

2026–2027 Competitive Events Guidelines

Sports & Entertainment Management



Sports & Entertainment Management challenges members to demonstrate their understanding of the business aspects of the sports and entertainment industries. Through an objective test and a role play scenario, members apply knowledge in areas such as marketing, event planning, sponsorship, and financial management within this dynamic field.

Event Overview

Division	High School
Event Type	Team of 1, 2 or 3 members
Event Category	Role Play
Event Elements	Objective Test and Interactive Role Play

Event Information:

National Leadership Conference:

Timing Structure:

Test Duration: 50 minutes

*TOP 15 (combined and average team scores)
advance to the finals*

Final Round Role Play:

- **Preparation Time:** 20 minutes
 - a one-minute warning will be provided
- **Presentation:** 7 minutes
 - a one-minute warning will be provided
- **Question & Answer (Q&A):** None

Important Notes:

- **Internet Access:** Provided during testing period
- **Event Schedule Notes:**
 - Some events may begin before the Opening Session.
 - All schedules are posted in local time for the NLC host city.
 - Schedule changes are not permitted.

District Leadership Conference:

Testing will take place prior to the District Leadership Conference. Testing must occur at school under the supervision of an adult proctor, and all team members must test at the same time on their own devices. Check your DLC Call to Conference and Policies & Procedures for deadlines and scoring policies.

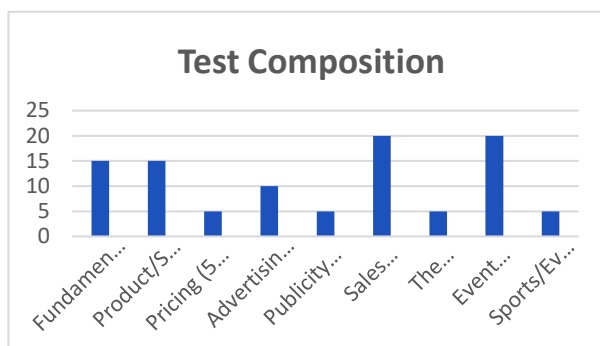
State Leadership Conference:

Any event with a test will have an online testing component on-site at the State Leadership Conference. Internet is provided; competitors must provide their own device. All competitors compete in a preliminary role play round. Colorado follows the NLC model for Event Administration. Review the SLC Call to Conference for additional information and scoring policies

*** Event specifics are continued below. Review the document in its entirety.

Knowledge Areas

- Fundamentals of Sports/Entertainment Management & Marketing
- Product/Service Management
- Pricing
- Advertising Basics
- Publicity and Public Relations
- Sales Promotion
- The Sports/Entertainment Management & Marketing Environment
- Event Planning
- Sports/Event Distribution



Test questions and role plays are based on the knowledge statements and objectives outlined for this event. Detailed objectives can be found in the study guide included in these guidelines.

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National Leadership Conference

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password provided at test check-in)
Role Play	- Conference-provided nametag Photo identification - Attire that meets the FBLA Dress Code	- Two notecards per competitor - Pencil - Secret role play problem/scenario

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Repeat Competitors:** Members may only compete in an event at the NLC more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event at future NLCs, unless the event has been modified beyond a name change. Chapter events are exempt from this procedure.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - One individual or team event, and
 - One chapter event (e.g., *Community Service Project* or *Local Chapter Annual Business Report*).
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Team Composition:** All members of a team must be from the same local chapter.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by

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Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.

Event Administration

This event consists of two phases: an objective test and an interactive role play.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test.

Test Duration

- **Test Duration:** 50 minutes

Format

- This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).

Materials

- Reference or study materials are not permitted at the testing site.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

Team Tests

- If competing as a team, competitors must begin testing individually within a few minutes of one another. Each competitor's score will be averaged to determine the team's overall test score.

Calculators

- Personal calculators are not allowed; an online calculator will be available within the testing platform.

Question Review

- Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Interactive Role Play Details

The team-averaged objective test score determines the top 15 teams advancing to role play round.

Timing Structure

- **Preparation Time:** 20 minutes (a one-minute warning will be provided)
- **Presentation:** 7 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** None

Role Play Prompt

- Competitors will be provided with a single copy of a sports and entertainment management–related scenario or problem at the beginning of their assigned preparation time. This copy must be shared among team members and may only be accessed within the designated preparation area.

Notecard Use

- Each competitor will receive two notecards for use during preparation and the presentation. Information may be written on both sides. Notecards will be collected after the role play.

Materials

- No technology, reference materials, visuals, or props may be used.

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Interaction with Judges

- Judges may ask questions during the presentation as part of the interactive role play format.

Audience

- Role play presentations are closed to all conference attendees.

Confidentiality

- To maintain fairness, competitors must not discuss or share the role play prompt until the event concludes.

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Electronic Devices

- Unless approved as part of a documented accommodation, all cell phones, smartwatches, electronic devices, and headphones must be turned off and stored away before the competition begins. Visible devices during the event will be considered a violation of the FBLA Honor Code.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

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Sample Preparation Resources

- Official sample test items and role plays can be found in [CONNECT](#). These sample items showcase the types of questions that may be asked on the test and familiarize competitors with the multiple-choice item options.

Important FBLA Documents

- Competitors should be familiar with the [Competitive Events Operations Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

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Study Guide: Knowledge Areas and Objectives

*This study guide outlines the skills and knowledge assessed for this event. Objectives followed by a two-letter, three-digit code in parentheses are aligned to the National Business Administration Standards from MBA Research and Curriculum Center. Some objectives reference MBA Research's Learning Activity Packages (LAPs), which are instructional resources with readings, activities, and assessments available **exclusively to teacher advisers**. For more information, visit MBAResearch.org/FBLA.*

Important Notice Regarding Test Preparation

*MBA Research materials are **not required** to study for or prepare for FBLA competitive event tests. MBA Research provides curriculum and instructional resources directly to teachers and does not administer or manage individual student testing or competition participation.*

Note for members and parents: *All questions related to tests, study materials, scores, or competition guidelines should be directed to the local FBLA adviser. Only teacher advisers should contact MBA Research directly.*

Fundamentals of Sports/Entertainment Management & Marketing (15 test items)

1. Discuss the nature of the sports/event industries (PD:115) (CS)
2. Describe the impact of sports/events on communities (PD:107) (CS)
3. Explain the nature of sports marketing (MK:012, LAP-MK-012) (CS)
4. Explain career opportunities in sports/event marketing (PD:051, LAP-PD-051) (CS)
5. Explain the concept of management (SM:001, LAP-SM-001) (CS)

Product/Service Management (15 test items)

1. Explain elements of the sport/event product (PM:079, LAP-PM-079) (CS)
2. Determine sports/event features and benefits (SE:188) (SP)
3. Describe factors that motivate people to participate in/attend sports/events (SE:209) (SP)
4. Explain the nature of sports/event brand/branding (PM:141) (SP)
5. Explain the nature of sponsorship in the sports/event industries (PR:175, LAP-PR-175) (SP)

Pricing (5 test items)

1. Identify factors affecting pricing of sport/event products (e.g., lead time, market demand, market segmentation, smoothing, responding to competitors) (PI:047, LAP-PI-047) (SP)
2. Describe pricing issues associated with sport/event products (e.g., cost, value, objectives) (PI:048) (SP)

Advertising Basics (10 test items)

1. Explain advertising media used in the sports/event industries (PR:177) (SP)
2. Explain the components of advertisements (PR:014) (SP)
3. Discuss types of direct mail tactics (PR:301) (SP)
4. Describe sports/event industries' utilization of digital media (PR:240) (SP)

Publicity and Public Relations (5 test items)

1. Write a press release (PR:057) (SP)

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2. Develop and generate sports/event newsletter (PR:182) (SP)
3. Explain media relations in the sports/event industries (PR:183) (SP)

Sales Promotion (20 test items)

1. Identify “out-of-the-box” sales promotion ideas for sports/events (PR:187, LAP-PR-187) (SP)
2. Implement ticket sales campaign (internet, contests/giveaways, pre-promotion of campaign, video scoreboard announcements, sports/sponsorship partnerships) (PR:188) (SP)
3. Design program for event (PR:142) (SP)
4. Create and issue script for game-day promotions (PR:191) (SP)
5. Identify elements that enhance venue attractiveness (e.g., facility: accessibility, trade area/drawing radius, parking; surrounding area: design/layout, amenities, personnel, sense of security) (PM:144) (SP)
6. Explain venue signage (PR:189) (SP)
7. Select event signage (PR:407) (SP)
8. Maximize/Capitalize on celebrity’s appearance at event (PR:192) (SP)
9. Design logo for sport/event (PR:193) (SP)
10. Design tickets (PR:194) (SP)

The Sports/Entertainment Management & Marketing Environment (5 test items)

1. Explain the role of agents in sports (PM:143) (SP)
2. Describe legal issues affecting the marketing of sport/event products (BL:058, LAP-BL-058) (SP)
3. Describe the role of governing bodies in the sport industry (PD:279) (SP)

Event Planning (20 test items)

1. Determine merchandising opportunities for a sport/event (PM:086) (SP)
2. Determine goods and services required for an event (PM:147) (SP)
3. Establish barter agreements (vendors, media, etc.) (SE:327) (MN)
4. Explain the need for event insurance (FI:793) (SP)
5. Conduct a risk assessment of an event (SM:076) (SP)
6. Develop event contingency plan (e.g., personnel, weather, power outage, damage control) (RM:099) (MN)
7. Sell advertising space in printed and electronic materials (e.g., program, yearbook, media guide, fan guide, team photo cards, etc.) (SE:318) (SP)
8. Assess “product” readiness for sport/event (PM:146) (MN)
9. Measure economic impact of sport/event (NF:187) (MN)

Sports/Event Distribution (5 test items)

1. Explain distribution systems for the sport/event industries (OP:343) (SP)

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References

MBA Research and Curriculum Center. *National Business Administration*

Standards. <https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

University of Florida. *What does a sports marketer do?*

4 skills you'll need. <https://sm.hhp.ufl.edu/news/what-does-a-sports-marketer-do/>

Srakocic, S. *Sports management degree guide.* <https://www.allbusinessschools.com/sports-management/degrees/>

Cometta, S. *What is sports management?* <https://aists.org/what-is-sports-management/>

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Sports & Entertainment Management Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	<i>No description or role play synopsis provided; no problems defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies alternatives and the pro(s) and con(s) of each	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event knowledge areas: <i>Event management, decision making, strategic planning, delegation, leadership, ethics, entertainment industry, marketing and promotion, sales, entrepreneurship, human resources, careers</i>	<i>No knowledge areas demonstrated</i>	<i>One or two knowledge areas are demonstrated</i>	<i>Three knowledge areas are demonstrated</i>	<i>Four or more knowledge areas are demonstrated</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection.	<i>Did not demonstrate any of the listed skills</i>	<i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i>	<i>Demonstrated all skills, enhancing the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:				Section:	
Judge Signature:				Date:	
Comments:					