

**GREAT JOB!**



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## Dodgeball Classic Hones Skills in Marketing and Event Planning

For sixteen years the Sports and Entertainment Marketing classes at Lincoln have been completing cause marketing projects within the community of Wisconsin Rapids. Originally, the class created “Sportainment Night.” Sportainment Night started off as a fun, hands-on tool, to evaluate students on their skills and knowledge of business and marketing concepts.

After a few years and a great deal of support from the community, the program began to evolve and grow. This led to a second section of the class being added to the program. To provide the same learning experiences for all Sports and Entertainment Marketing students, a new cause marketing project was developed. Through the brainstorming process, the “Dodgeball Classic” was created. The tournament varies each year, and anywhere from 16 to 32 student and staff teams end up participating. Countless businesses have donated cash, prizes, and supplies for the tournament over the last ten years. These partnerships and donations have helped generate excitement throughout the community. Life-long lessons of hard work, dedication, teamwork, planning, volunteering, and the importance of giving back to our community are gained by students from these service learning projects.

Our community’s continued support and willingness to participate in these student projects has helped raise nearly **\$70,000** over the past 16 years! **Thank you** to everyone involved!

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