You're the Accountant! Activity (20 minutes)

Objective: Show students how accountants track money, make financial decisions, and influence success in industries they care about (music, sports, film).

1. Set the Stage (3 minutes)

Tell the students:

"Imagine you are the accountants for a professional basketball team (or a popular music festival). Your job isn't just about math—you help decide if your team or event makes money, how much to pay the players/artists, and whether fans can afford tickets. Without accountants, the team/event could go broke—even if it's popular!"

2. Team Challenge (12 minutes)

Materials:

- Simple handouts with a short budget scenario (see example below).
- Paper/pens or a whiteboard for group work.

Example Scenario – Sports Team Home Game

Your basketball team is hosting a big game. You have to **balance the budget:**

Income

- Ticket Sales: $30,000
- Merchandise Sales: $10,000
- Sponsorship: $5,000

Expenses

- Player Salaries (per game): $20,000
- Stadium Costs (security, staff, lights): $15,000
- Marketing/Ads: $5,000

Challenge for Students:

1. Calculate **Profit or Loss**.
2. Brainstorm **2 ideas** to increase profit (e.g., raise ticket prices, add a halftime concert, sell more merchandise).
3. Debate: Would raising ticket prices make more money, or would it drive fans away?

🎶 **Variation:** Do the same scenario with a music festival—swap "players" for "artists," "stadium costs" for "stage/equipment," etc.

3. Group Presentations (3 minutes)

Each group quickly shares:

- Did your team/event make money or lose money?
- What was your best idea to increase profit while keeping fans happy?

4. Wrap-Up + Career Tie-In (2 minutes)

Explain:

- **This is what accountants do in sports & entertainment!** They track every dollar, help make smart business choices, and ensure teams, artists, and events thrive.
- Accountants aren't just "number crunchers"—they're decision-makers who influence ticket prices, salaries, and whether your favorite events happen.

Learning Outcome: Students walk away seeing accounting as a real, exciting career that shapes industries they love—sports and entertainment.

Teacher/ Facilitator's Guide

You're the Accountant

This guide provides the solutions and sample discussion points for the sports and music festival accounting scenarios. Use this as a reference when facilitating the activity with students.

Sports Team Scenario – Answer Key

Income: $30,000 (Tickets) + $10,000 (Merchandise) + $5,000 (Sponsorship) = $45,000
Expenses: $20,000 (Salaries) + $15,000 (Stadium) + $5,000 (Marketing) = $40,000

Profit: $45,000 – $40,000 = $5,000 (Profit)

Possible Student Ideas:

- Raise ticket prices slightly (but balance with fan satisfaction)
- Increase merchandise sales with special promotions
- Attract more sponsorship deals
- Offer food & drink packages during the game

Music Festival Scenario – Answer Key

Income: $50,000 (Tickets) + $15,000 (Food & Drink) + $10,000 (Sponsorship) = $75,000
Expenses: $40,000 (Artists) + $20,000 (Stage & Equipment) + $10,000 (Marketing) = $70,000

Profit: $75,000 – $70,000 = $5,000 (Profit)

Possible Student Ideas:

- Add more vendors (food trucks, merchandise booths)
- Secure additional sponsorships from local businesses
- Introduce VIP tickets with premium pricing
- Partner with influencers to market the event at low cost

Tips for Facilitators

Encourage students to think about both sides: financial success *and* fan/attendee satisfaction. This shows that accountants play a role in both the numbers and the overall strategy of sports and entertainment businesses.

STUDENT HANDOUT

YOU'RE THE ACCOUNTANT

Imagine you are the accountants for a professional basketball team or a popular music festival. Your job isn't just about math–you help decide if your team or event makes money, how much to pay the players/artists, and whether fans can afford tickets. Without accountants, the team/event could go broke–even if it's popular!

Sports Team Scenario

Your basketball team is hosting a big game. You must balance the budget:

Income	Amount
Ticket Sales	$30,000
Merchandise Sales	$10,000
Sponsorship	$5,000
Expenses	Amount
Player Salaries (per game)	$20,000
Stadium Costs (security, staff, lights)	$15,000
Marketing/Ads	$5,000

Music Festival Scenario

Your town is hosting a summer music festival. You must balance the budget:

Income	Amount
Ticket Sales	$50,000
Food & Drink Sales	$15,000
Sponsorship	$10,000
Expenses	Amount
Artist Fees	$40,000
Stage & Equipment	$20,000
Marketing/Ads	$10,000

Your Challenge

1. Calculate whether your team/event made a PROFIT or LOSS.
2. Brainstorm 2 ideas to increase profit (e.g., raise ticket prices, add more sponsors, sell more merchandise/food).
3. Debate: Would raising ticket prices make more money, or would it drive fans away?

This is what accountants do in sports & entertainment! They track every dollar, help make smart business choices, and ensure teams, artists, and events thrive.