

Preface

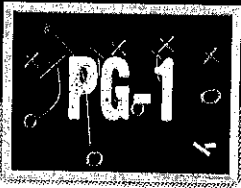
Just about everybody loves sports! Whether it's baseball, football, hockey, or soccer, audiences are captivated by the highlights on TV, scores, statistics, and the roars from fans cheering in the spirit of competition. What sports fans don't get to see is what happens behind the scenes. In *The Dream 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*"!



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.



Figure PG-1-A



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.

On the Field with Joe Gendron

Here is the memo that Joe Gendron, the student owner of the Birmingham Bulldogs, created for his instructor.

MEMO

To: Mr. Andrew Carter
 From: Joe Gendron
 Date: January 15, 2009
 Subject: Dream Team Approval

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.

Proposed Team:

The name of my team is the Birmingham Bulldogs. The type of sport this team plays is football. The team's hometown is Birmingham, Alabama.

Team Reasoning:

I have chosen to develop a men's professional football team because football has always been a passion in my life. I have played the sport since middle school, and I am currently a linebacker on my high school varsity team. I believe Alabama is a great state to start a football franchise because there is a huge following at the high school and college level.

-
- 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.



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

PG-1 Memo