

# Sponsor Games

## Climate STRONG

Your student group, Climate STRONG, has a goal of passing your resolution for Everglades College. You must receive a sponsorship from Professor Sharp, the chair of the Politics & Public Policy Department, in order to become an officially sanctioned student group in the college.

Unfortunately, another student group has also formed on campus—calling themselves Climate Action Now—which has the same goal and is competing for the same sponsorship. There is no hope for your two groups to work together on this issue, as your leadership teams are bitter rivals and want sole credit for passing this legislation.

*NOTE: In reality, you will always want to collaborate and work with other groups that are aligned with your mission! These fictional groups are only divided for the sake of this activity.*

Professor Sharp—not one to shy away from competition—has decided that your two groups will participate in a debate game to determine who has the better campaign plan to receive his endorsement. He has dubbed it: The Sponsor Games.

## Here's how it works:

Each group will gather in Professor Sharp's office to pitch their campaign plan. You will have 25 minutes to come up with your pitch. The campaign plan should emphasize your overall goal, target strategy, and specific tactics you will execute in order to achieve your mission. Your group must write out the goal, strategy, and tactics on the butcher paper provided. Each person in your group should have a speaking role in the presentation. You should plan to deliver a formal presentation to persuade Professor Sharp to accept your plan.

Once the 25 minute preparation period is up, each group will be given 6 minutes to present their plans. Professor Sharp will carefully analyze your presentations and written plans, giving both groups substantive feedback on their plan's strengths and weaknesses.

After each group has presented and received their feedback, Professor Sharp will pick a winner and the group that he will sponsor.



## Use the space below to write your campaign plan:

### Your Goal

What is the goal of your campaign? Why did you choose this as your goal?

### Your Strategy

Summarize your campaign strategy. In summarizing, be sure to answer which institution will you target, what key decision makers you'll focus on, and what messaging you will use. Also be sure to explain why you think this is the best strategy to choose.

### Your Tactics

What are the tactics you'll execute for each decision maker? How will you sequence your tactics so that they create the necessary issue ecosystem surrounding your decision makers to gain their support? Be as specific as possible. Explain why you've chosen these tactics.

### Self Evaluation

What are the greatest strengths of your plan? In other words, why do you think it will succeed?

What are potential challenges? What are some ways you can prevent or solve these challenges in the course of your campaign?

