Sport Sales and Promotion Plan. Instructions • The final project in this class requires you to complete Sport Sales and Promotions Plan for the sports product or service of your choice. ( How does a sports icon's personal image impact the brand? ) The Sport Sales and Promotions Plan is expected to synthesize your learning in this class through integration of the topics covered into a scholarly work. You must demonstrate knowledge of sports promotion and sales management. You must include a minimum of ten (10) scholarly sources and text citations to support your work. Directions: Your paper should be clear, engaging, original, and focused. The ideas and content must be richly developed with details and examples. The organization and form should enhance the central idea and theme. The ideas should be presented coherently to move the reader through the text. Required details of your assignment are as follows: • Introduction • Abstract • Body of the Paper (this will not be a heading in your paper) • Support Argument (how will you accomplish your goal? What strategies will you use?) • Challenges of Implementation (what challenges might you have executing your plan?) • Conclusions and Solutions (final thoughts on why your plan will be successful) • References (you should have a minimum of ten scholarly sources with text citations in APA format) Please see the following for a list of possible topics, or feel free to create one of your own. • Design a sales and promotion strategy for a professional baseball farm team? • How does a sports icon's personal image impact the brand? • Develop a sports sales and promotion plan for Gatorade now that they are the title sponsor for the NBA G League (formerly the D-League). • Create a strategy for selling sponsorships for community recreational programs. • Create a sales and promotion plan for a high school or youth sports program. ( How does a sports icon's personal image impact the brand?)