



2026 ASB Case Study Competition

The Alliance for Sport Business welcomes student teams to participate in the Case Study Competition on Monday, March 2nd at 10:00am. Case study teams will have 12 minutes (with an additional three minutes for questions) to present their findings to a panel of judges from Boston Legacy FC (a new NWSL Soccer team).

Case Study Client Overview: Boston Legacy FC

Boston Legacy FC is a brand-new professional sports entity entering one of the most competitive sports markets in the world. While the city has a deep-rooted sports culture, the club must build a loyal fanbase from scratch across four distinct segments.

The Challenge: Students must develop a comprehensive "Market Entry & Revenue Optimization Plan" that addresses the unique motivations of two core demographics while overcoming the logistical reality of our two home venues for the 2026 season, Gillette Stadium in Foxboro, MA and Centreville Bank Stadium in Pawtucket, RI.

Case Study Presentation Guidelines/Issues to Discuss:

Target Demographics

Your proposal must provide specific, tailored strategies for each of the following groups:

1. **College Students:** The 250,000+ undergraduate and graduate students in the Greater Boston area.
2. **Young Professionals:** The "city-living" demographic (ages 22–35) seeking social and networking opportunities.

Case Study Objectives

For the two demographics listed above, your team must develop and present the following four components:

1) Marketing Plan (Brand Awareness)

- Identify the primary channels (digital, social, or physical) to reach each group.
- Propose an "omni-channel" strategy (social media, campus events, community partnerships, etc.).

2) Ticketing Initiative (Revenue Optimization)

- Design a ticketing product or membership model tailored to the group's buying power (ex: subscription model, family bundles, or group takeovers).
- Focus on recurring revenue: How do you turn a one-time attendee into a repeat customer?

3) Promotional Item (Brand Equity)

- Conceptualize one unique, physical, or digital promotional item that resonates with the lifestyle of each demographic.
- Explain how this item increases brand visibility in their respective communities.

4) Call to Action (Next Steps for Buyer)

- Define one clear, measurable "Call to Action" that will be used in marketing materials to drive immediate conversion for each demographic.

Researching Best Practices

Your outline for the two target demographics should include an example on how another professional sports organization successfully implemented a similar tactic. Explain why their strategy worked and how it can be adapted specifically for Boston's female sports market.

Note: consider using other professional women leagues such as the NWSL, WNBA, and PWHL for most accurate testimonials.

Required Deliverables

All teams must submit a Strategic Roadmap (PowerPoint Slide Deck) containing:

1. **Audience Profiles:** A brief analysis of the consumption habits of each group (College students and young professionals)
2. **4x4 Strategy Matrix:** A brief breakdown of the Marketing, Ticketing, Promotion, and Call to Action for the two demographics
3. **KPI Framework:** How will BLFC measure the success of your proposed ideas?

Things to Keep In-Mind Based on the Two Demographics:

- The typical short-form video consumption habits of each age group.
- The key pulse points of a college-student focused marketing plan, given Boston Legacy FC's schedule and the academic calendar.

- Boston Legacy FC's positioning in Boston's broader professional sports landscape. On what grounds can the club differentiate?
- The importance of User-Generated Content (UGC) and high-impact collaborations with student organizations, influencers, or soccer-specific programs.
- The transient nature of Boston-area college students. For example, a large percentage of our target audience does not associate as a "Boston sports fan", and will need to be engaged along different points of attachment to the product, experience, and brand.

Submission Guidelines

- Interested case study teams should contact Dr. Patrick Leary (pleary@dean.edu) to confirm your intent to compete in the competition. **Due to the nature of the conference programming, we will have to cap the number of teams competing. As a result, please contact Dr. Leary at your earliest convenience to secure your spot.**
- Final PowerPoint presentations should be emailed to Dr. Patrick Leary (pleary@dean.edu) by 11:59pm EST on Friday, February 27th. The winning team will be announced following lunch on Monday, March 2nd.

