# SEM I Final Project Section 1.01 Instructions

**Scenario:** You are the chief executive officer (CEO) of an expansion team in one of the following leagues: NFL, MLB, NBA, NHL, WNBA, or MLS. Before your expansion team begins play on the field, you must have a business plan that will effectively market the team.

**Directions:** Decide on a league (sport) that your franchise will be a part of. Decide on a city that this franchise will be located in and on a team name for this franchise. You need to choose a city that is a top 50 DMA, and create a fictional street address. Enter the information on the bottom of this sheet. Submit this paper *Canvas Assignment* no later than 5:00pm on August 25, 2020. [Top 50 DMA Rankings](https://mediatracks.com/resources/nielsen-dma-rankings-2020/)

**Resources:** [NFL Divisions](http://www.nfl.com/standings)

 [MLB Divisions](http://mlb.mlb.com/mlb/standings/index.jsp)

 [NBA Divisions](http://www.nba.com/standings/team_record_comparison/conferenceNew_Std_Div.html)

 [NHL Divisions](http://www.nhl.com/ice/standings.htm?type=DIV#&navid=nav-stn-div)

 [WNBA Divisions](http://www.wnba.com/standings/team_record_comparison/conferenceNew_Std_Cnf.html)

 [MLS Divisions](http://www.mlssoccer.com/standings)

**Make your decision carefully. You will not be able to change your decision once you turn in this sheet!**

Team Name:

City:

State

League:

Division/Conference

DMA Rank:

Street Address

ZIP Code