

Sports Entertainment Production Team (SEPT)

Purpose | 2015-16



Athletic Department Goals

The SEPT launched in 2013 as an initiative between the Curb College of Entertainment and Music Business and the Belmont Athletics Department, recognizing that sports are a huge part of the entertainment market. Since then, the team has expanded to include all students who may be interested in gaining experience with live sports event production. The primary goals of the SEPT are 1) to provide a career-oriented and practical education that emphasizes leadership, creativity and innovation, and 2) to equip students with the tools to think critically, communicate effectively, accept responsibility, make successful decisions, and 3) contribute to the overall promotion and production of Belmont home basketball games.

Purpose Statement

The Sports Entertainment Production Team is a Belmont Athletics Department initiative designed to expose students to the operations of Belmont home athletic events, showcase Belmont student creativity and improve the overall Belmont game day experience.

Mission

The Sports Entertainment Production Team is responsible for upholding the integrity and professionalism of Belmont home game entertainment, as well as keeping the accountability of the program aligned with the mission and vision of Belmont University.

Production Structure

Belmont Athletics will appoint a team of student producers for the 2015-2016 school year. Each producer will assist the Asst. Director of Athletics Marketing in the creation and implementation of the marketing plan, with a focus on game entertainment & promotions. Producers will meet regularly with Athletics Department staff and serve as event coordinators for assigned home games.

Structure

The Sports Entertainment Production Team will work in collaboration with the Asst. Director of Athletics Marketing on Belmont game entertainment & promotions.

The SEPT will be responsible for the following areas:

- In-game promotions
- Halftime entertainment
- Pre-game and/or post-game special events
- Game day traditions

SEPT member requirements:

- Belmont student
- Maintain a 2.8 GPA
- Minimal commitment to the team from September through April
- Attend all SEPT staff meetings and assigned home games
 - Meetings typically occur weekly from September through mid-November; Meetings during basketball season and spring semester typically occur on a bi-weekly basis
 - Should a member miss more than *three* meetings per semester he/she could be removed from the SEPT
- Act in ways that align with the Belmont Athletics Department mission and values and the University as a whole
- Exemplify maturity, professionalism, and integrity in their role as a leader of the SEPT initiative