

Objectives:

- To explain the economic impact of sports marketing



Terms:

Opportunity cost – the loss of the opportunity that is passed up in order to receive something in exchange.

Infrastructure – the physical development of an area, including the major public systems, services, and facilities of a country or region needed to make a location function.

Sports franchise – an agreement or contract for a sports organization to sell a parent company's good or service within a given area. The hometown of a sports organization.

Grassroots marketing – marketing activity on a local community level, for example charity and fund-raising events.

Questions:

1. Give an example of opportunity cost?

Something you cannot do because you are spending your money or time on something else. For example, going to Six Flags will prevent you from spending your money on game tickets

2. List 6 functions of an infrastructure of a community?

Power supplies, water supplies, public transportation, telecommunications, roads, schools

3. Why is grassroots marketing an important part of sports marketing?

The grassroots marketing concept helps build community support for a team and can benefit the local economy.