Delivery notes

Main activity: Magic marketers

50–60 minutes

Introduction:
Pupils are asked to choose a client to promote, create a sales pitch for sponsorship and present their pitch to a ‘Lion’s lair’ panel of their peers for approval.

Learning outcomes:
Pupils will be able to:
- plan, script and deliver an effective piece of persuasion in the form of a sales pitch
- use the language and features of persuasion
- confidently participate in and evaluate the effectiveness of a persuasive presentation.

Resources required:
- Hall or classroom set up for presentation to a panel
- Non-fiction books about other countries and about sports if available
- Video cameras (optional)
- A3 paper and pens
- Props such as flipchart/pointer
- Smart clothes (optional)
- A selection of art materials for mood board creation

Downloads:
- Script planning grid activity sheet

Delivery notes:

Step 1:
Introduce pupils to their challenge. Perhaps set up the presentation area in advance and deliver their task as a TV-style challenge complete with a volunteer camera crew. Organise pupils into small groups of two or three.
Step 2:
Pupils are asked to invent and choose a client to promote (this could be a football or other sports team/music group/entertainment act etc.) Use A3 paper as a focus to encourage pupils to brainstorm a description of their clients and build a picture of their talents, skills and positive attributes.

Step 3:
Using the **Script planning grid activity sheet** as a guide, encourage the groups to script a sales pitch using persuasive language and techniques from the starter activities to present to a panel of peers (Lion’s lair) to try to obtain sponsorship. Discuss with pupils what is meant by sponsorship and why their clients might need to be sponsored.

Step 4:
Pupils should use the script to practise and then present their pitch to a panel of their peers. For each group, a different panel of peers can be chosen from the class, each with a different persona (the scary lion/the friendly lion/the encouraging lion etc.). Pupils could choose and discuss what these characteristics might be.

Step 5:
After each presentation, have a whole-class discussion. Encourage feedback. Pupils can consider the effectiveness of each presentation in the form of 3 x WWW (what worked well...) and 1 x EBI (even better if...) as a framework for oral evaluation.

And of course, finally, decide whether the pitch was successful! Can they have that all important sponsorship?

**Additional guidance:**

**Global community of sport display**
You may want to use this pack as a focus for whole class/school display about the global community of sport bringing together all the work completed and illustrating it with maps and images of the countries researched.
Mood board
As part of their task, pupils might like to plan and design brand ideas to promote their client – these can be presented as a mood board to aid their presentation (they may include styling/shirt design/logos/slogans etc.).

Written persuasion
As a follow on activity, pupils could redraft and edit their scripts to present in written form. Alternatively, they could transfer their ideas into a different form of persuasion such as a persuasive letter to a potential sponsor.