

Chapter 3

The Sports Market

Sports and Entertainment Marketing

Mrs. Deady

(Chapters 3 – 9 focus on sports marketing and all the activities of the sports consumer)

Why is Sports Marketing Important?

The sports industry is growing and ranks as one of the top industries in the United States, which presents new marketing and career opportunities.

□ Definition of Sports Marketing:

All Marketing activities designed to satisfy the needs and wants of sports consumers.



Historical Events

- Bill Veeck, 1951 and beyond
- Mark McCormack, founder of the International Management Group (IMG), in the 1960s linked athletes to corporations using Arnold Palmer

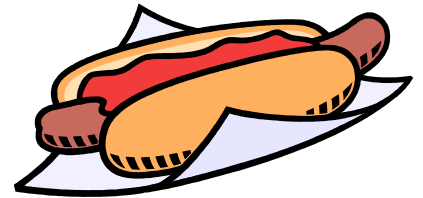
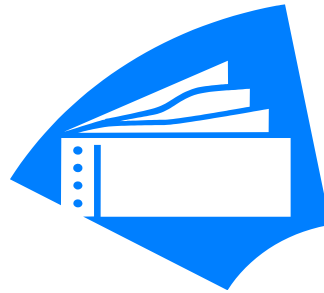
(not really Arnold Palmer)



Careers in Sports Marketing

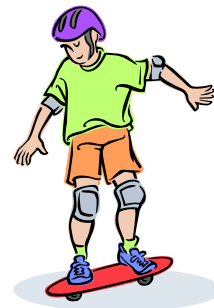
With 20 new leagues in the last decade, there are expanding employment opportunities for marketers and other sports-related positions.

- Scriptwriter
- Producer
- Ticket Agent
- Luxury-box Sales Representative
- Food and Merchandise Sales Representative
- Group-ticket Salesperson



Categories of Sports (3.2)

- ❑ Amateur Sports
- ❑ High School Sports
- ❑ College and University Sports
- ❑ Professional Sports
- ❑ Olympics
- ❑ International Sports
- ❑ Extreme Sports



Definitions

- ❑ Amateur Athlete does not get paid to play a sport.
- ❑ NFHS, the National Federation of State High School Associations, sets guidelines to make sure that students benefit from a balanced educational and athletic experience
- ❑ NCAA, the National Collegiate Athletic Assn. governs college athletics and oversees important decisions pertaining to athletics. (for rules, see www.ncaa.org)

Professional Sports

- Professional Athlete has the will and ability to earn an income from a particular sport, paid by the team or organization.
- Teams are fully functional businesses whose main purpose is to get the best players in order to win events that will attract fans who have a desire to purchase tickets and merchandise.



Olympics

- ❑ Founded in Greece in 776 BC in Olympia, Greece. Played every 4 years until 393 AD when the Roman Emperor Theodosius I abolished them because of pagan influences.
- ❑ Revived in 1890.
- ❑ Amateur rule overturned in 1986 allowing professional sports athletes to compete.
- ❑ 1990 saw the Dream Team



Paralympics and Special Olympics

- ❑ Paralympics started 50 years ago for athletes with physical disabilities; held in same year as Olympics
- ❑ Special Olympics started in 1968 by Eunice Kennedy Shriver for individuals with developmental disabilities



Women's Sports

- ❑ 1900, women included in Olympic program in golf and tennis.
- ❑ Babe Didrikson medaled in 1932 and excelled at track, golf, basketball, softball, boxing and was a sports promoter. Signature line of golf clubs, wrote books and played amateur and professional levels
- ❑ 1972 enactment of Title IX which bans gender discrimination in schools that receive federal funding.



Extreme Sports

Extreme sports involve nontraditional, daring methods of athletic competition. Their characteristics help identify target markets.

- ❑ Skateboarding (Tony Hawk)
- ❑ Rollerblades
- ❑ Stunt bikers
- ❑ Snowboarders (Warren Miller)
- ❑ Surfing (Kelly Slater)

