● Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **PPT-1 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.

2. Follow the template provided in **Figure PPT-1-A** to complete the **PPT-1 Planning Form** and draft your 10-slide presentation.

3. Using Microsoft PowerPoint, open a new presentation.

4. Save the presentation as **PPT-1 Meet the Team** to **The Dream Team** folder.

5. Using the information from the **PPT-1 Planning Form**, create your 10-slide presentation.

   Be sure the different blocks of information are placed in separate text boxes. You should enter all of the text first and then go back to enhance the look of the presentation.

6. Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of each slide.

7. Apply the following PowerPoint features to your presentation:
   • Apply a background to each slide that best matches the colors of your team
   • Apply an identical slide transition to all slides
   • Apply custom animation to a minimum of three objects in the slideshow

8. Run the slideshow and carefully proofread your work for accuracy, design, and format. Be sure to include all of the required information and PowerPoint features.

9. Resave the document.

10. Print a copy of your presentation as handouts using 3 to 6 slides per page if required by your instructor.

11. If required, present this presentation to your instructor and/or your class.

   Review the presentation designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's presentation design.

Figure PPT-1-A

Create a slideshow using the template below as a guide.

Slide 1

Include the headline:
Introducing the [team name]

Include a graphic image of your team logo.

In the bottom right corner of the slide, include a digital picture of yourself (if picture is not available, use equivalent clipart image).

Below the digital picture, include your first and last name and your title.

Slide 2

Include the headline: *Contact Information*

Center align the following contact information:

[team name]

[stadium name]

[street address]

[city, state, and zip code]

[phone number]

[fax number]

Slide 3

Include the headline:
Team Roster and Coaching Staff

Include your team's roster from the data you created in Project E-1, Zone 2.

Slide 4

Include the headline: *Ticket Price List*

Include your team's ticket pricing table from the data you created in Project E-4, Zone 2.

Slide 5

Include the headline: *Fan T-shirt*

Below the headline, include the following subheading:

Our fan T-shirts will be sold for $24.95 at all of the home games at [stadium name]. They will also be available to purchase at all major retail chains. Here is a sneak peak of our design:

Include the T-shirt design you created in Project DTP-3, Zone 3.

Slide 6

Include the headline: *Meet the Players*

Below the headline, include the following subheading:

The next three slides feature the career highlights of three of our players. The [team name] are very fortunate to have acquired these athletes, and we are confident you will enjoy watching them play.

Slide 7

Include the headline: *[First name and last name of one of your selected players]*

Insert a photo image of the player on this slide.

Include a bulleted list of the following information about the selected player: hometown, age and birth date (optional), uniform number, position, awards and recognitions, and three adjectives that describe this player.

Slide 8

Include the headline: [*First name and last name of one of your selected players]*

Insert a photo image of the player on this slide.

Include a bulleted list of the following information about the selected player: hometown, age and birth date (optional), uniform number, position, awards and recognitions, and three adjectives that describe this player.

Slide 9

Include the headline: *[First name and last name of one of your selected players]*

Insert a photo image of the player on this slide.

Include a bulleted list of the following information about the selected player: hometown, age and birth date (optional), uniform number, position, awards and recognitions, and three adjectives that describe this player.

Slide 10

Include the headline: *The [team name] [year] Season Schedule*

Below the headline, include the following subheading:

Fans will undoubtedly enjoy coming to see their favorite team play. Here is the upcoming season schedule. Hope you can join us and cheer us onto victory.

Include the team's upcoming schedule by using the season schedule table you created in Project E-3, Zone 2.

On the Field with Joe Gendron

In order for Joe to show the public about the Birmingham Bulldogs in an organized fashion, he decided to create a PowerPoint presentation. He used his presentation skills to create a professional presentation about the Birmingham Bulldogs. The presentation that Joe Gendron created for his team is shown below.

Introducing the Birmingham Bulldogs

Joe Gendron
Owner

Contact Information

The Birmingham Bulldogs
Birmingham Stadium
100 Main Street
Birmingham, AL 35209

Phone: 205.555.1234
Fax: 205.555.5678

Team Roster & Coaching Staff

First Name	Last Name	Position	First Name	Last Name	Position
Chuck	Noll	Head Coach	Lee Roy	Selmon	DL
Dan	Marino	QB	Joe	DeLamielleure	OL
Ken	Houston	DB	Anthony	Munoz	OL
Marcus	Allen	RB	John	Hannah	OL
Walter	Payton	RB	Howie	Long	DL
Mike	Haynes	DB	Art	Shell	OL
Ronnie	Lott	DB	Steve	Largent	WR
Mike	Webster	OL	Ozzie	Newsome	TE
Randy	White	DL	Ted	Hendricks	LB
Lawrence	Taylor	LB	James	Lofton	WR
Jack	Lambert	LB	Morten	Andersen	K
Reggie	Roby	P			

Ticket Price List

Section	Ticket Price	# of Seats	# of Home Game
The Dog House	$49.00	10,000	8
Upper Bowl	$59.00	18,000	8
Lower Bowl	$79.00	32,000	8
Box Seats	$200.00	3,000	8
Luxury Box	$350.00	2,000	8
Total Number of Seats		65,000	

Fan T-shirt

Our fan T-shirts will be sold for $24.95 at all of the home games at Birmingham Stadium.
They will also be available to purchase at all major retail chains. Here is a sneak preview of our design.

Meet the Players

The next three slides feature the career highlights of three of our players.

The Birmingham Bulldogs are very fortunate to have acquired these athletes, and we are confident you will enjoy watching them play.

Lawrence Taylor

Hometown: Williamsburg, VA
Age: 49
Birth Date: February 4, 1959
Uniform Number: 56
Position: Outside Linebacker
Awards: Super Bowl XXI and XXV Champion
Description: Strong, relentless, and determined

Dan Marino

Hometown: Pittsburgh, PA
Age: 47
Birth Date: September 15, 1961
Uniform Number: 13
Position: Quarterback
Awards: 8x All-Pro Selection
Description: Intelligent, leader, and role model

Howie Long

Hometown: Somerville, MA
Age: 48
Birth Date: January 6, 1960
Uniform Number: 75
Position: Defensive End
Awards: Super Bowl XVIII Champion
Description: Dedicated, agile, team player

Note: Actual football player photos are not shown in sample due to copyright restrictions.

The Birmingham Bulldogs 2009 Season Schedule

Fans will undoubtedly enjoy coming to see their favorite team play. Here is the upcoming season schedule. Hope you can join us and cheer us onto victory.

Use Joe Gendron's presentation as a guide to help create your own. Do not duplicate Joe's work.

Access

The objective:

Organizing team-related information.

In this section, you will use Microsoft Access to create databases to organize important information relevant to your dream team.
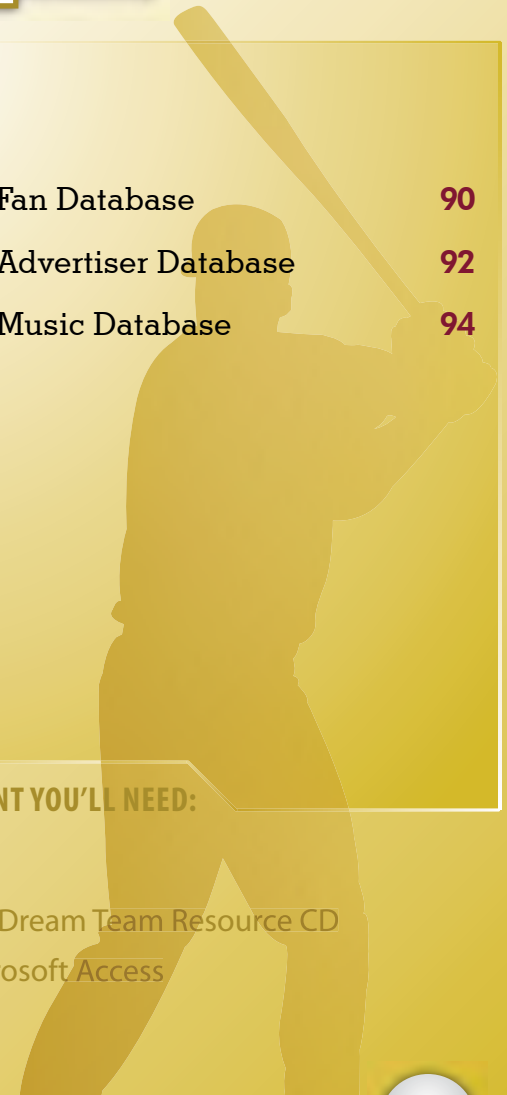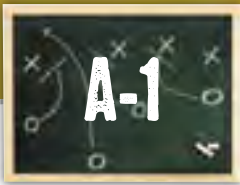
Game plan:

EQUIPMENT YOU'LL NEED:

• The Dream Team Resource CD

• Microsoft Access

A-1 Fan Database

Organizing your fan mailing list

Goal

Your fans will want to receive information about player trades, contracts, ticket promotions, etc. The best way to organize data about your fans is to keep a record of each person's contact information. In this project, you will create a fan database that begins with 15 of your family members and friends. The number of records in this database will continually grow as your fan base is better established.

SKILLS UTILIZED

Use Microsoft Access to create a database for your fan mailing list.

Tactics

- Use the Database Planning Form to help organize records for this project.
- Be consistent in the wording of the data that you use in the database.
- A Microsoft Access tip: Always close all open screens, one by one, before finally closing the Access program.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **A-1 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form.
3. Using Microsoft Access, open a new blank database.
4. Name the database **Fan Database.**
5. Create a new Table in Design View.
6. Set up the database table by using the database structure provided in **Figure A-1-A**.
7. Save the table as **A-1 Fan Database** to **The Dream Team** folder without defining a primary key.
8. Go to Datasheet View and enter the data for each record from the **A-1 Planning Form**.
9. Adjust the Field Name column widths as necessary.
10. Sort the Last Name field in ascending order.
11. Resave the table.
12. Carefully proofread your work for accuracy.
13. Print a copy of the **A-1 Fan Database** table if required by your instructor.

Figure A-1-A

Field Name	Data Type	Field Size
First Name	Text	20
Last Name	Text	20
Address	Text	50
City	Text	25
State	Text	2
Zip Code	Text	5

On the Field with Joe Gendron

Organizing the contact information of the team's fan base will help when Joe would like to send out any promotional materials about the team. The fan database that Joe Gendron created for the Birmingham Bulldogs is shown below.

First Name	Last Name	Address	City	State	Zip Code
Matt	Burrows	40 Alpine Avenue	Rockford	MI	49351
Alex	Gendron	4545 MacArthur Drive	Grand Rapids	MI	49501
Parker	Hubert	15 Packer Drive	Sparta	MI	49345
Melissa	Hubert	34 Harbor Drive	Sparta	MI	49345
Kevin	Miller	4775 Park Road	Grand Rapids	MI	49501
Joe	Noto	111 Kent Avenue	Sparta	MI	49345
Rob	Pawloski	3478 Pine Drive	Sparta	MI	49345
Adam	Pfeffer	509 Crimson Circle	Grand Rapids	MI	49501
Lance	Roark	12290 Bridge Road	Rockford	MI	49351
Linda	Rosebush	21 Kings Street	Bay City	MI	48706
Matt	Spencer	950 Eagle Way	Sparta	MI	49345
Cary	Stamos	58 Patriot Road	Grand Rapids	MI	49501
Marcy	Toporski	612 State Street	Rockford	MI	49351
Tony	Toporski	123 Hill Street	Bay City	MI	48706
Steve	Zurek	345 Saddle Drive	Sparta	MI	49345

A-1 Fan Database

Use Joe Gendron's fan database as a guide to help create your own. Do not duplicate Joe's work.

The DREAM Team