

SPORTS MARKETING 2009

February 2009; 230 pages; ISBN# 1-57783-137-3

CONTENTS

1 MARKET SUMMARY

- 1.1 Scope
- 1.2 The American Sports Fan
- 1.3 The U.S. Sports Market
- 1.4 Impact of the Economic Downturn
- 1.5 Sports Brands

2 TOP SPORTS CITIES

- 2.1 Overview
- 2.2 Avid Sports Fans City-by-City
- 2.3 Attending Professional and College Sports Events
- 2.4 College Basketball
- 2.5 Major League Baseball
- 2.6 Professional Basketball
- 2.7 Professional Football

PART I: SPORTS MARKET SEGMENTS

3 ADVERTISING & SPONSORSHIPS

- 3.1 Market Assessment
- 3.2 Athlete Endorsements
- 3.3 Advertising Agencies in Sports Marketing
- 3.4 Sports Sponsorships
- 3.5 Naming Rights

4 CONCESSIONS

- 4.1 Foodservice at Sports Venues
- 4.2 Market Leaders
- 4.3 Market Trends

5 FANTASY SPORTS

- 5.1 Market Assessment
- 5.2 Market Characteristics and Trends
- 5.3 Recent Developments

6 LICENSING

- 6.1 Market Assessment
- 6.2 Sports Licensed Properties

- 7 MEMORABILIA**
 - 7.1 Market Assessment
 - 7.2 Impact of the Economic Downturn
 - 7.3 High-end Baseball Memorabilia
 - 7.4 Sports Cards

- 8 PARTICIPATION & RECREATION**
 - 8.1 Sports, Exercise, and Recreational Activities
 - 8.2 Participation by Activity
 - 8.3 State-by-State Participation

- 9 SPORTING GOODS**
 - 9.1 Market Assessment
 - 9.2 Sports and Recreation Equipment
 - 9.3 Bicycles
 - 9.4 Athletic Footwear
 - 9.5 Fitness Apparel
 - 9.6 Used Sporting Goods Equipment

- 10 SPORTS FANS**
 - 10.1 Favorite Sports
 - 10.2 Fan Base By Age
 - 10.3 Fan Base By Income
 - 10.4 Fan Base By Gender
 - 10.5 Female Fans
 - 10.6 Youth Fans
 - 10.7 African-American Fans
 - 10.8 Hispanic-American Fans

- 11 SPORTS MANAGEMENT**
 - 11.1 Overview
 - 11.2 Sports Management Agencies
 - 11.3 Academic Programs

- 12 SPORTS TRAVEL**
 - 12.1 Market Assessment
 - 12.2 Sports-specialist Travel Agencies
 - 12.3 Sports Fantasy Camps
 - 12.4 Sports Museums and Halls of Fame
 - 12.5 Baseball Spring Training

- 13 STADIUMS & ARENAS**
 - 13.1 Sports Facility Construction
 - 13.2 New Stadiums and Arenas
 - 13.3 Financing

13.4 Premium Seating

14 TICKETING

14.1 Market Assessment

14.2 Secondary Ticketing

14.3 Key Players

14.4 Major League Ticketing

PART II: SPORTS MEDIA

15 SPORTS TELEVISION BROADCASTING

15.1 Overview

15.2 Major Sports Networks

15.3 Sports Programming On Cable Networks

15.4 League Networks

15.5 Regional Sports Networks

15.6 Team Networks

15.7 Sport-specific Networks

15.8 College Sports Networks

15.9 International Sports Networks

16 SPORTS RADIO

16.1 Market Assessment

16.2 Listener Demographics

16.3 Sports Radio Stations

16.4 Advertising

17 SPORTS PERIODICALS

17.1 Market Assessment

17.2 Circulation

17.3 Advertising

18 SPORTS ONLINE

18.1 Sports Websites

18.2 Market Assessment

18.3 Sports Website Visitor Demographics

18.4 Major League Sports Websites

18.5 Online Sports Video

18.6 Live Sports Online

PART III: MAJOR TEAM SPORTS

19 MAJOR LEAGUE BASEBALL

19.1 Market Assessment

19.2 Attendance

19.3 Team Valuations

- 19.4 Fan Cost Index
- 19.5 Fan Loyalty
- 19.6 Television Broadcasts
- 19.7 World Series
- 19.8 MLB All-Star Game
- 19.9 MLB.com
- 19.10 Sponsorships
- 19.11 Fan Demographics

20 NATIONAL BASKETBALL ASSOCIATION

- 20.1 Market Assessment
- 20.2 Attendance
- 20.3 Team Valuations
- 20.4 Fan Cost Index
- 20.5 Fan Loyalty
- 20.6 Television Broadcasts
- 20.7 NBA Finals
- 20.8 NBA All-Star Game
- 20.9 NBA.com
- 20.10 Sponsorships
- 20.11 Fan Demographics

21 NATIONAL FOOTBALL LEAGUE

- 21.1 Market Assessment
- 21.2 Attendance
- 21.3 Team Valuations
- 21.4 Fan Cost Index
- 21.5 Fan Loyalty
- 21.6 Television Broadcasts
- 21.7 Super Bowl
- 21.8 Pro Bowl
- 21.9 NFL.com
- 21.10 Sponsorships
- 21.11 Fan Demographics

22 NATIONAL HOCKEY LEAGUE

- 22.1 Market Assessment
- 22.2 Attendance
- 22.3 Team Valuations
- 22.4 Fan Cost Index
- 22.5 Fan Loyalty
- 22.6 Television Broadcasts
- 22.7 Stanley Cup
- 22.8 NHL.com
- 22.9 Sponsorships

23 MAJOR LEAGUE SOCCER

- 23.1 Overview
- 23.2 Attendance
- 23.3 Television Broadcasts
- 23.4 Sponsorships
- 23.5 Fan Demographics

24 WOMEN'S NATIONAL BASKETBALL ASSOCIATION

- 24.1 Overview
- 24.2 Attendance
- 24.3 Television Broadcasts
- 24.4 Sponsors

25 LACROSSE

- 25.1 Overview
- 25.2 National Lacrosse League
- 25.3 Major League Lacrosse

26 MINOR LEAGUE SPORTS

- 26.1 Overview
- 26.2 Minor League Baseball
- 26.3 Minor League Hockey
- 26.4 NBA Development League

PART IV: INDIVIDUAL SPORTS

27 GOLF

- 27.1 Overview
- 27.2 The Majors Championships
- 27.3 The Ryder Cup and Presidents Cup
- 27.4 The PGA Tour
- 27.5 The LPGA Tour
- 27.6 Demographics of Golf Fans

28 HORSE RACING

- 28.1 Overview
- 28.2 Triple Crown
- 28.3 Breeders' Cup

29 RODEO

- 29.1 Overview
- 29.2 Professional Bull Riders
- 29.3 Professional Rodeo Cowboys Association
- 29.4 Fan Demographics

30 TENNIS

- 30.1 Overview
- 30.2 Participation
- 30.3 Top Paid Tennis Stars
- 30.4 US Open
- 30.5 US Open Series
- 30.6 Sony Ericsson WTA Tour
- 30.7 ATP Tour
- 30.8 Wimbledon
- 30.9 Sony Ericsson Open

PART V: RACING SPORTS

31 INDY RACING LEAGUE

- 31.1 Overview
- 31.2 Television and Radio Broadcast Rights
- 31.3 Indianapolis 500
- 31.4 Sponsorships
- 31.5 Racing Teams
- 31.6 IndyCar Series

32 NASCAR

- 32.1 Overview
- 32.2 Broadcast Rights
- 32.3 Sponsorships
- 32.4 Racing Teams
- 32.5 Track Owners
- 32.6 Fan Demographics
- 32.7 Sprint Cup Series
- 32.8 NASCAR Nationwide Series

33 RACING CIRCUITS

- 33.1 American Le Mans Series
- 33.2 Grand American Road Racing
- 33.3 NHRA Drag Racing
- 33.4 World of Outlaws

34 SUPERCROSS

- 34.1 Overview
- 34.2 Television Broadcast Rights
- 34.3 Sponsors
- 34.4 Racing Teams
- 34.5 Monster Energy AMA Supercross

PART VI: FIGHTING SPORTS

35 BOXING

- 35.1 Overview
- 35.2 Pay-per-view Events

36 MIXED MARTIAL ARTS

- 36.1 Overview
- 36.2 Ultimate Fighting Championship
- 36.3 Other Leagues

37 WORLD WRESTLING ENTERTAINMENT

- 37.1 Overview
- 37.2 Live Events and Television
- 37.3 Pay-per-view Events
- 37.4 Viewer Demographics

PART VII: COLLEGIATE & HIGH SCHOOL SPORTS

38 NCAA SPORTS

- 38.1 Overview
- 38.2 Market Assessment
- 38.3 Men's and Women's Sports
- 38.4 NCAA Broadcasting
- 38.5 Athletic Department Revenue
- 38.6 Sponsorships

39 COLLEGE FOOTBALL

- 39.1 Fans and Spectators
- 39.2 Market Assessment
- 39.3 Regular-season Broadcasts
- 39.4 Bowl Games
- 39.5 Bowl Championship Series

40 COLLEGE MEN'S BASKETBALL

- 40.1 Fans and Spectators
- 40.2 Market Assessment
- 40.3 Regular-season Broadcasts
- 40.4 NCAA Division I Men's Basketball Tournament Revenue
- 40.5 NCAA Finals

41 COLLEGE WOMEN'S BASKETBALL

- 41.1 Fans and Spectators
- 41.2 NCAA Women's Final Four Championship Game

42 HIGH SCHOOL SPORTS

- 42.1 Participation
- 42.2 High School Sports Online
- 42.3 Local Television Broadcasting
- 42.4 Sponsorships and Promotions

43 YOUTH SPORTS

- 43.1 Participation
- 43.2 Youth Baseball
- 43.3 Youth Football
- 43.4 Youth Hockey
- 43.5 Youth Soccer
- 43.6 Youth Sports Media

PART VIII: GLOBAL SPORTS EVENTS

44 OLYMPICS

- 44.1 Summer Olympics
- 44.2 Winter Olympics

45 MAJOR EVENTS

- 45.1 FIFA World Cup
- 45.2 America's Cup
- 45.3 Tour de France
- 45.4 Rugby World Cup
- 45.5 World Baseball Classic

PART IX: OTHER SPORTS/COMPETITIONS

46 ACTION SPORTS

- 46.1 Overview
- 46.2 Participation
- 46.3 Dew Tour
- 46.4 X Games

47 AVP PRO BEACH VOLLEYBALL

- 47.1 Overview
- 47.2 Tours
- 47.3 Spectators and Fans
- 47.4 Sponsors

48 MARATHONS

- 48.1 Overview
- 48.2 Economic Impact
- 48.3 Business Assessment
- 48.4 Sponsorships

49 TRIATHLONS

- 49.1 Overview
- 49.2 Demographics
- 49.3 Major Events
- 49.4 Sponsorships and Promotions

50 POKER

- 50.1 Current Poker Boom
- 50.2 Poker on Television

51 VIDEO GAMING

- 51.1 Overview
- 51.2 Key Players
- 51.3 Broadcast and Webcast Competitions

MARKET RESOURCES

REFERENCES