



February 1, 2024
 9am – 12pm (prior to the [2024 COSMA Conference](#))
 Location: Troy University Montgomery Campus

Case Theme: Sport for Cultural Development, Enhancing and Uniting Communities

Attention faculty and students! Form a case study team to enter into the *COSMA Case Study Cup* taking place at the COSMA 2024 Conference! Case study teams will present a solution to a practical case before a panel of judges. Faculty who bring a case study team may register for the Conference for FREE (valued \$175!¹). Students are already FREE! Rules and regulations regarding team entry, coaches/faculty, and case study delivery are as follows:

Entrance Requirements

- Case study teams *MUST*:
 - Include 3-5 students currently enrolled in an undergraduate or graduate sport management program.
 - Include at least one sponsoring faculty member from the program(s) to serve as liaison/representative.
 - Appoint a student team leader/captain as a primary point of contact.
- Case study participants are required to:
 - Attend the Case Study Cup Competition in person².
 - Cover all expenses related to Conference travel and accommodations. [Note: Student and faculty sponsor registrations are FREE and ALL MEALS are included in the Conference.]
 - Submit full names, school affiliation, declared majors, graduation year, and corresponding faculty representative information by no later than January 9th.
- Cup Competition entry is open to all sport management programs, regardless of affiliation with COSMA.

Case Study Guidelines

- The case study will be made available to competing teams **by January 22nd**.
- At 9am on February 1, case study teams will begin their 20-minute pitch presentations. Team order will be selected randomly and distributed prior to the conference.
- The panel of judges will consist of representatives from sport organizations in the local area and/or academicians within the field of sport management.

¹ Waived registration fee limited to ONE faculty member per case study team.

² Unique circumstances may permit Case Study delivery to be completed virtually.

- Case study teams will have access to screens and projectors to facilitate visual presentation.
- Case study faculty representatives are permitted to view case study presentations but must remain silent throughout the proceedings. *A faculty representative that interrupts a team presentation will be asked to leave.*
- The judges will score presentations based on a rubric that will be distributed to case study captains and faculty representatives in January 2024.
- Case study cup winners and second and third place will be announced at the COSMA Conference Thursday (2/1) evening reception.
- Prizes and honors will be awarded in person!

For any questions regarding the COSMA Case Study Cup, please contact COSMA Program Manager Chris Corr (program.manager.cosma@gmail.com).

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