



## 2018 Sportainment Night a Great Success

The 16th Annual Sportainment Night was held in February, and this year's students set a *new* benchmark and raised **\$11,225.99** for Lincoln High School (LHS) alumni Jack-John Arendt. Unfortunately, Jack-John suffered substantial injuries as a result of a head-on collision with a distracted driver in November, 2017.

Sixteen years ago, the Sports and Entertainment Marketing class at Lincoln branded an event named "Sportainment Night" in the Wisconsin Rapids community. This event is an end-of-term, real world project developed in the Sports and Entertainment Marketing class. The project started off as a fun, hands-on tool to evaluate students on their skills and knowledge of business and marketing concepts. It has evolved into much more for LHS students and the community of Wisconsin Rapids.

Over the past 16 years, LHS marketing students have raised over \$65,000 for 20 non-profit organizations by creating over 100 partnerships with local businesses. These partnerships not only created sponsorship opportunities, but also promotions that generate income for local businesses. 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 from the experience this event provides our students.

Our staff and students want to thank everyone involved and/or those who have been so generous and supported Sportainment Night in any way over the years!

