



Sport Marketing

MKT 325EL - School of Business

Course Description

This course explores the world of sport and entertainment marketing, including distribution, pricing, promotion, selling, and product/service management through the creation of a comprehensive marketing plan. Prerequisite: MKT 205.

Course Goals

The primary objectives of this course are:

- To gain a broader understanding and awareness of the role of sport marketing in the greater sport management field;
- To examine the unusual marketing features of sport organizations;
- To develop an improved understanding of the role that sport marketing plays in shaping fans, media, and consumer understandings of sport; and
- To utilize a number of sport marketing forms as a source for analysis.

Course Outcomes

At the conclusion of the course, students will:

- Define, analyze, and interpret the importance of sport marketing and how it increases consumer demand;
- Be better able to analyze marketing decision making in sport organizations;
- Have improved their communications, coordination, and creative skills as they relate to sport marketing;
- Have improved their readiness for internship and career searches; and
- Developed and refined critical thinking, problem-solving, and communication skills.

Key Learning Outcomes

- Demonstrate and apply knowledge of sport management principles
- Develop a skill set that advances their oral, written and creative communications abilities, as well as their analytical and critical thinking skills
- Be prepared for an entry-level position in the field of sport management

Commitments

Expect that this class will challenge how you think about sport and its place in our world. I believe my job is to help us all better understand the world of sport marketing, to provide you with the best educational experience that I can, and to prepare those of you who would like to work in the sport management field for the “real world” (whatever that is). I believe your job is to help us all better understand the world of sport marketing, to prepare for class to the best of your ability on a daily basis, and to be open to new ideas, concepts, and ways of thinking.

This is an intensive, fast-paced class. It the pace of what it is like to work in the world of sport. Be prepared to spend a significant amount of time on it each week.

Required Text

Required readings are posted on our course website.

Course Website and Email

The course website can be accessed at brightspace.

Class announcements, links to important websites, and other course information can be found there. Announcements will also be sent through email.

Additional readings and videos will be posted on Brightspace, and students are expected to have completed those readings and viewings prior to class. It is the student's responsibility to ensure that you download all readings and videos. If you are unable to access the supplemental information, please let your instructor know as soon as possible.

Overview of Assignments & Due Dates

Please note that your grade includes a "participation and attendance" component. Especially in an online environment, your attendance and participation is vitally important to the entire class' ability to work together. As a group, we count on each person's contributions to the class on a daily basis in order to learn from each other.

How You Earn Your Grade (arranged by due date)

Please remember that not submitting an assignment automatically lowers the best possible grade available to you in MKT 325. For example, if you choose not to submit an assignment worth 100 points, the best grade you can earn in this class is 90%, assuming you earn a perfect score on all other assignments.

Exam (Module 3)	100
Discussion boards (ongoing, 3-of-4 required at 33.3 points each)	100
Marketing Plan project (ongoing)	800 TOTAL
Community partner information (Module 1)	50
Executive summary (Module 2)	75
Phase 1 (Module 3)	75
Phase 2 (Module 4)	75
Phase 3 (Module 5)	75
Phase 4 (Module 6)	75
Final draft (Module 7)	100
Presentation draft (Module 7)	50
Class presentation (Module 8)	50
Final paper (Module 8)	150
Sharing with partner (Module 8)	25
Total	1000

Grading Scale *(School of Business majors must earn at least a 2.25 GPA across all SOB classes to count this course toward graduation)*

A 100-94 (940+)	B+ 88-89 (899-880)	C+ 78-79 (799-780)	D 69-65 (699-650)
A- 90-93 (939-900)	B 82-87 (879-820)	C 72-77 (779-720)	F 64 & below (649-0)
	B- 80-81 (819-800)	C- 70-71 (719-700)	

Description of Assignments

The following assignments are intended to meet a variety of students' learning styles. Your grades will result from your work as assessed through classroom participation, in-class writings and quizzes, current event discussions, an exam, and a marketing plan project where you will work with your community partner. **Full assignment descriptions are posted in the Assignment Descriptions document posted in our course website; I strongly recommend reading the full descriptions, and not relying on the synopses below.**

Discussion Boards

Your discussion boards are generally required to be 10 – 15 lines long per topic. If there are multiple sections to a single discussion board, you will need to have 10 – 15 lines per each of those sections within the single discussion board (1A is 10 – 15 lines long, 1B is 10 – 15 lines long, etc.).

You will need to have an initial post and reply to a minimum of two other posts (5 – 7 lines long each per topic).

Questions to get you started writing are found in each module. If a discussion board prompt includes a video, links are in the prompts.

*PRO TIP: Write in Word, then **copy and paste** to Brightspace. Don't risk losing everything by writing in Brightspace itself!*

Total amount of discussion boards: 4 total, only required to do 3.

You are required to participate in at least 3 of 4 discussion boards, students participating in all 4 will earn 33 extra-credit points.

Midterm exam

You will have one exam in this course Module 3. I will post a document with four questions that may appear on the exam. This is essentially easier than a take-home exam, as I have removed the time constraints for writing your exam answers. You should be as creative as you can be when writing your exam; it is an opportunity to apply the concepts we discuss in the first few weeks of the course to real-world scenarios that sport marketers could find themselves facing.

100 total minutes.

Marketing Plan Project (typically based in service learning)

One of the main goals of this course is to provide you with a better understanding of how marketing affects sport organizations. As a result, you will complete a comprehensive assignment in which you will partner with a community partner to help the organization better market its sport program.

Identify an actual athletic department, sports team or non-profit. Utilize their staff to help answer questions on your project. Though you won't present your project to the organization / team, you can still utilize them as resources to complete the assignments with real-life examples.

Community Partner Info

Identify the organization / team you are utilizing for the marketing plan project. Is there a specific event / team you will be centering your project around? Additional information to share.

Executive Summary

Submit your executive summary of the marketing plan. I will grade, make comments, and return to you.

Phase 1 – 4

Presentation Draft

Submit your presentation draft and where you are at so far on your marketing plan.

Final Draft of Plan, Final Marketing Plan

Presentation

You can choose to submit a recording of your presentation or schedule a time to present to me over the phone.

Thank You

Send thank you notes / emails to those that you reached out to for more information. Include drafts of thank you notes / emails in your submission.

Community Project

- You are creating a marketing plan for an organization but are not presenting / providing it to the organization. I hate to use the term "make believe project" but you're essentially doing this project for yourself while using a company / organization as your base around your work and what you're creating.
- For contacting organizations, you may just be reaching out to them as you go through different portions of your marketing plan. For example: you may be selecting to an athletic department and are doing a marketing plan for their football season tickets. Questions you may ask the organization as you put together your plan: "hi there, I am a student in the Sports Marketing class and am putting together a season ticket marketing plan for my class project. I am reaching out to you to see if you could provide me a baseline on what you use for ticket prices, if there are levels of seating / cost, and who your audience is that you send the materials to". Something along those lines would be an ask that could provide you with information to help get you on track of what you're wanting to include in that specific section of your marketing plan.
- There is only 1 presentation - you will choose if you want to record yourself and submit it to me or if you want to present to me over the phone. You won't present to the organization.

Additional Assignments Possible

I reserve the right to create additional homework, quizzes, or in-class activities throughout the semester. Rest assured, this will only occur if it becomes clear that a majority of students are not adequately preparing for class. If this happens, class activities will be both announced and unannounced.

Class Participation

Your active participation in classroom discussion is expected and required because it is crucial to creating and maintaining a positive intellectual community. Participation is not merely being a name on the discussion board, but includes the willingness to actively engage in discussion about the ideas and challenges presented in the class readings and current events in sport. This may happen in large group discussion, small group discussion and case study work, or through additional writings and problem-solving.

In general, our class conversation should reveal critical engagement with assigned readings. I expect you will complete all reading assignments prior to participating in a discussion board, or attending a live discussion.

Classroom Requirements and Policies

Attendance Policy

You will benefit greatly from attending class in a methodical manner. Research shows that class attendance is the best predictor of college GPA. Daily attendance allows active participation and collaboration, which is key to all of our success in this class. Because attendance is important to learning, students should plan to participate and attend class periods as outlined on the course schedule below.

Expectation of Work

All assigned work is to be completed and submitted by the due dates below. All work completed outside of class must be typed, stapled, and will be graded on spelling, punctuation, grammar, sentence structure, logic, and critical thinking skills. Please proofread all assignments.

Work requiring citations should use the APA or MLA citation style, less a title page and running head. General guidelines can be found at <https://owl.english.purdue.edu/owl/resource/560/01/>

Communicate potential late assignments effectively and efficiently.

Cheating and Plagiarism

Cheating in any form will not be tolerated and will be dealt with according to University policy. Plagiarism, defined as representing someone else's work as your own, is a serious academic offense. If you use the work of others to support your points, please use proper reference procedures (APA format).

At McKendree, professors have a number of options available if we find someone cheating or plagiarizing; however, it is reasonable to expect that those caught will automatically fail the course. Please see the "Academic Honesty" section (pp. 26-29) of the 2020-21 Course Catalog on the web at <https://www.mckendree.edu/academics/info/course-catalogs/undergraduate-catalog-2020-2021.pdf>

for further explanation of what constitutes cheating, sabotage, duplicate submission, and plagiarism, as well as University procedures regarding these offenses. **Ignorance is not an excuse for stealing work.**

Sexual Harassment

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. It is unacceptable in any form. Visit <http://www.mckendree.edu/about/info/sexual-harassment-laws.php> for definitions, assistance, and the full University policy. Students who have complaints or questions should contact Vice President for Student Affairs Dr. Joni Bastian at jjbastian@mckendree.edu or 618-537-6555.

Student Complaints Concerning Professor Actions

If you are concerned about the class in any way, please discuss it with me and we will work to resolve the issue. If we are not able to resolve your concerns together, please visit <https://www.mckendree.edu/policies/studentcomplaintpolicy.pdf> for further explanation of University's procedures for formal student complaints. For further information about the Division of Business & concerns about the course, please contact Dr. Jean Scheller-Sampson (PAC 106) at 618-537-6406 or jmsampson@mckendree.edu.

Students with Disabilities

I would like to hear from anyone who has a disability that may require seating modifications, testing accommodations, or accommodations of other class requirements so that the appropriate

arrangements may be made. Please email or talk to me personally. <https://mckendree.mywconline.net/>

University Resources

Writing Center

Holman Library, room 208. Appointments are scheduled online
<https://www.mckendree.edu/offices/writing-center/appointment.php>

Student Success and Academic Advising Center

305 Stanton Street. Disability services, testing center, tutoring services, and student success/transition to college. Appointments to take exams are scheduled online at
<https://www.mckendree.edu/offices/student-success-advising-center/testing-center.php>

Electronic Communication

University policy specifies that students are responsible for all official correspondences sent to their McKendree University e-mail address (@mckendree.edu). Faculty and students should use this account for correspondence.

Week 1:

Assignments:

1. Introduction Discussion Board. 20 points EXTRA CREDIT

This is your only chance to earn bonus points in this class.

Introduce yourself to the other students in the class on the Biography discussion board. Tell us a bit about yourself, as well as what you expect your event to be and the date you're anticipating. You must also acknowledge that you've read and understand the syllabus and marketing plan template, which are posted separately under Syllabus & Assignment Descriptions.

2. Discussion board 1: Why *sport* management? Why *sport* marketing? 33 points

*Your first post should be at least 12-15 lines long, and you need to reply to a minimum of two other posts (approximately 5-7 lines long each). PRO TIP: Write in Word, then **copy and paste** to Brightspace. Don't risk losing everything by writing in Brightspace itself! You are required to participate in at least 3-of-4 discussion boards; students participating satisfactorily in all 4 will earn 33 extra-credit points.*

This post requires at least three paragraphs:

1A. How do you know what "sport" is? What counts as "sport" within marketing? What are the differences between "sport," "play," and "recreation," and how does that affect marketing?

1B. As we think about common pitfalls and misconceptions in sport marketing, the biggest one that bad marketers will rely on is "winning" as a marketing strategy. **It is not a marketing strategy.** Why do you think people who don't understand sport marketing would consider "winning" to be a marketing strategy? Why isn't it?

1C. Gatorade & Serena Williams. Use the following ad for the first part of this discussion

board: https://www.youtube.com/watch?v=3K_4LfzKPko

What is the sport product in this ad? How do you know? Why? What emotions does this bring up as you watch it?

Why does the sponsor use this ad in this way? Find one other sport advertisement like this, and link to it in your answer. Are ads like this effective? Why or why not?

3. Identify the organization / team you are utilizing for the marketing plan project. Is there a specific event / team you will be centering your project around? Additional information to share.

Examples may be an after-school program that has a sport camp; a nonprofit that hosts a fundraising bike ride, run, or golf tournament; a church or community organization that sponsors youth sports at their facility, a collegiate athletic department and fundraising activities for the tennis team, etc.

WEEK	TOPICS COVERED	ASSIGNMENTS
WEEK 1:	<p>WHAT IS SPORT MANAGEMENT? WHAT IS SPORT MARKETING? / IDENTIFYING DOMAINS OF THE SPORT PRODUCT: APPAREL, NON-SPORT PRODUCTS, PRODUCT INTEGRATION</p> <p><i>View:</i></p> <ul style="list-style-type: none"> • Intro video • "Week 1" PowerPoint • "Week 2" PowerPoint <p><i>Read:</i></p> <ul style="list-style-type: none"> • Fullerton, pp. 90-92 • Fullerton. Apparel, non-sport products, pp. 92-94 • Fullerton, Integration & traditional sponsorships, pp. 94-96 <p><i>Action Steps (83 points):</i></p> <ul style="list-style-type: none"> • Discussion Board • Identify Project 	<p>1. Introduction Discussion Board. 20 points EXTRA CREDIT</p> <p><i>This is your only chance to earn bonus points in this class.</i></p> <p>Introduce yourself to the other students in the class on the Biography discussion board. Tell us a bit about yourself, as well as what you expect your event to be and the date you're anticipating. You must also acknowledge that you've read and understand the syllabus and marketing plan template, which are posted separately under Syllabus & Assignment Descriptions.</p> <p>2. Discussion board 1: Why sport management? Why sport marketing? 33 points</p> <p><i>Your first post should be at least 12-15 lines long, and you need to reply to a minimum of two other posts (approximately 5-7 lines long each). PRO TIP: Write in Word, then copy and paste to Brightspace. Don't risk losing everything by writing in Brightspace itself! You are required to participate in at least 3-of-4 discussion boards; students participating satisfactorily in all 4 will earn 33 extra-credit points.</i></p> <p><i>participating satisfactorily in all 4 will earn 33 extra-credit points.</i></p> <p>This post requires at least three paragraphs:</p> <p>1A. How do you know what "sport" is? What counts as "sport" within marketing? What are the differences between "sport," "play," and "recreation," and how does that affect marketing?</p> <p>1B. As we think about common pitfalls and misconceptions in sport marketing, the biggest one that bad marketers will rely on is "winning" as a marketing strategy. It is not a marketing strategy. Why do you think people who don't understand sport marketing would consider "winning" to be a marketing strategy? Why isn't it?</p> <p>1C. Gatorade & Serena Williams. Use the following ad for the first part of this discussion board: https://www.youtube.com/watch?v=3K_4LfzKPko</p>

		<p>What is the sport product in this ad? How do you know? Why? What emotions does this bring up as you watch it? Why does the sponsor use this ad in this way? Find one other sport advertisement like this, and link to it in your answer. Are ads like this effective? Why or why not?</p> <p>3. Upload your community partner information. 50 points Identify the organization / team you are utilizing for the marketing plan project. Is there a specific event / team you will be centering your project around? Additional information to share. Examples may be an after-school program that has a sport camp; a nonprofit that hosts a fundraising bike ride, run, or golf tournament; a church or community organization that sponsors youth sports at their facility, or the like. Include who you would contact and their role.</p> <p>83 points available this week (plus 20 bonus points)</p>
WEEK 2:	<p>IDENTIFYING DOMAINS OF THE SPORT PRODUCT: TRADITIONAL SPONSORSHIP, THEMES & STRATEGIES / IDENTIFYING DOMAINS OF THE SPORT PRODUCT: PRODUCT STRATEGIES & ALIGNMENT-BASED STRATEGIES</p> <p><i>View:</i></p> <ul style="list-style-type: none"> • Intro video • “Week 3” PowerPoint • “Week 4” PowerPoint <p><i>Read:</i></p> <ul style="list-style-type: none"> • Fullerton. Traditional sponsorships, pp. 94-96 • Fullerton. Themes & strategies, pp. 96-98 • Fullerton. Product strategies, pp. 98-103 • Fullerton. Alignment, pp. 103-105 • Fullerton. Sports-based strategies, pp. 105-106 <p><i>Read:</i></p> <p><i>Action Steps (141 points):</i></p> <ul style="list-style-type: none"> • Discussion Board • Executive Summary 	<p>1. Discussion Board 2: Sponsorships, themes & strategies, product strategies. 33 points <i>Your first post should be at least 12-15 lines long, and you need to reply to a minimum of two other posts (approximately 5-7 lines long each). PRO TIP: Write in Word, then copy and paste to Brightspace. Don't risk losing everything by writing in Brightspace itself! You are required to participate in at least 3-of-4 discussion boards; students participating satisfactorily in all 4 will earn 33 extra-credit points.</i> 2A. Honda and LLWS activation. Use this video for the first part of this discussion board: https://www.youtube.com/watch?v=EOTf30Iz01c How does this sponsorship and activation process fit with Honda's sales efforts? Is it effective? Why or why not? What are your favorite parts of this activation? Why? Is this a theme- or product-based strategy? Why? To what extent should marketing activation be a connection created between the product and the consumer? Why?</p> <p><i>As you read Fullerton (pp. 98-103), keep in mind it was written in 2008; the LA Sparks' efforts to reach LGBTQ+ fans at a gay bar in the mid-2000s wouldn't warrant a mention in 2020. For further context on how this wouldn't be a big deal now, think about any given episode of Friends – half of those jokes about sexuality wouldn't be on the air today.</i></p> <p>2. Discussion Board 3: Product & Alignment-based strategies. 33 points <i>Your first post should be at least 12-15 lines long, and you need to reply to a minimum of two other posts (approximately 5-7 lines long each). PRO TIP: Write in Word, then copy and paste to Brightspace. Don't risk losing everything by writing in Brightspace itself! You are required to participate in at least 3-of-4 discussion boards; students participating satisfactorily in all 4 will earn 33 extra-credit points.</i> 3A. Use the following video from Oregon athletics to answer this part of the discussion board. https://www.youtube.com/watch?v=e7MjXCVin6o What did you think sport marketers did on game day? Is this what you expected? Why or why not? What terms did you hear that were foreign to you? What do you think they mean? Where do you see marketing strategies in place? Respond to two other posts.</p> <p>3. Executive summary of marketing plan 75 points</p>

		<p>Submit your executive summary of the marketing plan. I will grade, make comments, and return to you.</p> <p>141 points available this week.</p>
WEEK 3:	<p>FANS, DEMOGRAPHICS, PSYCHOGRAPHICS / MIDTERM EXAM / MARKETING AUDITS, SWOT, AND GOAL SETTING: PHASE 1</p> <p><i>View:</i></p> <ul style="list-style-type: none"> • Intro video • "Week 5" PowerPoint <p><i>Read:</i></p> <ul style="list-style-type: none"> • Sullivan. Fans, demographics, psychographics, pp. 131-137. • Sutton. Marketing audits, SWOT, and Goal setting, Steps 1 & 2 <p><i>Action Steps (208 points):</i></p> <ul style="list-style-type: none"> • Discussion Board • Midterm Exam 	<p>1. Discussion board 4: Understanding the sports fan. 33 points</p> <p><i>Your first post should be at least 12-15 lines long, and you need to reply to a minimum of two other posts (approximately 5-7 lines long each). PRO TIP: Write in Word, then copy and paste to Brightspace. Don't risk losing everything by writing in Brightspace itself! You are required to participate in at least 3-of-4 discussion boards; students participating satisfactorily in all 4 will earn 33 extra-credit points.</i></p> <p>4A. How were you socialized to sport? Using the terminology from the reading, what were the biggest influences that led you to being involved in sport in the ways you are (athlete, former athlete, Sport Management major or minor, fan, coach)?</p> <p>4B. Every four years (in different cycles), women's sport has the opportunity to capture the nation's attention through the USWNT and the World Cup and the Olympics (particularly gymnastics, track & field, and swimming). Every four years, we see female athletes held up as exemplars in their field, both during competition and in their lives outside the competitive realm. What happens in the three years between? Why is it that we don't see more women's sport covered? <i>Hint: The answer is NOT that people don't care or won't watch women's sport. This is like arguing that "winning is a marketing strategy." It's a simplistic argument made by people who don't understand the complexities of sport and sport business. You'll be wrong, and I will not hesitate to call you out on it.</i></p> <p>2. Midterm exam. 100 points.</p> <p>Structure:</p> <p>For your midterm, Brightspace will randomly select two of the following four questions. Once you log in to the exam, you will have a 100-minute window to upload your answers to Brightspace before the course closes.</p> <p>Ground rules:</p> <ul style="list-style-type: none"> • Write each of your answers to the questions below in a different Word document to make your uploading quick and easy on the day of the exam. DO NOT UPLOAD answers to questions that were not asked of you. • You will have only 100 minutes to upload your answers. Assuming you are prepared, this should be more than enough time. Extensions will be granted in only very extreme situations. • Be creative! Use ideas not discussed in class, think about new, different, and interesting concepts and promotions. Actually put yourself into those situations, and consider how you can best do your job and accomplish the goals presented in the questions. Realistic creativity – ideas that could actually be accomplished within the time and budget constraints listed in each of these questions – will be rewarded. • You are welcome to research any campaigns that may have been run by institutions for similar situations; that's what you'd do if

		<p>you were actually working in sport marketing, and facing these situations! If you do this, however, you must cite your sources. asking you to literally cut and paste your previously prepared answer to the exam online.</p> <p>3. Phase 1 due. 75 points Submit Phase 1 of the marketing plan. I will grade, make comments, and return to you.</p> <p>208 points available this week.</p>
WEEK 4:	<p>STRATEGIES & TACTICS/ PHASE 2</p> <p><i>Read:</i></p> <ul style="list-style-type: none"> • Sutton. Marketing audits, SWOT, and Goal setting, Steps 1 & 2 • Sutton. Strategies & Tactics, Steps 3 & 4 <p><i>Action Steps (75 points):</i></p> <ul style="list-style-type: none"> • Phase 2 of marketing plan 	<p>1. Phase 2 due. 75 points Submit Phase 2 of the marketing plan. I will grade, make comments, and return to you.</p> <p>75 points available this week.</p>
WEEK 5:	<p>IMPLEMENTATION/ PHASE 3</p> <p><i>Read:</i></p> <ul style="list-style-type: none"> • Sutton. Implementation, Step 5 <p><i>Action Steps (75 points)</i></p> <ul style="list-style-type: none"> • Phase 3 of marketing plan 	<p>1. Phase 3 due. 75 points Submit Phase 3 of the marketing plan to me by noon. I will grade, make comments, and return to you.</p> <p>75 points available this week.</p>
WEEK 6:	<p>BUDGET, WORK PLANS, & COLLATERAL</p> <p><i>Read:</i></p> <ul style="list-style-type: none"> • Sutton, Steps 6, 7, & 8 <p><i>Action Steps (75 points)</i></p> <ul style="list-style-type: none"> • Phase 4 of marketing plan. 	<p>1. Phase 4 due. 75 points Submit Phase 4 of the marketing plan to me by noon. I will grade, make comments, and return to you.</p> <p>75 points available this week.</p>
WEEK 7:	<p>FINAL PLAN WORK & PRESENTATION</p> <p><i>Action Steps (120 points)</i> Powerpoint Draft Edits to marketing plan</p>	<p>1. Submit your PowerPoint presentation draft. 50 points Submit your PowerPoint of your presentation.</p> <p>2. Make edits to the entire marketing plan. 100 points Look carefully back over the entire marketing plan as an entire document. Make edits. You will likely combine sections, and move some things (work plan, budget,</p>

		<p>collateral) to the appendices. You will definitely need to rewrite your executive summary. This is a final <i>draft</i>; you should fully expect that I will have changes I want to see made before you submit the final-final product to your community partner and me next week.</p> <p>150 points available this week.</p>
WEEK 8:	<p>FINALS WEEK: EVERYTHING IS DUE ON THURSDAY BY NOON*</p> <p><i>Action Steps (120 points)</i></p> <ul style="list-style-type: none"> • FINAL MARKETING PLAN • PRESENTATIONS • THANK YOU NOTES <p><i>*You may submit before this day and time.</i></p>	<p>1. Final marketing plan due. 150 points Submit your final, complete project by noon on Wednesday.</p> <p>2. Schedule / Post Zoom recording of your presentation. 50 points</p> <p>3. Email Thank You Note examples. 25 points Thank your community partner for the opportunity to work with them, and send Send thank you notes / emails to those that you reached out to for more information. Include drafts of thank you notes / emails in your submission.</p> <p>225 points available this week.</p>