# YOUR STARTING POINT

Marketing Strategy · Starting Point · Your Starting Point

Choose the sports organization you will work on for the whole course: the club you work for, or the one you would like to work for (a federation, league or event works too). Write five things, with facts, places and people instead of adjectives. About 15 minutes. Keep this page: you will come back to it in Section 13.

**1. Your name, and how you like to be called**

**2. The organization you choose (name, sport, city, country, league)**

**Do you work inside it? (yes / no — if no, you will work from public information and mark what you cannot find)**

**3. Its story in one minute: founded when and by whom, the moments that shaped it, where it is today**

**4. What makes it special: what you would tell a stranger to make them interested**

**5. One expectation from this course: what should be different at the end, for you and for the organization**

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

## READ IT AFTER YOU HAVE TRIED YOURSELF

**1. Your name, and how you like to be called**

Daniel

**2. The organization you choose (name, sport, city, country, league)**

The railway club (anonymised): football, a city of about 300,000 people, second division

**Do you work inside it? (yes / no — if no, you will work from public information and mark what you cannot find)**

Example only

**3. Its story in one minute: founded when and by whom, the moments that shaped it, where it is today**

Founded by the workers of the railway depot. Two cup finals in its history. Relegated ten years ago. Still fills a big part of its old stadium.

**4. What makes it special: what you would tell a stranger to make them interested**

The railway identity, the oldest songs in the city, and a supporters' group that never left, even in the lowest league.

**5. One expectation from this course: what should be different at the end, for you and for the organization**

A club that brings back the families, beyond the hard core, and has its first real sponsorship plan.