



## Questions for Classroom Discussion

### **Designing a Mascot**

- **Why do teams, organizations, and events have mascots?**
  - ⇒ Consider how the mascot interacts with fans and participants
  - ⇒ Consider the message that you want the mascot to get across
  - ⇒ Consider how the mascot is the “face of the team,” and why this can be helpful (i.e. marketing)
  
- **What would be considered a “good” mascot for a team, organization, or event?**
  - ⇒ Consider what a mascot needs to set the tone for a team, and even portray a message
  - ⇒ Consider the role a mascot plays in a larger marketing campaign
  - ⇒ Consider actual mascots used by sports teams or other organizations, and what your impression of them might be
  
- **What factors should be considered when choosing and designing a mascot?**
  - ⇒ Consider all elements that goes into designing a mascot — name, character, colors, clothing, accessories
  - ⇒ Consider how everything about the mascot should be focused on a specific message
  - ⇒ Consider logistical issues, such as having someone dress as the mascot, or mass producing it as stuffed animals and dolls