



# 2017 SMG March Madness: Get in the Game!



**Directions:** College Basketball each March selects the best 64 Division I teams in the nation. After three rounds of play, the field will be reduced to the Elite Eight. Let's give your SMG team portfolio a spring rally maker by purchasing eight sports related stock companies. This investment strategy supports a "Buy What You Know" is popular in the consumer marketplace. The transition from indoor sports to outdoor stadiums excites Spring Fever. Choices may include Nike (NKE), Under Armour (UA), Callaway Golf (ELY), Lululemon Athletics (LULU), Dick's Sporting Goods (DKS), Nautilus (NLS), International Speedway (ISCA), Finish Line (FINL), Foot Locker (FL), Madison Square Garden (MSG), Columbia Sportswear (COLM), Speedway Motors (TRK), Brunswick (BC), Wolverine (WWW), and World Wide Wrestling (WWE).

Still can't decide what sports company to invest in? What about these suggestions?

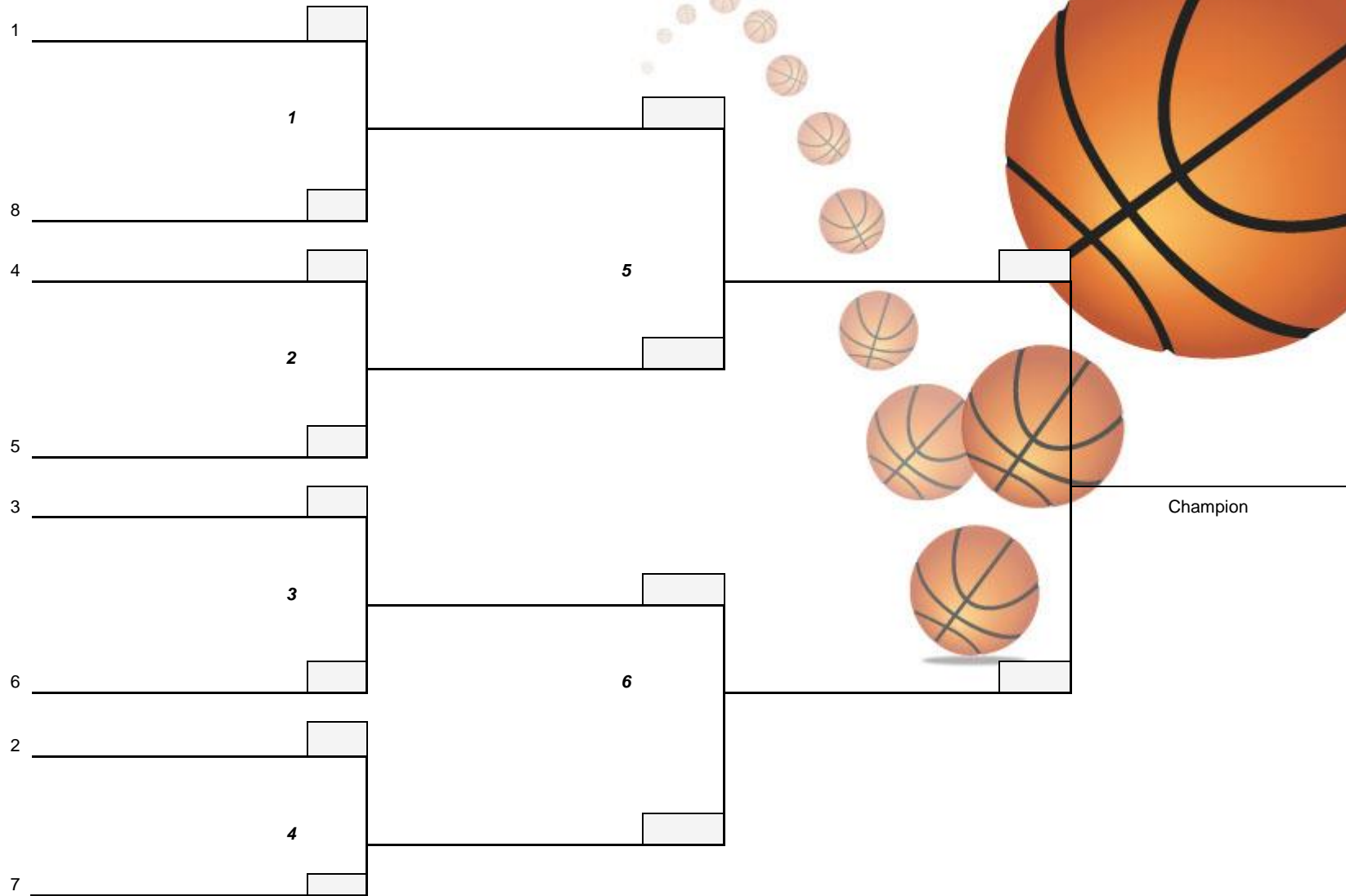
1. [Sports Stocks to Own Now](#)
2. [Sports Winners or Losers?](#)
3. [Complete List of Sports Companies](#)



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# SMG March Madness Tournament



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## Brackets Directions

1. Place Stock Symbol on brackets
2. Rank Stocks 1-8 seeds for play
3. Stock with better gain or less loss by \$ dollar amount wins' end of market day each Friday. Use in each round of play only the weeks five days of trading profit or loss.

Example for eight Trades: Nike NKE Invest \$10,000. Divided by \$56.64 per share equals 177 shares purchased.

## Guidelines

1. Select and rank by substituting college teams to stocks by research or your opinion 1-8 in the brackets on next page.
2. All eight trades should be made within one hour or SMG class period.
3. All eight stocks may have either \$5,000. or \$10,000. number of shares invested to the nearest dollar not including commission. You will need \$40,000. or \$80,000 of Buying Power to Play. If you use margin do not factor in interest, although students need to be aware of Margin use risk and interest cost.
4. Go to your Portfolio Account Holdings to compare performance up or down to determine each week's best comparative performance (most profit or least loss) in each game wins. From (Elite 8) to (Final Four) to (Championship) Three weeks of competition 8-4-2-Champions!

Payments of Dividends within the week may also be included in the total weekly profit.

## SMG March Madness Team Competition

Here is an alternative competition to excite students about rebalancing their portfolios. Have each SMG team pick one or two sports-related companies to trade with on the Elite Eight Brackets.

Eight classroom teams, one pick each. Four classroom teams two picks each. Number of picks are flexible. You may expand brackets to fields of 16,32 or 64! Have fun and excitement each week by creating a wall board of brackets in traditional or technology screen viewing!

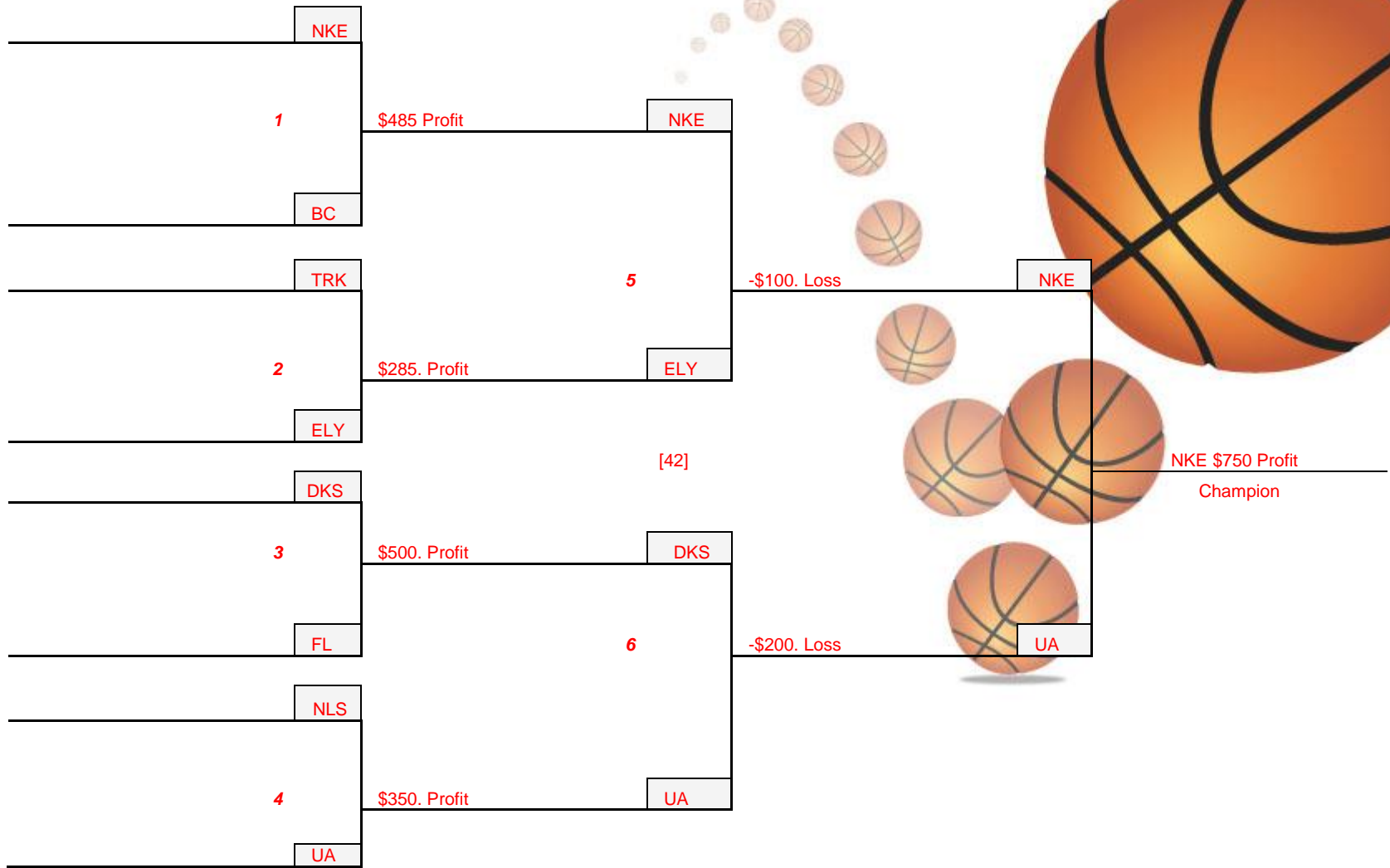


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# SAMPLE SMG March Madness Tournament



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