

somethingspace.com presents

SPORTS FRANCHISE BLUEPRINTS

by Justin Anderson, Liam Eagle and Aaron Abrams

illustrated by Liam Eagle

July 28, 2002

INTRODUCTION

Anyone forced to live in the same city as a sports team as sadistically named as the Toronto Raptors or the Anaheim Mighty Ducks knows how important a good name can be. Badly-named sports teams, and the awkward chants and contrived mascots that come with them, are a humiliating experience for fans. And humiliated fans mean lower turnouts, which mean lower salary budgets, which mean shittier teams, which eventually lead to folding franchises.

Without venturing too deeply into the minute causal relationships involved, what we're trying to get across is that a shitty team name is a big problem for a professional sports franchise.

You may have noticed that we here at Somethingspace have taken it upon ourselves to solve problems in the past. And this problem is no different.

Our solution, in this case, was the development of a number of ready-to-play sports franchise blueprints, whether you're building a NBA basketball team, a NHL hockey club, or an NCAA football team (let's not kid ourselves. College ball needs solid business tactics too), these pre-packaged franchise blueprints already contain ideas for mascots, audience chants and participatory behavior and a couple of other team gimmicks as well.

With a Somethingspace Sports Franchise Blueprint, you hire the players and coaching staff you want, play the game you want, and don't have to worry about fan turnout. Trust us, that's taken care of.

We're probably going to sell them on EBay, or something, but if you want to beat the rush, get in touch with us now and we'll send you a bill.



NAME:

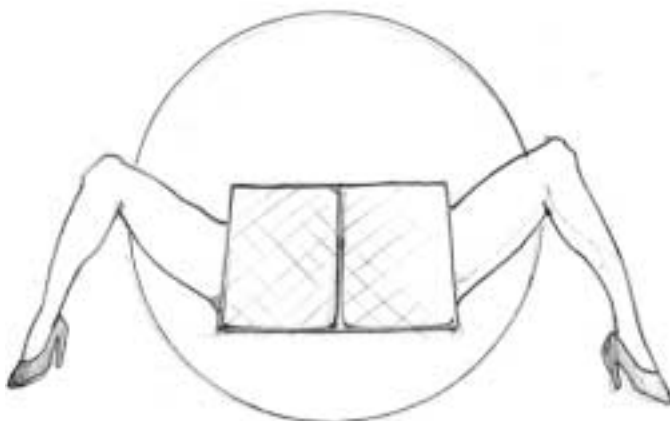
The Supreme Court

FANS:

Wear white wigs to games. When the Supreme Court scores, they all bang gavels in unison

CHANT:

"Guil-ty!"



NAME:

The Ice Sluts

DESCRIPTION:

Easily scored on.

MASCOT:

One of the players' wives

CHANT:

"Harder! Harder! Faster! Faster!"



NAME:

The Painful Highschool Memories

MASCOT:

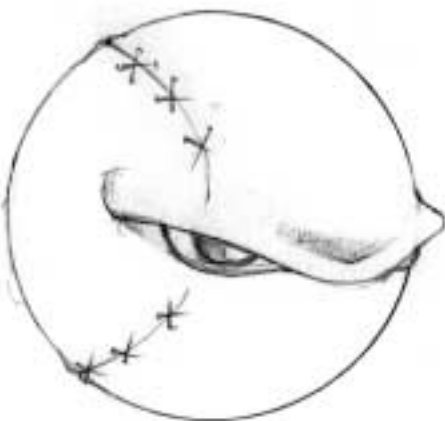
Premature Jack

FANS:

Wedgie each other when the Memories score

CHANT:

"I've met someone else. He's in college."



NAME:

The Fighting Baseballs of Football

DESCRIPTION:

Helmets painted white with red stitching. Chews tobacco on the field. When a player scores a touchdown, he jogs around the whole field.

MASCOT:

Pete Rose



NAME:

The McConaugheys

MASCOT:

Woody Harrelson

FANS:

When the McConaugheys score, they take off their clothes and play bongo drums.

CHANT:

Matthew McCaunehey's closing statement from *A Time to Kill*



NAME:

The Eagles

MASCOT:

Don Henley

DESCRIPTION:

Players are aging and their skill has faded. Tickets are \$500.

CHANT:

"Check in any time you like, but you can never leave!"