



Sportainment Night a Huge Success

The latest Sportainment Night was held in February, and this year's students set a new benchmark and raised \$8,010 for LHS alumni Josh Uttermark in the *Fight Against Leukemia*.

Fifteen years ago the Sports and Entertainment Marketing class branded an event named "Sportainment Night" in the Wisconsin Rapids community. This event is an end-of-term real world project in the Sports and Entertainment Marketing class. The project started off to be a fun, hands-on tool to evaluate students on their skill and knowledge of business and marketing concepts. It has evolved into much more for LHS students and the Rapids community. Over the past 15 years, LHS marketing students have raised over \$50,000 for 18 non-profit organizations by creating over 100 partnerships with local businesses. These partnerships not only created sponsorship opportunities, but created promotions that generated income for businesses and more donations and excitement for our entire community. Lifelong lessons of hard work, dedication, teamwork, planning, volunteering and giving back to our community are gained from this community partnership.

Thank you to everyone involved and/or those who have supported this partnership in any way over the last 15 years!



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