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<td>121 TRACK &amp; FIELD</td>
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<td>121.4 IAAF Diamond League</td>
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<td>121.6 TrackTown Summer Series</td>
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<td>122 TRIATHLONS</td>
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<td>122.3 Major Events</td>
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<td>122.4 Market Resources</td>
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<td>560</td>
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<tr>
<td>123 VOLLEYBALL</td>
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<td>123.1 Overview</td>
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<td>561</td>
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<td>123.2 Sanctioning Organization</td>
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<td>123.3 AVP Pro Beach Volleyball</td>
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<td>123.4 Market Resources</td>
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<td>124 WORLD BEACH GAMES</td>
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<td>563</td>
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<tr>
<td>124.1 Overview</td>
<td></td>
<td>563</td>
</tr>
<tr>
<td>124.2 San Diego 2019</td>
<td></td>
<td>563</td>
</tr>
</tbody>
</table>
PART I: THE U.S. SPORTS MARKET
MARKET SUMMARY

1.1 Annual Revenue
Richard K. Miller & Associates (RKMA, www.rkma.com) estimates annual revenue of the entire U.S. sports industry at $351.7 billion. Major components of this spending are as follows:

- Sports advertising and marketing (see Chapter 8): $50.0 billion
- Sporting goods (see Chapter 16): $47.3 billion
- Professional sports (see Chapter 3): $35.9 billion
- Fitness and health clubs (see Chapter 12): $27.0 billion
- Sports travel (see Chapter 18): $24.0 billion
- Golf (National Golf Foundation): $19.7 billion
- Gate revenue (see 1.2): $19.4 billion
- Media rights (see 1.2): $18.9 billion
- Tennis (National Tennis Foundation): $16.0 billion
- Concessions (see Chapter 10): $15.0 billion
- Licensed merchandise (see Chapter 14): $14.2 billion
- Athlete income (see Chapter 4): $13.1 billion
- Horse racing (see Chapter 104): $10.6 billion
- NCAA sports (see Chapter 61): $10.5 billion
- Motorsports (see Part X): $ 9.0 billion
- Stadium and arena construction (see Chapter 19): $6.2 billion
- Agents and agencies (see Chapter 9): $ 4.0 billion
- Memorabilia (see Chapter 15): $ 4.0 billion
- Sports online (see Chapter 26): $ 3.0 billion
- Sports periodicals (see Chapter 24): $ 2.2 billion
- Fantasy sports (see Chapter 11): $ 1.7 billion
- Marathons and endurance events (see Chapter 107): $ 1.4 billion

1.2 Professional and Collegiate Sports
Outlook For The Sports Market In North America Through 2020, the 2016 edition of an annual study by PricewaterhouseCoopers (PwC, www.pwc.com), assesses the market for professional and collegiate sports as follows:

<table>
<thead>
<tr>
<th></th>
<th>Gate Revenue</th>
<th>Media Rights</th>
<th>Sponsorship</th>
<th>Licensed Merchandise</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010:</td>
<td>$16.18 billion</td>
<td>$ 9.42 billion</td>
<td>$11.82 billion</td>
<td>$12.57 billion</td>
<td>$49.99 billion</td>
</tr>
<tr>
<td>2011:</td>
<td>$16.12 billion</td>
<td>$10.86 billion</td>
<td>$12.62 billion</td>
<td>$12.48 billion</td>
<td>$52.07 billion</td>
</tr>
</tbody>
</table>
1.3 Economic Impact

The following are estimates of economic impacts of select professional sports events:

- The National Football League (www.nfl.com) claims an economic impact from the Super Bowl of around $400 million; direct spending by attending fans is estimated at $150 million or more.
- Major League Baseball (www.mlb.com) attaches a $75 million benefit to the All-Star Game and up to $250 million for the World Series.
- The NBA All-Star Game brings an estimated $35 million to $50 million in direct spending, depending on the host city.
- The US Open, with an annual attendance of about 700,000, has an economic impact of $750 million, according to a study conducted by AKRF Inc. (www.akrf.com) for the United States Tennis Association (USTA, www.usta.com).
- The Indianapolis 500 race, 500 Festival, and associated weekend events have an economic impact on the city of Indianapolis of approximately $340 million.
- NASCAR’s Daytona 500 and Brickyard 400 have an estimated local economic impact of $240 million and $220 million, respectively.
- The TCS New York City Marathon (www.nycmarathon.org) has an estimated $250 million economic impact; the Honolulu Marathon (www.honolulumarathon.org) and Boston Marathon (www.bostonmarathon.org) each have an economic impact estimated at approximately $100 million.
SPORTS FANS

2.1 Overall Profile of Sports Fans

2016 PostGame Behavioral Study Of American Sports Fans, by the Center for the Digital Future (www.digitalcenter.org) at the University of Southern California, Annenberg School for Communication, reported that 86% of Americans consider themselves sports fans. The following are findings of the study:

Profile
- Ninety-two percent (92%) of men and 80% of women consider themselves sports fans.
- Eighty-eight percent (88%) of sports fans follow more than one sport; 89% follow more than one team.
- Twenty-four percent (24%) say they are “intense” sports fans.
- The demographic profile of the most intense sports fans is as follows:
  - Gender: Male
  - Age: 35-to-54
  - Marital status: Married
  - Ethnicity: African-American
  - Income: $75,000-$100,000 per year
  - Education: College degree

- Even among the 14% of people who are not sports fans, most follow sports to some extent; one-third say they follow more than one team.

Sports Media Consumption
- In general, very few people feel they can get all the sports content they want from free sources. More than 90% of sports fans are willing to pay for sports programming.
- Fifty-nine percent (59%) of sports fans want sports as part of their basic pay-TV package or bundle; 28% want it as an option.
- Sports fans say they will pay more for sports streaming than for sports content via cable or satellite television.
- Those ages 25-to-34 are willing to pay the most for sports programming.
- Women are more willing to pay for sports programming than men. For all major sports except baseball, women say they will pay up to 50% more.
- Twenty-nine percent (29%) of 25-to-34 year olds say they would watch a sporting event streamed live from a mobile phone.
2.2 Demographic Profile Of U.S. Sports Fans

Fifty-five percent (55%) of U.S. adults say they are sports fans, according to a survey by the Marist College Institute for Public Opinion (www.maristpoll.marist.edu). The following is a demographic profile (percentage of respondents who say they are fans):

Gender
• Male: 65%
• Female: 46%

Age
• 18-to-29: 49%
• 30-to-44: 53%
• 45-to-59: 62%
• 60 and older: 54%

Income
• Less than $50,000: 49%
• More than $50,000: 62%

Region
• Northeast: 56%
• Midwest: 56%
• South: 60%
• West: 47%

Education
• Not college graduate: 56%
• College graduate: 54%

2.3 Fan Spending

The 2016 Sports Fan and Engagement Study, an annual assessment by Simmons Research (www.simmonsresearch.com), reported fan spending* as follows:

• Pro soccer: $707
• PGA Tour: $646
• NASCAR: $644
• NHL: $641
• NBA: $594
• College sports: $589
• MLB: $558
• NFL: $534

* among consumers who spent money on each sport
Spending components include game tickets, concession spending at events, TV packages, apparel, and memorabilia.

2.4 Favorite Sports

According to a recent Harris Poll (www.theharrispoll.com), favorite sports among adults (age 18 and older) are as follows:

- Pro football: 32%
- Baseball: 16%
- Men's college football: 10%
- Auto racing: 7%
- Men's pro basketball: 6%
- Men's soccer: 6%
- Ice hockey: 6%
- Men's college basketball: 3%
- Boxing: 2%
- Men's golf: 2%
- Track & field: 2%
- Women's tennis: 2%
- Bowling: 1%
- Horse racing: 1%
- Men's tennis: 1%
- Swimming: 1%
- Women's soccer: 1%

2.5 Avid Fans

According to an ESPN Sports Poll, these percentages of adults say they are fans or avid followers* of the following sports leagues:

<table>
<thead>
<tr>
<th></th>
<th>Fan</th>
<th>Avid Fan</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Football League (NFL):</td>
<td>66%</td>
<td>32%</td>
</tr>
<tr>
<td>NCAA Football:</td>
<td>58%</td>
<td>23%</td>
</tr>
<tr>
<td>Major League Baseball (MLB):</td>
<td>57%</td>
<td>19%</td>
</tr>
<tr>
<td>NCAA Basketball:</td>
<td>48%</td>
<td>16%</td>
</tr>
<tr>
<td>National Basketball Association (NBA):</td>
<td>48%</td>
<td>16%</td>
</tr>
<tr>
<td>Extreme/action sports:</td>
<td>46%</td>
<td>11%</td>
</tr>
<tr>
<td>Figure skating:</td>
<td>45%</td>
<td>10%</td>
</tr>
<tr>
<td>Boxing:</td>
<td>37%</td>
<td>10%</td>
</tr>
<tr>
<td>Mixed martial arts:</td>
<td>36%</td>
<td>14%</td>
</tr>
<tr>
<td>NASCAR:</td>
<td>36%</td>
<td>11%</td>
</tr>
<tr>
<td>National Hockey League (NHL):</td>
<td>35%</td>
<td>8%</td>
</tr>
<tr>
<td>PGA Tour (golf):</td>
<td>33%</td>
<td>8%</td>
</tr>
<tr>
<td>Horse racing:</td>
<td>30%</td>
<td>5%</td>
</tr>
<tr>
<td>Women’s Tennis Association Tour (WTA):</td>
<td>30%</td>
<td>5%</td>
</tr>
<tr>
<td>Women’s National Basketball Association (WNBA):</td>
<td>30%</td>
<td>4%</td>
</tr>
</tbody>
</table>
• Major League Soccer (MLS): 30%  6%
• Association of Tennis Professionals Tour (ATP): 29%  4%
• Pro wrestling: 21%  6%

* A fan has some interest in the sport; an avid fan is very interested

2.6  Fan Base By Gender

Fan distribution by gender is as follows (sources: Scarborough Research [www.scarborough.com] and Advertising Age):

**College Basketball**
- Male: 67%
- Female: 32%

**College Football**
- Male: 68%
- Female: 32%

**Major League Baseball**
- Male: 65%
- Female: 35%

**NASCAR**
- Male: 64%
- Female: 36%

**National Basketball Association**
- Male: 65%
- Female: 35%

**National Football League**
- Male: 66%
- Female: 34%

**National Hockey League**
- Male: 70%
- Female: 30%

**PGA Tour**
- Male: 71%
- Female: 29%

2.7  Female Fans

Surveys have found that roughly 50 million women avidly follow sports. According to Scarborough Sports Marketing and SportsBusiness Journal, the
percentages of women (ages 18 and older) who are fans or avid fans of various sports are as follows:

<table>
<thead>
<tr>
<th>Sport</th>
<th>Fan</th>
<th>Avid Fan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Olympic Games</td>
<td>60%</td>
<td>24%</td>
</tr>
<tr>
<td>NFL</td>
<td>49%</td>
<td>15%</td>
</tr>
<tr>
<td>MLB</td>
<td>43%</td>
<td>10%</td>
</tr>
<tr>
<td>College football</td>
<td>32%</td>
<td>9%</td>
</tr>
<tr>
<td>NBA</td>
<td>31%</td>
<td>6%</td>
</tr>
<tr>
<td>College basketball</td>
<td>26%</td>
<td>7%</td>
</tr>
<tr>
<td>NASCAR</td>
<td>24%</td>
<td>8%</td>
</tr>
<tr>
<td>Horse racing</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>PGA Tour</td>
<td>21%</td>
<td>4%</td>
</tr>
<tr>
<td>Pro rodeo</td>
<td>17%</td>
<td>3%</td>
</tr>
<tr>
<td>NHL</td>
<td>16%</td>
<td>2%</td>
</tr>
<tr>
<td>Pro bull riding</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>Minor league baseball</td>
<td>16%</td>
<td>2%</td>
</tr>
<tr>
<td>WNBA</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>IndyCar Series racing</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>LPGA Tour</td>
<td>13%</td>
<td>2%</td>
</tr>
<tr>
<td>Monster trucks</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>MLS</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>PBA bowling</td>
<td>10%</td>
<td>1%</td>
</tr>
</tbody>
</table>

2.8 Fan Base By Age

Fan distribution by age is as follows (sources: Scarborough Sports Marketing and Advertising Age):

**College Basketball**
- 18-to-29: 19%
- 30-to-49: 35%
- 50-to-69: 34%
- 70 and older: 13%

**College Football**
- 18-to-29: 19%
- 30-to-49: 36%
- 50-to-69: 33%
- 70 and older: 12%

**Major League Baseball**
- 18-to-29: 17%
- 30-to-49: 35%
- 50-to-69: 34%
- 70 and older: 14%
National Basketball Association
- 18-to-29: 27%
- 30-to-49: 38%
- 50-to-69: 26%
- 70 and older: 10%

National Football League
- 18-to-29: 20%
- 30-to-49: 38%
- 50-to-69: 32%
- 70 and older: 11%

National Hockey League
- 18-to-29: 21%
- 30-to-49: 42%
- 50-to-69: 29%
- 70 and older: 8%

NASCAR
- 18-to-29: 13%
- 30-to-49: 34%
- 50-to-69: 40%
- 70 and older: 12%

PGA Tour
- 18-to-29: 9%
- 30-to-49: 27%
- 50-to-69: 42%
- 70 and older: 22%

2.9 Median Age By Sport
The following is the median age of people who say they are fans of particular sports (sources: Magna Global [www.magnaglobal.com] and SportsBusiness Journal [April 2017]):
- PGA Champions Tour: 64
- LPGA: 63
- ATP: 60
- NASCAR: 59
- MLB: 56
- College football: 52
- NFL: 50
- NHL: 48
- English Premier League (EPL): 42
2.10 Median Household Income By Sport

The following is the median household income of people who say they are fans of particular sports (sources: Magna Global and *SportsBusiness Journal*):

- English Premier League (EPL): $81,800
- NHL: $78,800
- LPGA: $72,500
- PGA Champions Tour: $71,200
- College football: $68,700
- NFL: $68,400
- MLB: $62,800
- ATP: $62,300
- MLS: $61,600
- NBA: $57,600
- NASCAR: $49,700

2.11 Youth Fans

The following percentages of children ages 7-to-11 responded in an ESPN Sports Poll saying they are fans of the following sports:

- NBA: 77%
- NFL: 69%
- MLB: 69%
- College basketball: 68%
- Action sports: 68%
- MLS: 62%
- College sports: 60%
- NASCAR: 57%
- NHL: 50%

2.12 Fan Base By Ethnicity

Fan distribution by ethnicity is as follows (source: ESPN Sports Poll):

**College Basketball**

- Caucasian: 73%
- African-American: 13%
- Hispanic-American: 9%
- Other: 5%

**College Football**
• Caucasian: 75%
• African-American: 11%
• Hispanic-American: 9%
• Other: 5%

Major League Baseball
• Caucasian: 74%
• Hispanic-American: 12%
• African-American: 5%
• Other: 9%

Major League Soccer
• Caucasian: 61%
• Hispanic-American: 23%
• African-American: 9%
• Other: 7%

NASCAR
• Caucasian: 77%
• African-American: 9%
• Hispanic-American: 9%
• Other: 5%

National Basketball Association
• Caucasian: 65%
• African-American: 15%
• Hispanic-American: 14%
• Other: 6%

National Football League
• Caucasian: 73%
• African-American: 11%
• Hispanic-American: 11%
• Other: 5%

2.13 African-American Fans

According to an ESPN Sports Poll, the following percentages of African-American adults said they are fans or avid followers of these sports leagues:

<table>
<thead>
<tr>
<th></th>
<th>Fan</th>
<th>Avid Fan</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Football League:</td>
<td>75%</td>
<td>43%</td>
</tr>
<tr>
<td>National Basketball Association:</td>
<td>74%</td>
<td>39%</td>
</tr>
<tr>
<td>NCAA Basketball:</td>
<td>66%</td>
<td>25%</td>
</tr>
<tr>
<td>NCAA Football:</td>
<td>65%</td>
<td>27%</td>
</tr>
</tbody>
</table>
• Boxing: 59% 25%
• Women’s National Basketball Association: 55% 15%
• Extreme/action sports: 54% 18%
• Major League Baseball: 53% 15%
• Women’s Tennis Association Tour: 53% 14%
• Mixed martial arts: 52% 22%
• Figure skating: 45% 12%
• Association of Tennis Professionals Tour: 40% 8%
• Pro wrestling: 39% 15%
• PGA Tour (golf): 33% 7%
• Major League Soccer: 32% 7%
• NASCAR: 30% 6%
• Horse racing: 28% 5%
• National Hockey League: 27% 4%

2.14 Hispanic-American Fans

According to ESPN Deportes and SportsBusiness Journal, the percentages of Hispanic-Americans that are fans of various sports compared with all U.S. adults are as follows:

<table>
<thead>
<tr>
<th>Sport</th>
<th>Hispanic-Americans</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boxing</td>
<td>62%</td>
<td>33%</td>
</tr>
<tr>
<td>World Cup Soccer</td>
<td>61%</td>
<td>n/a</td>
</tr>
<tr>
<td>MLB</td>
<td>59%</td>
<td>58%</td>
</tr>
<tr>
<td>NBA</td>
<td>56%</td>
<td>50%</td>
</tr>
<tr>
<td>Mexican Soccer League</td>
<td>56%</td>
<td>n/a</td>
</tr>
<tr>
<td>NFL</td>
<td>50%</td>
<td>69%</td>
</tr>
<tr>
<td>Action sports</td>
<td>48%</td>
<td>45%</td>
</tr>
<tr>
<td>NASCAR</td>
<td>40%</td>
<td>43%</td>
</tr>
<tr>
<td>NHL</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>PGA Tour</td>
<td>22%</td>
<td>36%</td>
</tr>
</tbody>
</table>
3.1 Professional League Revenue

Revenue for the four major professional sports leagues is $35.9 billion, distributed as follows:

• National Football League (2016-2017 season): $14.0 billion
• Major League Baseball (2016 season): $  9.8 billion
• National Basketball Association (2016-2017 season): $  8.0 billion
• National Hockey League (2015-2016 season): $  4.1 billion

According to *SportsBusiness Journal*, minor league sports collectively generate $1.6 billion annually. Operating expenses are $600 million, giving an operating income of approximately $1 billion.

3.2 Sports Teams

*Forbes* (August 2016) assesses the world’s most valuable sports teams as follows (change from prior year in parenthesis):

• Dallas Cowboys (NFL): $4.00 billion (25%)
• Real Madrid (UEFA Champions League): $3.64 billion (12%)
• Barcelona (UEFA Champions League): $3.55 billion (12%)
• New York Yankees (MLB): $3.40 billion (6%)
• Manchester United (UEFA Champions League): $3.32 billion (7%)
• New England Patriots (NFL): $3.20 billion (23%)
• New York Knicks (NBA): $3.00 billion (20%)
• Washington Redskins (NFL): $2.85 billion (19%)
• New York Giants (NFL): $2.80 billion (33%)
• Los Angeles Lakers (NBA): $2.70 billion (4%)
• San Francisco 49ers (NFL): $2.70 billion (69%)
• Bayern Munich (UEFA Champions League): $2.68 billion (14%)
• New York Jets (NFL): $2.60 billion (44%)
• Los Angeles Dodgers (MLB): $2.50 billion (4%)
• Houston Texans (NFL): $2.50 billion (35%)
• Chicago Bears (NFL): $2.45 billion (44%)
• Philadelphia Eagles (NFL): $2.40 billion (37%)
• Boston Red Sox (MLB): $2.30 billion (10%)
• Chicago Bulls (NBA): $2.30 billion (15%)
• San Francisco Giants (MLB): $2.25 billion (12%)
• Chicago Cubs (MLB): $2.20 billion (22%)
• Boston Celtics (NBA): $2.10 billion (24%)
• Arsenal (UEFA Champions League): $2.02 billion (54%)
• Los Angeles Clippers (NBA): $2.00 billion (25%)
• Green Bay Packers (NFL): $1.95 billion (42%)

“This is a terrific time to own a professional sports team. Blockbuster television deals inked over the last several years have turbocharged franchise values across the major sports. The 50 most valuable teams are worth an average of $2.2 billion, up 26% over just a year ago.”

Forbes, 8/23/16

3.3 Transactions

The highest professional sports franchise sales have been as follows:

<table>
<thead>
<tr>
<th>Team</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles Dodgers (MLB)</td>
<td>$2.15 billion</td>
</tr>
<tr>
<td>Los Angeles Clippers (NBA)</td>
<td>$2.00 billion</td>
</tr>
<tr>
<td>Buffalo Bills (NFL)</td>
<td>$1.40 billion</td>
</tr>
<tr>
<td>Miami Dolphins (NFL)</td>
<td>$1.10 billion</td>
</tr>
<tr>
<td>Cleveland Browns (NFL)</td>
<td>$1.00 billion*</td>
</tr>
<tr>
<td>Jacksonville Jaguars (NFL)</td>
<td>$ 760 million</td>
</tr>
<tr>
<td>Milwaukee Bucks (NBA)</td>
<td>$ 550 million</td>
</tr>
</tbody>
</table>

* Price for 70% stake

3.4 Expansion

The addition of a NHL team in Las Vegas for the 2017-2018 is the first expansion among the four major sports league since 2004. The expansion fee for the new franchise is $500 million.

There have been six prior expansions among the four major leagues since 1998, as follows:
Major League Soccer has an ongoing expansion program. Recent and upcoming expansions are as follows:

<table>
<thead>
<tr>
<th>Team</th>
<th>Expansion Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015: New York City FC</td>
<td>$100 million</td>
</tr>
<tr>
<td>2015: Orlando City FC</td>
<td>$ 70 million</td>
</tr>
<tr>
<td>2017: Atlanta</td>
<td>$ 70 million</td>
</tr>
<tr>
<td>2017: Minnesota</td>
<td>$100 million</td>
</tr>
<tr>
<td>2018: Los Angeles FC</td>
<td>$110 million</td>
</tr>
</tbody>
</table>

3.5 Relocation

Since 1966, there have been 33 franchise relocations across the four major North American pro sports leagues, including two by teams that wound up back in the city they came from. In all, five franchises have moved more than once in the past 50 years.

Within the past decade, the NBA and NFL have implemented relocation fees for team relocation.

“The logic behind relocation fees is twofold: it’s used as a way of discouraging teams from moving unnecessarily, and also so the league’s other owners can get compensated for the increased value in the franchise post-move.”

USA Today, 3/28/17

In the NBA, the Board of Governors, comprised of one person (typically the owner) from each of the 30 NBA franchises, votes on relocation applications. A majority vote of owners is needed to approve the relocation. If approved, the Board of Governors has the right to attach a relocation fee; there is no standard fee. The NFL has a similar process.
When Seattle’s NBA franchise moved to Oklahoma City in 2008, there was a $30 million relocation fee.

Three relocations were considered by the NFL in 2016 and 2017. It was reported that the Oakland Raiders’ proposed move to Las Vegas had a relocation fee in the $350 million range. Relocation fees for the San Diego Chargers and the St. Louis Rams, both of which have pursued a move to Los Angeles were reportedly in the $600 million range per team.
4

ATHLETES

4.1 Favorite Athletes

In a Harris Poll (www.theharrispoll.com), sports fans ranked their favorite male sports stars as follows:
1. LeBron James  
2. Michael Jordan  
3. Aaron Rodgers  
5. (tie) Stephen Curry  
5. (tie) Tom Brady  
6. Peyton Manning  
7. Derek Jeter  
8. (tie) Dale Earnhardt Jr.  
8. (tie) Kobe Bryant  
10. Tiger Woods

Fans ranked their favorite female sports stars as follows:
1. Serena Williams  
2. Danica Patrick  
3. Venus Williams  
4. Ronda Rousey  
5. Mia Hamm  
6. Hope Solo  
7. Alex Morgan  
8. Abby Wambach  
9. Maria Sharapova  
10. (tie) Chris Evert  
10. (tie) Martina Navratilova

4.2 Athletes’ Salaries

Payrolls for the four major professional sports leagues are guided by agreements between the leagues and players’ associations, as follows:

Major League Baseball
- MLB implements a luxury tax whereby teams whose total payroll exceeds a threshold are taxed on the excess amount.
National Basketball Association
• The NBA has a ‘soft’ or flexible salary cap. Various exemptions to the salary cap are allowed. Teams pay a luxury tax when total payroll exceeds the salary cap.

National Football League
• The NFL has a hard salary cap; team payrolls cannot exceed the cap.

National Hockey League
• The NHL has a hard salary cap; team payrolls cannot exceed the cap.

Team salary caps/luxury tax thresholds, average player salary, and total league payroll for the 2017 or 2016-2017 season were as follows:

<table>
<thead>
<tr>
<th>League</th>
<th>Salary Cap/Threshold</th>
<th>Avg. Salary</th>
<th>Total Payroll</th>
</tr>
</thead>
<tbody>
<tr>
<td>MLB</td>
<td>$195 million</td>
<td>$4.47 million</td>
<td>$4.07 billion</td>
</tr>
<tr>
<td>NBA</td>
<td>$ 94 million</td>
<td>$6.39 million</td>
<td>$2.87 billion</td>
</tr>
<tr>
<td>NFL</td>
<td>$155 million</td>
<td>$2.44 million</td>
<td>$4.11 billion</td>
</tr>
<tr>
<td>NHL</td>
<td>$ 74 million</td>
<td>$2.92 million</td>
<td>$2.06 billion</td>
</tr>
</tbody>
</table>

Combined total payroll for the four professional sports leagues in 2017 was $13.1 billion.

4.3 Highest-Paid Athletes

Forbes ranks the world’s male athletes by total income in 2016 as follows:
• Cristiano Ronaldo (soccer): $88.0 million
• Lionel Messi (soccer): $81.4 million
• Lebron James (basketball): $77.2 million
• Roger Federer (tennis): $67.8 million
• Kevin Durant (basketball): $56.2 million
• Novak Djokovic (tennis): $55.8 million
• Cam Newton (football): $53.1 million
• Phil Mickelson (golf): $52.9 million
• Jordan Spieth (golf): $52.8 million
• Kobe Bryant (basketball): $50.0 million
• Lewis Hamilton (racing): $46.0 million
• Tiger Woods (golf): $45.3 million
• Eli Manning (football): $45.0 million
• Joe Flacco (football): $44.5 million
• Tom Brady (football): $44.1 million
• Floyd Mayweather (boxing): $44.0 million
• Rory McIlroy (golf): $42.6 million
• Russell Wilson (football): $41.8 million
• Sebastien Vettel (racing): $41.0 million
• Philip Rivers (football): $38.0 million
• Neymar (soccer): $37.5 million
• Rafael Nadal (tennis): $37.5 million
• Zlatan Ibrahimovic (soccer): $37.4 million
• Fernando Alonso (racing): $36.5 million
• Gareth Bale (racing): $35.9 million

The following women athletes had the highest total income in 2016 (source: Forbes):
• Serena Williams (tennis): $28.9 million
• Maria Sharapova (tennis): $21.9 million
• Ronda Rousey (mixed martial arts): $14.0 million
• Danica Patrick (racing): $13.9 million
• Agnieszka Radwanska (tennis): $10.2 million
• Caroline Wozniacki (tennis): $8.0 million
• Ana Ivanovic (tennis): $7.4 million
• Garbine Muguruza (tennis): $7.6 million
• Victoria Azarenka (tennis): $6.6 million
• Eugenie Bouchard (tennis): $6.2 million

4.4 Athlete Endorsements

The following are the largest athlete brand endorsement deals (source: International Business Times):
• Damian Lillard (Portland Trail Blazers): Estimated $100 million over 10 years (Adidas)
• David Beckham (former soccer player): $160 million, lifetime contract (Adidas)
• Derrick Rose (New York Knicks): $185 million guaranteed over 14 years (Adidas)
• Dwyane Wade (Chicago Bulls): Estimated $100 million over 10 years (Li-Ning)
• George Foreman (former boxing champion): Estimated $200 million over life of deal (Salton, Inc.)
• James Harden (Houston Rockets): $200 million over 13 years (Adidas)
• Kevin Durant (Golden State Warriors): $265 million dollars over 10 years (Under Armour)
• LeBron James (Cleveland Cavaliers): Estimated $30 million per year (Nike)
• Maria Sharapova (women's Tennis): Estimated $70 million over eight years (Nike)
• Michael Jordan (Charlotte Hornets owner): More than $100 million per year (Nike)
• Rory McIroy (golf): Estimated $100 million over 10 years (Nike)
### 4.5 Athlete Celebrities

Annually, *Forbes* ranks the world's top 100 celebrities based on annual earnings. The 2016 list included 34 athletes, as follows:

<table>
<thead>
<tr>
<th>Earnings (in million)</th>
<th>Overall Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cristiano Ronaldo (soccer; Portugal): $88.0 million</td>
<td>#4</td>
</tr>
<tr>
<td>Lionel Messi (soccer; Argentina): $81.5 million</td>
<td>#8</td>
</tr>
<tr>
<td>LeBron James (basketball; United States): $77.0 million</td>
<td>#11</td>
</tr>
<tr>
<td>Roger Federer (tennis; Switzerland): $68.0 million</td>
<td>#16</td>
</tr>
<tr>
<td>Novak Djokovic (tennis; Serbia): $56.0 million</td>
<td>#26</td>
</tr>
<tr>
<td>Kevin Durant (basketball; United States): $56.0 million</td>
<td>#26</td>
</tr>
<tr>
<td>Phil Mickelson (golf; United States): $53.0 million</td>
<td>#37</td>
</tr>
<tr>
<td>Cam Newton (football; United States): $53.0 million</td>
<td>#37</td>
</tr>
<tr>
<td>Jordan Spieth (golf; United States): $53.0 million</td>
<td>#37</td>
</tr>
<tr>
<td>Kobe Bryant (basketball; United States): $50.0 million</td>
<td>#43</td>
</tr>
<tr>
<td>Lewis Hamilton (racing; United Kingdom): $46.0 million</td>
<td>#49</td>
</tr>
<tr>
<td>Tiger Woods (golf; United States): $45.5 million</td>
<td>#51</td>
</tr>
<tr>
<td>Eli Manning (football; United States): $45.0 million</td>
<td>#52</td>
</tr>
<tr>
<td>Joe Flacco (football; United States): $44.5 million</td>
<td>#53</td>
</tr>
<tr>
<td>Tom Brady (football; United States): $44.0 million</td>
<td>#54</td>
</tr>
<tr>
<td>Floyd Mayweather (boxing; United States): $44.0 million</td>
<td>#54</td>
</tr>
<tr>
<td>Rory McIlroy (golf; United Kingdom): $42.5 million</td>
<td>#60</td>
</tr>
<tr>
<td>Russell Wilson (football; United States): $42.0 million</td>
<td>#61</td>
</tr>
<tr>
<td>Zlatan Ibrahimovic (soccer; Sweden): $37.5 million</td>
<td>#72</td>
</tr>
<tr>
<td>Rafael Nadal (tennis; Spain): $37.5 million</td>
<td>#72</td>
</tr>
<tr>
<td>Neymar (soccer; Brazil): $37.5 million</td>
<td>#72</td>
</tr>
<tr>
<td>Fernando Alonso (racing; Spain): $36.5 million</td>
<td>#75</td>
</tr>
<tr>
<td>Gareth Bale (soccer; Spain): $36.0 million</td>
<td>#77</td>
</tr>
<tr>
<td>Marcell Dareus (football; United States): $35.0 million</td>
<td>#88</td>
</tr>
<tr>
<td>Peyton Manning (football; United States): $34.0 million</td>
<td>#80</td>
</tr>
<tr>
<td>Derrick Rose (basketball; United States): $34.0 million</td>
<td>#80</td>
</tr>
<tr>
<td>A.J. Green (football; United States): $33.5 million</td>
<td>#82</td>
</tr>
<tr>
<td>Kei Nishikori (tennis; Japan): $33.5 million</td>
<td>#82</td>
</tr>
<tr>
<td>James Harden (basketball; United States): $33.0 million</td>
<td>#86</td>
</tr>
<tr>
<td>Usain Bolt (track; Jamaica): $32.5 million</td>
<td>#91</td>
</tr>
<tr>
<td>Clayton Kershaw (baseball; United States): $32.0 million</td>
<td>#92</td>
</tr>
<tr>
<td>Dwyane Wade (basketball; United States): $32.0 million</td>
<td>#92</td>
</tr>
<tr>
<td>Carmelo Anthony (basketball; United States): $31.0 million</td>
<td>#97</td>
</tr>
<tr>
<td>Drew Brees (football; United States): $31.0 million</td>
<td>#97</td>
</tr>
</tbody>
</table>

### 4.6 Market Resources

### 5.1 Conditioning and Fitness

The 2018 *Sports, Fitness And Leisure Activities Topline Participation Report*, published by the Sports & Fitness Industry Association (SFIA, [www.sfia.org](http://www.sfia.org)), reports total participation (at least once) and core participation (50 or more times) in conditioning and fitness activities among those ages six and older as follows (change from previous year in parenthesis):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Aquatic exercise:</em></td>
<td>10.5 million (-1.1%)</td>
<td>3.2 million (-5.9%)</td>
</tr>
<tr>
<td><em>Barre:</em></td>
<td>3.4 million (3.2%)</td>
<td>735,000 (6.0%)</td>
</tr>
<tr>
<td><em>Boot camp style cross-training:</em></td>
<td>6.6 million (1.0%)</td>
<td>2.0 million (-4.0%)</td>
</tr>
<tr>
<td><em>Calisthenics/bodyweight exercise:</em></td>
<td>24.4 million (-2.6%)</td>
<td>14.4 million (-6.4%)</td>
</tr>
<tr>
<td><em>Cardio kickboxing:</em></td>
<td>6.7 million (-3.0%)</td>
<td>2.0 million (-5.5%)</td>
</tr>
<tr>
<td><em>Cross-training style workouts:</em></td>
<td>13.6 million (5.5%)</td>
<td>6.7 million (3.8%)</td>
</tr>
<tr>
<td><em>Dance/other exercise to music:</em></td>
<td>22.6 million (3.6%)</td>
<td>7.7 million (0.9%)</td>
</tr>
<tr>
<td><em>Elliptical motion trainer:</em></td>
<td>32.3 million (0.2%)</td>
<td>16.4 million (-0.6%)</td>
</tr>
<tr>
<td><em>Free weights (barbells):</em></td>
<td>27.4 million (3.7%)</td>
<td>16.6 million (2.8%)</td>
</tr>
<tr>
<td><em>Free weights (hand weights/dumbbells):</em></td>
<td>52.2 million (1.4%)</td>
<td>33.3 million (-4.1%)</td>
</tr>
<tr>
<td><em>High impact/intensity training:</em></td>
<td>21.5 million (0.4%)</td>
<td>9.4 million (-2.3%)</td>
</tr>
<tr>
<td><em>Kettlebells:</em></td>
<td>12.2 million (13.4%)</td>
<td>5.0 million (5.2%)</td>
</tr>
<tr>
<td><em>Pilates training:</em></td>
<td>9.0 million (1.7%)</td>
<td>3.3 million (-0.6%)</td>
</tr>
<tr>
<td><em>Rowing machine:</em></td>
<td>11.7 million (8.1%)</td>
<td>4.4 million (1.3%)</td>
</tr>
<tr>
<td><em>Running/jogging:</em></td>
<td>50.8 million (7.1%)</td>
<td>26.8 million (4.5%)</td>
</tr>
<tr>
<td><em>Stair climbing machine:</em></td>
<td>14.9 million (-0.9%)</td>
<td>5.4 million (-5.2%)</td>
</tr>
<tr>
<td><em>Stationary cycling (group):</em></td>
<td>9.4 million (5.3%)</td>
<td>3.4 million (6.3%)</td>
</tr>
<tr>
<td><em>Stationary cycling (upright/recumb.):</em></td>
<td>36.0 million (-0.2%)</td>
<td>17.6 million (-1.6%)</td>
</tr>
<tr>
<td><em>Stretching/flexibility training:</em></td>
<td>33.2 million (-1.7%)</td>
<td>23.1 million (-3.7%)</td>
</tr>
<tr>
<td><em>Swimming for fitness:</em></td>
<td>27.1 million (2.0%)</td>
<td>8.8 million (-0.1%)</td>
</tr>
<tr>
<td><em>Tai Chi:</em></td>
<td>3.8 million (2.2%)</td>
<td>1.5 million (-0.2%)</td>
</tr>
<tr>
<td><em>Treadmill:</em></td>
<td>53.0 million (2.1%)</td>
<td>28.5 million (0.5%)</td>
</tr>
<tr>
<td><em>Walking for fitness:</em></td>
<td>110.8 million (2.7%)</td>
<td>75.5 million (2.9%)</td>
</tr>
<tr>
<td><em>Weight/resistance machine:</em></td>
<td>36.3 million (1.5%)</td>
<td>21.8 million (1.7%)</td>
</tr>
<tr>
<td><em>Yoga:</em></td>
<td>27.4 million (4.1%)</td>
<td>10.9 million (1.1%)</td>
</tr>
</tbody>
</table>
### 5.2 Individual Sports

Total participation (at least once) and core participation (varies by sport) in individual sports were as follows (change from previous year in parenthesis):

<table>
<thead>
<tr>
<th>Sport</th>
<th>Total</th>
<th>Core #</th>
<th>Core Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adventure racing</td>
<td>2.5 million (-15.7%)</td>
<td>2+</td>
<td>1.6 million (-15.0%)</td>
</tr>
<tr>
<td>Archery</td>
<td>7.8 million (-1.7%)</td>
<td>26+</td>
<td>1.2 million (-6.8%)</td>
</tr>
<tr>
<td>Bowling</td>
<td>45.5 million (-0.9%)</td>
<td>13+</td>
<td>9.6 million (-4.5%)</td>
</tr>
<tr>
<td>Boxing for competition</td>
<td>1.4 million (13.0%)</td>
<td>13+</td>
<td>199,000 (-3.1%)</td>
</tr>
<tr>
<td>Boxing for fitness</td>
<td>5.2 million (-0.3%)</td>
<td>13+</td>
<td>2.4 million (13.6%)</td>
</tr>
<tr>
<td>Golf</td>
<td>23.8 million (n/a)</td>
<td>-</td>
<td>n/a</td>
</tr>
<tr>
<td>Ice skating</td>
<td>10.0 million (-3.1%)</td>
<td>13+</td>
<td>1.5 million (-5.9%)</td>
</tr>
<tr>
<td>Martial arts</td>
<td>5.8 million (1.6%)</td>
<td>13+</td>
<td>3.8 million (0.9%)</td>
</tr>
<tr>
<td>Mixed martial arts (comp.)</td>
<td>1.0 million (-7.6%)</td>
<td>13+</td>
<td>280,000 (-9.6%)</td>
</tr>
<tr>
<td>Mixed martial arts (fitness)</td>
<td>2.4 million (-2.8%)</td>
<td>13+</td>
<td>1.1 million (-2.3%)</td>
</tr>
<tr>
<td>Roller skating (2x2 wheels)</td>
<td>6.3 million (-2.9%)</td>
<td>13+</td>
<td>1.2 million (-3.7%)</td>
</tr>
<tr>
<td>Roller skating (inline)</td>
<td>5.3 million (-2.1%)</td>
<td>13+</td>
<td>1.4 million (-6.9%)</td>
</tr>
<tr>
<td>Skateboarding</td>
<td>6.4 million (-0.9%)</td>
<td>26+</td>
<td>2.4 million (-3.0%)</td>
</tr>
<tr>
<td>Trail running</td>
<td>9.1 million (6.6%)</td>
<td>-</td>
<td>n/a</td>
</tr>
<tr>
<td>Triathlon (off-road)</td>
<td>1.9 million (10.2%)</td>
<td>2+</td>
<td>1.1 million (6.7%)</td>
</tr>
<tr>
<td>Triathlon (traditional/road)</td>
<td>2.2 million (-8.9%)</td>
<td>2+</td>
<td>1.4 million (11.4%)</td>
</tr>
</tbody>
</table>

### 5.3 Racquet Sports

Total participation (at least once) and core participation (varies by sport) in racquet sports were as follows (change from previous year in parenthesis):

<table>
<thead>
<tr>
<th>Sport</th>
<th>Total</th>
<th>Core #</th>
<th>Core Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Badminton</td>
<td>6.4 million (-12.6%)</td>
<td>13+</td>
<td>1.8 million (-9.8%)</td>
</tr>
<tr>
<td>Cardio tennis</td>
<td>2.2 million (4.6%)</td>
<td>-</td>
<td>n/a</td>
</tr>
<tr>
<td>Pickleball</td>
<td>3.1 million (11.3%)</td>
<td>-</td>
<td>n/a</td>
</tr>
<tr>
<td>Racquetball</td>
<td>3.6 million (-1.5%)</td>
<td>13+</td>
<td>1.1 million (-1.6%)</td>
</tr>
<tr>
<td>Squash</td>
<td>1.5 million (-3.7%)</td>
<td>8+</td>
<td>447,000 (2.2%)</td>
</tr>
<tr>
<td>Table tennis</td>
<td>16.0 million (-3.2%)</td>
<td>13+</td>
<td>4.2 million (-6.5%)</td>
</tr>
<tr>
<td>Tennis</td>
<td>17.7 million (-2.2%)</td>
<td>-</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### 5.4 Team Sports

Total participation (at least once) and core participation (varies by sport) in team sports were as follows (change from previous year in parenthesis):

<table>
<thead>
<tr>
<th>Sport</th>
<th>Total</th>
<th>Core #</th>
<th>Core Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseball</td>
<td>15.6 million (6.0%)</td>
<td>13+</td>
<td>9.2 million (1.7%)</td>
</tr>
<tr>
<td>Basketball</td>
<td>23.4 million (4.7%)</td>
<td>13+</td>
<td>14.9 million (0.1%)</td>
</tr>
<tr>
<td>Cheerleading</td>
<td>3.8 million (-5.3%)</td>
<td>26+</td>
<td>1.7 million (-0.7%)</td>
</tr>
<tr>
<td>Field hockey</td>
<td>1.6 million (5.6%)</td>
<td>8+</td>
<td>700,000 (-5.3%)</td>
</tr>
</tbody>
</table>
- Football (flag): 6.6 million (6.1%) 13+ 3.0 million (11.7%)
- Football (touch): 5.6 million (-1.0%) 13+ 2.3 million (-3.6%)
- Football (tackle): 5.2 million (-4.7%) 26+ 3.1 million (-4.6%)
- Gymnastics: 4.8 million (-10.7%) 50+ 1.7 million (-7.5%)
- Ice hockey: 2.5 million (-5.7%) 13+ 1.3 million (-2.0%)
- Lacrosse: 2.2 million (3.9%) 13+ 1.0 million (9.8%)
- Paintball: 3.4 million (-8.1%) 8+ 1.1 million (2.4%)
- Roller hockey: 1.8 million (-4.9%) 13+ 415,000 (-15.5%)
- Rugby: 1.6 million (4.6%) 8+ 524,000 (14.0%)
- Soccer (indoor): 5.4 million (5.5%) 13+ 2.7 million (-1.0%)
- Soccer (outdoor): 11.9 million (-0.1%) 26+ 5.3 million (-5.9%)
- Softball (fast pitch): 2.3 million (-6.4%) 26+ 1.2 million (-2.9%)
- Softball (slow pitch): 7.3 million (-5.3%) 13+ 4.2 million (-2.1%)
- Swimming (team): 3.0 million (-10.7%) 50+ 1.3 million (-9.8%)
- Track and field: 4.2 million (1.1%) 26+ 2.1 million (-1.6%)
- Ultimate frisbee: 3.1 million (-14.9%) 13+ 856,000 (-7.6%)
- Volleyball (beach): 4.9 million (-9.9%) 13+ 1.4 million (-6.4%)
- Volleyball (court): 6.3 million (1.6%) 13+ 3.4 million (0.4%)
- Volleyball (grass): 3.5 million (-19.6%) 13+ 947,000 (-13.8%)
- Wrestling: 1.9 million (-1.4%) 26+ 717,000 (-8.4%)

5.5 Outdoor Sports

Total participation (at least once) and core participation (8 or more times) in outdoor sports were as follows (change from previous year in parenthesis):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total</th>
<th>Core #</th>
<th>Core Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backpacking (overnight):</td>
<td>11.0 million (8.1)</td>
<td>-</td>
<td>n/a</td>
</tr>
<tr>
<td>Bicycling - BMX:</td>
<td>3.4 million (9.9)</td>
<td>13+</td>
<td>1.4 million (2.2%)</td>
</tr>
<tr>
<td>Bicycling - mountain:</td>
<td>8.6 million (-0.1)</td>
<td>13+</td>
<td>4.2 million (-2.8%)</td>
</tr>
<tr>
<td>Bicycling - road/paved:</td>
<td>38.9 million (1.3%)</td>
<td>26+</td>
<td>18.7 million (-2.4%)</td>
</tr>
<tr>
<td>Birdwatching (&gt;¼ mile):</td>
<td>12.3 million (6.1%)</td>
<td>-</td>
<td>n/a</td>
</tr>
<tr>
<td>Camping (&lt;¼ mile):</td>
<td>26.3 million (-0.8%)</td>
<td>-</td>
<td>n/a</td>
</tr>
<tr>
<td>Camping (RV):</td>
<td>16.2 million (1.9%)</td>
<td>8+</td>
<td>6.8 million (-4.3%)</td>
</tr>
<tr>
<td>Climbing (sport/boulder):</td>
<td>2.1 million (n/a)</td>
<td>-</td>
<td>n/a</td>
</tr>
<tr>
<td>Climbing (indoor):</td>
<td>5.0 million (n/a)</td>
<td>-</td>
<td>n/a</td>
</tr>
<tr>
<td>Climbing (ice/mountaineering):</td>
<td>2.5 million (-9.4%)</td>
<td>-</td>
<td>n/a</td>
</tr>
<tr>
<td>Fishing (fly):</td>
<td>6.8 million (5.2%)</td>
<td>8+</td>
<td>2.3 million (3.1%)</td>
</tr>
<tr>
<td>Fishing (freshwater):</td>
<td>38.3 million (0.6%)</td>
<td>8+</td>
<td>18.4 million (3.1%)</td>
</tr>
<tr>
<td>Fishing (saltwater):</td>
<td>13.1 million (6.5%)</td>
<td>8+</td>
<td>5.4 million (7.3%)</td>
</tr>
<tr>
<td>Hiking (day):</td>
<td>44.9 million (6.6%)</td>
<td>-</td>
<td>n/a</td>
</tr>
<tr>
<td>Hunting (bow):</td>
<td>4.6 million (4.8%)</td>
<td>8+</td>
<td>2.0 million (0.5%)</td>
</tr>
<tr>
<td>Hunting (handgun):</td>
<td>3.2 million (-7.7%)</td>
<td>8+</td>
<td>1.0 million (-12.3%)</td>
</tr>
<tr>
<td>Hunting (rifle):</td>
<td>11.2 million (3.6%)</td>
<td>13+</td>
<td>2.8 million (-1.2%)</td>
</tr>
<tr>
<td>Hunting (shotgun):</td>
<td>8.6 million (3.4%)</td>
<td>8+</td>
<td>3.4 million (5.0%)</td>
</tr>
</tbody>
</table>
5.6 Water Sports

Total participation (at least once) and core participation (8 or more times) in water sports were as follows (change from previous year in parenthesis):

<table>
<thead>
<tr>
<th>Sport</th>
<th>Total</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boardsailing/windsurfing</td>
<td>1.6 million (-9.5%)</td>
<td>284,000 (-1.4%)</td>
</tr>
<tr>
<td>Canoeing</td>
<td>9.2 million (-8.2%)</td>
<td>n/a</td>
</tr>
<tr>
<td>Jet skiing</td>
<td>5.4 million (-6.3%)</td>
<td>1.6 million (-9.1%)</td>
</tr>
<tr>
<td>Kayaking (recreational)</td>
<td>10.5 million (5.2%)</td>
<td>n/a</td>
</tr>
<tr>
<td>Kayaking (sea touring)</td>
<td>3.0 million (-5.4%)</td>
<td>n/a</td>
</tr>
<tr>
<td>Kayaking (white water)</td>
<td>2.5 million (-2.1%)</td>
<td>n/a</td>
</tr>
<tr>
<td>Rafting</td>
<td>3.5 million (1.5%)</td>
<td>n/a</td>
</tr>
<tr>
<td>Sailing</td>
<td>3.9 million (-3.0%)</td>
<td>1.3 million (-0.6%)</td>
</tr>
<tr>
<td>Scuba diving</td>
<td>2.9 million (-7.6%)</td>
<td>761,000 (-7.1%)</td>
</tr>
<tr>
<td>Snorkeling</td>
<td>8.4 million (-3.8%)</td>
<td>1.7 million (-6.2%)</td>
</tr>
<tr>
<td>Stand-up paddling</td>
<td>3.3 million (3.3%)</td>
<td>n/a</td>
</tr>
<tr>
<td>Surfing</td>
<td>2.7 million (-4.0%)</td>
<td>975,000 (-4.8%)</td>
</tr>
<tr>
<td>Wakeboarding</td>
<td>3.0 million (3.2%)</td>
<td>903,000 (1.0%)</td>
</tr>
<tr>
<td>Water skiing</td>
<td>3.6 million (-3.5%)</td>
<td>1.0 million (-3.0%)</td>
</tr>
</tbody>
</table>

5.7 Winter Sports

Total participation (at least once) in winter sports were as follows (change from previous year in parenthesis):

- Skiing, alpine/downhill: 9.9 million (6.6%)
- Skiing, cross-country: 5.1 million (9.0%)
- Skiing, freestyle: 5.4 million (15.5%)
- Sledding/saucer riding/tubing: 9.5 million (7.6%)
- Snowboarding: 7.6 million (-0.6%)
- Snowmobiling: 3.0 million (-9.5%)
- Snowshoeing: 3.7 million (5.0%)
- Telemarking, downhill: 2.5 million (-11.1%)

5.8 Market Resources

Sports & Fitness Industry Association (SFIA), 962 Wayne Avenue, Suite 300, Silver Spring, MD 20910. (301) 495-6321. (www.sfia.org)
6

TOP SPORTS CITIES

6.1 Overview
Scarborough Sports Marketing (www.scarborough.com) and International Demographics (www.themediaaudit.com) surveyed residents in major metropolitan areas to determine interest in sports. This chapter presents the findings of these surveys.

6.2 Avid Sports Fans City-by-City
Scarborough Sports Marketing performs surveys in 81 metropolitan areas asking about 29 major spectator sports. The following are percentages of adults in each city that said they are avid fans of at least one major sport:

- Columbus, OH: 66%
- Boston, MA: 64%
- Buffalo, NY: 63%
- Pittsburgh, PA: 63%
- Green Bay/Appleton, WI: 62%
- Providence/New Bedford, RI: 62%
- Denver, CO: 62%
- Rochester, NY: 62%
- Louisville, KY: 62%
- Cleveland/Akron, OH: 62%
- San Antonio, TX: 62%
- Birmingham, AL: 62%
- Spokane, WA: 61%
- Dayton, OH: 61%
- Jacksonville, FL: 61%
- Indianapolis, IN: 61%
- Albany/Schenectady/Troy, NY: 60%
- Oklahoma City, OK: 60%
- Lexington, KY: 60%
- Flint/Saginaw/Bay City, MI: 60%
- Toledo, OH: 60%
- Colorado Springs/Pueblo, CO: 60%
- Mobile, Alabama/Pensacola, FL: 60%
- Detroit, MI: 60%
• Dallas/Ft. Worth, TX: 59%
• Greensboro/High Point/Winston-Salem, NC: 59%
• Norfolk/Portsmouth/Newport News, VA: 59%
• Minneapolis/Saint Paul, MN: 59%
• Washington, DC: 59%
• St. Louis, MO: 59%
• Roanoke/Lynchburg, VA: 59%
• Des Moines/Ames, IA: 59%
• Tampa/St. Petersburg, FL: 58%
• Tulsa, OK: 58%
• Philadelphia, PA: 58%
• Charlotte, NC: 58%
• Milwaukee, WI: 58%
• Las Vegas, NV: 58%
• Seattle/Tacoma, WA: 58%
• Albuquerque/Santa Fe, NM: 57%
• Hartford/New Haven, CT: 57%
• Chicago, IL: 57%
• Salt Lake City, UT: 57%
• New Orleans, LA: 57%
• Baltimore, MD: 57%
• Knoxville, TN: 57%
• Cincinnati, OH: 57%
• Nashville, TN: 57%
• Kansas City, MO: 57%
• Richmond/Petersburg, VA: 57%
• Greenville/Spartanburg/Anderson, NC: 57%
• Tucson, AZ: 56%
• Atlanta, GA: 56%
• Syracuse, NY: 56%
• Honolulu, HI: 56%
• West Palm Beach/Fort Pierce, FL: 56%
• Charleston/Huntington, WV: 56%
• Raleigh/Durham, NC: 56%
• Memphis, TN: 56%
• Phoenix, AZ: 55%
• Orlando/Daytona Beach/Melbourne, FL: 55%
• San Diego, CA: 55%
• Sacramento/Stockton/Modesto, CA: 55%
• Fort Myers/Naples, FL: 55%
• Harrisburg/Lancaster/Lebanon/York, PA: 54%
• Grand Rapids/Kalamazoo/Battle Creek, MI: 54%
• Austin, TX: 54%
• Chattanooga, TN: 53%
• Wilkes-Barre/Scranton, PA: 52%
• Houston, TX: 52%
• Portland, OR: 52%
• San Francisco/Oakland/San Jose, CA: 51%
• Los Angeles, CA: 51%
• Little Rock/Pine Bluff, AR: 51%
• Miami/Ft. Lauderdale, FL: 51%
• New York, NY: 50%
• El Paso, TX: 49%
• Fresno/Visalia, CA: 49%
• Wichita/Hutchinson, KS: 48%
• Bakersfield, CA: 48%
• Harlingen/Weslaco/Brownsville/McAllen, TX: 43%

Of all 81 metropolitan areas surveyed by Scarborough, 56% of residents said they are avid sports fans.

6.3 Spectator Sports Attendance
According to International Demographics, the following metropolitan areas have the highest percentages of adults that attend one or more professional or college sports events annually:
• Omaha, NE: 33.3%
• Madison, WI: 30.6%
• Birmingham, AL: 29.7%
• Grand Rapids, MI: 29.5%
• Lexington, KY: 29.2%

Among all adults living in metropolitan areas, 21.5% attend three or more professional or college sports events annually.

6.4 Fan Ranking By Sport
The top markets for sports, ranked by the percentage of adults regularly following games on television or radio, are as follows (source: International Demographics):

High School Football
• Tyler/Longview, TX: 52.0%
• Greenville/Spartanburg, SC: 50.3%
• Birmingham, AL: 48.8%
• Oklahoma City, OK: 45.3%
• Lubbock, TX: 45.2%
• All metropolitan regions: 28.1%
### Major League Baseball

- St. Louis, MO: 77.0%
- Columbia/Jefferson City, MO: 72.1%
- Cincinnati, OH: 66.3%
- Boston, MA: 65.8%
- Milwaukee/Racine, WI: 65.5%
- Detroit, MI: 63.3%
- Philadelphia, PA: 62.7%
- San Francisco, CA: 61.7%
- Cleveland, OH: 61.1%
- Dallas/Ft. Worth, TX: 60.6%
- All metropolitan regions: 48.0%

### Major League Soccer

- San Diego, CA: 35.0%
- Seattle-Tacoma, WA: 32.0%
- New York, NY: 31.0%
- Orange County, CA: 31.0%
- Houston, TX: 30.0%
- Los Angeles, CA: 30.0%
- Riverside-San Bernardino, CA: 30.0%
- Miami, FL: 29.0%
- Raleigh-Durham, NC: 28.3%
- Portland, OR: 28.0%
- All metropolitan regions: 24.5%

### NASCAR

- Daytona Beach, FL: 48.5%
- Charlotte, NC: 44.0%
- Indianapolis, IN: 41.7%
- Greensboro, NC: 39.6%
- Melbourne, FL: 38.6%
- Jacksonville, FL: 38.5%
- Greenville/Spartanburg, SC: 37.1%
- Columbia, SC: 35.8%
- Ocala, FL: 35.6%
- Dayton, OH: 35.0%
- All metropolitan regions: 23.1%

### National Basketball Association

- Dallas/Fort Worth, TX: 63.2%
- Akron, OH: 60.6%
- Miami/Ft. Lauderdale, FL: 58.2%
- Cleveland, OH: 55.9%
• San Antonio, TX: 55.2%
• All metropolitan regions: 40.9%

**National Football League**
• Milwaukee-Racine, WI: 82.7%
• Madison WI: 82.6%
• New Orleans, LA: 80.5%
• Pittsburgh, PA: 80.3%
• Colorado Springs, CO: 79.5%
• Denver, CO: 73.8%
• Allentown-Bethlehem, PA: 72.9%
• Sarasota-Bradenton, FL: 72.1%
• Norfolk-Virginia Beach, VA: 71.8%
• Akron, OH: 71.1%
• All metropolitan regions: 61.5%

**National Hockey League**
• Buffalo, NY: 69.8%
• Pittsburgh, PA: 67.6%
• Detroit, MI: 65.9%
• Ann Arbor, MI: 46.0%
• Boston, MA: 45.6%
• Minneapolis/Saint Paul, MN: 45.6%
• Denver, CO: 39.5%
• Grand Rapids, MI: 39.4%
• St. Louis, MO: 38.9%
• Philadelphia, PA: 38.5%
• All metropolitan regions: 23.5%

**NCAA Basketball**
• Lexington, KY: 81.0%
• Louisville, KY: 74.3%
• Raleigh/Durham, NC: 63.9%
• Syracuse, NY: 59.5%
• Columbia-Jefferson City, MO: 58.9%
• Indianapolis, IN: 55.0%
• Madison, WI: 54.6%
• Memphis, TN: 54.6%
• Kansas City, MO: 53.2%
• Columbus, OH: 53.2%
• All metropolitan regions: 36.5%
Professional Sports (baseball, basketball, football, and hockey)

- Boston, MA: 63.0%
- Detroit, MI: 58.2%
- Denver, CO: 56.9%
- Southern NH: 56.0%
- Pittsburgh, PA: 55.5%
- Cleveland, OH: 54.8%
- Buffalo, NY: 54.5%
- Philadelphia, PA: 54.0%
- Akron, OH: 52.7%
- Minneapolis/Saint Paul, MN: 51.8%
- Chicago, IL: 51.7%
- Grand Rapids, MI: 50.2%
- Madison, WI: 50.2%
- Phoenix, AZ: 49.1%
- Dallas/Ft. Worth, TX: 48.3%
- Orange County, CA: 47.9%
- Allentown/Bethlehem, PA: 47.5%
- Milwaukee/Racine, WI: 47.4%
- West Palm Beach, FL: 47.2%
- Toledo, OH: 47.2%

6.5 Top Minor League Markets
Since 2007, SportsBusiness Journal has conducted a biennial ranking of the nation’s top minor league markets based on the regional economy, tenure of minor league teams in five sports, and attendance at games. The most recent ranking, published in August 2015, is as follows:

1. Quad Cities (Moline-Rock Island, IL/Davenport-Bettendorf, IA)
2. Toledo, OH
3. Fort Wayne, IN
4. Tulsa, OK
5. Charleston, SC
6. Des Moines, IA
7. Sioux Falls, SD
8. Inland Empire, CA
9. Hershey-Harrisburg, PA
10. Grand Rapids-Comstock Park, MI
11. El Paso, TX
12. Bakersfield, CA
13. Binghamton, NY
14. Spokane, WA
15. Portland, ME
16. Eria, PA
17. Richmond, VA
18. Peoria, IL
19. Johnson City, TN
20. Rochester, NY
21. Appleton, WI
22. Bluefield-Princeton, WV
23. Winston-Salem, NC
24. Asheville, NC
25. Boise, IA
26. Austin/Round Rock, TX
27. Wichita-Valley Center, KS
28. Pensacola, FL
29. Durham-Cary, NC
30. Providence-Pawtucket, RI
31. Modesto, CA
32. Idaho Falls, ID
33. North Little Rock, AR
34. Greenville, SC
35. Cedar Rapids, IA
36. Greensboro-Burlington, NC
37. Scranton/Wilkes-Barre, PA
38. Syracuse, NY
39. Roanoke-Salem, VA
40. Hartford-New Britain, CT
41. South Bend, IN
42. Fort Myers-Estero, FL
43. Billings, MT
44. Tacoma, WA
45. Clearwater-Dunedin, FL
46. Akron, OH
47. Eugene, OR
48. Auburn, NY
49. Lehigh Valley, PA
50. Lynchburg, VA
7.1 Overview

Forbes (December 2016) assessed the most valuable sports brands in four categories. The valuation quantifies how much the brand name of athletes, businesses, events, and teams are worth. The methodology is described at www.forbes.com/fab-40.

“What’s in a name? Tens of millions of dollars – for the teams, sporting events, businesses and athletes on our Fab 40 list, at any rate. The ranking doesn’t estimate, say, the total value of the New York Yankees but rather what the Yankees’ brand name is worth. We calculate each category differently, focusing on metrics such as ticket sales, endorsements, and broadcast agreements.”

Forbes, 12/20/16

7.2 Athlete Brands

The following are the most valuable athlete brands:

- Roger Federer: $36 million
- LeBron James: $34 million
- Phil Mickelson: $28 million
- Usain Bolt: $25 million
- Tiger Woods: $23 million
- Cristiano Renalda: $19 million
Kevin Durant: $16 million
Lionel Messi: $15 million
Rory McIlroy: $13 million
Mahendra Singh Dhoni: $11 million

7.3 Business Brands
The following are the most valuable business brands:
• Nike: $27.0 billion
• ESPN: $16.5 billion
• Adidas: $7.0 billion
• Under Armour: $5.5 billion
• Sky Sports: $5.0 billion
• MLB Advanced Media: $2.2 billion
• UFC: $2.0 billion
• YES: $1.4 billion
• Reebok: $800 million
• NESN: $750 million

7.4 Event Brands
The following are the most valuable event brands:
• Super Bowl: $630 million
• Olympic Summer Games: $366 million
• Olympic Winter Games: $285 million
• FIFA World Cup: $229 million
• Wrestlemania: $180 million
• College Football Playoff: $160 million
• NCAA Men’s Final Four: $155 million
• World Series: $148 million
• Daytona 500: $133 million
• UEFA Champions League: $127 million

7.5 Team Brands
The following are the most valuable team brands:
• New York Yankees: $660 million
• Dallas Cowboys: $577 million
• Los Angeles Lakers: $546 million
• Real Madrid: $521 million
• Barcelona: $509 million
• Manchester United: $500 million
• New York Knicks: $447 million

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• New England Patriots: $431 million
• Bayern Munich: $425 million
• Los Angeles Dodgers: $405 million
PART II: SPORTS MARKET SEGMENTS
ADVERTISING & SPONSORSHIPS

8.1 Market Assessment
Spending for sports advertising and sponsorship in 2016 was approximately $50 billion. Television advertising was $20.2 billion, sponsorship was $15.7 billion, and the balance included print media advertising, radio advertising, and online advertising.

8.2 TV Ad Spending
Kantar Media (www.kantarmedia.com) reported television ad spending in 2016 at $20.20 billion. This was a 7.0% increase over the prior year, excluding Olympic ad spending.

TV ad spending by sport in 2016 was as follows (change from prior year in parenthesis):

- Professional football: $7.01 billion (11.8%)
- Olympics: $2.48 billion (n/a)
- College football: $1.74 billion (10.1%)
- Professional basketball: $1.70 billion (7.1%)
- College basketball: $1.60 billion (4.1%)
- Golf: $971 million (-12.2%)
- Professional baseball: $959 million (22.7%)
- Soccer: $656 million (-0.7%)
- Auto racing: $487 million (-4.9%)
- Hockey: $255 million (2.3%)
- Other: $2.25 billion (3.3%)

8.3 Top Sports Advertisers
According to SportsBusiness Journal, based on Ad*Views data from The Nielsen Company (www.nielsen.com), the following companies have the highest sports ad spending:

<table>
<thead>
<tr>
<th>Sports Ad Spending</th>
<th>Pct. of Total Ad Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verizon:</td>
<td>$345.4 million</td>
</tr>
<tr>
<td>Anheuser-Busch:</td>
<td>$299.7 million</td>
</tr>
<tr>
<td>AT&amp;T Mobility:</td>
<td>$296.9 million</td>
</tr>
<tr>
<td>Brand</td>
<td>Advertising Spending</td>
</tr>
<tr>
<td>------------------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>Ford</td>
<td>$263.5 million</td>
</tr>
<tr>
<td>Chevrolet</td>
<td>$249.8 million</td>
</tr>
<tr>
<td>Toyota</td>
<td>$218.6 million</td>
</tr>
<tr>
<td>MillerCoors</td>
<td>$203.0 million</td>
</tr>
<tr>
<td>Sprint</td>
<td>$171.1 million</td>
</tr>
<tr>
<td>Southwest Airlines</td>
<td>$165.5 million</td>
</tr>
<tr>
<td>Geico Direct</td>
<td>$163.5 million</td>
</tr>
<tr>
<td>Nissan</td>
<td>$153.2 million</td>
</tr>
<tr>
<td>DirecTV</td>
<td>$137.9 million</td>
</tr>
<tr>
<td>McDonald’s</td>
<td>$127.1 million</td>
</tr>
<tr>
<td>State Farm</td>
<td>$125.3 million</td>
</tr>
<tr>
<td>Warner Bros. Entertainment</td>
<td>$123.8 million</td>
</tr>
<tr>
<td>Lexus</td>
<td>$120.6 million</td>
</tr>
<tr>
<td>Mercedes-Benz</td>
<td>$101.4 million</td>
</tr>
<tr>
<td>Chrysler</td>
<td>$96.9 million</td>
</tr>
<tr>
<td>Subway</td>
<td>$96.2 million</td>
</tr>
<tr>
<td>Apple</td>
<td>$95.1 million</td>
</tr>
<tr>
<td>Honda</td>
<td>$94.1 million</td>
</tr>
<tr>
<td>Volkswagen</td>
<td>$93.3 million</td>
</tr>
<tr>
<td>Hyundai</td>
<td>$88.2 million</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>$86.6 million</td>
</tr>
<tr>
<td>Capital One Bank</td>
<td>$85.6 million</td>
</tr>
<tr>
<td>Audi</td>
<td>$85.5 million</td>
</tr>
<tr>
<td>T-Mobile</td>
<td>$84.8 million</td>
</tr>
<tr>
<td>Taco Bell</td>
<td>$84.6 million</td>
</tr>
<tr>
<td>Pfizer</td>
<td>$83.3 million</td>
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<tr>
<td>Universal Pictures</td>
<td>$73.7 million</td>
</tr>
<tr>
<td>Lowe’s</td>
<td>$73.0 million</td>
</tr>
<tr>
<td>Allstate</td>
<td>$71.7 million</td>
</tr>
<tr>
<td>NFL</td>
<td>$70.8 million</td>
</tr>
<tr>
<td>JPMorgan Chase</td>
<td>$70.5 million</td>
</tr>
<tr>
<td>Cadillac</td>
<td>$67.5 million</td>
</tr>
<tr>
<td>Microsoft</td>
<td>$67.2 million</td>
</tr>
<tr>
<td>Paramount Pictures</td>
<td>$66.5 million</td>
</tr>
<tr>
<td>Buick</td>
<td>$66.5 million</td>
</tr>
<tr>
<td>GMC Trucks</td>
<td>$65.9 million</td>
</tr>
<tr>
<td>Jeep</td>
<td>$65.3 million</td>
</tr>
<tr>
<td>Home Depot</td>
<td>$65.2 million</td>
</tr>
<tr>
<td>Dodge</td>
<td>$61.8 million</td>
</tr>
<tr>
<td>Best Buy</td>
<td>$60.0 million</td>
</tr>
<tr>
<td>Unilever</td>
<td>$59.5 million</td>
</tr>
<tr>
<td>Burger King</td>
<td>$58.9 million</td>
</tr>
<tr>
<td>Pizza Hut</td>
<td>$58.6 million</td>
</tr>
<tr>
<td>Ram</td>
<td>$58.5 million</td>
</tr>
</tbody>
</table>
8.4 Advertising Agencies in Sports Marketing

The following are the advertising agencies most active in sports marketing (source: *SportsBusiness Journal*):

- 180 Communications (www.180amsterdam.com)
- Anomaly (www.anomaly.com)
- Arnold Worldwide (www.arnoldworldwide.com)
- BBDO Worldwide (www.bbdo.com)
- Bartle Bogle Hegarty (www.bartleboglehegarty.com)
- Berlin Cameron United (www.bc-p.com)
- Boathouse Group (www.boathouseinc.com)
- Burrell Communications Group (www.burrell.com)
- Campbell-Ewald (www.campbell-ewald.com)
- Carat (www.carat.com)
- Cramer-Krasselt Co. (www.c-k.com)
- Crispin Porter + Bogusky (www.cpbgroup.com)
- DDB Worldwide (www.ddb.com)
- Deutsch (www.deutschinc.com)
- DeVito/Verdi (www.devitoverdi.com)
- Doner (www.donerus.com)
- Fallon Worldwide (www.fallon.com)
- GlobalHue (www.globalhue.com)
- Goodby, Silverstein & Partners (www.goodbysilverstein.com)
- GSD&M Idea City (www.ideacity.com)
- Havas Worldwide (www.havasworldwide.com)
- Hill Holliday (www.hillholliday.com)
- JWT Worldwide (www.jwt.com)
- LatinWorks Marketing (www.latinworks.com)
- Leo Burnett Co. (www.leoburnett.com)
- López Negrete Communications (www.lopeznegrete.com)
- McCann Erickson Worldwide (www.mccannerickson.com)
- mcgarrybowen (www.mcgarrybowen.com)
- MBB (www.mmb580.com)
- Modernista (www.modernista.com)
- Mullen Lowe Group (www.mullenlowegroup.com)
- Ogilvy & Mather Worldwide (www.ogilvy.com)
- Publicis North America (www.publicisna.com)
- Saatchi & Saatchi (www.saatchi.com)
- T:M Advertising (www.tm.com)
- Tank (www.tankdesign.com)
8.5 Sports Sponsorships

According to IEG Sponsorship Report (www.sponsorship.com), sports sponsorship spending has been as follows:

- 2002: $ 6.5 billion
- 2003: $ 7.1 billion
- 2004: $ 7.7 billion
- 2005: $ 8.3 billion
- 2006: $ 8.9 billion
- 2007: $ 9.9 billion
- 2008: $11.6 billion
- 2009: $11.3 billion
- 2010: $11.7 billion
- 2011: $12.4 billion
- 2012: $13.2 billion
- 2013: $13.8 billion
- 2014: $14.5 billion
- 2015: $15.0 billion
- 2016: $15.7 billion
- 2017: $16.4 billion

Sponsorship spending for sports events accounts for about 70% of the total U.S. sponsorship market.

Professional league sports sponsorship spending in 2016 was as follows:

- National Football League: $1.25 billion
- Major League Baseball: $ 832 million
- National Basketball Association: $ 799 million
- National Hickey League: $ 477 million
- Major League Soccer: $ 333 million

8.6 Naming Rights

Stadium and arena naming rights are assessed in Section 19.3 of this handbook.

8.7 Jersey Rights

Ads emblazoned on jerseys are a common practice internationally. In the
English Premier League, for example, soccer teams Liverpool, Manchester City, and Manchester United each receive $32.6 million annually for the corporate advertising placed on the front of jerseys.

Major League Soccer was the first professional sports league in the U.S. to permit advertising on uniforms when it approved the practice in 2006. More than half the league’s teams have managed to sell a jersey sponsorship, boosting those clubs’ bottom line by $1 million to as much as $5 million.

MLS jersey sponsorship deals are as follows (SportsBusiness Journal):

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Annual Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles Galaxy</td>
<td>Herbalife $4.0 million to $5.0 million</td>
</tr>
<tr>
<td>Toronto FC:</td>
<td>Bank of Montreal more than $4.0 million</td>
</tr>
<tr>
<td>Seattle Sounders FC</td>
<td>Microsoft $4.0 million</td>
</tr>
<tr>
<td>D.C. United:</td>
<td>Volkswagen $3.1 million to $3.7 million</td>
</tr>
<tr>
<td>Chicago Fire:</td>
<td>Best Buy $2.6 million</td>
</tr>
<tr>
<td>Chivas USA:</td>
<td>Comex Group $2.0 million+</td>
</tr>
<tr>
<td>Houston Dynamo:</td>
<td>Amigo Energy $1.9 million</td>
</tr>
<tr>
<td>Columbus Crew:</td>
<td>Glidden $1.0 million</td>
</tr>
<tr>
<td>Real Salt Lake:</td>
<td>XanGo $1.0 million</td>
</tr>
<tr>
<td>Vancouver Whitecaps</td>
<td>Bell Canada n/a</td>
</tr>
</tbody>
</table>

The Women’s National Basketball Association and National Women’s Soccer League also offer jersey rights to sponsors.

The Nike logo was on NBA game jerseys beginning with the 2016-2017 season as part of an eight-year, $1 billion sponsorship deal with the league.

The Kia logo was on NBA All-Star game jerseys in 2016 and 2017.

In April 2016, the NBA authorized a three-year test for teams to sell 2.5-square-inch advertising patches beginning with the 2017-2018 season. The logos will appear on the front left of the jersey, opposite Nike’s logo. Sports Business Journal estimated that logo deals will be $10 million or more annually for larger markets and $3 million to $5 million for small- to mid-market teams.

“The NBA will begin putting sponsorship logos on player uniforms in 2017-2018, a move that could generate at least $100 million annually and a step that the NFL, Major League Baseball, and NHL have yet to take.”

Boston Herald, 4/15/16
## 8.8 Backdrop Sponsors

Professional sports teams take advantage of every possible branding platform. Teams have displayed sponsor’s logos on fabric backdrops at press conferences for many years. More recently, some teams have introduced digital backdrops.

Stadium naming-rights sponsors generally have a prominent, if not exclusive, position on team backdrops.

A 2016 analysis by Nielsen Sports (www.nielsensports.com) assessed that backdrop logos comprised 1% to 16% of total media value of team-owned sponsorship assets shown during television broadcasts. Among NBA and NFL teams, the value of this asset can range up to $4.8 million for a season, including ESPN *SportsCenter*, *Football Night Countdown*, *Monday Night Countdown*, and pregame and postgame coverage.

_________________________________________________________________

“Backdrops used at team news conferences have morphed into valuable real estate for sponsors. It’s an extremely visible branding platform. You get an implied endorsement from every player and coach standing in front of that backdrop.”

*SportsBusiness Journal*, 10/17/16

_________________________________________________________________

*SportsBusiness Journal* surveyed NFL, NBA, MLB, NHL, and MLS teams in 2016 regarding logo deals for backdrop sponsorships. Among the 142 teams, 135 displayed corporate logos on backdrops, while only seven did not. In total, there were 245 logo deals, as follows:

<table>
<thead>
<tr>
<th>No. Backdrop Sponsorship Logo Deals</th>
<th>No. Teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>• NFL: 32</td>
<td>75</td>
</tr>
<tr>
<td>• NBA: 30</td>
<td>49</td>
</tr>
<tr>
<td>• MLS: 20</td>
<td>46</td>
</tr>
<tr>
<td>• NHL: 30</td>
<td>42</td>
</tr>
<tr>
<td>• MLB: 30</td>
<td>33</td>
</tr>
</tbody>
</table>

NFL backdrop sponsors for the 2016-2017 season were as follows:

- Arizona Cardinals: University of Phoenix
- Atlanta Falcons: Verizon
- Baltimore Ravens: Advance Business Systems; M&T Bank; Under Armour
Buffalo Bills: Women and Children’s Hospital of Buffalo
Carolina Panthers: Bank of America
Chicago Bears: Verizon
Cincinnati Bengals: Medical Mutual; Toyota
Cleveland Browns: FirstEnergy; PNC Bank; University Hospitals; Value City Furniture
Dallas Cowboys: Albertsons; AT&T; Bank of America; Dr. Pepper; Ford; Panasonic; Papa John’s; Pepsi; Tostitos
Denver Broncos: UCHealth
Detroit Lions: Quicken Loans
Green Bay Packers: American Family Insurance; Associated Bank
Houston Texans: Verizon; BMW
Indianapolis Colts: Anthem; Arby’s; Kittle’s Furniture; Lucas Oil; Toyota
Jacksonville Jaguars: EverBank
Kansas City Chiefs: Blue Cross Blue Shield of Kansas City; Mosaic Life Care; The University of Kansas Hospital
Los Angeles Rams: Cornerstone OnDemand
Miami Dolphins: AARP Foundation; Baptist Health South Florida; Hard Rock Cafe
Minnesota Vikings: Hyundai
New England Patriots: Dunkin’ Donuts; Gillette; Zudy Software
New Orleans Saints: Ochsner Medical
New York Giants: Hackensack Medical Center; MetLife; Quest Diagnostics; Toyota
New York Jets: Toyota; MetLife
Oakland Raiders: Den (real estate app)
Philadelphia Eagles: NRG; Ricoh; Toyota
Pittsburgh Steelers: KraftHeinz; PNC Bank
San Diego Chargers: National Funding
San Francisco: Levi’s; SAP
Seattle Seahawks: Boeing
Tampa Bay Buccaneers: Dex Imaging; Florida Hospitals
Tennessee Titans: Nissan; Pinnacle Bank; Saint Thomas Medical; Xfinity
Washington Redskins: Comcast SportsNet; Easterns Automotive; FanDuel; FedEx; Inova Sports Medicine; Loudon Economic Development; ReMax

8.9 Market Resources
Advertising Age, 711 Third Avenue, New York, NY 10017. (212) 210-0100.
(www.adage.com)

(www.sponsorship.com)
AGENTs & AGENCIES

9.1 Overview

Sports agents typically receive 3% to 8% of the salary of client athletes and 10% to 20% of endorsement contracts. The NBA and NFL limit agent compensation to 3% and 4%, respectively, of a player's salary.

Many sports agencies also work in related fields such as entertainment marketing and talent representation.

9.2 Top Agents and Agencies

Based on the total value of client-athlete contracts, Forbes ranks the top agents in 2016 as follows:

<table>
<thead>
<tr>
<th>Contracts Under Management</th>
<th>Max Commissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scott Boras (baseball):</td>
<td>$2.2 billion</td>
</tr>
<tr>
<td>Jorge Mendes (soccer):</td>
<td>$727 million</td>
</tr>
<tr>
<td>Sam and Seth Levinson (baseball):</td>
<td>$1.1 billion</td>
</tr>
<tr>
<td>Casey Close (baseball):</td>
<td>$1.2 billion</td>
</tr>
<tr>
<td>Jeff Schwartz (basketball):</td>
<td>$1.3 billion</td>
</tr>
<tr>
<td>Greg Genske (baseball):</td>
<td>$766 million</td>
</tr>
<tr>
<td>Pat Brisson (hockey):</td>
<td>$1.0 billion</td>
</tr>
<tr>
<td>Tom Condon (football):</td>
<td>$1.3 billion</td>
</tr>
<tr>
<td>Jonathan Barnett (soccer):</td>
<td>$375 million</td>
</tr>
<tr>
<td>Mino Raiola (soccer):</td>
<td>$356 million</td>
</tr>
</tbody>
</table>

The following ranked as the top agencies in 2016:

| Creative Artists Agency:  | $7.9 billion  | $291 million |
| Excel Sports Management: | $3.1 billion  | $150 million |
| Boras Corp.:              | $2.2 billion  | $132 million |
| Wasserman Media Group:    | $2.3 billion  | $116 million |
| Octagon:                  | $2.4 billion  | $105 million |
| Independent Sports & Entertainment: | $2.2 billion | $105 million |
| Mondial Sports Management:| $1.0 billion  | $102 million |
| Gestifute International:  | $727 million  | $73 million  |
| Newport Sports Management:| $1.5 billion  | $58 million  |
| ACES:                     | $1.0 billion  | $55 million  |
9.3 Top Agencies By League

Among the four major leagues, the top agencies are as follows:

**Major League Baseball**
Current guaranteed salaries (source: Fox Sports):
- Boras Corporation: $291.5 million
- Creative Artists Agency: $240.5 million
- Relativity Sports: $240.2 million
- Octagon: $118.9 million
- ACES: $118.1 million
- Legacy Agency: $113.8 million
- Excel Sports Management: $ 79.8 million
- MVP Sports Group: $ 67.8 million
- Wasserman Media Group: $ 67.2 million
- Casey Close: $ 57.8 million
- John Boggs & Associates: $ 51.9 million

**National Basketball Association**
Current guaranteed salaries (source: DraftExpress.com):
- Wasserman Media Group: $296.2 million
- Relativity Sports: $195.6 million
- Creative Artists Agency: $189.9 million
- Excel Sports Management: $188.2 million
- BDA Sports: $129.9 million
- Landmark Sports Agency: $124.9 million
- ASM Sports: $104.1 million
- Priority Sports: $101.7 million
- Octagon: $ 79.1 million
- Tandem Sports + Entertainment: $ 52.6 million
- Klutch Sports Management: $ 49.5 million
- FAME: $ 39.3 million
- IAM Sports: $ 31.5 million
- Roc Nation: $ 26.3 million
- Goodwin Sports Management: $ 21.2 million
- Stealth Sports: $ 20.7 million

**National Basketball Association**
Total guaranteed salaries - current and future seasons (source: DraftExpress.com):
- Creative Artists Agency: $830.6 million
- Wasserman Media Group: $671.5 million
- Relativity Sports: $490.7 million
- Excel Sports Management: $485.2 million
- BDA Sports: $336.6 million
- Landmark Sports Agency: $297.0 million
- ASM Sports: $249.3 million
- Priority Sports: $245.0 million
- Octagon: $170.4 million
- Klutch Sports Management: $128.0 million
- Tandem Sports + Entertainment: $90.0 million
- 24/7 Sports Management: $84.6 million
- Zucker International: $72.0 million
- FAME: $67.5 million

National Football League
Total guaranteed salaries - current and future seasons (source: Forbes):
- Creative Artists Agency: $2.89 billion
- Athletes First: $1.08 billion
- Rosenhaus Sports Representation: $1.08 billion
- Lagardère Unlimited: $584 million
- Sports Stars Inc.: $548 million
- Octagon: $482 million
- Relativity Sports: $450 million
- Sports Trust Advisors: $448 million
- Priority Sports & Entertainment: $445 million
- Bus Cook Sports: $435 million
- Select Sports Group: $340 million

9.4 Market Resources
Sports Agent Blog. (http://sportsagentblog.com)

Top 40 Agencies, Forbes. (www.forbes.com/sports-agencies/list/)

Top 50 Sports Agents, Forbes. (www.forbes.com/sports-agents/list/)
10.1 Market Assessment

Annual revenue from on-site game-day concessions at professional sports stadiums and arenas is approximately $15 billion. Per capita spending on food and beverage is between $15 and $25.

“Aramark, which makes food for 28 U.S. sports arenas, says fans spend about 25% more on food and beverages than they did five years ago.”

*Bloomberg Businessweek*

Of 127 major league facilities, 112 have contracts with independent companies to operate their general concessions; 15 have in-house operations. For premium-seat catering, 114 facilities have contracts with outside suppliers; 13 handle this service in-house.

Premium concessions is probably the most lucrative aspect of sports arena foodservice. The NFL’s suite/club seating market alone yields somewhere in the neighborhood of $2 billion annually, according to the Association of Luxury Suite Directors (www.alsd.com).

Concession sales at Super Bowl games are, by far, the highest among sports events. *SportsBusiness Journal* reports food and beverage spending as follows:

<table>
<thead>
<tr>
<th>Event</th>
<th>Per Cap</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Bowl XLI (2014):</td>
<td>$94.50</td>
<td>$7.8 million</td>
</tr>
<tr>
<td>MetLife Stadium (East Rutherford, NJ)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Super Bowl XLIX (2015):</td>
<td>$72.14</td>
<td>$5.0 million</td>
</tr>
<tr>
<td>University of Phoenix Stadium (Glendale, AZ)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Super Bowl 50 (2016):</td>
<td>$87.57</td>
<td>$6.2 million</td>
</tr>
<tr>
<td>Levi’s Stadium (Santa Clara, CA)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The totals include some catered functions on plazas and an adjacent park as well as general concessions and premium dining at the stadium.
10.2 Concessionaires

According to *SportsBusiness Journal*, the sports concessions business is distributed by vendor marketshare as follows:

### Stadiums

<table>
<thead>
<tr>
<th>Vendor</th>
<th>General</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aramark (<a href="http://www.aramark.com">www.aramark.com</a>)</td>
<td>27.0%</td>
<td>24.0%</td>
</tr>
<tr>
<td>Delaware North Sportsservice (<a href="http://www.delawarenorth.com">www.delawarenorth.com</a>)</td>
<td>24.3%</td>
<td>21.3%</td>
</tr>
<tr>
<td>Centerplate (<a href="http://www.centerplate.com">www.centerplate.com</a>)</td>
<td>21.6%</td>
<td>16.0%</td>
</tr>
<tr>
<td>Levy Restaurants (<a href="http://www.levyrestaurants.com">www.levyrestaurants.com</a>)</td>
<td>14.9%</td>
<td>21.3%</td>
</tr>
<tr>
<td>Legends Hospitality (<a href="http://www.legends.net">www.legends.net</a>)</td>
<td>4.1%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Others</td>
<td>8.1%</td>
<td>13.3%</td>
</tr>
</tbody>
</table>

### Arenas

<table>
<thead>
<tr>
<th>Vendor</th>
<th>General</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Levy Restaurants (<a href="http://www.levyrestaurants.com">www.levyrestaurants.com</a>)</td>
<td>41.3%</td>
<td>47.9%</td>
</tr>
<tr>
<td>Aramark (<a href="http://www.aramark.com">www.aramark.com</a>)</td>
<td>30.4%</td>
<td>20.8%</td>
</tr>
<tr>
<td>Delaware North Sportsservice (<a href="http://www.delawarenorth.com">www.delawarenorth.com</a>)</td>
<td>13.0%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Centerplate (<a href="http://www.centerplate.com">www.centerplate.com</a>)</td>
<td>6.5%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Savor (<a href="http://www.savormg.com">www.savormg.com</a>)</td>
<td>6.5%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Others</td>
<td>2.2%</td>
<td>8.3%</td>
</tr>
</tbody>
</table>

10.3 Best Food At Stadiums And Arenas

The Daily Meal (www.thedailymeal.com) ranks the following professional sports stadiums and arenas best for food:

- Citi Field (Queens, New York, NY)
- Mercedes-Benz Superdome (New Orleans, LA)
- Cowboys Stadium (Dallas, TX)
- Madison Square Garden (New York, NY)
- Rose Garden (Portland, OR)
- PNC Park (Pittsburgh, PA)
- AT&T Park (San Francisco, CA)
- Chesapeake Energy Arena (Oklahoma City, OK)
- Staples Center (Los Angeles, CA)
- Bridgestone Arena (Nashville, TN)
- Great American Ball Park (Cincinnati, OH)
- Air Canada Centre (Toronto, ON, Canada)
- Lambeau Field (Green Bay, WI)
- CenturyLink Field (Seattle, WA)
- Fenway Park (Boston, MA)

The following stadiums and arenas serve the best luxury-box food:

- Staples Center (Los Angeles, CA)
- Cowboys Stadium (Dallas, TX)
“[Concession] food has steadily been improving. In professional sports, baseball has led the way, driven in part by 22 major league stadiums that have been built since 1990. Although staples like hot dogs, pizza, and popcorn still make up about two-thirds of food sales at sports stadiums, baseball menus have matured to include gochugang-glazed eggplant buns, fresh Dungeness crab sandwiches, ceviche, espresso, and craft beer. Football has lagged behind baseball largely because the sports are different, people in the concession business say. Baseball is played at a slower pace with built-in breaks that allow fans to wander around a stadium sampling food. The crowds are smaller, and stadiums are open for about 80 games per season, which makes it easier to polish and sustain creative concessions. Football is a different beast. Crowds can top 80,000 fans, most of whom want to be in their seats for every play and visit concession stands only before the game and at halftime. With just eight regular home games a season, it’s hard to create a system that produces consistently great food.”

The New York Times, 1/30/17
The following are favorite menu items at professional stadiums:

- Maine Lobster Mac and Cheese at Ketel One Club, United Center (Chicago, IL)
- Wild Copper River Sockeye Salmon Fish Tacos at Pyramid Tap Room, The Rose Garden (Portland, OR)
- Barbecue Brisket Nachos at Chef’s Corners at American Airlines Center (Dallas, TX)
- Crab Fries at Chickie and Pete’s at Wells Fargo Center (Philadelphia, PA)
- Poutine Hot Dog at Burkie’s Dog House at The Air Canada Centre (Toronto, ON, Canada)
- Dessert Cart at Staples Center (Los Angeles, CA)
- Prime Rib Sandwich at The Prime Rib at Madison Square Garden (New York, NY)
- Beef Medallions at Blue Sky Grill at Pepsi Center (Denver, CO)
- Jambalaya at Centerplate at New Orleans Arena (New Orleans, LA)
- Buffet at Skyline at Arco Arena (Sacramento, CA)

*Travel + Leisure* rates the following as the best professional sports stadiums and arenas for food and beverage concessions:

- Arrowhead Stadium (Kansas City, MO)
- AT&T Park (San Francisco, CA)
- Barclays Center (Brooklyn, NY)
- CenturyLink Field (Seattle, WA)
- Citi Field (New York, NY)
- Cowboys Stadium (Arlington, TX)
- FirstEnergy Stadium (Cleveland, OH)
- Heinz Field (Pittsburgh, PA)
- Madison Square Garden (New York, NY)
- Miller Park (Milwaukee, WI)
- Minute Maid Park (Houston, TX)
- Oriole Park at Camden Yards (Baltimore, MD)
- Robert F. Kennedy Memorial Stadium (Washington, DC)
- Safeco Field (Seattle, WA)
- Target Field (Minneapolis, MN)
- Turner Field (Atlanta, GA)

The following college stadiums rank highest for foodservice:

- University of Notre Dame
- Stanford University
- University of Oregon
- Brigham Young University
- University of Alabama
- University of Wisconsin
- University of Nebraska
- University of Missouri
Hot dogs remain a favorite at ball parks. The Hot Dog & Sausage Council (www.hot-dog.org) estimated that 19.0 million hot dogs were consumed in major league stadiums during the 2017 season. The top hot dog-eating stadiums are as follows:

- Rangers Ballpark (Texas Rangers): 1.6 million
- Citizen’s Bank Park (Philadelphia Phillies): 1.5 million
- Fenway Park (Boston Red Sox): 1.5 million
FANTASY SPORTS

11.1 Overview

Fantasy sports dates to the 1960s. Fantasy sports leagues, originally called rotisserie leagues, where players draft teams from professional sports rosters and follow season-long statistics to compile their scores, date to the 1980s.

Daily fantasy sports (DFS), which dates to 2007 and surged in popularity in 2014, is similar to season-long competitions but last for just one day. In general, DFS does not compete for the same players as season-long games.

According to annual assessments for the Fantasy Sports Trade Association (FSTA, www.fsta.org) by Ipsos (www.ipsos.com), participation in fantasy sports in the U.S. and Canada has been as follows:

- 2013: 40.6 million
- 2014: 56.8 million
- 2015: 57.4 million
- 2016: 58.0 million

The increase in 2014 reflects the popularity of daily fantasy sports.

“Theft more than 60 years in existence, fantasy sports has seen its foundation dramatically altered by a younger sibling. The family newcomer – daily fantasy – is fun, popular and easy to get along with, and has quickly become a favorite child. Few business advancements have had as much effect on an industry as daily fantasy has over the past year.”

SportsBusiness Journal

The following are findings of the 2016 assessment by Ipsos:

- Eighty-two percent (82%) of all players play in a season-long league; just 19%
exclusively play daily formats; and 17% play both formats.

- In 18 states surveyed, 61% of adults support a law that makes playing fantasy sports for cash prizes legal.
- Fifty-four percent (54%) of players would cancel a league-supported media service (TV channels, satellite service, apps, etc.) if not for fantasy sports.
- Mobile and other emerging platforms (i.e. gaming consoles, Internet-connected TV) continue to grow as the predominant way 61% players engage in fantasy sports. This figure grew from 56% in 2014 and 32% in 2013.
- Fifty-five percent (55%) of players say they are playing more fantasy sports because of technological innovations including the ability to play on a mobile device.
- The average number of teams managed per player increased to 7.0 in 2016 from 5.8 the prior year.
- Sixty-four percent (64%) report they are watching more live sports because of fantasy; 61% say they read more about sports because of fantasy.
- The number of players who play some form of daily fantasy sports has increased to 64% in 2016 from 31% in 2012.

While fantasy sports leagues for football, baseball, basketball, and hockey are most popular, the range of sports attracting fantasy play include virtually every category of sport and competition. There are even fantasy leagues for bass fishing.

### 11.2 Legality

The Unlawful Internet Gambling Enforcement Act of 2006 (UIGEA) exempts fantasy sports games or any online contest that has an outcome that reflects the relative knowledge of the participants rather than chance from classification as gambling. UIGEA requires that prizes and awards offered to winning participants in fantasy sports be established and made known to the participants in advance of the game and their value not be determined by the number of participants or the amount of any fees paid by those participants.

Even with the non-gambling classification, daily fantasy sports captures an excitement and has a potential for high stakes winning similar to gambling.

“**If you fill a fantasy lineup with the players who perform well on a given weekend, an entry fee of $20 can win you $1 million or more on either of the two leading sites, DraftKings and FanDuel.”**

*Bloomberg Businessweek*
Several states have challenged the classification of daily fantasy sports as non-wagering. Nevada was the first state in 2015 to rule that daily fantasy is a form of wagering and prohibits sites from operating without gaming licenses. More recently, officials in Illinois and New York requested that daily fantasy sites DraftKings and FanDuel stop accepting entries from their respective states.

11.3 Market Assessment
Estimates of total spending for traditional fantasy sports are as high as $5 billion annually — up to $468 per player — for publication subscriptions, league entrance fees, mail-order draft kits, fantasy software, and other products. League entrance fees are returned to winning players, however, so net spending is considerably less than the $5 billion figure. The FSTA places annual net spending at $1.7 billion.

Each year, 1.5 million people pay more than $1 billion in DFS tournament fees. FanDuel (www.fanduel.com), the largest DFS site, reported paying out over $400 million in prizes (i.e. returning a percentage of entry fees to winners).

SportsBusiness Journal estimates annual net spending (i.e. total entry fees minus prizes) for daily fantasy sports at $660 million.

11.4 Demographics
According to ESPN Sports Poll (http://espn.go.com/sportsnation/polls), the percentages of people by age and gender who play online fantasy sports daily are as follows:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-to-17</td>
<td>6.8%</td>
<td>1.0%</td>
</tr>
<tr>
<td>18-to-34</td>
<td>8.0%</td>
<td>1.7%</td>
</tr>
<tr>
<td>35-to-54</td>
<td>8.4%</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

The following percentages play online fantasy sports weekly:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-to-17</td>
<td>12.5%</td>
<td>5.1%</td>
</tr>
<tr>
<td>18-to-34</td>
<td>13.5%</td>
<td>3.0%</td>
</tr>
<tr>
<td>35-to-54</td>
<td>8.4%</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

11.5 Season-Long Fantasy Sports
Fantasy players create teams using real statistics from actual players and compete with other players in a league based on the performance of their fantasy team. Leagues typically consist of between eight and 14 teams. Fantasy players pay an entry fee to play; winning players receive cash prizes.
“In a typical league, a dozen or so participants chip in money – $20 on the low end and $1,300 or more for high-stakes contests. The team with the best aggregate statistics wins at the end of the regular season and takes the lion’s share of prize money.”

*Forbes*

League winners can earn a grand prize of $100,000 in national competitions such as NBC Sports’ national fantasy baseball competition, a season-long contest of 26 leagues and 309 teams.

Most fantasy sport players play multiple sports, with football being the most popular. According to the FSTA, the following are percentages of participants and total spending for the five most popular sports:

<table>
<thead>
<tr>
<th>Sport</th>
<th>Participation</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football</td>
<td>93%</td>
<td>48%</td>
</tr>
<tr>
<td>Baseball</td>
<td>70%</td>
<td>33%</td>
</tr>
<tr>
<td>Basketball</td>
<td>35%</td>
<td>12%</td>
</tr>
<tr>
<td>Hockey</td>
<td>24%</td>
<td>3%</td>
</tr>
<tr>
<td>NASCAR</td>
<td>23%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Major media companies, including CBS, ESPN, Fox, and Yahoo!, have become active in the fantasy sports business, operating leagues and providing services to players. While most fantasy operators previously charged players a fee to play, more leagues are now free. A company like CBS makes money by selling to players a range of product, such as draft guides and expert analysis, and through advertising.

Fantasy sports is supported by about a dozen magazines, about 200 websites (some fee-based), and countless amateur blogs.

At the pinnacle of traditional fantasy sports are football leagues where winning participants can make as much as $300,000 in a good year.
“The Diamond [National Fantasy Football Championship’s Diamond League] may well be the world’s most serious fantasy football league. The entry fee is $10,000. The winner stands to pocket $80,000. It is the most expensive among more than 300 pay-to-play leagues run by the sports information company Stats, which holds its drafts in Las Vegas, New York, and Chicago, as well as online. More than 1,000 players, nearly all of them men, spend a combined $2 million for the right to manage some 4,000 teams in Stats football leagues.”

Bloomberg Businessweek

11.6 Daily Fantasy Sports

FanDuel and Draft Kings (www.draftkings.com) garner 96% of the DFS market. Revenue for the two companies are estimated at $180 million and $150 million, respectively.

The high stakes of daily fantasy sports has attracted high rollers who use sophisticated research and improve their chances by submitting multiple entries. According to RotoGrinders (www.rotogrinders.com), the top 100 players on FanDuel and DraftKings win, on average, 330 times every day they play. The top 10 players win 873 daily plays.

DFS affords a huge advantage to skilled players. An assessment Major League Baseball DFS by McKinsey & Company (www.mckinsey.com) found 91% of DFS player profits were won by 1.3% of players. Here is the breakdown of the assessment:

• The top 11 players paid, on average, $2 million in entry fees and profited $135,000 each. They accounted for 17% of all entry fees. The winningest player in the McKinsey sample profited $400,000 on $3 million in entry fees.
• The rest of the top 1.3% of players paid, on average, $9,100 in entry fees and profited $2,400 each, for a 27% return on investment. These contestants accounted for 23% of all entry fees and 77% of all profits.
• Five percent (5%) of players lost $1,100 each on entry fees of $3,600 on average.
• Eighty percent (80%) of players lost $25 each on entry fees of $49 on average.
A survey of fantasy sports players conducted by Eilers Research (www.eilersresearch.com) found that 70% of participants have lost money.

“Most daily fantasy bettors will end up disappointed by season’s end. They can’t quite compete with sharks.”

_Bloomberg Businessweek_

The popularity of DSF waned in 2016 as states began imposing regulations and many novice players dropped out after losing money. Fan Duel and Draft Kings publically proposed a merger in November 2016. The deal was described by the companies as a “merger of equals” and not an acquisition.

“FanDuel ... incurred a fiscal loss of $59 million in the period of January-October 2016 on $91 million in revenue. Despite the fiscal issues and a marked slowdown in the daily fantasy market last year, FanDuel carried an estimated $1.2 billion value at the time of the document’s issuance in January.”

_SportsBusiness Journal, 6/5/17_

Merger plans were scrapped in July 2017 after federal regulators all but doomed the union of dominant daily fantasy sports.

**11.7 Fantasy Sports and Professional Sports Leagues**

Fantasy sports has been a boon for professional sports. Ipsos found that among fantasy players, 61% report watching more live sports because of fantasy.

In past years, professional sports leagues avoided involvement with fantasy sports because of the possible link with wagering activities. This has changed, and
MLB, the NBA, and the NFL all provide support for fantasy players. Major League Baseball has a partnership with DraftKings, which offers a daily contest on MLB.com in which prizes include tickets to games rather than cash. The National Football League hosts season-long leagues on its website; provides fantasy analysis of players and winning strategies; and offers Fantasy Ultimate Experience Leagues, pay-to-enter contests with authentic jerseys, and memorabilia as prizes. The National Basketball Association website (www.nba.com) has a Fantasy Central feature that provides player rankings, @NBAFantasy Draft Results, and other insight for fantasy players.

“The surprise has been that professional leagues – traditionally ferocious opponents of gambling on their sports, online or off – have quietly embraced gambling on fantasy sports, apparently aware that the passion for it is crucial to their bottom lines.”

*The New York Times*

DraftKings has sponsorship deals with 18 teams in MLB, NBA, NFL, and NHL; FanDuel has 11 sponsorships. Major League Baseball has an investment stake in DraftKings.

**11.8 Market Resources**
*Fantasy Sports Business* (www.fantasysportsbusiness.com) - an online newsletter

Fantasy Sports Trade Association, 600 N. Lake Shore Drive, Suite 2009, Chicago, IL 60611. (312) 771-7019. (www.fsta.org)
12

FITNESS & HEALTH CLUBS

12.1 Fitness Activities

According to The American Time Use Survey, published by the Bureau of Labor Statistics (www.bls.gov) of the U.S. Department of Labor, Americans on average spend 18 minutes per day participating in sports, exercise, or recreation. Among those who participate in these activities at all, the average is 1.7 hours daily, representing about one-third of leisure activity time.

On average, teens are active 40 minutes a day; people age 35 and above spend 15 minutes or less being active. The survey suggests that Americans tend to do less physical activity as they get older.

12.2 Fitness and Health Clubs

According to the International Health, Racquet & Sportsclub Association, (IHRSA, www.ihrsa.org), the number of health and fitness clubs in the U.S. and total membership has been as follows (source: (IHRSA):

<table>
<thead>
<tr>
<th>Year</th>
<th># Clubs</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>26,830</td>
<td>41.3 million</td>
</tr>
<tr>
<td>2006</td>
<td>29,069</td>
<td>42.7 million</td>
</tr>
<tr>
<td>2007</td>
<td>29,357</td>
<td>41.5 million</td>
</tr>
<tr>
<td>2008</td>
<td>29,636</td>
<td>45.5 million</td>
</tr>
<tr>
<td>2009</td>
<td>29,750</td>
<td>45.3 million</td>
</tr>
<tr>
<td>2010</td>
<td>29,890</td>
<td>50.2 million</td>
</tr>
<tr>
<td>2011</td>
<td>29,960</td>
<td>51.4 million</td>
</tr>
<tr>
<td>2012</td>
<td>30,500</td>
<td>50.2 million</td>
</tr>
<tr>
<td>2013</td>
<td>32,150</td>
<td>52.9 million</td>
</tr>
<tr>
<td>2014</td>
<td>34,460</td>
<td>54.1 million</td>
</tr>
<tr>
<td>2015</td>
<td>34,523</td>
<td>54.7 million</td>
</tr>
<tr>
<td>2016</td>
<td>36,180</td>
<td>55.3 million</td>
</tr>
</tbody>
</table>

In total, 64 million adults used a health club in 2016; 14% were non-members. Total health club/gym/studio visits surpassed 5 billion. Member retention and net membership growth were 71.4% and 2.4%, respectively.

Members utilized the health club for an average of 102 days. Males members visited their health clubs for an average of 104 days; females used their clubs for an average of 100 days.
Not-for-profit organizations, such as the YMCA, operate more than 5,000 of the 36,180 clubs. 

*Fitness Centers Industry Profile*, a January 2017 report by First Research (www.firstresearch.com), estimates sector revenue at $27 billion. 

*Gym, Health & Fitness Clubs in the U.S.*, published in March 2017 by IBISWorld (www.ibisworld.com), assesses revenue is $30 billion. The average annual growth rate for 2012-2017 was 2.1%.

Surveys by International Demographics (www.themediaaudit.com) found that 28.7% of adults work out at least monthly at a health club. The following are the metropolitan areas with the highest percentage of adults who do so:

- Boston, MA: 34.1%
- San Jose, CA: 33.3%
- Seattle, WA: 32.9%
- San Francisco, CA: 32.8%
- Washington, DC: 32.4%
- Denver, CO: 32.3%
- New York, NY: 32.0%
- Reno, NV: 31.7%
- Columbia-Jefferson City, MO: 31.1%
- Chicago, IL: 31.0%

A recent trend has been the rise in popularity of cross-training gyms. According to the Sports and Fitness Industries Association (SFIA, www.sfia.org), 6.8 million people practice boot-camp-style cross-training; 2.3 million are core participants, participating 50 or more times.

### 12.3 Market Leaders

*IHRSA Global 25* identified the following companies as fitness and health club market leaders in the U.S.:

- 24 Hour Fitness
- 9 Round
- Active Sports Clubs
- Anytime Fitness
- ClubCorp.
- CrossFit
- Crunch
- Fitness Formula Clubs
- Gold’s Gym International
- Koko Fitness
- LA Fitness International
- Leisure Sports Inc.
- Life Time Fitness
• Orangetheory Fitness
• Pure Barre
• Snap Fitness
• The Bay Club Company
• Town Sports International Holdings Inc.
• UFC

12.4 Market Resources


International Health, Racquet & Sportsclub Association (IHRSA), 263 Summer Street, Boston, MA 02210. (800) 228-4772. (www.ihrsa.org)

Sports & Fitness Industry Association (SFIA), 962 Wayne Avenue, Suite 300, Silver Spring, MD 20910. (301) 495-6321. (www.sfia.org)
13

GAME PROMOTIONS

13.1 Overview
Most professional sports teams offer promotional giveaways. Among them, MLB teams are most active.

An assessment by researchers at the Center for Sports Business & Research at Penn State of promotions used by the Pittsburgh Pirates found that giveaways, entertainment, and events had a significant impact on attendance, more so than the team performance, the popularity of the opponent, or weather. Among 21 categories of promotions, the study found skyblasts, concerts, and bobbleheads to be most popular.

13.2 Giveaways
The following giveaways were offered by MLB clubs during the 2016 season (source: \textit{SportsBusiness Journal}):

<table>
<thead>
<tr>
<th></th>
<th>No. of Teams</th>
<th>No. of Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bobblehead</td>
<td>29</td>
<td>148</td>
</tr>
<tr>
<td>T-shirt</td>
<td>27</td>
<td>106</td>
</tr>
<tr>
<td>Headwear/cap</td>
<td>28</td>
<td>96</td>
</tr>
<tr>
<td>Wall hanging</td>
<td>27</td>
<td>66</td>
</tr>
<tr>
<td>Backpack/bag</td>
<td>30</td>
<td>58</td>
</tr>
<tr>
<td>Retail coupon</td>
<td>12</td>
<td>39</td>
</tr>
<tr>
<td>Magnetic schedule</td>
<td>25</td>
<td>37</td>
</tr>
<tr>
<td>Baseball gear</td>
<td>10</td>
<td>35</td>
</tr>
<tr>
<td>Jersey</td>
<td>18</td>
<td>35</td>
</tr>
<tr>
<td>Figurine</td>
<td>19</td>
<td>31</td>
</tr>
</tbody>
</table>

“If you want to know what freebie MLB fans were most likely to receive when they showed up to the ballpark in 2016, just nod. And there it is: the bobblehead.”

\textit{SportsBusiness Journal}, 11/21/16
13.3 Promotions and Events

The following promotions were used by MLB clubs during the 2016 season (source: SportsBusiness Journal):

<table>
<thead>
<tr>
<th>Promotion</th>
<th>No. of Teams</th>
<th>No. of Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concessions discount:</td>
<td>18</td>
<td>229</td>
</tr>
<tr>
<td>Fireworks:</td>
<td>24</td>
<td>209</td>
</tr>
<tr>
<td>Ticket discount:</td>
<td>13</td>
<td>174</td>
</tr>
<tr>
<td>Autographs:</td>
<td>7</td>
<td>152</td>
</tr>
<tr>
<td>Run the bases:</td>
<td>19</td>
<td>147</td>
</tr>
<tr>
<td>Festival:</td>
<td>18</td>
<td>121</td>
</tr>
<tr>
<td>Theme night:</td>
<td>26</td>
<td>117</td>
</tr>
<tr>
<td>Family day:</td>
<td>15</td>
<td>97</td>
</tr>
<tr>
<td>Cultural celebration:</td>
<td>19</td>
<td>96</td>
</tr>
<tr>
<td>Team history tribute:</td>
<td>26</td>
<td>88</td>
</tr>
</tbody>
</table>

13.4 All-You-Can-Eat Promotions

All-you-can-eat promotions at games was introduced in 2007 by the Los Angeles Dodgers. Fans buy tickets in special, non-premium seating areas for unlimited food and non-alcoholic beverages. Typically selling for as low as $20 during the week, the seats are priced at up to $50 with upscale menu items at some stadiums.

Nineteen of the 30 MLB teams have all-you-can-eat sections.

“The all-you-can-eat seat is one of baseball’s more controversial (and successful) solutions to sell hard-to-fill sections. You can find the promotion in minor league parks as well. Nutritionists, of course, shudder at the notion.”

The Washington Post

Promotions vary among teams, from Chicago White Sox’s patio parties at U.S. Cellular Field to the all-inclusive sections at every home game at Oriole Park at Camden Yards in Baltimore and PNC Park in Pittsburgh. The Dodgers’ 5,519-seat all-you-can-eat sections make up 10% of stadium capacity.

Several teams have enhanced promotional revenue by selling naming rights to their all-you-can-eat sections. Convenience store chain Ampm (www.ampm.com) has naming-rights deals with five of the 19 MLB clubs that have such seating sections.
14

LICENSED MERCHANDISE

14.1 Professional Sports Properties
PricewaterhouseCoopers assesses the market for professional and collegiate sports licensed merchandise as follows:
• 2010: $12.57 billion
• 2011: $12.48 billion
• 2012: $12.77 billion
• 2013: $13.14 billion
• 2014: $13.49 billion
• 2015: $13.81 billion
• 2016: $13.97 billion
• 2017: $14.20 billion
• 2018: $14.42 billion
• 2019: $14.62 billion
• 2020: $14.82 billion

According to The Licensing Letter, sports-licensed merchandise accounts for 13.5% of the total U.S. licensing market.

14.2 Top-Selling Professional Sports Jerseys
The following are the top-selling professional sports jerseys:

MLB (2016 season)
• David Ortiz (Boston Red Sox)
• Kris Bryant (Chicago Cubs)
• Clayton Kershaw (Los Angeles Dodgers)
• Anthony Rizzo (Chicago Cubs)
• Mike Trout (Los Angeles Angels)
• Buster Posey (San Francisco Giants)
• Jake Arrieta (Chicago Cubs)
• Yadier Molina (St. Louis Cardinals)
• Bryce Harper (Washington Nationals)
• Noah Syndergaard (New York Mets)
NBA (2016-2017 season)
• Stephen Curry (Golden State Warriors)
• LeBron James (Cleveland Cavaliers)
• Kevin Durant (Golden State Warriors)
• Russell Westbrook (Oklahoma City Thunder)
• Kyrie Irving (Cleveland Cavaliers)
• Kawhi Leonard (San Antonio Spurs)
• Kristaps Porzingis (New York Knicks)
• Jimmy Butler (Chicago Bulls)
• Giannis Antetokounmpo (Milwaukee Bucks)
• James Harden (Houston Rockets)

NFL (2016-2017 season)
• Tom Brady (New England Patriots)
• Ezekiel Elliott (Dallas Cowboys)
• Dez Bryant (Dallas Cowboys)
• Odell Beckham Jr. (New York Giants)
• Carson Wentz (Philadelphia Eagles)
• Russell Wilson (Seattle Seahawks)
• Aaron Rodgers (Green Bay Packers)
• Dak Prescott (Dallas Cowboys)
• Rob Gronkowski (New England Patriots)
• Cam Newton (Carolina Panthers)

NHL (2016-2017 season)
• Jonathan Toews (Chicago Blackhawks)
• Patrick Kane (Chicago Blackhawks)
• Henrik Lundqvist (New York Rangers)
• Alex Ovechkin (Washington Capitals)
• Sidney Crosby (Pittsburgh Penguins)
• Patrice Bergeron (Boston Bruins)
• Zach Parise (Minnesota Wild)
• Carey Price (Montreal Canadiens)
• Ryan McDonagh (New York Rangers)
• Connor McDavid (Edmonton Oilers)

WNBA (2016 season)
• Breanna Stewart (Seattle Storm)
• Skylar Diggins (Dallas Wings)
• Elena Delle Donne (Chicago Sky)
• Maya Moore (Minnesota Lynx)
• Shoni Schimmel (New York Liberty)
• Brittney Griner (Phoenix Mercury)
• Candace Parker (Los Angeles Sparks)
• Diana Taurasi (Phoenix Mercury)
• Sue Bird (Seattle Storm)
• Tamika Catchings (Indiana Fever)

14.3 Top-Selling Professional Sports Team Merchandise

The top-selling professional sports team merchandise is as follows:

MLB (2016 season)
• Chicago Cubs
• Boston Red Sox
• Cleveland Indians
• New York Yankees
• New York Mets

NBA (2016-2017 season)
• Golden State Warriors
• Cleveland Cavaliers
• Chicago Bulls
• Los Angeles Lakers
• New York Knicks

NFL (2016-2017 season)
• Dallas Cowboys
• New England Patriots
• Denver Broncos
• San Francisco 49ers
• Seattle Seahawks

WNBA (2016 season)
• Seattle Storm
• Dallas Wings
• Minnesota Lynx
• Chicago Sky
• Los Angeles Sparks

14.4 NASCAR Merchandise

Sprint Car driver merchandise sale rankings for the 2016 racing season were as follows (source: NASCAR):
• Dale Earnhardt Jr.
• Jimmy Johnson
• Kyle Busch
• Chase Elliott
Kevin Harvick
• Tony Stewart
• Danica Patrick
• Carl Edwards
• Brad Keselowski
• Kasey Kahne

14.5 Collegiate Merchandise

According to The Licensing Letter, annual retail sales of licensed collegiate merchandise are $4.6 billion in the U.S. and Canada. The market includes sports and general merchandise; the bulk of spending is for sports-related items.

Collegiate Licensing Company (CLC, www.clc.com), part of IMG College (www.imgcollege.com), accounts for 75% to 80% of the collegiate licensing market. Licensing Resource Group (www.lrgusa.com) is the second largest agency representing schools.

Collegiate Licensing Company estimates the total collegiate licensing business higher than The Licensing Letter, at $5.5 billion, because CLC includes in its assessment non-royalty-bearing merchandise sold through college stores.

According to CLC, apparel accounts for 65% of licensed collegiate merchandise. Distribution of licensed apparel merchandise is as follows:
- T-shirts: 24%
- Women’s fleece: 16%
- Men’s/unisex fleece: 14%
- Headwear: 13%
- Other: 33%

Distribution of non-apparel product categories, which account for 35% of the collegiate licensing market, is as follows:
- Videogames: 24%
- Domestics: 9%
- Housewares: 8%
- Gifts/novelties: 6%
- Other: 53%

Sales of licensed merchandise are highest for the following university brands (source: Collegiate Licensing Company):
- University of Alabama
- University of Texas
- University of Notre Dame
- University of Michigan
- University of Georgia
- Texas A&M University
- University of Florida
According to Collegiate Licensing Company, the following are the top collegiate merchandise licensees:

**Apparel**
- Knights Apparel
- Nike USA
- Top of the World
- Adidas Team
- Champion Custom Products
- Outerstuff
- Gear for Sports
- Twins Enterprise
- J. America
- Colosseum Athletics Corp.

**Non-Apparel**
- EA Sports
- Fabrique Innovations
- Wilson Sporting Goods
- The Northwest
- Commemorative Brands
- Upper Deck
- Herff Jones
- Team Beans
- Jenkins Enterprises
- Tervis Tumbler

### 14.6 Market Resources
*The Licensing Letter*, Plain Language Media, P.O. Box 509, New London, CT 06320. (604) 210-4580. ([www.thelicensingletter.com](http://www.thelicensingletter.com))


Licensing Industry Merchandisers’ Association, 350 Fifth Avenue, Suite 4019, New York, NY 10118. (212) 244-1944. ([www.licensing.org](http://www.licensing.org))

Sports Licensing & Tailgate Show ([www.sportstailgateshow.com](http://www.sportstailgateshow.com))


15

MEMORABILIA

15.1 Market Assessment

The annual U.S. market for sports memorabilia is approximately $4 billion. This figure includes the autographed sports collectible market, which is estimated by SportsMemorabilia.com at $1 billion.

According to Sports Market Report, 92% of sports memorabilia collectors are male, average age 37 years old. Their average income is $91,775 and 68% are college educated.

According to Beckett Media (www.beckett.com), 34% of collectors buy in shops, 33% from online auctions, and 24% from online fixed-price dealers. The average monthly expenditure of online buyers is $149.

15.2 Sports Memorabilia Auctions

With all collectibles, high-end pieces are in greatest demand and have the highest increases in value. The bulk of high-end sports memorabilia is sold through auction houses, which typically collect a 15% consignment fee from the seller and a 20% premium from the buyer.

The following are the major auction houses specializing in sports memorabilia:

• BidAmi Auctions, 6490 West Desert Inn Road, Las Vegas, NV 89146. (702) 659-7976. (www.americanmemorabilia.com)

• Bill Goodwin & Co., 9607 Mill Hill Lane, St. Louis, MO 63127. (314) 849-9798. (www.goodwinandco.com)

• Guernsey's Auction, 65 East 93rd Street, New York, NY 10128. (212) 794-2280. (www.guernseys.com)

• Heritage Auction Galleries, 3500 Maple Avenue, 17th Floor, Dallas, TX 75219. (214) 528-3500. (www.ha.com)

• Huggins & Scott, 2301 Broadbirch Drive, Suite 150, Silver Spring, MD 20904. (301) 608-0355. (www.hugginsandscott.com)

• Leland’s, 130 Knickerbocker Avenue, Suite E, Bohemia, NY 11716. (631) 244-0077. (www.lelands.com)
• Memory Lane, 12831 Newport Avenue, Suite 180, Tustin, CA 92780. (877) 606-5263. (www.memorylaneinc.com)

• Robert Edward Auctions, P.O. Box 430, Chester, NJ 07930. (908) 888-2555. (www.robertedwardauctions.com)


• Sotheby’s, Collectibles & Memorabilia Department, 1334 York Avenue, New York, NY 10021. (212) 606-7000. (www.sothebys.com)

Also, eBay is a popular outlet for sports memorabilia trading.

15.3 Sports Cards
The sports trading card industry peaked with sales of $1.1 billion in 1991; sales in 2016 were about $300 million. The number of card stores nationwide is down to less than 1,000, from about 4,500 at peak.

The popularity of baseball card collecting has faltered, in part, because manufacturers began focusing the market toward investors, some charging up to $150 for packs that included extras such as autographs and small pieces of jerseys. Topps is redirecting the market back to kids with basic cards that are inexpensive.

Only Topps Company (www.topps.com) and Upper Deck (www.upperdeck.com) remain significant trading card producers; there once were about 80 producers.

15.4 Market Resources
Beckett Media, 4635 McEwen Road, Dallas, TX 75244. (972) 991-6657. (www.beckett.com)

Sports Collector’s Digest and Sports Collector’s Monthly, P.O. Box 421751, Palm Coast, FL 32142. (800) 829-5561. (www.sportscollectorsdigest.com)
16.1 Spending At Sporting Goods Stores

According to the Census Bureau (www.census.gov) of the U.S. Department of Commerce, total sales at sporting goods stores (NAICS Code 45111) have been as follows:

- 2004: $28.64 billion
- 2005: $30.71 billion
- 2006: $33.87 billion
- 2007: $35.80 billion
- 2008: $36.75 billion
- 2009: $36.52 billion
- 2010: $37.32 billion
- 2011: $39.00 billion
- 2012: $42.14 billion
- 2013: $44.37 billion
- 2014: $44.63 billion
- 2015: $47.06 billion
- 2016: $47.27 billion

These figures do not include sporting goods sales at general merchandise stores.

Sales in 2016 were distributed by month as follows:

- January: $3.08 billion
- February: $3.20 billion
- March: $4.00 billion
- April: $3.74 billion
- May: $3.88 billion
- June: $4.54 billion
- July: $4.25 billion
- August: $4.23 billion
- September: $3.51 billion
- October: $3.31 billion
- November: $3.78 billion
- December: $5.76 billion

16.2 Sporting Goods Category Spending

The National Sporting Goods Association (NSGA, www.nsga.org) assessed annual spending for sporting goods at $64 billion. Distribution by category is follows:

- Equipment: 50%
- Athletic footwear: 33%
- Sports apparel: 17%

According to the National Bicycle Dealers Association (www.nbda.com), annual U.S. bicycle sales through all channels of distribution in 2016 were $6.2 billion, a 5.2% increase from the prior year. This assessment includes spending for parts and accessories.
16.3 Spending Distribution

The NSGA estimates consumer equipment purchases by sport as follows:

- Exercise: $5.47 billion
- Hunting (firearms): $5.37 billion
- Golf: $3.29 billion
- Team goods sales: $2.62 billion
- Fishing tackle: $2.09 billion
- Camping: $1.75 billion
- Optics: $1.30 billion
- Snow skiing: $619 million
- Baseball & softball: $452 million
- Archery: $451 million
- Tennis: $425 million
- Billiards & indoor games: $350 million
- Skin diving & scuba: $348 million
- Wheel sports: $341 million
- Snowboarding: $312 million
- Basketball: $261 million
- Helmets & sport protective: $211 million
- Hockey & ice skates: $166 million
- Bowling: $155 million
- Football: $87 million
- Soccer (balls): $77 million
- Lacrosse: $43 million
- Volleyball & badminton: $37 million
- Racquetball: $27 million

Sports equipment sales are distributed by retail channel as follows (source: NSGA):

- Sporting goods stores: 31%
- Discount stores/warehouse clubs: 15%
- Specialty sport shops: 12%
- Department stores: 12%
- Online: 11%
- Pro shops: 5%
- Specialty fitness shops: 2%
- Other: 11%

Athletic footwear sales are distributed by retail channel as follows (source: NSGA):

- Discount stores/warehouse clubs: 18%
- Sporting goods stores: 16%
- Specialty athletic footwear stores: 15%
- Department stores: 11%
- Family footwear stores: 11%
- Online: 9%
- Factory outlet stores: 8%
- Specialty sport shops: 5%
- Other: 7%

### 16.4 Trends
According to the Sports & Fitness Industry Association (SFIA, [www.sfia.org](http://www.sfia.org)), the biggest challenge facing the sporting goods industry, by far, is the decline in sports participation. With the exception of fitness activities, Americans are far less involved in sports and outdoors activities than they were 15 years ago. Sports such as softball, volleyball, baseball, badminton, and tennis have lost millions of casual participants. Fitness has seen an increase in the number of frequent participants in recent years, but still has fewer frequent participants as a percentage of the total population than it had in 1990.

Organized team sports in schools and leagues have grown in recent years, largely because of a strong infusion of female players. But many organized team sports tend to emphasize elite players and competition, freezing out millions who might like to play for fun.

### 16.5 Marketshare Leaders
The largest sporting goods chains, ranked by annual U.S. sales, are as follows:

- Dick’s Sporting Goods ([www.dickssportinggoods.com](http://www.dickssportinggoods.com)): $6.2 billion
- Bass Pro Shops ([www.basspro.com](http://www.basspro.com)): $3.8 billion
- Academy Sports & Outdoors ([www.academy.com](http://www.academy.com)): $2.7 billion
- Cabela’s, Inc. ([www.cabelas.com](http://www.cabelas.com)): $2.4 billion
- Gander Mountain ([www.gandermountain.com](http://www.gandermountain.com)): $1.1 billion
- Big 5 Sporting Goods ([www.big5sportinggoods.com](http://www.big5sportinggoods.com)): $900 million
- Hibbett Sports ([www.hibbett.com](http://www.hibbett.com)): $600 million
- Sport Chalet ([www.sportchalet.com](http://www.sportchalet.com)): $400 million

The Sports Authority, with annual sales of $3.4 billion, filed for Chapter 11 bankruptcy and announced the closing of all stores in April 2016.

### 16.6 Market Resources
National Bicycle Dealers Association, 3176 Pullman Street, Suite 117, Costa Mesa, CA 92626. (949) 722-6909. ([www.nbda.com](http://www.nbda.com))

National Sporting Goods Association (NSGA), 1601 Feehanville Drive, Suite 300, Mt. Prospect, IL 60056. (847) 296-6742. ([www.nsga.org](http://www.nsga.org))

**SPORTS MARKETING 2018-2019**
- 101 -
SPORTS HALLS OF FAME & MUSEUMS

17.1 Overview
There are approximately 80 national sports museums and halls of fame in North America, in addition to dozens of team and local sports museums.

17.2 Largest Halls of Fame
The following are recent attendance estimates for the largest sports halls of fame:

- National Baseball Hall of Fame (Cooperstown, NY): 350,000
- Hockey Hall of Fame (Toronto, Ontario, Canada): 300,000
- NASCAR Hall of Fame (Charlotte, NC): 260,000
- College Football Hall of Fame (Atlanta, GA): 250,000
- Naismith Memorial Basketball Hall of Fame (Springfield, MA): 200,000
- World Golf Hall of Fame (St. Augustine, FL): 210,000
- Pro Football Hall of Fame (Canton, OH): 200,000

Revenue at major sports halls of fame are as follows (source: SportsBusiness Journal):

- Pro Football Hall of Fame (Canton, OH): $17.0 million
- Hockey Hall of Fame (Toronto, Ontario, Canada): $13.1 million
- National Baseball Hall of Fame (Cooperstown, NY): $8.3 million
- International Tennis Hall of Fame (Newport, RI): $6.9 million
- Naismith Memorial Basketball Hall of Fame (Springfield, MA): $6.2 million

17.3 List Of Sports Museums
The following is a list of U.S. and Canadian sports museums and halls of fame (team and local museums are excluded):

- Alabama Sports Hall of Fame (Birmingham, AL; www.ashof.org)
- Archery Hall of Fame and Museum (Union City, PA; www.archeryhalloffame.org)
- Babe Ruth Birthplace & Museum (Baltimore, MD; http://baberuthmuseum.org)
- Bay Area Sports Hall of Fame (San Francisco, CA; www.bashof.org)
- California Surf Museum (Oceanside, CA; www.surfmuseum.org)
- College Baseball Hall of Fame (Lubbock, TX; www.collegebaseballhall.org)
• College Football Hall of Fame (Atlanta, GA; www.cfbhall.com)
• Colorado Sports Hall of Fame (Denver, CO; www.coloradosports.org)
• Delaware Sports Museum and Hall of Fame (Wilmington, DE; www.desports.org)
• Don Garlits Museum of Drag Racing (Ocala, FL; www.garlits.com)
• Georgia Sports Hall of Fame (Macon, GA; http://georgiasportshalloffame.com)
• Hispanic Heritage Baseball Museum Hall of Fame (San Francisco, CA; www.hispanicbaseballmuseum.com)
• Hockey Hall of Fame (Toronto, ON, Canada; www.hhof.com)
• Indiana Basketball Hall of Fame (New Castle, IN; http://hoopshall.com)
• Indiana Football Hall of Fame (Richmond, IN; www.indiana-football.org)
• Indianapolis Motor Speedway Hall of Fame Museum (Indianapolis, IN; www.indianapolismotorspeedway.com/at-the-track/museum)
• International Bowling Museum & Hall of Fame (Arlington, TX; www.bowlingmuseum.com)
• International Boxing Hall of Fame (Canastota, NY; www.ibhof.com)
• International Gymnastics Hall of Fame (Oklahoma City, OK; www.ighof.com)
• International Motorsports Hall of Fame (Talladega, AL; www.motorsportshalloffame.com)
• International Surfing Museum (Huntington Beach, CA; www.surfingmuseum.org)
• International Swimming Hall of Fame (Ft. Lauderdale, FL; www.ishof.org)
• International Tennis Hall of Fame (Newport, RI; www.tennisfame.com)
• Kansas Sports Hall of Fame (Wichita, KS; www.kshof.org)
• Kentucky Derby Museum (Louisville, KY; www.derbymuseum.org)
• Lacrosse Museum and National Hall of Fame (Baltimore, MD; www.uslacrosse.org/about-us-lacrosse/hall-of-fame.aspx)
• Louisville Slugger Museum (Louisville, KY; www.sluggermuseum.org)
• Michigan Sports Hall of Fame (Detroit, MI; www.mshof.org)
• Mississippi Sports Hall of Fame & Museum (Jackson, MS; www.msfame.com)
• Missouri Sports Hall of Fame (Springfield, MO; http://mosportshalloffame.com)
• Motorcycle Hall of Fame Museum (Pickerington, OH; www.motorcyclemuseum.org)
• Motorsports Hall of Fame of America (Detroit, MI; www.mshf.com)
• Mountain Bike Hall of Fame (Crested Butte, CO; www.mmbhof.org)
• Naismith Memorial Basketball Hall of Fame (Springfield, MA; www.hoophall.com)
• NASCAR Hall of Fame (Charlotte, NC; www.nascarhall.com)
• National Art Museum of Sport (Indianapolis, IN; www.nationalartmuseumofsport.org)
• National Baseball Hall of Fame and Museum (Cooperstown, NY; www.baseballhall.org)
• National Collegiate Basketball Hall of Fame (Kansas City, MO; www.collegebasketballexperience.com)
• National Distance Running Hall of Fame (Utica, NY; www.distancerunning.com)
• National Italian American Sports Hall of Fame (Chicago, IL; www.niashf.org)
• National Jewish Sports Hall of Fame and Museum (Commack, NY; www.jewishsports.org/jewishsports/index.shtml)
• National Sailing Center & Hall of Fame (Annapolis, MD; www.nshof.org)
• National Soccer Hall of Fame (Oneonta, NY; www.ussoccer.com/about/hall-of-fame)
• National Softball Hall of Fame (Oklahoma City, OK; www.teamusa.org/usa-softball/about/national-softball-hall-of-fame)
• National Sprint Car Hall of Fame (Knoxville, IA; www.sprintcarhof.com)
• National Track and Field Hall of Fame (New York, NY; http://ny.milesplit.com/pages/Hall-of-Fame)
• National Wrestling Hall of Fame (Stillwater, OK; www.nwhof.org)
• NCAA Hall of Champions (Indianapolis, IN; www.ncaahalloffchampions.org)
• Negro Leagues Baseball Museum (Kansas City, MO; www.nlbm.com)
• New England Ski Museum (Cannon Mountain, NH; www.skimuseum.com)
• North Carolina Sports Hall of Fame (Raleigh, NC; www.ncshof.org)
• Off-Road Motorsports Hall of Fame (Reno, NV; www.ormhof.com)
• Philadelphia Sports Hall of Fame (Philadelphia, PA; www.phillyhall.org)
• Pro Football Hall of Fame (Canton, OH; www.profootballhof.com)
• Professional Wrestling Hall of Fame (Schenectady, NY; www.pwhf.org)
• ProRodeo Hall of Fame (Colorado Springs, CO; www.prorodeohalloffame.com)
• SCCA Hall of Fame (Topeka, KS; www.scca.com/pages/scca-hall-of-name)
• Sports Hall of Fame of New Jersey (East Rutherford, NJ; http://njhalloffame.org)
• St. Louis Wrestling Hall of Fame (St. Louis, MO; www.saintlouiswrestling.com/hof/)
• Texas Rodeo Cowboy Hall of Fame (Fort Worth, TX; www.texasrodeocowboy.com)
• Texas Sports Hall of Fame (Waco, TX; www.tshof.org)
• The Sports Museum (Boston, MA; www.sportsmuseum.org)
• U.S. Figure Skating Hall of Fame (Colorado Springs, CO; www.usfigureskating.org)
• U.S. Olympic Museum (Colorado Springs, CO; www.usolympicmuseum.org) - opens in 2018
• U.S. Ski And Snowboard Hall of Fame and Museum (Ishpeming, MI; http://skihall.com)
• United States Bicycling Hall of Fame (Davis, CA; www.usbhof.org)
• United States Hockey Hall of Fame (Eveleth, MN; www.ushockeyhall.com)
• United States National Museum of Racing and Hall of Fame (Saratoga Springs, NY; www.racingmuseum.org)
• USA Field Hockey Hall of Fame (Collegeville, PA; www.teamusa.org/usa-field-hockey/team-usa/hall-of-fame)
• Virginia Sports Hall of Fame & Museum (Portsmouth, VA; www.vshfm.com)
• Volleyball Hall of Fame (Holyoke, MA; www.volleyhall.org)
• Wisconsin Hockey Hall of Fame (Eagle River, WI; www.wihockeyhalloffame.com)
• Women’s Basketball Hall of Fame (Knoxville, TN; www.wbhof.com)
• World Figure Skating Hall of Fame (Colorado Springs, CO; www.worldskatingmuseum.org)
• World Golf Hall of Fame (St. Augustine, FL; www.worldgolfhalloffame.org)
• World Karate Union Hall of Fame (Stroudsburg, PA; www.theworldkarateunion.com)
• WWE Hall of Fame (Stamford, CT; www.wwe.com/classics/wwe-hall-of-fame)
18

SPORTS TRAVEL

18.1 Market Assessment

Richard K. Miller & Associates (RKMA, www.rkma.com) estimates 2016 spending for sports-related travel at $24 billion, distributed as follows:

- Spectators: $9.0 billion
- Youth sports: $7.0 billion
- College teams: $2.0 billion
- Professional teams: $1.0 billion
- Other: $5.0 billion

In its 2016 survey of 500 cities and towns nationwide, the National Association of Sports Commissions (www.sportscommissions.org) found $9.4 billion is spent annually for sports travel.

According to the U.S. Travel Association (USTA, www.ustravel.org), over 50 million adults each year attend an organized sports event, competition, or tournament either as a spectator or participant while traveling 50 miles from home. The following are the most popular organized sports events to watch or participate in while traveling:

- Baseball or softball: 33.7 million
- Football: 30.3 million
- Basketball: 18.8 million
- Auto racing: 15.0 million
- Golf: 11.1 million

“Hosting amateur and collegiate tournaments and championship events is one of the hottest areas in sports business right now.”

SportsBusiness Journal
18.2 Favorite Cities For Sports Travel

In the America’s Favorite Cities survey, readers of Travel + Leisure voted their favorite cities for sports-related travel as follows*:

• Chicago, IL
• Denver, CO
• Boston, MA
• Philadelphia, PA
• Dallas/Fort Worth, TX
• New Orleans, LA
• Kansas City, KS
• San Francisco, CA
• New York, NY
• Houston, TX

* Note: Travel + Leisure readers voted among 35 major cities; some sports-oriented destinations including Detroit, Indianapolis, and St. Louis were not on the list.

The following cities ranked highest in the Travel + Leisure survey for passionate sports fans:

• Pittsburgh, PA
• Kansas City, MO
• Cleveland, OH
• Baltimore, MD
• Philadelphia, PA

18.3 Youth Sports Travel

SportsBusiness Journal estimates the travel market for youth sports at $7 billion; annual growth is 3% to 5%.

“The growth of the youth sports industry has spawned a niche market for travel agencies looking to cater to teams and families traveling to distant tournaments.”

SportsBusiness Journal
18.4 Baseball Spring Training
Some 1.7 million baseball fans travel to Florida between late February and late March each year to watch spring training games. A study conducted for the Florida Sports Foundation (www.flasports.com) found that spring training brings approximately $500 million a year into the Florida economy.

Arizona’s Cactus League Association (www.cactusleague.com) estimates $120 million in spending directly by tourists who come to Arizona for the games.

18.5 Sports-Specialist Travel Agencies
The popularity of sports travel has spawned niche specialist travel agencies offering packages to major sports events. The following are select travel agencies that specialize in sports travel and tours:

• Creative Sports/Travel (www.creativetravelgroup.com)
• Destination Management (www.dmitravel.com)
• Esoteric Sports Tours (www.esotericsports.com)
• Inside Sports & Entertainment Group (www.insideseg.com)
• Palms Travel Express (www.palmstravel.com)
• Roadtrips (www.roadtrips.com)
• Sports Travel and Tours (www.sportstravelandtours.com)
• Sports World Tours (www.sportsworldtours.com)

18.6 Market Resources
National Association of Sports Commissions, 9916 Carver Road, Suite 100, Cincinnati, OH 45242. (513) 281-3888. (www.sportscommissions.org)

(www.sportscommissions.org/Portals/sportscommissions/Documents/Reports/ST_report_16_to_print2.pdf)
19

STADIUMS & ARENAS

19.1 Sports Facility Construction

According to *SportsBusiness Journal*, spending for major league sports facility construction has been as follows:

- 2000: $3.0 billion
- 2001: $3.2 billion
- 2002: $3.5 billion
- 2003: $4.4 billion
- 2004: $2.1 billion
- 2005: $2.2 billion
- 2006: $2.0 billion
- 2007: $1.9 billion
- 2008: $4.0 billion
- 2009: $3.0 billion
- 2010: $3.2 billion
- 2011: $3.5 billion
- 2012: $4.4 billion
- 2013: $2.1 billion
- 2014: $1.6 billion
- 2015: $1.0 billion
- 2016: $5.9 billion
- 2017: $6.2 billion

Professional and college sports venue spending follows lulls in recent years and are at all-time records.

“The building boom has returned with a vengeance in sports, bolstered by a slew of renovations of major league and college facilities and a multitude of new construction projects. It’s a far cry when most large-scale sports developments came to a standstill during the Great Recession.”

*SportsBusiness Journal*

19.2 New Stadiums And Arenas

The following are major stadium and arena projects that opened in 2017:
Ballpark of the Palm Beaches (West Palm Beach, FL)
- Tenants: Houston Astros and Washington Nationals spring training; Gulf Coast League Astros; Gulf Coast League Nationals
- Capacity: 8,000
- Cost: $135 million

Georgia State Stadium [conversion of Turner Field] (Atlanta, GA)
- Tenant: Georgia State Panthers football
- Capacity: 23,000
- Cost: $350 million

Little Caesars Arena (Detroit, MI)
- Tenants: Detroit Red Wings; Detroit Pistons
- Capacity: 19,600
- Cost: $733 million

Mercedes-Benz Stadium (Atlanta, GA)
- Tenants: Atlanta Falcons; Atlanta United FC; Chick-fil-A Peach Bowl
- Capacity: 71,000
- Cost: $1.5 billion

Orlando City Stadium (Orlando, FL)
- Tenants: Orlando City SC; Orlando Pride
- Capacity: 25,500
- Cost: $155 million

Sonny Lubick Field at Colorado State Stadium (Fort Collins, CO)
- Tenant: Colorado State Rams football
- Capacity: 41,200
- Cost: $238 million

SunTrust Park (Atlanta, GA)
- Tenant: Atlanta Braves
- Capacity: 41,500
- Cost: $672 million

Wintrust Arena (Chicago, IL)
- Tenant: DePaul University basketball
- Capacity: 10,050
- Cost: $164 million

The following stadium and arena projects are under construction and scheduled to open in 2018 or 2019:
Audi Field (Washington, DC)
• Tenant: D.C. United
• Capacity: 19,000

Augusta Ballpark (North Augusta, GA)
• Tenant: Augusta GreenJackets
• Capacity: 9,500

Banc of California Stadium (Los Angeles, CA)
• Tenant: Los Angeles FC
• Capacity: 22,000

Los Angeles Stadium at Hollywood Park (Inglewood, CA)
• Tenants: Los Angeles Rams; Los Angeles Chargers
• Capacity: 70,000

The following are proposed professional sports stadiums and arenas:

Las Vegas Stadium (Las Vegas, NV)
• Tenants: Relocated Oakland Raiders, UNLV Rebels football

Miami MLS stadium (Miami, FL)
• Tenant: Miami MLS team

Minnesota United FC Stadium (Saint Paul, MN)
• Tenant: Minnesota United FC

New Era Field II (Buffalo, NY)
• Tenant: Bills

New Rangers Ballpark (Arlington)
• Tenant: Texas Rangers

New Sacramento Republic Stadium (Sacramento, CA)
• Tenant: Sacramento Republic FC

New York City FC Stadium (New York, NY)
• Tenant: New York City FC

19.3 Professional Sports Stadiums and Arenas
The following 121 stadiums and arenas in the United States and Canada are home to teams of Major League Baseball (MLB), Major League Soccer (MLS), the National Basketball Association (NBA), the National Football League (NFL), the
National Hockey League (NHL), and the Women’s National Basketball Association (WNBA):

<table>
<thead>
<tr>
<th>Stadium</th>
<th>Team</th>
<th>Seating Capacity</th>
<th>Year Opened</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anaheim, California</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Angel Stadium of Anaheim:</td>
<td>Angels (MLB)</td>
<td>45,050</td>
<td>1966</td>
</tr>
<tr>
<td>• Honda Center:</td>
<td>Ducks (NHL)</td>
<td>17,174</td>
<td>1993</td>
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<tr>
<td>Atlanta, Georgia</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Mercedes-Benz Stadium:</td>
<td>Falcons (NFL)</td>
<td>71,000</td>
<td>2017</td>
</tr>
<tr>
<td></td>
<td>United FC (MLS)</td>
<td>40,000</td>
<td></td>
</tr>
<tr>
<td>• Philips Arena:</td>
<td>Hawks (NBA)</td>
<td>18,750</td>
<td>1999</td>
</tr>
<tr>
<td>• SunTrust Park:</td>
<td>Braves (MLB)</td>
<td>41,149</td>
<td>2017</td>
</tr>
<tr>
<td>Baltimore, Maryland</td>
<td></td>
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<td></td>
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<tr>
<td>• M&amp;T Bank Stadium:</td>
<td>Ravens (NFL)</td>
<td>71,008</td>
<td>1998</td>
</tr>
<tr>
<td>• Oriole Park at Camden Yards:</td>
<td>Orioles (MLB)</td>
<td>48,876</td>
<td>1992</td>
</tr>
<tr>
<td>Boston/Foxboro, Massachusetts</td>
<td></td>
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<tr>
<td>• Fenway Park:</td>
<td>Red Sox (MLB)</td>
<td>37,402</td>
<td>1912</td>
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<tr>
<td>• Gillette Stadium:</td>
<td>Patriots (NFL)</td>
<td>68,756</td>
<td>2002</td>
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<td></td>
<td>Revolution (MLS)</td>
<td>22,385</td>
<td></td>
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<tr>
<td>• TD Garden:</td>
<td>Bruins (NHL)</td>
<td>17,565</td>
<td>1995</td>
</tr>
<tr>
<td></td>
<td>Celtics (NBA)</td>
<td>18,624</td>
<td></td>
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<tr>
<td>Brooklyn, New York</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Barclays Center:</td>
<td>Nets (NBA)</td>
<td>18,103</td>
<td>2012</td>
</tr>
<tr>
<td>Buffalo, New York</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>• KeyBank Center:</td>
<td>Sabres (NHL)</td>
<td>18,690</td>
<td>1996</td>
</tr>
<tr>
<td>• New Era Field:</td>
<td>Bills (NFL)</td>
<td>71,608</td>
<td>1973</td>
</tr>
<tr>
<td>Calgary, Alberta, Canada</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>• Pengrowth Saddledome:</td>
<td>Flames (NHL)</td>
<td>19,289</td>
<td>1983</td>
</tr>
<tr>
<td>Charlotte, North Carolina</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>• Bank of America Stadium:</td>
<td>Panthers (NFL)</td>
<td>73,778</td>
<td>1996</td>
</tr>
<tr>
<td>• Spectrum Center:</td>
<td>Hornets (NBA)</td>
<td>19,077</td>
<td>2005</td>
</tr>
<tr>
<td>Chicago, Illinois</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Soldier Field:</td>
<td>Bears (NFL)</td>
<td>61,500</td>
<td>1924</td>
</tr>
<tr>
<td>• Toyota Park:</td>
<td>Fire (MLS)</td>
<td>20,000</td>
<td>2006</td>
</tr>
<tr>
<td>Location</td>
<td>Stadium</td>
<td>Team</td>
<td>Capacity</td>
</tr>
<tr>
<td>------------------------------------------------------</td>
<td>-------------------------------------------</td>
<td>-----------------</td>
<td>----------</td>
</tr>
<tr>
<td>White Sox (MLB)</td>
<td>Guaranteed Rate Field</td>
<td>White Sox</td>
<td>40,615</td>
</tr>
<tr>
<td>Bulls (NBA)</td>
<td>United Center</td>
<td>Bulls (NBA)</td>
<td>20,917</td>
</tr>
<tr>
<td>Blackhawks (NHL)</td>
<td></td>
<td>Blackhawks (NHL)</td>
<td>19,717</td>
</tr>
<tr>
<td>Cubs (MLB)</td>
<td>Wrigley Field</td>
<td>Cubs (MLB)</td>
<td>41,160</td>
</tr>
<tr>
<td>Bulls (NBA)</td>
<td>United Center</td>
<td>Bulls (NBA)</td>
<td>20,917</td>
</tr>
<tr>
<td>Cincinnati, Ohio</td>
<td>Great American Ball Park</td>
<td>Reds (MLB)</td>
<td>42,271</td>
</tr>
<tr>
<td>Paul Brown Stadium</td>
<td></td>
<td>Bengals (NFL)</td>
<td>65,790</td>
</tr>
<tr>
<td>Cleveland, Ohio</td>
<td>First Energy Stadium</td>
<td>Browns (NFL)</td>
<td>68,200</td>
</tr>
<tr>
<td>Progressive Field</td>
<td></td>
<td>Indians (MLB)</td>
<td>45,199</td>
</tr>
<tr>
<td>Quicken Loans Arena</td>
<td></td>
<td>Cavaliers (NBA)</td>
<td>20,562</td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>Mapfre Stadium</td>
<td>Crew (MLS)</td>
<td>20,455</td>
</tr>
<tr>
<td>Nationwide Arena</td>
<td></td>
<td>Blue Jackets (NHL)</td>
<td>18,144</td>
</tr>
<tr>
<td>Dallas/Arlington, Texas</td>
<td>American Airlines Center</td>
<td>Mavericks (NBA)</td>
<td>19,200</td>
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<tr>
<td>Stars (NHL)</td>
<td></td>
<td>Stars (NHL)</td>
<td>18,532</td>
</tr>
<tr>
<td>AT&amp;T Stadium</td>
<td></td>
<td>Cowboys (NFL)</td>
<td>80,000*</td>
</tr>
<tr>
<td>Globe Life Park In Arlington</td>
<td></td>
<td>Rangers (MLB)</td>
<td>49,170</td>
</tr>
<tr>
<td>Toyota Stadium</td>
<td></td>
<td>FC Dallas (MLS)</td>
<td>21,193</td>
</tr>
<tr>
<td>Denver/Commerce City, Colorado</td>
<td>Coors Field</td>
<td>Rockies (MLB)</td>
<td>50,445</td>
</tr>
<tr>
<td>Dick’s Sporting Goods Park</td>
<td></td>
<td>Rapids (MLS)</td>
<td>18,086</td>
</tr>
<tr>
<td>Sports Authority Field at Mile High</td>
<td></td>
<td>Broncos (NFL)</td>
<td>76,125</td>
</tr>
<tr>
<td>Pepsi Center</td>
<td></td>
<td>Avalanche (NHL)</td>
<td>18,007</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nuggets (NBA)</td>
<td>19,309</td>
</tr>
<tr>
<td>Detroit/Auburn Hills, Michigan</td>
<td>Comerica Park</td>
<td>Tigers (MLB)</td>
<td>41,982*</td>
</tr>
<tr>
<td>Ford Field</td>
<td></td>
<td>Lions (NFL)</td>
<td>64,500</td>
</tr>
<tr>
<td>Little Caesars Arena</td>
<td></td>
<td>Red Wings (NHL)</td>
<td>19,600</td>
</tr>
<tr>
<td>Pistons (NBA)</td>
<td></td>
<td>Pistons (NBA)</td>
<td>19,600</td>
</tr>
<tr>
<td>Ft. Lauderdale/Sunrise, Florida</td>
<td>BB&amp;T Center</td>
<td>Panthers (NHL)</td>
<td>19,250</td>
</tr>
<tr>
<td>Ft. Lauderdale/Sunrise, Florida</td>
<td></td>
<td>Panthers (NHL)</td>
<td>19,250</td>
</tr>
</tbody>
</table>

**SPORTS MARKETING 2018-2019**
Green Bay, Wisconsin
• Lambeau Field: Packers (NFL) 72,928 1957

Houston, Texas
• Minute Maid Park: Astros (MLB) 40,950 2000
• NRG Stadium: Texans (NFL) 72,220 2002
• BBVA Compass Stadium: Dynamo (MLS) 22,039 2012
• Toyota Center: Rockets (NBA) 18,370 2003

Indianapolis, Indiana
• Bankers Life Fieldhouse: Pacers (NBA) 18,345 1999
  Fever (WNBA) 18,345
• Lucas Oil Stadium: Colts (NFL) 66,153* 2008

Jacksonville, Florida
• EverBank Field: Jaguars (NFL) 67,164* 1995

Kansas City, Missouri/Kansas
• Arrowhead Stadium: Chiefs (NFL) 77,000 1972
• Children’s Mercy Park: Sporting KC (MLS) 18,467 2011
• Kauffman Stadium: Royals (MLB) 39,000 1973

Los Angeles, California
• Dodger Stadium: Dodgers (MLB) 56,000 1962
• Los Angeles Memorial Coliseum: Rams (NFL) 80,000 1923
• Staples Center: Clippers (NBA) 19,060 1999
  Kings (NHL) 18,118
  Lakers (NBA) 18,997
  Sparks (WNBA) 18,997
• StubHub Center: Galaxy (MLS) 27,000 2003

Memphis, Tennessee
• FedEx Forum: Grizzlies (NBA) 18,165 2004

Miami/Miami Gardens, Florida
• American Airlines Arena: Heat (NBA) 19,600 1999
• Hard Rock Stadium: Dolphins (NFL) 65,326 1987
• Marlins Park: Marlins (MLB) 36,742 2012

Milwaukee, Wisconsin
• BMO Harris Bradley Center: Bucks (NBA) 18,717 1988
• Miller Park: Brewers (MLB) 41,900 2001
### Minneapolis/Saint Paul, Minnesota
- U.S. Bank Stadium: Vikings (NFL) 66,655 2016
- Target Field: Twins (MLB) 39,504* 2010
- Target Center: Lynx (WNBA) 20,500 1990
- TCF Bank Stadium: United (MLS) 21,895 2009
- Xcel Energy Center: Wild (NHL) 18,064 2000

### Montreal, Ontario, Canada
- Bell Centre: Canadiens (NHL) 21,273 1996
- Saputo Stadium: Impact (MLS) 20,801 2008

### Nashville, Tennessee
- Bridgestone Arena: Predators (NHL) 17,113 1996
- Nissan Stadium: Titans (NFL) 69,143 1999

### New Orleans, Louisiana
- Mercedes-Benz Superdome: Saints (NFL) 72,928 1975
- Smoothie King Center: Pelicans (NBA) 16,867 1999

### New York/Long Island, New York; East Rutherford/Harrison, New Jersey
- Citi Field: Mets (MLB) 41,800 2009
- Madison Square Garden: Knicks (NBA) 19,743 1968
- MetLife Stadium: Giants (NFL) 82,566 2010
- Nassau Veterans Memorial Coliseum: Islanders (NHL) 16,250 1972
- Red Bull Arena: Red Bulls (MLS) 25,189 2010
- Yankee Stadium: Yankees (MLB) 49,469 2009
  - New York City FC (MLS) 30,321

### Newark, New Jersey
- Prudential Center: Devils (NHL) 17,625 2007

### Oakland, California
- Oakland-Alameda County Coliseum: Athletics (MLB) 35,067* 1966

### Oklahoma City, Oklahoma
- Chesapeake Energy Arena: Thunder (NBA) 18,203 2002

### Orlando, Florida
- Amway Arena: Magic (NBA) 17,248 1989
- Orlando City Stadium: Orlando City SC (MLS) 25,500 2017
Ottawa, Ontario, Canada
• Canadian Tire Centre: Senators (NHL) 19,153 1996

Philadelphia, Pennsylvania
• Citizens Bank Park: Phillies (MLB) 43,647 2004
• Lincoln Financial Field: Eagles (NFL) 69,144 2003
• Talen Energy Stadium: Union (MLS) 18,500 2010
• Wells Fargo Center: 76ers (NBA) 20,444 1996
  Flyers (NHL) 19,537

Phoenix/Glendale, Arizona
• Chase Field: Diamondbacks (MLB) 49,033 1998
• Gila River Arena: Coyotes (NHL) 17,125 2003
• University of Phoenix Stadium: Cardinals (NFL) 63,400* 2006
• Talking Stick Resort Center: Mercury (WNBA) 19,032 1992
  Suns (NBA) 18,422

Pittsburgh, Pennsylvania
• PPG Paints Arena: Penguins (NHL) 18,087 2010
• Heinz Field: Steelers (NFL) 65,050 2001
• PNC Park: Pirates (MLB) 38,496 2001

Portland, Oregon
• Moda Center: Trail Blazers (NBA) 19,980 1995
• Providence Park: Timbers (MLS) 21,144 2011

Raleigh, North Carolina
• PNC Center: Hurricanes (NHL) 18,680 1999

Sacramento, California
• Golden 1 Center: Kings (NBA) 17,608 2016

Salt Lake City/Sandy, Utah
• Vivint Smart Home Arena: Jazz (NBA) 19,991 1991
• Rio Tinto Stadium: Real Salt Lake (MLS) 20,008 2008

San Antonio, Texas
• AT&T Center: Spurs (NBA) 18,797 2002
  Stars (WNBA) 18,797

San Diego, California
• Petco Park: Padres (MLB) 42,445 2004
• StubHub Center: Chargers (NFL) 71,294 1967
<table>
<thead>
<tr>
<th>Location</th>
<th>Stadium/Major</th>
<th>Team</th>
<th>Capacity</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco/Oakland, California</td>
<td>AT&amp;T Park: Giants (MLB)</td>
<td>42,271*</td>
<td>2000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oakland-Alamdea County Coliseum: Athletics (MLB)</td>
<td>35,067*</td>
<td>1966</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Raiders (NFL)</td>
<td>63,026</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oracle Arena: Warriors (NBA)</td>
<td>19,596</td>
<td>1996</td>
<td></td>
</tr>
<tr>
<td>San Jose, California</td>
<td>Avaya Stadium: Earthquakes (MLS)</td>
<td>18,000</td>
<td>2015</td>
<td></td>
</tr>
<tr>
<td></td>
<td>HP Pavilion at San Jose: Sharks (NHL)</td>
<td>17,562</td>
<td>1993</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Levi’s Stadium: 49ers (NFL)</td>
<td>70,207</td>
<td>1960</td>
<td></td>
</tr>
<tr>
<td>Seattle, Washington</td>
<td>CenturyLink Field: Seahawks (NFL)</td>
<td>68,000*</td>
<td>2002</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sounders FC (MLS)</td>
<td>35,700</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Key Arena: Storm (WNBA)</td>
<td>17,072</td>
<td>1962</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Safeco Field: Mariners (MLB)</td>
<td>47,116</td>
<td>1999</td>
<td></td>
</tr>
<tr>
<td>St. Louis, Missouri</td>
<td>Busch Stadium: Cardinals (MLB)</td>
<td>43,975*</td>
<td>2006</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Scottrade Center: Blues (NHL)</td>
<td>19,150</td>
<td>1994</td>
<td></td>
</tr>
<tr>
<td>Tampa/St. Petersburg, Florida</td>
<td>Amalie Arena: Lightning (NHL)</td>
<td>19,092</td>
<td>1996</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Raymond James Stadium: Buccaneers (NFL)</td>
<td>65,857*</td>
<td>1998</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tropicana Field: Blue Rays (MLB)</td>
<td>36,973*</td>
<td>1990</td>
<td></td>
</tr>
<tr>
<td>Toronto, Ontario, Canada</td>
<td>Air Canada Centre: Raptors (NBA)</td>
<td>19,800</td>
<td>1989</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maple Leafs (NHL)</td>
<td>18,800</td>
<td>1999</td>
<td></td>
</tr>
<tr>
<td></td>
<td>BMO Field: Toronto FC (MLS)</td>
<td>21,800</td>
<td>2007</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rogers Centre: Blue Jays (MLB)</td>
<td>49,539</td>
<td>2009</td>
<td></td>
</tr>
<tr>
<td>Vancouver, British Columbia, Canada</td>
<td>BC Place: WhitecapsFC (MLS)</td>
<td>22,120</td>
<td>1983</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rogers Arena: Canucks (NHL)</td>
<td>18,800</td>
<td>1995</td>
<td></td>
</tr>
<tr>
<td>Washington, D.C./Landover, Maryland</td>
<td>FedEx Field: Redskins (NFL)</td>
<td>91,704</td>
<td>1997</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nationals Park: Nationals (MLB)</td>
<td>41,888</td>
<td>2008</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RFK Stadium: D.C. United (MLS)</td>
<td>23,865</td>
<td>1961</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Verizon Center: Mystics (WNBA)</td>
<td>20,173</td>
<td>1997</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wizards (NBA)</td>
<td>20,173</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Capitals (NHL)</td>
<td>18,277</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Winnipeg, Manitoba, Canada

• MTS Centre Jets (NHL) 15,294 2004

* Total capacity exceeds seating capacity because of standing room, tarp-covered seats, or expandable design.

19.4 Naming Rights

Naming-rights deals for sports venues is a relatively modern concept, an idea conceived to help facilities raise new capital for construction and operations. The concept was developed with the naming of professional sports venues during the late 1980s. It has spread over the past decade to venues of all type, such as minor league sports venues, college sports venues, performing arts and concert venues, convention centers, and other facilities. Deal makers include banks and financial institutions – which maintain about a third of naming-rights deals – energy companies, insurers, airlines, telecoms, auto companies, brewers, and software makers.

According to *SportsBusiness Journal*, over $7 billion has been committed to naming-rights deals for new major league sports facilities. An additional $500 million is committed for college and minor league venues. Many of the deals have 20-year and 30-year terms.

The following are the largest naming-rights deals among professional sports stadiums and arenas (source: *SportsBusiness Journal*):

<table>
<thead>
<tr>
<th>Stadium/Arena (Location)</th>
<th>Total Value/Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barclays Center (Brooklyn, NY):</td>
<td>$400 million; 20 years ending 2031</td>
</tr>
<tr>
<td>Citi Field (New York, NY):</td>
<td>$400 million; 20 years ending 2028</td>
</tr>
<tr>
<td>Mercedes-Benz Stadium (Atlanta, GA):</td>
<td>$324 million; 27 years ending 2044</td>
</tr>
<tr>
<td>Chase Center (San Francisco, CA):</td>
<td>$300 million; 20 years ending 2035</td>
</tr>
<tr>
<td>Reliant Stadium (Houston, TX):</td>
<td>$300 million; 30 years ending 2032</td>
</tr>
<tr>
<td>Gillette Field (Foxboro, MA):</td>
<td>$240 million; 15 years ending 2031</td>
</tr>
<tr>
<td>U.S. Bank Stadium (Minneapolis, MN):</td>
<td>$220 million; 25 years ending 2040</td>
</tr>
<tr>
<td>FedEx Field (Landover, MD):</td>
<td>$207 million; 27 years ending 2025</td>
</tr>
<tr>
<td>Philips Arena (Atlanta, GA):</td>
<td>$185 million; 20 years ending 2019</td>
</tr>
<tr>
<td>American Airlines Center (Dallas, TX):</td>
<td>$195 million; 30 years ending 2030</td>
</tr>
<tr>
<td>Minute Maid Park (Houston, TX):</td>
<td>$178 million; 28 years ending 2029</td>
</tr>
<tr>
<td>National Car Rental Stadium (St. Louis, MO):</td>
<td>$158 million; 20 years ending 2035</td>
</tr>
<tr>
<td>University of Phoenix Stadium (Glendale, AZ):</td>
<td>$154 million; 20 years ending 2025</td>
</tr>
<tr>
<td>Bank of America Stadium (Charlotte, NC):</td>
<td>$140 million; 20 years ending 2023</td>
</tr>
<tr>
<td>Lincoln Financial Field (Philadelphia, PA):</td>
<td>$140 million; 20 years ending 2022</td>
</tr>
<tr>
<td>Nationwide Arena (Columbus, OH):</td>
<td>$135 million; indefinite</td>
</tr>
<tr>
<td>Invesco Field at Mile High (Denver, CO):</td>
<td>$120 million; 20 years ending 2027</td>
</tr>
<tr>
<td>Lucas Oil Stadium (Indianapolis, IN):</td>
<td>$122 million; 20 years ending 2027</td>
</tr>
<tr>
<td>TD Garden (Boston, MA):</td>
<td>$119 million; 20 years ending 2025</td>
</tr>
<tr>
<td>Staples Center (Los Angeles, CA):</td>
<td>$116 million; 20 years ending 2019</td>
</tr>
<tr>
<td>Prudential Center (Newark, NJ):</td>
<td>$105 million; 20 years ending 2027</td>
</tr>
</tbody>
</table>
Ranked by average annual value, the largest college stadium naming rights deals are as follows:

<table>
<thead>
<tr>
<th>School</th>
<th>Sponsor</th>
<th>Total Value/Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>USC</td>
<td>United Airlines</td>
<td>$ 70 million; 15 years ending 2031</td>
</tr>
<tr>
<td>Washington</td>
<td>Alaska Airlines</td>
<td>$ 41 million; 10 years ending 2025</td>
</tr>
<tr>
<td>Houston</td>
<td>TDECU</td>
<td>$ 15 million; 10 years ending 2024</td>
</tr>
<tr>
<td>Kentucky</td>
<td>Kroger</td>
<td>$ 22 million; 12 years ending 2028</td>
</tr>
<tr>
<td>Minnesota</td>
<td>TCF National Bank</td>
<td>$ 35 million; 25 years ending 2034</td>
</tr>
<tr>
<td>North Texas</td>
<td>Apogee</td>
<td>$ 20 million; 20 years ending 2030</td>
</tr>
<tr>
<td>Central Florida</td>
<td>Charter Comm.</td>
<td>$ 15 million; 15 years ending 2022</td>
</tr>
<tr>
<td>College World Series</td>
<td>TD Ameritrade</td>
<td>$ 15 million; 15 years ending 2022</td>
</tr>
<tr>
<td>Texas</td>
<td>University Federal</td>
<td>$ 13 million; 15 years ending 2021</td>
</tr>
<tr>
<td>Boise State</td>
<td>Albertsons</td>
<td>$ 12 million; 15 years ending 2029</td>
</tr>
</tbody>
</table>

**19.5 Personal Seat Licenses**

Personal seat licenses (PSLs) as a means to help finance construction dates to the late 1990s. For new stadiums, PSLs are a significant part of the projects. To help fund the New Meadowlands Stadium, for example, the New York Giants is charging $1,000 to $20,000 a seat for PSLs; in addition to the seat license is the cost of the ticket: $85 to $700 each.

PSLs are sold at 25 U.S. stadiums, arenas, and racetracks, as follows:

**Major League Baseball (5)**
- Arizona Diamondbacks, Minnesota Twins, San Diego Padres, San Francisco Giants, St. Louis Cardinals

**National Basketball Association (3)**
- Charlotte Bobcats, Toronto Raptors, Utah Jazz

**National Football League (15)**

**National Hockey League (2)**
- Columbus Blue Jackets, Toronto Maple Leafs
19.6 Premium Seating

According to *SportsBusiness Journal*, major league stadiums and arenas have a total of 10,371 suites and 454,279 club seats.

Annual revenues to professional sports teams from premium seating and suites is estimated at $5 billion. A team’s income from premium seats is not typically shared with other teams in the league, as are general admission and television broadcast revenue.

For the NBA, NFL, NHL, and MLB, suites account for up to 20% of total team revenue. For many teams, the boxes have become a matter of survival, often representing 50% of a team’s profit, according to *The Wall Street Journal*.

Premium seating has changed the way team owners approach the business, with stadium owners insisting on more and more luxury seating options with each new stadium.

Yankee Stadium has 68 suites, while AT&T Stadium has 300, priced from $224,000 to more than $900,000 per year.
The new stadium for the San Francisco 49ers, which opened in 2014, had sold $138 million in luxury suites at the time of groundbreaking in early 2012.

______________________________________________________________

“Luxury suites have been growing in importance since the 1990s and are an essential part of any new stadium being built. In fact, most new stadiums are built not because they are physically obsolete, but because they are financially obsolete.”

Prof. Emily Sparvero, Ph.D.
Sports Industry Research Center
Temple University

______________________________________________________________
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SPEEDWAYS

20.1 Overview
Of the 1,000 speedways, or motorsport racetracks, in the U.S., approximately 800 are dirt tracks, most no bigger than a half mile. Among the larger speedways, 12 have seating capacity for more than 100,000 people, making them the largest category of sports venue.

Some tracks accommodate spectators in the infield. Others have sitting or standing areas on grassy banks. Capacity estimates vary for these tracks.

20.2 Major Speedways
The following are the major speedways in the United States and their seating capacity:

• Atlanta Motor Speedway (Hampton, GA): 124,000
• Auto Club Raceway (Pomona, CA): 40,000
• Auto Club Speedway (Fontana, CA): 122,000
• Bristol Motor Speedway (Bristol, TN): 160,000
• Charlotte Motor Speedway (Concord, NC): 140,000
• Chicagoland Speedway (Joliet, IL): 75,000
• Darlington Raceway (Darlington, SC): 63,000
• Daytona International Speedway (Daytona Beach, FL): 168,000
• Dover International Speedway (Dover, DE): 95,500
• Gateway International Raceway (Madison, IL): 78,000
• Homestead-Miami Speedway (Homestead, FL): 65,000
• Indianapolis Motor Speedway (Speedway, IN): 250,000
• Iowa Speedway (Newton, IA): 30,000
• Kansas Speedway (Kansas City, KS): 81,700
• Kentucky Speedway (Sparta, KY): 107,000
• Las Vegas Motor Speedway (Clark County, NV): 142,000
• Martinsville Speedway (Martinsville, VA): 65,000
• Memphis Motorsports Park (Millington, TN): 35,000
• Michigan International Speedway (Brooklyn, MI): 137,000
• Mid-Ohio Sports Car Course (Lexington, OH): 75,000
• Milwaukee Mile (West Allis, WI): 37,000
• New Hampshire Motor Speedway (Loudon, NH): 91,000
<table>
<thead>
<tr>
<th>Location</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phoenix International Raceway (Avondale, AZ)</td>
<td>76,800</td>
</tr>
<tr>
<td>Pocono Raceway (Long Pond, PA)</td>
<td>76,800</td>
</tr>
<tr>
<td>Portland International Raceway (Portland, OR)</td>
<td>86,000</td>
</tr>
<tr>
<td>Richmond International Raceway (Richmond, VA)</td>
<td>121,000</td>
</tr>
<tr>
<td>Road America (Elkhart Lake, WI)</td>
<td>50,000</td>
</tr>
<tr>
<td>Rockingham Speedway (Rockingham, NC)</td>
<td>34,500</td>
</tr>
<tr>
<td>Sebring International Raceway (Sebring, FL)</td>
<td>varies</td>
</tr>
<tr>
<td>Sonoma Raceway (Sonoma, CA)</td>
<td>47,000</td>
</tr>
<tr>
<td>Talladega Superspeedway (Talladega, AL)</td>
<td>175,000</td>
</tr>
<tr>
<td>Texas Motor Speedway (Fort Worth, TX)</td>
<td>191,100</td>
</tr>
<tr>
<td>Watkins Glen International (Watkins Glen, NY)</td>
<td>41,000</td>
</tr>
</tbody>
</table>
21

TICKETING

21.1 Market Assessment
Consumers spend roughly $30 billion annually for tickets to sporting events. The primary ticket market is approximately $22 million; the secondary ticket market is estimated at $8 billion.

Increasingly, tickets are sold online, with over 50% of individual game tickets now sold online. Online sales allow teams to gain access to a wealth of data about their customers. The average NBA franchise, for example, has 500,000 names in its database, and some big-market teams have double that number.

Once worried that ticket resales would eat into overall sales, major sports leagues have realized these concerns were unfounded, and many teams have begun contracting with secondary ticket resellers, primarily as a service to their season-ticket holders. Surveys show that season-ticket holders – who contribute about 80% of overall ticket revenue – worry about unused tickets, thus the option to resell tickets is one of the best ways of retaining season-ticket holders.

21.2 Secondary Ticketing
The online secondary ticketing market is estimated at $6 billion to $8 billion. The amount could be much higher; no one knows for certain because so much of the selling can never be tracked.

While re-selling tickets online at face value is legal in all 50 states and the District of Columbia, about 15 states have some restriction on how much tickets can be marked up by sellers. The laws vary widely, depending on the state and type of event and venue, and they range in scope. Conversely, several states have relaxed their regulations by removing bans on online individual ticket auctions.

Online brokers largely have to rely on sellers to abide by their respective states’ rules, yet there is no way of knowing if they actually do so. And the overall online ticket market is difficult to police given the borderless nature of the business.

There is a fine line between ticket brokers and scalpers. The former are generally those who are licensed by their state or are members of an association such as the National Association of Ticket Brokers (www.natb.org). Legitimate brokers work to protect consumers against fraudulent transactions. Unlike some independent scalpers, these resellers guarantee the sale of tickets by checking both the buyer and seller for potential risk of fraud prior to transactions.
The following are the largest secondary ticket providers:

- AXS (www.axs.com)
- Coast to Coast Tickets (www.coasttocoasttickets.com)
- eBay (www.ebay.com)
- Go Tickets (www.gotickets.com)
- RazorGator (www.razorgator.com)
- ReplyBuy (www.replybuy.com)
- SeatGeek (www.seatgeek.com)
- StubHub (www.stubhub.com)
- TickCo (www.tickco.com)
- Ticket Liquidator (www.ticketliquidator.com)
- Tickets.com (www.tickets.com)
- Ticketmaster (www.ticketmaster.com)
- TicketsNow (www.ticketsnow.com)

As competition in the segment has increased, the main players have created sub-niches for themselves to establish market differentiation. RazorGator, for example, specializes in the corporate travel market; StubHub works primarily through fan-to-fan connections and advertises heavily in mass media; TicketsNow takes sales listings only through prescreened, licensed brokers; and Ticketmaster works in a more traditional vendor capacity, only selling tickets on the secondary market for its own TeamExchange clients.

Among companies in the secondary ticketing market, StubHub is the largest. eBay acquired StubHub in 2007 for $310 million.

### 21.3 Dynamic Pricing

Dynamic pricing, also called market-based pricing and variable pricing, adjusts single-game ticket prices based on demand. Using this model, teams can adjust regular ticket prices up or down as late as game day.

Software by Digonex Technologies (www.digonex.com), Qcue (www.qcue.com), and Veritix (www.veritix.com) is used by teams to guide variable pricing based on past ticket sales, team matchups, day and time of the game, player injuries, weather, and the going rate on ticket resale websites.

Qcue reported that its MLB clients that implemented dynamic pricing for the season increased revenue by an average of $900,000 by adjusting the price in each section of the ballpark for each game.

Variable pricing in professional sports dates to 2009, when the San Francisco Giants began conducting trials with variable pricing. All 30 MLB teams had adopted dynamic pricing by 2015.

The NFL did not allow variable pricing until the 2014-2015 season.
21.4 Professional League Sports Tickets

Major League Baseball
• According to Turnkey Sports (www.turnkeysports.com), non-season-ticket holders purchased Major League Baseball tickets as follows:
  - Team website: 34%
  - StubHub: 19%
  - Team ticket office (walkup/telephone): 16%
  - Friend/relative: 15%
  - Ticketmaster: 6%
  - MLB.com: 3%
  - Other: 7%

• Tickets.com, a subsidiary of MLB Advanced Media (MLBAM), has primary ticketing agreements with 21 MLB teams.
• StubHub pays MLBAM more than half of the fees and commissions it collects on its baseball secondary ticket sales; MLBAM, in turn, sends a portion of these proceeds to the teams. *SportsBusiness Journal* estimates that StubHub pays MLBAM about $60 million annually.
• Some MLB teams are trying to encourage, even force, customers to use mobile ticketing. The Atlanta Braves, for example, imposes a $250 fee for season ticket holders who elect to use paper tickets. The Cleveland Indians, Tampa Bay Rays, and Washington Nationals, among others, offer discounts or loyalty points for fans who use mobile tickets.

National Basketball Association
• NBAtickets.com, a subsidiary of NBA Media Ventures LLC, is the official ticket marketplace for the NBA. It serves as a hub that links to the official team ticketing options for each team.

National Football League
• Thirty-one (31) NFL teams have primary ticketing agreements with Ticketmaster; the Detroit Lions uses AXS.
• Ticketmaster’s NFL ticket resale volume is estimated by *SportsBusiness Journal* at roughly $500 million per season in gross sales; growth has been in double-digit percentages in recent years.

National Hockey League
• Ticketmaster operates the NHL Ticket Exchange, the official primary ticket marketplace for the National Hockey League.

Major League Soccer
• SeatGeek is the official ticketing partner of MLS.
• In 2016, MLS and SeatGeek unveiled a ticketing system that allows fans to buy
tickets on dozens of e-commerce apps and ticketing sites, and also to securely sell or transfer tickets on any resale platform of their choice.

21.5 Moving Unsold Ticket Inventory
According to *SportsBusiness Journal*, between 11% and 39% of primary ticket inventory goes unsold.

ScoreBig (www.scorebig.com), dubbed a Priceline.com for sports tickets, launched an online service in 2010 that aids teams in moving unsold tickets. ScoreBig secures inventory from teams, leagues, venues, promoters, or anyone else holding large blocks of unsold seats and sells it based on preference in price, location, and game. The model is loosely based on travel sites that sell hotel rooms or airline tickets at discounted rates.

21.6 Ticketing Through Social Networks
Ticketmaster makes tickets to sports events available through Twitter and Facebook. On Facebook, users can see where friends are sitting on an interactive map.

According to LiveAnalytics (www.liveanalytics.com), the research arm of Ticketmaster, 14% of those who purchase sports tickets from Ticketmaster are influenced to attend a game by a Facebook post, 20% use social media to invite friends to attend with them, and 47% are interested in seeing where their Facebook friends are sitting. LiveAnalytics also found that 16% of sports ticket buyers use their mobile phone to check in at the game to a location-based platform such as Foursquare.

21.7 Market Resources
National Association of Ticket Brokers, 214 North Hale Street, Wheaton, IL 60187. (630) 510-4594. (www.natb.org)
PART III: SPORTS MEDIA
22.1 Sports Network Overview

Television sports networks include major sports networks (see 22.5), sport-specific networks (see 22.6), league networks (see 22.7), and regional sports networks (see 22.8).

The following number of homes were served by sports networks in April 2017 (source: Nielsen [www.nielsen.com]):

- ESPN: 87,437
- ESPN2: 87,349
- FXX (Formerly Fox Soccer Channel): 85,573
- Fox Sports 1: 84,159
- NBC Sports Network: 83,790
- GOLF Channel: 75,678
- ESPNU: 68,574
- MLB Network: 64,014
- The Tennis Channel: 52,150
- NBA-TV: 50,838
- Fox Sports 2: 50,164
- Univision Deportes: 46,595
- Outdoor Channel: 38,160
- Sportsman Channel: 31,081
- BEIN Sport: 22,679
- Fox Deportes: 21,282
- BEIN Sport Espanol: 18,319

As the number of cable households has gradually declined in recent years, so too, has the reach of sports networks.

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“Cord-cutting has been plug-ugly for ESPN, which has lost 11 million subscribers in five years.”

Forbes, 12/11/16

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According to SNL Kagan (www.snl.com), sports channels contribute about $8 to the monthly bill – about $100 annually – for each U.S. cable and satellite household. Among all channels, ESPN is the priciest, with a charge of slightly over $5.00 a month for each cable and satellite household, a figure that increases to about $6.50 per subscriber when ESPN2 and ESPN Classic are included. Other sports channels, including Fox Sports Net, NFL Network, and NBC Sports Network, account for an additional $1.50. Regional sports networks (RSNs) add about $2.50 per subscriber per month, a cost that has increased 53% since 2008.

22.2 Sports Television Viewership

Average 2016-2017 regular season viewership for major professional sports was as follows (source: Nielsen):

- NFL: 16.46 million
- NBA: 1.26 million
- MLB: 505,000
- MLS: 277,000

According to Nielsen, the median age of television viewers in 2016 and change since 2006 is as follows:

<table>
<thead>
<tr>
<th>Event</th>
<th>2016</th>
<th>10-Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>PGA Champions Tour</td>
<td>64</td>
<td>5</td>
</tr>
<tr>
<td>Figure skating</td>
<td>64</td>
<td>5</td>
</tr>
<tr>
<td>LPGA</td>
<td>63</td>
<td>4</td>
</tr>
<tr>
<td>Horse racing</td>
<td>63</td>
<td>7</td>
</tr>
<tr>
<td>ATP</td>
<td>61</td>
<td>5</td>
</tr>
<tr>
<td>Monster Energy NASCAR Cup Series</td>
<td>58</td>
<td>9</td>
</tr>
<tr>
<td>Pro rodeo</td>
<td>57</td>
<td>4</td>
</tr>
<tr>
<td>MLB</td>
<td>57</td>
<td>5</td>
</tr>
<tr>
<td>WNBA</td>
<td>55</td>
<td>6</td>
</tr>
<tr>
<td>WTA Tour</td>
<td>55</td>
<td>8</td>
</tr>
<tr>
<td>Pro wrestling</td>
<td>54</td>
<td>21</td>
</tr>
<tr>
<td>Olympics</td>
<td>53</td>
<td>3</td>
</tr>
<tr>
<td>College football</td>
<td>52</td>
<td>3</td>
</tr>
<tr>
<td>College basketball (men’s)</td>
<td>52</td>
<td>4</td>
</tr>
<tr>
<td>NFL</td>
<td>50</td>
<td>4</td>
</tr>
<tr>
<td>Boxing</td>
<td>49</td>
<td>2</td>
</tr>
<tr>
<td>NHL</td>
<td>49</td>
<td>7</td>
</tr>
<tr>
<td>UFC</td>
<td>49</td>
<td>15</td>
</tr>
<tr>
<td>Action sports</td>
<td>47</td>
<td>14</td>
</tr>
<tr>
<td>English Premier League (EPL)</td>
<td>43</td>
<td>n/a</td>
</tr>
<tr>
<td>NBA</td>
<td>42</td>
<td>2</td>
</tr>
<tr>
<td>MLS</td>
<td>40</td>
<td>1</td>
</tr>
<tr>
<td>International soccer</td>
<td>39</td>
<td>4</td>
</tr>
</tbody>
</table>
“The greying of sports TV viewers shows a sharp increase. Nearly all sports have seen a quick rise in average age of TV viewers as younger fans shift to digital platforms”

*SportsBusiness Journal, 6/5/17*

### 22.3 Most Watched Sports TV Programs

The following were the most watched sports TV programs in 2016 (source: Nielsen):

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Date</th>
<th>Avg. No. Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Bowl 50:</td>
<td>CBS</td>
<td>Feb. 7</td>
<td>111.90 million</td>
</tr>
<tr>
<td>Super Bowl 50 postgame:</td>
<td>CBS</td>
<td>Feb. 7</td>
<td>70.00 million</td>
</tr>
<tr>
<td>NFC Championship:</td>
<td>Fox</td>
<td>Jan. 24</td>
<td>45.74 million</td>
</tr>
<tr>
<td>World Series Game 7:</td>
<td>Fox</td>
<td>Nov. 2</td>
<td>40.05 million</td>
</tr>
<tr>
<td>NFL Divisional Playoff:</td>
<td>NBC</td>
<td>Jan. 16</td>
<td>33.73 million</td>
</tr>
<tr>
<td>Summer Olympics:</td>
<td>NBC</td>
<td>Aug. 9</td>
<td>33.44 million</td>
</tr>
<tr>
<td>NFL Wild-Card Game:</td>
<td>CBS</td>
<td>Jan. 9</td>
<td>31.23 million</td>
</tr>
<tr>
<td>Summer Olympics:</td>
<td>NBC</td>
<td>Aug. 11</td>
<td>31.22 million</td>
</tr>
<tr>
<td>NBA Finals Game 7:</td>
<td>ABC</td>
<td>June 19</td>
<td>31.02 million</td>
</tr>
<tr>
<td>Summer Olympics:</td>
<td>NBC</td>
<td>Aug. 7</td>
<td>29.78 million</td>
</tr>
<tr>
<td>Summer Olympics:</td>
<td>NBC</td>
<td>Aug. 8</td>
<td>28.86 million</td>
</tr>
<tr>
<td>NBA Trophy Presentation:</td>
<td>ABC</td>
<td>June 19</td>
<td>27.77 million</td>
</tr>
<tr>
<td>Summer Olympics:</td>
<td>NBC</td>
<td>Aug. 14</td>
<td>26.75 million</td>
</tr>
<tr>
<td>Sunday Night Football:</td>
<td>NBC</td>
<td>Dec. 11</td>
<td>26.50 million</td>
</tr>
<tr>
<td>Summer Olympics Opening Ceremony:</td>
<td>NBC</td>
<td>Aug. 5</td>
<td>26.49 million</td>
</tr>
<tr>
<td>Summer Olympics:</td>
<td>NBC</td>
<td>Aug. 12</td>
<td>26.45 million</td>
</tr>
<tr>
<td>College Football Playoff Championship:</td>
<td>ESPN</td>
<td>Jan. 11</td>
<td>25.67 million</td>
</tr>
<tr>
<td>Summer Olympics:</td>
<td>NBC</td>
<td>Aug. 13</td>
<td>25.52 million</td>
</tr>
<tr>
<td>NFL season opener:</td>
<td>NBC</td>
<td>Sept. 8</td>
<td>25.19 million</td>
</tr>
<tr>
<td>NFC Championship postgame:</td>
<td>Fox</td>
<td>Jan. 24</td>
<td>24.32 million</td>
</tr>
<tr>
<td>Sunday Night Football:</td>
<td>NBC</td>
<td>Jan. 3</td>
<td>24.29 million</td>
</tr>
<tr>
<td>Summer Olympics:</td>
<td>NBC</td>
<td>Aug. 15</td>
<td>24.22 million</td>
</tr>
<tr>
<td>Sunday Night Football:</td>
<td>NBC</td>
<td>Dec. 18</td>
<td>24.15 million</td>
</tr>
<tr>
<td>Summer Olympics:</td>
<td>NBC</td>
<td>Aug. 16</td>
<td>24.14 million</td>
</tr>
<tr>
<td>Summer Olympics:</td>
<td>NBC</td>
<td>Aug. 12</td>
<td>24.02 million</td>
</tr>
<tr>
<td>World Series Game 5:</td>
<td>Fox</td>
<td>Oct. 30</td>
<td>23.64 million</td>
</tr>
<tr>
<td>World Series Game 6:</td>
<td>Fox</td>
<td>Nov. 1</td>
<td>23.40 million</td>
</tr>
</tbody>
</table>
22.4 Broadcast Rights Agreements

The following is a summary of major sports broadcast rights agreements:

SPORTS MARKETING 2018-2019

- 131 •
Big Ten Conference College Football
• Networks: ESPN
• Annual broadcast rights fee: $250 million
• Contract years: 2007-2017

Major League Baseball (MLB)
• Networks: ESPN, Fox, and Turner Sports’ TBS
• Annual broadcast rights fee: $1.5 billion
• Contract years: 2014-2021

NASCAR
• Networks: Fox
• Annual broadcast rights fee: $300 million
• Contract years: 2015-2022

National Basketball Association (NBA)
• Networks: ESPN/ABC and Turner Sports’ TNT
• Annual broadcast rights fee: $2.6 billion
• Contract years: 2016/2017 thru 2023/2024

National Hockey League (NHL)
• Networks: NBC and NBC Sports Network
• Annual broadcast rights fee: $200 million
• Contract years: 2012-2022

NCAA College Football Playoffs
• Networks: ESPN
• Annual broadcast rights fee: $470 million
• Contract years: 2014-2026

NCAA Men’s Basketball Championship
• Networks: CBS and Turner Sports’ TNT
• Annual broadcast rights fee: $740 million
• Contract years: 2010-2024

NFL (AFC Package)
• Networks: CBS
• Annual broadcast rights fee: $960 million
• Contract years: 2014-2022

NFL (Monday Night Football package)
• Networks: ESPN
• Annual broadcast rights fee: $1.9 billion
• Contract years: 2014-2021
NFL (NFC Package)
• Networks: Fox Sports
• Annual broadcast rights fee: $1.1 billion
• Contract years: 2014-2022

NFL (Sunday Night Football package)
• Networks: NBC
• Annual broadcast rights fee: $950 million
• Contract years: 2014-2022

Notre Dame Football
• Networks: NBC
• Annual broadcast rights fee: $20 million
• Contract years: 2016-2025

PGA Tour
• Networks: CBS, NBC, Golf Channel
• Annual broadcast rights fee: $500 million
• Contract years: 2011-2021

SEC Conference College Football
• Networks: CBS and ESPN
• Annual broadcast rights fee: $210 million
• Contract years: 2008-2023

U.S. Open Tennis
• Networks: ESPN
• Annual broadcast rights fee: $75 million
• Contract years: 2015-2026

World Cup
• Networks: Fox and Telemundo
• Annual broadcast rights fee: $1 billion (estimated)
• Contract years: 2018 and 2022

For MLB, the following are the highest annual rights deals with RSNs (source: SportsBusiness Journal):
• Los Angeles Dodgers: Time Warner Cable $320 million
• Los Angeles Angels: Fox Sports West $150 million
• Texas Rangers: Fox Sports Southwest $150 million
• New York Yankees: YES $ 90 million
• Boston Red Sox: NESN $ 60 million
• San Diego Padres: Fox Sports San Diego $ 60 million
• New York Mets: SportsNet New York $ 52 million
The Los Angeles Dodgers entered into a $8 billion, 25-year TV rights deal with Time Warner Cable beginning with the 2014 season. Averaging $320 million per season, the deal is significantly higher than RSN rights in the past and suggests an escalation in rights fees is forthcoming upon expiration of contracts for other teams.

22.5 Major Sports Networks

The following summarizes the broadcast rights of major sports properties by broadcast and national cable networks:

**ABC Sports Network**
- Indy Racing League, including the Indianapolis 500
- Major League Soccer
- NASCAR
- National Basketball Association, including championship finals
- PGA Tour
- U.S. Figure Skating Championships
- Women’s National Basketball Association

**CBS Sports Network**
- National Football League
- NCAA Basketball Tournament
- PGA Championship
- PGA Tour
- SEC college football
- Supercross
- The Masters
- USTA US Open Tennis

**ESPN/ESPN2**
- Breeders’ Cup
- Indy Racing League
- Major League Baseball
- Major League Soccer
- NASCAR
- National Basketball Association
- National Football League
- U.S. Open (golf)
- Women’s National Basketball Association
- Wrangler National Finals Rodeo

**Fox Sports**
- College Football Playoffs
- FIFA World Cup
• Major League Baseball, including the All-Star Game and World Series
• NASCAR, including the Daytona 500
• National Football League

**NBC Sports Network**
• America’s Cup
• Belmont Stakes
• Kentucky Derby
• NASCAR
• National Hockey League, including The Stanley Cup
• Notre Dame football
• Olympics: Winter and Summer Games
• PGA Tour
• Preakness Stakes
• Professional Bull Riders
• Tour de France
• U.S. Figure Skating
• U.S. Open (golf)
• Wimbledon

**Turner Sports/TNT**
• Major League Baseball
• National Basketball Association, including the All-Star Game
• NASCAR
• PGA Tour, PGA Championship, PGA Grand Slam

### 22.6 Sport-Specific Networks

There are five major sport-specific networks, as follows:

**Fox Sports 1**
• Speed, the second-largest sport-specific network, rebranded as Fox Sports 1 in 2013. The network, which launched in 1995, broadcasts several NASCAR Sprint Cup races along with other racing circuit events. Fox Sports 1 was distributed to 88.0 million households in 2015.

**Fox Sports 2**
Golf Channel

- The success of Golf Channel, which launched in 1995 and had reach in 84.8 million households in 2015, spurred other sport-specific networks. The channel's success is linked to its broadcast rights contract for the PGA Tour.

Tennis Channel

- Tennis Channel, a 24-hour sports and lifestyle channel that launched in 2003, reaches 34 million households. The channel is offered on Dish Network's America's Top 200 tier of programming and on sports tiers by major cable operators. Tennis Channel was acquired by Sinclair Broadcasting in January 2016 for $350 million. With 164 local television stations in 79 markets, Sinclair was able to significantly increase the channel's reach.

“As sports TV channels continue to bleed subscribers, Tennis Channel is growing its distribution by about 25 million homes. The channel had been stuck at about 36 million homes from 2012 to 2015.”

SportsBusiness Journal, 8/29/16

The Ski Channel

- The Ski Channel, launched in 2008, is devoted to year round mountain activities such as skiing, snowboarding, hiking, biking, backpacking, climbing, and other regional sports. Distribution is on AT&T U-Verse, Brighthouse Networks, Cablevision, Comcast, Cox Communications, DirecTV, RCN, Time Warner Cable, and Verizon FiOS.

22.7 League Networks

The National Basketball Association launched NBA TV in 1999. NBA TV broadcasts 96 regular-season games that are not included in its broadcast rights deals with networks. NBA TV is available through Cablevision, Cox Communications, Comcast, DirecTV, DISH Network, and Time Warner Cable. NBA TV distribution was 50.8 million households in April 2017.

The National Football League launched the NFL Network in 2003. The channel broadcasts highlights, classic games, and other content from the more than 4,000 hours of footage from the NFL library. In 2006, the NFL Network began broadcasting

The National Hockey League launched the NHL Network in 2007 with cable and satellite distribution mostly on dedicated sports tiers. The network offered 50 live games in high definition during the 2014-2015 season. NHL Network reaches approximately 43 million homes.

Major League Baseball launched MLB Network, a 24-hour channel, in 2009; it was the largest cable launch in history. MLB Network reached 64.0 million cable and satellite customers in April 2017.

League networks have expanded online as well as through cable distribution.

22.8 Regional Sports Networks

Regional sports networks provide sports programming – generally local professional or college games – to regional markets.

Fox Sports Net (FSN) is a cluster of 17 regional cable sports networks with a foundation of local game action as well as national sports news that can be inserted locally.

Regional sports networks, their reach, and the sports rights they hold are as follows (source: SportsBusiness Journal):

Altitude Sports and Entertainment (www.altitude.tv): 3.1 million households (HH)
- Big Sky Conference
- ECHL Colorado Eagles
- NBA Denver Nuggets
- NHL Colorado Avalanche
- Rocky Mountain Athletic Conference

Comcast Sportsnet Bay Area/California (www.csnbayarea.com): 3.9 million HH
- MLB Oakland Athletics
- MLS San Jose Earthquakes
- NBA Sacramento Kings
- NHL San Jose Sharks
- University of California

Comcast Sportsnet Chicago (www.csnchicago.com): 3.5 million HH
- MLB Chicago Cubs
- MLB Chicago White Sox
- MLS Chicago Fire
- NBA Chicago Bulls
- NHL Chicago Blackhawks
- Notre Dame
Comcast SportsNet Houston (www.csnhouston.com): 6.1 million HH
  • MLB Houston Astros
  • MLS Houston Dynamo
  • NBA Houston Rockets
  • Rice University
  • University of Houston

Comcast Sportsnet Mid-Athletic (www.csnmidatlantic.com): 2.4 million HH
  • Atlantic Coast Conference
  • Colonial Athletic Association
  • MLS D.C. United
  • NBA Washington Wizards
  • NHL Washington Capitals
  • University of Maryland
  • University of Virginia
  • Virginia Tech

Comcast Sportsnet New England (www.csnne.com): 2.4 million HH
  • MLS New England Revolution
  • NBA Boston Celtics

Comcast Sportsnet Philadelphia (www.csnphilly.com): 3.0 million HH
  • MLB Philadelphia Phillies
  • NBA Philadelphia 76ers
  • NHL Philadelphia Flyers

Cox Sports Television (www.coxsportstv.com): 652,000 HH
  • Louisiana high schools
  • Louisiana State University
  • Louisiana Tech University
  • NBA New Orleans Pelicans
  • New Orleans Zephyrs (AAA)
  • Pensacola Pelicans (Independent)
  • Southeastern Conference
  • Southern University
  • Sun Belt Conference
  • Texas A&M University
  • Tulane University
  • University of Arkansas
  • University of Florida
  • University of Louisiana, Lafayette
  • University of New Orleans
Fox Sports Arizona (www.foxsportsarizona.com): 1.9 million HH
• Arizona State University
• MLB Arizona Diamondbacks
• NBA Phoenix Suns
• NHL Phoenix Coyotes
• Northern Arizona University
• WNBA Phoenix Mercury

Fox Sports Detroit (www.foxsportsdetroit.com): 1.9 million HH
• Central Collegiate Hockey Association
• Michigan High School Athletic Association
• MLB Detroit Tigers
• NBA Detroit Pistons
• NHL Detroit Red Wings

Fox Sports Florida (www.foxsportsflorida.com): 5.0 million HH
• Atlantic Coast Conference
• MLB Florida Marlins
• NBA Orlando Magic
• NHL Florida Panthers

Fox Sports Indiana (www.foxsports.com/indiana): 1.1 million HH
• NBA Indiana Pacers
• WNBA Indiana Fever

Fox Sports Kansas City (www.foxsports.com/kansas-city): 942,000 HH
• MLB Kansas City Royals

Fox Sports Midwest (www.foxsportsmidwest.com): 1.2 million HH
• Big 12 Conference
• Kansas State University
• Missouri high school championships
• Missouri Valley Conference
• MLB St. Louis Cardinals
• NHL St. Louis Blues
• University of Missouri
• University of Nebraska

Fox Sports New Orleans (www.foxsports.com/new-orleans): 652,000 HH
• NBA New Orleans Pelicans

Fox Sports Oklahoma (www.foxsports.com/oklahoma): 730,000 HH
• NBA Oklahoma City Thunder
Fox Sports North (www.foxsportsnorth.com): 1.8 million HH
- MLB Minnesota Twins
- NBA Minnesota Timberwolves
- NHL Minnesota Wild
- University of Minnesota
- University of Wisconsin
- WIAA Championships
- WIAC Events
- WNBA Minnesota Lynx

Fox Sports Ohio (www.foxsports.com/ohio): 3.3 million HH
- Cleveland State University
- Mid-American Conference
- MLB Cincinnati Reds
- MLB Cleveland Indians
- NBA Cleveland Cavaliers
- NHL Columbus Blue Jackets
- Ohio Athletic Conference
- Ohio High School Athletic Association

Fox Sports San Diego (www.foxsports.com/san-diego): 1.5 million HH
- MLB San Diego Padres

Fox Sports South/Sportsouth (www.foxsportssouth.com): 6.4 million HH
- Atlantic Coast Conference
- MLB Atlanta Braves
- NBA Atlanta Hawks
- NBA Charlotte Hornets
- NBA Memphis Grizzlies
- NHL Carolina Hurricanes
- NHL Nashville Predators
- Southern Conference
- University of Kentucky
- University of South Carolina
- University of Tennessee

Fox Sports Southwest (www.foxsportssouthwest.com): 3.6 million HH
- Baylor University
- MLB Texas Rangers
- MLS FC Dallas
- NBA Dallas Mavericks
- NBA Oklahoma City Thunder
- NBA San Antonio Spurs
- NHL Dallas Stars
• Oklahoma Secondary School Activities Association
• Oklahoma State University
• Texas A&M University
• Texas Tech University
• University Interscholastic League (Texas)
• University of Oklahoma
• University of Texas

**Fox Sports West** ([www.foxsportswest.com](http://www.foxsportswest.com)): 5.7 million HH
- MLB Los Angeles Angels
- MLB Los Angeles Dodgers
- MLS Chivas USA
- MLS Los Angeles Galaxy
- NBA Los Angeles Clippers
- NBA Los Angeles Lakers
- NHL Anaheim Ducks
- NHL Los Angeles Kings
- WNBA Los Angeles Sparks

**Fox Sports Wisconsin** ([www.foxsports.com/wisconsin](http://www.foxsports.com/wisconsin)): 917,000 HH
- MLB Milwaukee Brewers
- NBA Milwaukee Bucks

**Mid-Atlantic Sports Networks** ([www.masnsports.com](http://www.masnsports.com)): 5.5 million HH
- BB&T Classic (basketball)
- Big East Conference
- Big South Conference
- Colonial Athletic Association
- George Mason University
- Georgetown University
- MLB Baltimore Orioles
- MLB Washington Nationals
- University of North Carolina, Wilmington

**MSG Network** ([www.msg.com](http://www.msg.com)): 7.5 million HH
- MLS New York Red Bulls
- NBA New York Knicks
- NHL Buffalo Sabres
- NHL New Jersey Devils
- NHL New York Islanders
- NHL New York Rangers
- WNBA New York Liberty
New England Sports Network (www.nesn.com): 2.4 million HH
• American East Conference
• Atlantic Coast Conference Hockey East
• Beanpot Hockey Tournament
• Champions Cup Boston Tennis
• Little League New England Regional Tournament
• MLB Boston Red Sox
• NHL Boston Bruins

Root Sports Northwest (http://northwest.rootsports.com): 1.2 million HH
• Gonzaga University
• MLB Seattle Mariners
• MLS Seattle Sounders FC
• Oregon State University
• Portland Beavers (AAA)
• Seattle University
• University of Washington
• USL Portland Timbers
• Washington State University
• WHL

Root Sports Pittsburgh (http://pittsburgh.rootsports.com): 1.2 million HH
• MLB Pittsburgh Pirates
• NHL Pittsburgh Penguins
• University of Pittsburgh
• West Virginia University

Root Sports Utah (http://utah.rootsports.com): 921,000 HH
• Utah Jazz

Sportsnet Los Angeles (www.sportsnetla.com): 5.7 million HH
• MLB Los Angeles Dodgers

Sportsnet New York (www.sny.tv): 7.5 million HH
• Big East Conference
• Broadway Boxing
• Brooklyn Cyclones (A)
• Buffalo Bisons (AAA)
• MLB New York Mets
• Rutgers University
• University of Connecticut
Sun Sports (www.foxsportsflorida.com): 5.0 million HH
- Florida State University
- MLB Tampa Bay Rays
- NBA Miami Heat
- NBA Orlando Magic
- NHL Tampa Bay Lightning
- Southeastern Conference
- University of Florida

YES Network (www.yesnetwork.com): 7.5 million HH
- MLB New York Yankees
- NBA New Jersey Nets

22.9 RSN Ratings
The following was the highest-rated RSN programming for 2016 and 2016-2017 seasons (source: SportsBusiness Journal):

<table>
<thead>
<tr>
<th>Major League Baseball</th>
<th>Avg. Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas City Royals:</td>
<td>Fox Sports Kansas City 11.10</td>
</tr>
<tr>
<td>St. Louis Cardinals:</td>
<td>Fox Sports Midwest 8.15</td>
</tr>
<tr>
<td>Detroit Tigers:</td>
<td>Fox Sports Detroit 7.02</td>
</tr>
<tr>
<td>Baltimore Orioles:</td>
<td>MASN 6.78</td>
</tr>
<tr>
<td>Pittsburgh Pirates:</td>
<td>Root Sports Pittsburgh 6.61</td>
</tr>
</tbody>
</table>

National Basketball Association
- Golden State Warriors:  CSN Bay Area 8.79
- Cleveland Cavaliers:   Fox Sports Ohio 7.38
- Oklahoma City Thunder: Fox Sports Oklahoma 6.50
- San Antonio Spurs:     Fox Sports Southwest 5.78
- Indiana Pacers:        Fox Sports Midwest 2.91

National Hockey League
- Buffalo Sabres:        MSG 6.43
- Pittsburgh Penguins:   Root Sports 5.56
- St. Louis Blues:       Fox Sports Midwest 4.26
- Minnesota Wild:        Fox Sports North 3.91
- Chicago Blackhawks:   CSN Chicago 3.12

22.10 Sports Programming On Cable Networks
The following is the sports tier content on cable systems (sources: SportsBusiness Journal and the cable systems):
Cablevision
• Fox Sports Atlantic, Fox Sports Central, Fox Sports Pacific, Golf Channel, GolTV, MavTV, NBA TV, NBC Sports Network, NHL Network, Outdoor Channel, and TVG (horse racing channel)

Charter Communications
• CBS College Sports, Fox Sports Atlantic, Fox Sports Central, Fox Sports Pacific, Fox Sports World, Fuel, HRTV, MavTV, Outdoor Channel, Sportsman Channel, and Tennis Channel

Comcast
• CBS College Sports, Fox Sports Atlantic, Fox Sports Central, Fox Sports Pacific, NBA TV, NFL Network, NHL Network, and Tennis Channel

Cox Communications
• ESPN Classic, ESPNews, ESPNU, Fit TV, Fox Soccer Channel, Golf Channel, GolTV, NBA TV, NBC Sports Network, NFL Network, NHL Network, and Tennis Channel

Time Warner Cable
• CBS College Sports, ESPNews, Fox Soccer Channel, Fox Sports Atlantic, Fox Sports Central, Fox Sports Pacific, Fuel, NBA TV, NHL Network, and Tennis Channel

22.11 College Sports Broadcasts
Major college conferences have contracted with networks to broadcast their sports events. Broadcast rights deals are as follows (source: SportsBusiness Journal):

<table>
<thead>
<tr>
<th>Conference</th>
<th>Networks</th>
<th>Deal</th>
<th>Contract Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC</td>
<td>ESPN/ABC</td>
<td>$3.60 billion/15 years</td>
<td>2011-12 - 2026-27</td>
</tr>
<tr>
<td>Big 12</td>
<td>ESPN/ABC</td>
<td>$1.30 billion/13 years</td>
<td>2012-13 - 2024-25</td>
</tr>
<tr>
<td></td>
<td>Fox</td>
<td>$1.17 billion/13 years</td>
<td>2012-13 - 2024-25</td>
</tr>
<tr>
<td>Big East</td>
<td>ESPN/ABC</td>
<td>$240 million/12 years</td>
<td>2013-14 - 2024-25</td>
</tr>
<tr>
<td>Big Ten</td>
<td>Big Ten Network</td>
<td>$2.80 billion/25 years</td>
<td>2007-08 - 2031-32</td>
</tr>
<tr>
<td></td>
<td>Fox</td>
<td>$1.32 billion/6 years</td>
<td>2016-17 - 2022-23</td>
</tr>
<tr>
<td></td>
<td>ESPN</td>
<td>$1.14 billion/6 years</td>
<td>2016-17 - 2022-23</td>
</tr>
<tr>
<td></td>
<td>CBS</td>
<td>$60 million/6 years</td>
<td>2016-17 - 2022-23</td>
</tr>
<tr>
<td>Pac-12</td>
<td>ESPN/ABC</td>
<td>$3.00 billion/12 years</td>
<td>2011-12 - 2022-23</td>
</tr>
<tr>
<td>SEC</td>
<td>ESPN/ABC</td>
<td>$2.25 billion/15 years</td>
<td>2009-10 - 2023-24</td>
</tr>
<tr>
<td></td>
<td>CBS</td>
<td>$825 million/15 years</td>
<td>2009-10 - 2023-24</td>
</tr>
</tbody>
</table>

In addition to its telecasts of The Big Ten Network games for the conference, Fox holds a 49% stake in the network.

College Sports Television (CSTV), launched in 2006 and owned by CBS, reaches 15 million cable sports-tier subscribers. While the network broadcasts some
major sports events, such as Navy football games, for the most part it offers niche programming – soccer, swim meets, women’s volleyball – that appeals to local enthusiasts.

In 2006, ESPN launched ESPNU, delivering college programming to eight million subscriber households. The network reached 73.6 million households in 2015.

In 2011, ESPN and the University of Texas launched a 24-hour television network showing Longhorns sports as well as original programming, studio shows, historical programming, and other academic and cultural events. In addition, there is university news, coverage of lectures and visiting speakers, commencement ceremonies, and even high school coverage on an authenticated online/broadband site. It is the first network dedicated to a single school. The deal is worth $300 million over 20 years.

22.12 European Sports Networks

European broadcast rights for U.S. sports leagues are as follows:

- **BT Sport:** IndyCar, MLB, NASCAR, NBA, NCAA football and basketball, UFC
- **Eurosport:** Arena Football League, Big Ten football, NFL Monday Night football (in the U.K.)
- **Sport1 US:** IndyCar, MLS, NBA, NCAA football and basketball, NFL

ESPN American, another network providing sports programming in Europe, ceased operations in 2013. ESPN America had offered subscribers in Europe live and recorded coverage of Major League Baseball, National Hockey League, National Football League, and college basketball games.

U.S. sports leagues have been able to achieve only niche popularity across Europe. U.S. hockey is big in Scandinavia and Eastern Europe – approximately 30% of NHL players are from this region. NBA games are a draw in Spain, Italy, and other Western European countries where basketball is popular. But, even in these regions, Europeans remain loyal to local clubs rather that U.S. teams.

_________________________________________________________________

“U.S. sports leagues still view international expansion as the holy grail of growing their business. But in Europe, at least, veteran media executives describe U.S. sports as little more than niche programming that still needs to find an audience in markets that are dominated by soccer and Formula One.”

SportsBusiness Journal

_________________________________________________________________

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23.1 Sports Radio Stations

New York City-based WFAN (660 AM) is credited with pioneering the 24-hour-per-day sports-talk format. Its success spawned rapid growth of sports-talk radio in the 1990s and 2000s. Every major metropolitan area now has at least one radio station offering 24/7 sports programming; some have two or more.

“We’ve gone from a time when the industry openly ridiculed the idea of a full-time sports station to an environment where some markets have three or even four all-sports radio outlets.”

Tom Taylor, Analyst
Taylor On Radio

According to the Streaming Radio Guide (http://streamingradioguide.com), there were 566 streaming AM sports radio stations and 171 streaming FM sports radio stations in the U.S. as of January 2017, distributed as follows:

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>AM</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>National sports talk</td>
<td>561</td>
<td>446</td>
<td>115</td>
</tr>
<tr>
<td>Local sports talk</td>
<td>97</td>
<td>57</td>
<td>40</td>
</tr>
<tr>
<td>Sports variety</td>
<td>56</td>
<td>41</td>
<td>14</td>
</tr>
<tr>
<td>Spanish sports</td>
<td>23</td>
<td>22</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>737</td>
<td>566</td>
<td>167</td>
</tr>
</tbody>
</table>

A list of streaming sports radio stations is available online at http://streamingradioguide.com/internet-radio.php.

The following are sports talk radio stations:

Alabama
• WJOX - Jox 94.5 (Birmingham)
• WUMP - SportsRadio 730 The UMP (Huntsville)
• WYTK - 93.9 THE SCORE (Florence)

Arizona
• KGME - XTRA Sports 910 (Phoenix)
• KTAR - Sports 620 (Phoenix)

Arkansas
• KTTG - ESPN Sports Radio 96.3 (Mena)

California
• KGMZ - 95.7 The Game (San Francisco-Oakland)
• KHTK - CBS Sports 1140 (Sacramento)
• KIFM - ESPN 1320 (Sacramento)
• KLAA - AM 830 KLAA (Los Angeles)
• KLAC - AM 570 KLAC (Los Angeles)
• KLSD - XTRA Sports 1360, San Diego's Sports Station (San Diego)
• KNBR - The Sports Leader (San Francisco/Sacramento)
• KSPN - 710 ESPN, Experience Sports! (Los Angeles)
• KTCT - The Sports Leader (San Mateo)
• KTDD - Fox Sports Radio 1350 (San Bernardino)
• KWKW - Radio Deportes (Los Angeles)

Colorado
• KCKK - Mile High Sports Radio (Denver)
• KKFN - Sportsradio 104.3 The Fan (Denver)

Connecticut
• WPOP - Fox Sports Radio 1410 (Hartford)
• WUCS - 97.9 ESPN (Hartford)

Delaware
• WWTX - 1290 The Ticket (Wilmington)

District of Columbia
• WJFK-FM - 106.7 The Fan (Washington)
• WTEM - ESPN 980 (Washington)

Florida
• WAXY - 790 The Ticket (South Miami)
• WCCF - The Sports Ministry 1580 AM (Port Charlotte)
• WDAE - 620 WDAE The Sports Animal (Tampa)
• WFXJ - Sports Radio 930 (Jacksonville)
• WHBO - ESPN 1040 (Tampa Bay)
• WJXL - 1010 XL (Jacksonville)
• WQAM - Sportsradio 560 (Miami)
• WUUB - ESPN 106.3 (West Palm Beach)

Georgia
• WCNN - 680 The Fan (Atlanta)
• WLOP - 1370 The BUZZ (Jessup)
• WQXI - 790 The Zone (Atlanta)

Hawaii
• KHKA - NBC Sports Radio 1500AM (Honolulu)

Illinois
• WMVP - ESPN Radio 1000 (Chicago)
• WSCR - Chicago Sports Radio 670 The Score (Chicago)
• WSJK - ESPN 93.5 (Champaign-Urbana)

Indiana
• WFNI - 1070 The Fan (Indianapolis)
• WNDE - Sportsradio 1260 (Indianapolis)
• WXFN - (Muncie)

Iowa
• KBGG - 1700 The Champ (Des Moines)
• KXNO - Des Moines’ Sports Station (Des Moines)

Kansas
• KSEK - 99.1 The Ticket (Pittsburg)

Kentucky
• WKRD - Cards Radio 790 (Louisville)

Maryland
• WJZ-FM - 105.7 The Fan (Baltimore)
• WJZ - ESPN Radio 1300 (Baltimore)
• WNST - Sports Talk 1570 WNST (Towson)
• WSPZ - Sports Talk 570 (Bethesda)

Massachusetts
• WBZ-FM - 98.5 The Sports Hub (Boston)
• WEEI-FM - WEEI Sports Radio Network (Boston)
• WEEI - ESPN on WEEI (Boston)
• WHLL - Sports Radio 1450 The Hall (Springfield)
• WVEI - SportsRadio 1440 WEEI (Worcester)
• WWEI - SportsRadio 105.5 WEEI-FM (Springfield)

Michigan
• WBBL - The Ball (Grand Rapids)
• WDFN - 1130 AM WDFN: The Fan (Detroit)
• WTKA - The Leaders and Best (Ann Arbor)
• WXYT-FM - 97.1 The Ticket (Detroit)

Minnesota
• KFXN-FM - 100.3 KFAN (Minneapolis-Saint Paul)
• KSTP - 1500 ESPN (Minneapolis-Saint Paul)

Mississippi
• WSFZ - SuperSport 930 (Jackson)

Missouri
• KCSP - 610 Sports (Kansas City)
• KGIR - ESPN Radio 1220 (Cape Girardeau)
• WHB - Sports Radio 810 WHB (Kansas City)
• WXOS - ESPN 101.1 (St. Louis)

Nebraska
• KOZN - 1620 AM The Zone (Omaha)

Nevada
• KBAD - 920 The Game (Las Vegas)
• KPLY - Fox Sports Radio 630 (Reno)

New Hampshire
• WGAM - 1250 The Game (Manchester)

New York
• WEPN-FM - ESPN New York 98.7 FM (New York)
• WFAN - Sports Radio 66 and 101.9 FM WFAN: The Fan (New York)
• WFAN-FM - Sports Radio 66 and 101.9 FM WFAN: The Fan (New York)
• WGR - WGR Sports Radio 550 (Buffalo)
• WHLD - Sportsradio 1270 The FAN (Buffalo)
• WTMM-FM - 104.5 The Team (Albany)

North Dakota
• KDKT - KDKT Sports Radio (Bismarck)
• KMSR - Sports Radio 1520 (Grand Forks and Fargo)
North Carolina
• WCMC-FM - 99.9 the Fan (Raleigh)
• WDNC - 620 the Buzz (Raleigh)
• WFNZ - The Franchise (Charlotte)

Ohio
• WARF - Fox Sports 1350 (Akron)
• WBNS-FM - 97.1 The Fan (Columbus)
• WBNS - 1460 ESPN (Columbus)
• WCKY - ESPN 1530 (Cincinnati)
• WKNR - ESPN 850 WKNR (Cleveland)
• WKRK-FM - 92.3 The Fan (Cleveland)
• WSAI - Fox Sports 1360 (Cincinnati)
• WWGK - ESPN 1540 KNR2 (Cleveland)

Oklahoma
• KRXO - 1270 The Franchise (Claremore/Tulsa)
• KSPI - Sports Talk 780 (Stillwater)

Oregon
• KEJO - 1240 Joe Radio (Corvallis)
• KFXX - ESPN Sports Radio 1080 The FAN (Eugene)
• KUJZ - Sportsradio 95.3 (Eugene)
• KXTG - 750/102.9 The Game (Portland)

Pennsylvania
• KDKA-FM - SportsRadio 93.7 The Fan (Pittsburgh)
• WEEX - SportsRadio 1230 and 1320 (Lehigh Valley)
• WICK - NEPA Sports Radio The Game (Scranton/Wilkes-Barre)
• WIP-FM - Sports Radio 94 WIP (Philadelphia)
• WLLF - ESPN 96.7 (Mercer)
• WOYK - Sports Radio 1350 (York)
• WPEN - 97.5 The Fanatic (Philadelphia)
• WTEL - CBSSportsRadio 610AM (Philadelphia)

Rhode Island
• WVEI-FM - SportsRadio 103.7 WEEI-FM (Providence)

Tennessee
• KQPN - 730 Fox Sports (Memphis)
• WEMB (AM) - 1420 NBC Sports Radio Tri-Cities (Tri-Cities)
• WGFX - 104.5 The Zone (Nashville)
• WHBQ - Sports 56 (Memphis)
• WMFS - ESPN 92.9 & 680 (Memphis)

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• WMFS-FM - ESPN 92.9 & 680 (Memphis)
• WNML - The Sports Animal (Knoxville)
• WNSR - Sports Radio 560 (Nashville)
• WPRT-FM - 102.5 The Game (Nashville)

Texas
• KBME - 790 The Sports Animal (Houston)
• KESN - 103.3 FM ESPN (Dallas/Fort Worth)
• KFNC - ESPN 97.5 The Ticket (Houston)
• KGOW - 1560 The Game (Houston)
• KIKR - Sports Radio 1450 (Beaumont)
• KILT - Sports Radio 610 (Houston)
• KJTV - AM 950/100.7 FM (Lubbock)
• KRLD-FM - 105.3 The Fan (Dallas)
• KTCK - The Ticket (Dallas)
• KTLT - The Ticket (Anson)
• KVET - AM 1300 The Zone (Austin)

Utah
• KZNS - 1280 The Zone (Salt Lake City)

Virginia
• WRNL - Sports Radio 910 (Richmond)
• WVSP-FM - ESPN Radio 94.1 (Virginia Beach)
• WWBU - SuperSports 101.7 (Radford)

Washington
• KFNQ - AM 1090 The Fan (Seattle)
• KHHO - Fox Sports Radio 850 (Tacoma)
• KIRO - 710 ESPN Seattle (Seattle)
• KJR - Sports Radio 950 and 92.7 (Seattle)
• KRKO - Fox Sports Radio 1380 (Everett)

Wisconsin
• WAUK - 540 ESPN (Milwaukee)
• WDUZ - Sports Radio 107.5 and 1400 The Fan (Green Bay)
• WTLX - FM 100.5 ESPN (Madison)

Wyoming
• KFBC - 1240 AM Sports and Talk (Cheyenne)
• KHAT - ESPN Sportsradio 1210 (Laramie)

The following links to a list of sports play-by-play radio stations:
Nielsen Audio ratings (www.nielsen.com/us/en/solutions/capabilities/audio.html) represent average quarter-hour shares (percentage of households tuned into a specific station) within a given market. Forty-two (42) sports radio stations have a rating of 1.0 or higher. The following are the sports radio stations with the highest ratings:

- WEEI/WEEI-FM (Boston, MA): 6.2
- WWLS/WWLS-FM (Oklahoma City, OK): 4.8
- WFAN (Nassau-Suffolk, NY): 4.3
- KFAM (Minneapolis-Saint Paul, MN): 3.9
- WIP (Philadelphia, PA): 3.7
- WHTK (Sacramento, CA): 3.5
- WHB (Kansas City, MO-KS): 2.9
- WFAN (New York, NY): 2.7
- WBNS (Columbus, OH): 2.6
- WEAE (Pittsburgh, PA): 2.4
- WSAI (Cincinnati, OH): 2.4
- KJR (Seattle, WA): 2.3
- WDAE (Tampa-St. Petersburg, FL): 2.3
- KNBR (San Francisco, CA): 2.2
- WTEM (Washington, DC): 2.2
- WFNZ/WFNA (Charlotte, NC): 2.2

According to *SportsBusiness Journal*, annual sports radio broadcast rights fees are approximately $460 million.

### 23.2 Sports Radio Networks

Sports radio networks broadcast talk radio shows and live events. Talk radio includes proprietary content and nationally syndicated radio shows, such as The Jim Rome Show and 2 Live Stews.

The sports radio networks and their major sports rights are as follows:

**ESPN Radio** (www.espnradio.com)
- Bowl Championship Series
- Major League Baseball
- Major League Soccer
- NCAA Football

**ESPN Deportes Radio** (www.espndeportesradio.com)
- Major League Baseball
- Major League Soccer

**MRN - Motor Racing Network** (www.motorracingnetwork.com)
- NASCAR Camping World Truck Series races
- NASCAR Nationwide Series Races
• NASCAR Sprint Series; 14 races

**PRN - Performance Racing Network** *(PRN, www.goprn.com)*
• NASCAR Camping World Truck Series races
• NASCAR Nationwide Series races
• NASCAR Sprint Series; 9 races

** Sporting News Radio ** *(www.sportingnewsradio.com)*
• College Football Saturday
• NFL Notebook
• NFL pre-game specials

**Sports Byline USA** *(www.sportsbyline1.com)*
• 24-hour talk radio programming

**Westwood One** *(www.westwoodone.com)*
• British Open
• Masters Golf Tournament
• NCAA Final Four
• NCAA regular-season games
• NCAA Women’s Final Four
• NFL Monday Night Football (NFL)
• NFL Playoffs
• NFL Pro Bowl
• NFL Saturday Night Football (NFL)
• NFL Thursday Night Football (NFL)
• NFL Sunday Night Football (NFL)
• PGA Championship
• Super Bowl
• U.S. Open (golf)


### 23.3 The Sports Radio Audience

According to Nielsen Audio, 41.8 million people listen to sports radio each week. Based on data from Scarborough Research *(www.scarborough.com)*, Abritron provides the following profile of adult sports radio listeners:

**Gender**
• Male: 74%
• Female: 26%
Age (men only)
• 18-to-34: 24%
• 35-to-49: 36%
• 50 and older: 40%

Household Income
• Less than $25,000: 8%
• $25,000 to $49,999: 22%
• $50,000 to $74,999: 18%
• $75,000 and higher: 52%

Education
• Less than high school: 4%
• High school graduate: 26%
• Some college: 30%
• College graduate: 39%

Among those who listen to sports radio, average time spent listening to the format, by age demographic, is as follows:
• 12-to-24: 2 hours, 45 minutes
• 18-to-34: 4 hours, 45 minutes
• 25-to-54: 5 hours, 15 minutes
• 35-to-64: 5 hours, 00 minutes

Sports radio listening is distributed by location as follows:
• Away from home: 70%
• At home: 30%

Although audiences are dwarfed by market-leading rock stations, sports stations are a good vehicle for products aimed at the male audience. According to radio sales representation firm Interep (www.interep.com), more than 65% of sports-radio listeners are men; 70% are ages 25-to-54. These listeners are 81% more likely than all radio listeners to be college graduates; 67% are more likely to have household income over $75,000.
“Sports radio stations do better in revenue share than they do in audience share. You think that a station that gets 10% of the audience would get 10% of a market’s revenue. But sports talk does better than that because of the target demographic of 18-to-34 year-old males. When you’re that young, you don’t really consume that much media, so the media you do consume is very attractive.”

Mark Fratrik, Vice President
BIA Financial Network

23.4 Advertising

SportsBusiness Journal estimates annual sports radio advertising revenues at $2.2 billion.

According to BIA Financial Network (www.bia.com) and SportsBusiness Journal, the following all-sports stations have the highest annual advertising revenue:

- WFAN 660 (Nassau-Suffolk, NY): $40.5 million
- WEEI 850 (Boston, MA): $35.2 million
- WIP 610 (Philadelphia, PA): $23.7 million
- KNBR 680 (San Francisco, CA): $21.6 million
- WTCK 1310 (Dallas-Ft. Worth, TX): $20.1 million
- KSPN 91.1 (Los Angeles, CA): $18.0 million
- WSCR 670 (Chicago, IL): $15.0 million
- WTEM 940/94.3 (Washington, DC): $14.0 million
- WBZ 98.5 (Boston, MS): $13.2 million
- WMVP 1000 (Chicago, IL): $12.2 million
- WRLD 105.3 (Dallas, TX): $11.9 million
- WJFK 106.7 (Washington, DC): $10.5 million
- KLAC 570 (Los Angeles, CA): $10.3 million
- WQXI 790 (Atlanta, GA): $9.8 million
- WEPN 1050 (New York, NY): $7.5 million
23.5 **Sports on Satellite Radio**

SiriusXM Radio (www.siriusxm.com), the only satellite operator in the United States, had 31 million subscribers as of January 2017.

As of January 2017, SiriusXM had 229 sports radio channels; 210 are play-by-play channels and 19 are sports-talk format; 159 are online-only. Sports-talk format channels are as follows:

- Sirius XM 83 - ESPN Radio
- Sirius XM 84 - ESPN Xtra
- Sirius XM 85 - Mad Dog Sports Radio
- XM 86 - Sirius XM NBA Radio
- XM 87 - Sirius XM Fantasy Sports Radio
- Sirius XM 88 - Sirius XM NFL Radio
- XM 89 - MLB Network Radio
- Sirius XM 90 - Sirius XM NASCAR Radio
- Sirius XM 91 - Sirius XM College Sports Nation
- Sirius XM 92 - Sirius XM Sports Zone
- Sirius 93 - Sirius XM Bleacher Report Radio
- XM 93 - PGA Tour Network
- Sirius XM 94 - Sirius XM FC
- Sirius XM 157 - ESPN Deportes Radio (Spanish)
- Sirius 207 - Sirius XM NBA Radio
- Sirius 208 - PGA Tour Network
- XM 208 - Sirius XM Bleacher Report Radio
- Sirius 209 - MLB Network Radio
- Sirius 210 - Sirius XM Fantasy Sports Radio

23.6 **Live Broadcast Baseball**

According to *Nielsen Audio PPM™ Radio Listening for Pro Baseball*, the top sports radio stations, ranked by the average number of listeners, are as follows:

<table>
<thead>
<tr>
<th>Flagship Station</th>
<th>Avg. Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York Yankees:</td>
<td>WCBS-AM</td>
</tr>
<tr>
<td>San Francisco Giants:</td>
<td>KNBR-AM</td>
</tr>
<tr>
<td>New York Mets:</td>
<td>WFAN-AM</td>
</tr>
<tr>
<td>Detroit Tigers:</td>
<td>WXYT-AM/WXYT-FM</td>
</tr>
<tr>
<td>Philadelphia Phillies:</td>
<td>WPHT-AM</td>
</tr>
<tr>
<td>Chicago Cubs:</td>
<td>WGN-AM</td>
</tr>
<tr>
<td>Chicago White Sox:</td>
<td>WSCR-AM</td>
</tr>
<tr>
<td>Seattle Mariners:</td>
<td>KIRO-AM</td>
</tr>
<tr>
<td>Cincinnati Reds:</td>
<td>WLW-AM</td>
</tr>
<tr>
<td>Texas Rangers:</td>
<td>KESN-FM</td>
</tr>
</tbody>
</table>
The following stations rank highest in average percentage of male listeners, ages 25-to-54:

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cincinnati Reds: WLW-AM</td>
<td>26.3</td>
</tr>
<tr>
<td>Detroit Tigers: WXYT-AM/WXYT-FM</td>
<td>25.9</td>
</tr>
<tr>
<td>Milwaukee Brewers: WTMJ</td>
<td>20.8</td>
</tr>
<tr>
<td>Pittsburgh Pirates: KDKA-FM</td>
<td>15.5</td>
</tr>
<tr>
<td>St. Louis Cardinals: KTRS-AM</td>
<td>15.4</td>
</tr>
<tr>
<td>Philadelphia Phillies: WPHT-AM</td>
<td>15.4</td>
</tr>
<tr>
<td>San Francisco Giants: KNBR-AM</td>
<td>12.9</td>
</tr>
<tr>
<td>Cleveland Indians: WTAM</td>
<td>11.0</td>
</tr>
<tr>
<td>Boston Red Sox: WEEI-AM</td>
<td>9.9</td>
</tr>
<tr>
<td>Seattle Mariners: KIRO-AM</td>
<td>9.8</td>
</tr>
</tbody>
</table>
SPORTS PERIODICALS

24.1 Market Assessment
According to Advertising Age, the combined revenue of the top 15 sports magazines is $2.2 billion, of which approximately 77% is derived from advertising and 23% from circulation.

The following are the top sports magazine titles based on advertising revenue (source: The Association of Magazine Media [AMM, www.magazine.org]):
• Sports Illustrated: $545.2 million
• ESPN Magazine: $286.2 million

24.2 Circulation
According to the AMM, the top sports magazine titles, based on total readership in February 2017, are as follows:
• ESPN The Magazine: 83.21 million
• Sports Illustrated: 34.90 million
• Men’s Fitness: 12.03 million
• Muscle & Fitness: 9.28 million
• Golf Digest: 7.67 million
• Game & Fish: 6.90 million
• Runners World: 6.38 million
• Ski: 1.44 million

24.3 List of Sports Periodicals
The following is a list of sports-focused magazines:
• 90:00 Soccer Magazine (www.90soccer.com)
• American Cheerleader (www.americancheerleader.com)
• American Fencing (www.americanfencingmagazine.com)
• American Quarter Horse Journal (www.aqha.com)
• American Track & Field (www.american-trackandfield.com)
• American Turf Monthly (www.americanturf.com)
• Athletic Business Magazine (www.atheleticbusiness.com)
• Athletic Management (www.atheleticmanagement.com)
• Athletics Administration (www.nacda.com)
• Athlon Sports (www.athlonsports.com)
• Backpacker (www.backpacker.com)
• Baseball America (www.baseballamerica.com)
• Baseball Digest (www.baseballdigest.com)
• Basketball Times (www.basketballtimes.com)
• Bassin’ Magazine (www.ebassin.com)
• Bassmaster (www.bassmaster.com)
• Bicycling (www.bicycling.com)
• Bike Magazine (www.bikemag.com)
• Billiards Digest (www.billiardsdigest.com)
• Black Belt (www.blackbeltmag.com)
• Blades on Ice (www.bladesonice.com)
• BMX Plus! (www.bmxplusmag.com)
• Bowlers Journal International (www.bowlersjournal.com)
• Bowling This Month (www.bowlingthismonth.com)
• Canoe & Kayak (www.canoekayak.com)
• Card Player (www.cardplayer.com)
• Champion (www.ncaachampionmagazine.org)
• Circle Track (www.circletrack.com)
• Climbing (www.climbing.com)
• Coach and Athletic Director (www.coachad.com)
• Concrete Wave (www.concretewavemagazine.com)
• Crappie World (www.crappieworldonline.com)
• Cross Country Skier (www.crosscountryskier.com)
• Curl (www.curl.co.nz)
• Cycle Sport America (www.cyclesportmag.com)
• Daily Racing Form (www.drf.com)
• Dime Magazine (www.dimemag.com)
• Dirt Rag (www.dirtragmag.com)
• Dirt Rider (www.dirtrider.com)
• Drag Racer (www.dragracermag.com)
• Dressage Today (www.equisearch.com/dressagetoday)
• Equus (www.equisearch.com/equus)
• ESPN The Magazine (www.espn.go.com/magazine)
• Executive Golfer (www.executivegolfermagazine.com)
• Explore (www.exploremag.com)
• Facility Manager (www.iaam.org/facility_manager/pages/facility_issues.htm)
• Fantasy Football & Baseball Index (www.fantasyindex.com)
• Fantasy Football Cheatsheets (www.footballdiehards.com)
• Fantasyguru.com Magazine (www.fantasyguru.com)
• Field & Stream (www.fieldandstream.com)
• Fight! (www.fightmagazine.com)
• Fly Fishing (www.flyfisinsalt.com)
• Freeskier (www.freeskier.com)
• Gameplan’s College and Pro Football Annual (www.gameplanmagazines.com)
• Go Indoor (www.usindoor.com)
• Golf Business (www.golfbusiness.com)
• Golf Digest (www.golfdigest.com)
• Golf Illustrated (www.golfillustrated.com)
• Golf Inc. (www.golfincmagazine.com)
• Golf Magazine (www.golf.com)
• Golf Tips (www.golftipsmag.com)
• Golf World (www.golfworld.com)
• Golfweek (www.goffweek.com)
• Grassroots Motorsports (www.grassrootsmotorsports.com)
• Hoop (www.nba.com/hoop)
• In-Fisherman (www.in-fisherman.com)
• Inside Cheerleading (www.insidecheerleading.com)
• Inside Gymnastics (www.insidegymnastics.com)
• Inside Kung-Fu (www.insidekung-fu.com)
• Inside Lacrosse (www.insidelacrosse.com)
• Inside Tennis (www.insidetennis.com)
• Inside Track Motorsports News (www.insidetracknews.com)
• Inside Triathlon (www.insidetri.com)
• International Figure Skating (www.ifsmagazine.com)
• International Gymnast (www.intlgymnast.com)
• Juice Magazine (www.juicemagazine.com)
• Lacrosse (www.laxmagazine.com)
• Lindy’s Sports Annuals (College and Pro) (www.lindyssports.com)
• Links Magazine (www.linksmagazine.com)
• Little League Magazine Presented by Major League Baseball (www.littleleague.org)
• Marathon & Beyond (www.marathonandbeyond.com)
• MMA Worldwide (www.mmaworldwide.com)
• Motorcross Action (www.motorcrossactionmag.com)
• Mountain Bike (www.mountainbike.com)
• Mountain Bike Action (www.mbaction.com)
• NASCAR Illustrated (http://nascarillustrated.scendaily.com)
• National Dragster (www.nhra.net/dragster)
• National Speed Sport News (www.nationalspeedsportnews.com)
• New England Hockey Journal (www.hockeyjournal.com)
• North American Fisherman (www.fishingclub.com)
• Outdoor Life (www.outdoorlife.com)
• Outside (www.outsideonline.com)
• Paddler (www.paddlermagazine.com)
• Performance Racing News (www.prnmag.com)
• Phil Steele’s College & Pro Football Review (www.philsteele.com)
• Pool & Billiard (www.poolmag.com)

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• 160 •
• Powder (www.powdermag.com)
• Prep Illustrated (www.prepsportsillustrated.com)
• Prep Star (www.prepstar.com)
• Pro Bull Rider (www.pbrnow.com)
• Pro Football Weekly (www.profootballweekly.com)
• Pro Sports Wives (www.prosportswives.com)
• Professional Motorsport Circuit (www.ukipme.com/mag_circuit.htm)
• Racer (www.racer.com)
• Racer X Illustrated (www.racerxonline.com)
• Referee (www.referee.com)
• Rise Magazine (www.espnrise.com)
• Road Bike Action (www.roadbikeaction.com)
• Road Racer X (www.roadracerx.com)
• Rugby (www.rugbymag.com)
• Runner Triathlete News (www.runnerruntriathletenews.com)
• Runner’s World (www.runnersworld.com)
• Running Journal (www.running.net)
• Running Times (www.runningtimes.com)
• Sailing Magazine (www.sailingmagazine.net)
• Sailing World (www.sailingworld.com)
• Saltwater Sportsman (www.saltwatersportsman.com)
• Scoregolf (www.scoregolf.com)
• Sea Kayaker (www.seakayakermag.com)
• Skateboarder (www.skateboardermag.com)
• Skating (www.usfigureskating.org)
• Ski Magazine (www.skimag.com)
• Ski Press Magazine (www.skipressworld.com)
• Ski Racing (www.skiracing.com)
• Skiing Magazine (www.skiingmag.com)
• Slam (www.slamonline.com)
• Slap Magazine (www.slapmagazine.com)
• Smash (www.tennis.com)
• Snow (www.thesnowmag.com)
• Snowboarder (www.snowboardermag.com)
• Soccer America (www.socceramerica.com)
• Softball (www.softballmag.com)
• Speedway Illustrated (www.speedwayillustrated.com)
• Spin To Win Rodeo (www.myhorse.com/magazines/rodeo.html)
• Splash (www.usaswimming.org)
• Sport Fishing (www.sportfishingmag.com)
• Sporting Goods Business (www.sportinggoodsbusiness.com)
• Sporting Goods Dealer (www.sportsonesource.com)
• Sporting News (www.sportingnews.com) and (www.sportingnewstoday.com)
• Sports Afield (www.sportsafield.com)
• Sports Illustrated (www.si.com)
• Sports Illustrated Kids (www.sikids.com)
• Sports Spectrum (www.sportsspectrum.com)
• Sports Weekly (www.mysportsweekly.com)
• Sportstravel (www.sportstravelmagazine.com)
• Sportsturf (www.sportsturfonline.com)
• Street & Smith’s SportsBusiness Journal (www.sportsbusinessjournal.com)
• Surfer (www.surfermag.com)
• Surfing (www.surfingthemag.com)
• Swimming World Magazine (www.swimmingworldmagazine.com)
• Taekwondo Times (www.taekwondotimes.com)
• Tapout (www.tapoutmagazine.com)
• Tennis (www.tennis.com)
• Tennis Life (www.tennislife.com)
• Tennis View Magazine (www.tennisviewmag.com)
• Thoroughbred Times (www.thoroughbredtimes.com)
• Thrasher (www.thrashermagazine.com)
• The Blood-Horse (www.bloodhorse.com)
• The Green (www.thegreenmagazine.com)
• The Hockey News (www.thehockeynews.com)
• The Ring (www.ringtv.com)
• The Sports Forecaster (www.sportsforecaster.com)
• Track and Field News (www.trackandfieldnews.com)
• Trail Runner (www.trailrunnermag.com)
• Transworld Business (www.twsbiz.com)
• Transworld Motorcross (www.transworldmx.com)
• Transworld BMX (www.ridebmx.com)
• Transworld Skateboarding (www.skateboarding.com)
• Transworld Snowboarding (www.transworldsnowboarding.com)
• Transworld Surf (www.transworldsurf.com)
• Triathlete (www.triathletemag.com)
• Tuff Stuff’s Sports Collectors Monthly (www.tuffstuff.com)
• UFC (www.ufc.com/magazine)
• Ultimate MMA (www.ultimatemmagamag.com)
• US Bowler (www.bowl.com)
• USA Hockey (www.usahockemagazine.com)
• Velonews (www.velonews.com)
• Venues Today (www.venuestoday.com)
• Volleyball (www.volleyballmag.com)
• Wakeboarding (www.wakeboardingmag.com)
• Women’s Running (www.womensrunning.com)
• Yachting (www.yachtingmagazine.com)
25.1 How Fans Obtain Sports News

According to an ESPN Sports Poll, fans use the following media sources most frequently for information about their favorite professional sports team:

<table>
<thead>
<tr>
<th>Media Source</th>
<th>Fans (%)</th>
<th>Avid Fans (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper* hardcopy</td>
<td>41%</td>
<td>36%</td>
</tr>
<tr>
<td>Team website</td>
<td>29%</td>
<td>36%</td>
</tr>
<tr>
<td>Newspaper* website</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
<td>11%</td>
</tr>
</tbody>
</table>

* Only local newspapers

By age, fans’ preferred source of team information is as follows:

<table>
<thead>
<tr>
<th>Age</th>
<th>Newspaper hardcopy</th>
<th>Team website</th>
<th>Newspaper website</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-34</td>
<td>28%</td>
<td>45%</td>
<td>19%</td>
<td>8%</td>
</tr>
<tr>
<td>35-44</td>
<td>44%</td>
<td>23%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>45+</td>
<td>58%</td>
<td>11%</td>
<td>7%</td>
<td>24%</td>
</tr>
</tbody>
</table>

“Pro sports fans still overwhelmingly choose newspaper sports sections as the way to follow their favorite teams.”

SportsBusiness Journal

25.2 Sports Section Readership

The sports section is the third-most-read section of daily newspapers, trailing only the front page and business sections. According to International Demographics (www.themediaaudit.com), 38 million U.S. adults, or 25.5% of the adult population, regularly read the sports section. Among those earning more than $100,000, that figure is 31.0%.
25.3 Sports Editors

The following are sports editors (May 2017) for the largest U.S. newspapers (source: Mundo Conde [www.easymedialist.com/usa/top100sports.html]):

- **Akron Beacon Journal**: Scot Fagerstrom
- **Albany Times Union**: Pete Iorizzo
- **Albuquerque Journal**: Randy Harrison
- **Allentown Morning Call**: Ernie Long
- **Arizona Daily Star**: Ryan Finley
- **Arizona Republic**: Mark Faller
- **Arkansas Democrat-Gazette**: Jeff Krupsaw
- **Arlington Heights Daily Herald**: Tom Quinlan
- **Asbury Park Press**: Steve Feitl
- **Atlanta Journal-Constitution**: Ray Cox
- **Austin American-Statesman**: James Wangemann
- **Baltimore Sun**: Ron Fritz
- **Baton Rouge Advocate**: Joseph Schiefelbein
- **Bergen County Record**: John Balkun
- **Birmingham News**: Izzy Gould
- **Boston Globe**: Joseph Sullivan
- **Boston Herald**: Hank Hryniewicz
- **Buffalo News**: Lisa Wilson
- **Charleston Post and Courier**: Malcolm DeWitt
- **Charlotte Observer**: Mike Persinger
- **Chattanooga Times Free Press**: Stephen Hargis
- **Chicago Sun-Times**: Chris De Luca
- **Chicago Tribune**: Tim Bannon
- **Cincinnati Enquirer**: David Niinemets
- **Cleveland Plain Dealer**: Dave Campbell
- **Colorado Springs Gazette**: Matt Wiley
- **Columbus Dispatch**: Ray Stein
- **Dallas Morning News**: Garry Leavell
- **Dayton Daily News**: John Boyle
- **Daytona Beach News-Journal**: Scott Zucker
- **Delaware News Journal**: Jason Levine
- **Denver Post**: Scott Monserud
- **Des Moines Register**: Zack Creglow
- **Deseret News**: Kent Condon
- **Detroit Free Press**: Gene Myers
- **Detroit News**: Phil Laciura
- **El Paso Times**: Felix Chavez
- **Florida Times-Union**: Chet Fussman
- **Fort Worth Star-Telegram**: Celeste Williams
- **Fresno Bee**: Matt Lloyd
• Grand Rapids Press: Nate Reens
• Harrisburg Patriot-News: Michael Sedor
• Hartford Courant: Jeff Otterbein
• Honolulu Star-Advertiser: Paul Arnett
• Houston Chronicle: Randy Harvey
• Indianapolis Star: Jenny Green
• Kansas City Star: Jeff Rosen
• Knoxville News Sentinel: Phil Kaplan
• La Opinion: Ricardo Lopez-Juarez
• Las Vegas Review-Journal: Allen Leiker
• Lexington Herald-Leader: Mat Graf
• Lincoln Journal Star: Clark Grell
• LNP: Chris Otto
• Long Beach Press-Telegram: Tom Moore
• Los Angeles Daily News: Tom Moore
• Los Angeles Times: Angel Rodriguez
• Louisville Courier-Journal: Chris White
• Memphis Commercial Appeal: David Williams
• Miami Herald: Jorge Rojas
• Milwaukee Journal Sentinel: Mike Davis
• Minneapolis Star Tribune: Glen Crevier
• Mobile Press-Register: Izzy Gould
• Nashville Tennessean: David Ammenheuser
• New Haven Register: Sean Barker
• New Orleans Times-Picayune: Marcus Carmouche
• New York Post: Chris Shaw
• New York Times: Jason Stallman
• Newport News Daily Press: Andi Petrini
• Newsday: Hank Winnicki
• Northwest Indiana Times: Greg Smith
• Oakland Press: Jeff Kuehn
• Oklahoman: Mike Sherman
• Omaha World-Herald: Thad Livingston
• Orange County Register: Todd Harmonson
• Orlando Sentinel: Steve Ruiz
• Palm Beach Post: Nick Moschella
• Philadelphia Daily News: Rich Hofmann
• Philadelphia Inquirer: John Quinn
• Pittsburgh Post-Gazette: Jerry Micco
• Pittsburgh Tribune-Review: Kevin Smith
• Portland Oregonian: Ben Sherman
• Providence Journal: Bill Corey
• Raleigh News & Observer: Steve Ruinsky
• Richmond Times-Dispatch: Mike Szvetitz
• Riverside Press-Enterprise: Jeff Parenti
• Roanoke Times: Steven Hemphill
• Rochester Democrat and Chronicle: Steve Bradley
• Sacramento Bee: Tom Couzens
• Salt Lake Tribune: Joe Baird
• San Antonio Express-News: Jim Lefko
• San Francisco Chronicle: Alan Saracevic
• Sarasota Herald-Tribune: Scott Peterson
• Seattle Times: Don Shelton
• South Carolina State: Rick Millians
• South Florida Sun-Sentinel: David Selig
• Spokane Spokesman-Review: Joe Palmquist
• St. Louis Post-Dispatch: Roger Hensley
• St. Paul Pioneer Press: Tad Reeve
• Syracuse Post-Standard: Jason Murray
• Tacoma News Tribune: Darrin Beene
• Tampa Bay Times: Jack Sheppard
• Tampa Tribune: Joanne Korth
• Toledo Blade: Frank Corsoe
• Torrance Daily Breeze: Tom Moore
• Tulsa World: Michael Peters
• U-T North County Times: Jay Posner
• U-T San Diego: Jay Posner
• USA Today: David Meeks
• Ventura County Star: Jon Catalini
• Virginian-Pilot: Tom White
• Wall Street Journal: Sam Walker
• Washington Post: Matt Vita
• Washington Times: Zac Boyer
• White Plains Journal News: Sean Mayer
• Wichita Eagle: Kirk Seminoff
• Wisconsin State Journal: Greg Sprout
• Worcester Telegram & Gazette: Dave Nordman
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SPORTS ONLINE

26.1 Market Assessment

According to eMarketer (www.emarketer.com), annual revenues at U.S. sports websites is $3.0 billion, distributed as follows:

- Online advertising: $2.0 billion
- Paid content: $530 million
- Other: $470 million

Estimated online revenue of the four major professional sports leagues is as follows (source: SportsBusiness Journal):

- National Football League: $500 million
- Major League Baseball: $450 million
- National Basketball Association: $225 million
- National Hockey League: $120 million

“Like other forms of entertainment, sports programming is shifting to the digital space. U.S. sports leagues and broadcasters are streaming increasing amounts of content on their broadband and mobile channels, and consumers are responding by tuning in on multiple screens.”

eMarketer

26.2 Sports Websites

Quantcast (www.quantcast.com) assesses the number of unique visitors to major U.S. sports websites as follows:
• espn.com: 14,273,430
• sbnation.com: 14,633,191
• 247sports.com: 8,541,134
• nbcsports.com: 7,375,597
• cbssports.com: 7,368,285
• sportingnews.com: 4,308,922
• nesn.com 3,889,342
• nfl.com: 3,511,626
• mlb.com: 3,019,852
• nba.com: 2,419,784
• 120sports.com: 1,903,097
• yardbarker.com: 1,114,605
• sportingz.com: 1,104,649
• scout.com: 912,719
• nascar.com: 760,183
• larrybrownsports.com: 753,466
• ncaa.com 735,070
• motorsport.com: 691,982
• lakersnation.com 684,239
• walterfootball.com: 636,806
• golfweek.com: 611,414
• packers.com 583,947
• nhl.com: 576,069
• bassmaster.com: 569,822
• golfnow.com: 536,293
• golfdigest.com: 509,829
• thesportsdrop.com: 499,908
• baseballamerica.com: 496,703
• www.patriots.com 493,602
• revolutiongolf.com: 477,544
• hockeydb.com: 462,020
• bleacherreport.com: 449,287
• runnersworld.com: 440,116
• cybergolf.com: 439,437
• golfvacationinsider.com: 435,181
• golf.com: 405,473
• sportjust.com: 396,046
• golfballs.com: 394,354
• outsports.com: 376,197
• sportschew.com: 368,110
• dallascowboys.com 364,596
• tennis.com: 359,342
• halfmarathons.net: 334,776
26.3 Sports Website Demographics

According to Experian Simmons (www.experian.com), 20% of Internet users visit an online sports site monthly. By age, the following percentages do so:

- 18-to-34: 25%
- 35-to-49: 21%
- 50 and older: 14%

The Nielsen Company (www.nielsen.com) reported demographics for visitors to sports-related websites as follows:

**Gender**
- Male: 58%
- Female: 42%

**Age**
- 2-to-11: 3%
- 12-to-17: 8%
- 18-to-24: 5%
- 25-to-34: 14%
- 35-to-44: 35%
- 45 and older: 46%
- 55 and older: 21%
- 65 and older: 8%

**Household Income**
- Under $25,000: 5%
- $25,000 to $49,999: 18%
- $50,000 to $74,999: 25%
- $75,000 to $99,999: 21%
- $100,000 to $149,999: 18%
- $150,000 and above: 10%

26.4 Major League Sports Streaming Packages

The following is a summary of the paid video streaming packages of major sports leagues:

**Major League Baseball**
- Package: MLB.tv
- Pricing: $13 to $20 per month or $80 to $110 per season
- Selection: All out-of-market games

**National Basketball Association**
- Package: NBA League Pass Broadband
- Pricing: $100 to $150 per season
• Selection: All games of seven selected teams ($100) or up to 40 games per week ($150); all games out-of-market

National Football League
• Package: SuperFan
• Pricing: $90 per year for subscribers to DirecTV’s NFL Sunday Package
• Selection: All Sunday games (up to 14 per week)

National Hockey League
• Package: GameCenter Live
• Pricing: $21 per month or $170 per season
• Selection: Up to 40 out-of-market games per week

26.5 Live Sports Online
The following is a summary of some of the live sports events accessible online:
• ESPN3 features millions of hours of live events online, including MLB, NBA and WNBA basketball, Major League Lacrosse, NCAA baseball, NCAA basketball (both men’s and women’s), NCAA football games, NCAA lacrosse, all four Grand Slam tennis events, major golf championships, high school football, Canadian Football League, Premier League and other major international soccer leagues, cricket (international), rugby (international), American Le Mans Series races, FIFA World Cup, and more. ESPN3 allows fans to switch among as many as 20 events in a main viewing window. To watch ESPN3, a user’s Internet service provider must have a licensing agreement with ESPN.
• More than five million college basketball fans watch March Madness on their computers, streamed by CBS SportsLine and available for free at NCAA.com.
• Major League Baseball draws more than one million subscribers to its $89 MLB.tv package of live baseball games and highlights.
• More than 300 live college football games are offered on sports sites such as ESPN3 and CSTV.com.
• Most regular-season out-of-market hockey games are streamed on NHL.com.

Marquee events such as championship series and all-star games that drive television ratings are generally available only on television and not streamed online.

26.6 Independent Sports Sites
Several independent sports sites have gained a large online following without being under the control of a TV network, league, or major online portal. The following are the largest of such sites (source: SportsBusiness Journal):

SPORTS MARKETING 2018-2019
24/7 Sports (www.247sports.com)
• 24/7 Sports is a network of program-specific sites offering news about college sports teams. Subscribers pay more than $100 a year for content.

Big Lead Sports (www.thebiglead.com and other sites)
• Big Lead Sports is a network of more than 500 independent sites covering a wide range of sports blogs, fantasy content, news, and statistics.

Bleacher Report (www.bleacherreport.com)
• Bleacher Report is an open-source platform for sports writers to publish their work. The site employs professional writers, and contributors may have commentary published following review for compliance with the site's editorial standards.

SB Nation (www.sbnation.com)
• SB Nation is a network of sports blogs. According to comScore, SB Nation sites receive more than six million unique monthly visitors.

• The Los Angeles-based company operates ThePostGame.com, a sports journalism site in partnership with Yahoo! Sports; SportsFanLive.com; FanFinder, an online and mobile tool to find sports bars with specific team loyalties; a social-oriented sports news aggregation site; and a series of sports-related Twitter aggregations.

26.7 Sports On Social Networks
Catalyst, an IMG company (www.catalystimg.com), conducted the Sports Fan Engagement Study to examine sports-related social media activities among avid sports fans. The following is a summary of the survey:

Which of the following social media sites do you use in relation to sports?
• Facebook: 75%
• YouTube: 54%
• Twitter: 37%
• Google+: 33%
• Instagram: 18%
• Pinterest: 8%
• Foursquare: 7%
• Vine: 6%

By sport, which social media sites do you use?

<table>
<thead>
<tr>
<th></th>
<th>Soccer</th>
<th>NBA</th>
<th>College Basketball</th>
<th>College Football</th>
<th>MLB</th>
<th>NFL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook:</td>
<td>72%</td>
<td>70%</td>
<td>71%</td>
<td>72%</td>
<td>72%</td>
<td>78%</td>
</tr>
<tr>
<td>YouTube:</td>
<td>78%</td>
<td>60%</td>
<td>63%</td>
<td>51%</td>
<td>42%</td>
<td>37%</td>
</tr>
</tbody>
</table>
• Twitter: 45% 39% 41% 36% 36% 32%
• Google+: 43% 40% 37% 31% 33% 25%
• Instagram: 25% 25% 19% 14% 17% 12%

On a typical game day, which social media do you use?

• Facebook
  - Before game: 50%
  - During game: 54%
  - After game: 70%

• YouTube
  - Before game: 15%
  - During game: 10%
  - After game: 59%

• Twitter
  - Before game: 48%
  - During game: 64%
  - After game: 64%

• Instagram
  - Before game: 35%
  - During game: 54%
  - After game: 56%

26.8 Social Media Engagement

Hookit (www.hookit.com) assesses sports fan engagement based on social media interactions. The Social Media Engagement Index is calculated based on how often people view posts on Facebook, Twitter and Instagram, how often they share them, the number of likes, new followers, and other interactions.

Based on seven million social media posts from June 2016 to June 2017, Hookit ranked sports league/federation and team engagement as follows:

League/Federation
1. NBA: 2.48
2. NFL: 1.81
3. MLB: 1.43
4. World Surf League: 1.27
5. NHL: 1.27
6. UFC: 1.10
7. USA Gymnastics: 1.06
8. U.S. Soccer: 0.92
9. Street League Skateboarding: 0.90
10. Supercross: 0.88
11. USA Basketball: 0.84
12. PGA Tour: 0.80
13. USA Swimming: 0.78
14. USA Volleyball: 0.78
15. MLS: 0.76
16. (tie) NASCAR: 0.73
16. (tie) WTA Tour: 0.70
18. WNBA: 0.70
19. (tie) USA Track & Field: 0.66
19. (tie) USA Wrestling: 0.65
21. USA Baseball: 0.64
22. (tie) Lucas Oil Pro Motocross: 0.63
22. (tie) NHRA: 0.63
24. Monster Jam: 0.61
25. USA Softball: 0.60

**Team**

1. Golden State Warriors (NBA): 1.81
2. Cleveland Cavaliers (NBA): 1.40
4. Dallas Cowboys (NFL): 1.25
5. (tie) Chicago Bulls (NBA): 1.18
5. (tie) Chicago Cubs (MLB): 1.18
7. Los Angeles Lakers (NBA): 1.12
8. (tie) San Antonio Spurs (NBA): 1.04
8. (tie) Seattle Seahawks (NFL): 1.04
8. (tie) New York Yankees (MLB): 1.03
11. Pittsburgh Steelers (NFL): 1.03
12. Green Bay Packers (NFL): 1.00
13. U.S. women’s national soccer team: 0.99
14. Los Angeles Dodgers (MLB): 0.98
15. Chicago Blackhawks (NHL): 0.96
16. (tie) Boston Red Sox (MLB): 0.94
16. (tie) Carolina Panthers (NFL): 0.94
16. (tie) Pittsburgh Penguins (NHL): 0.94
16. (tie) San Francisco Giants (MLB): 0.94
20. Oakland Raiders (NFL): 0.93
21. Boston Celtics (NBA): 0.92
22. (tie) New York Giants (MLB): 0.91
22. (tie) Toronto Blue Jays (MLB): 0.91
24. Houston Rockets (NBA): 0.90
25. Oklahoma City Thunder (NBA): 0.89
There has been dramatic growth in consumer access of streamed video content using mobile devices – sports content has helped lead the surge. *Digital Video Index*, by Adobe (www.adobe.com), reports that one-quarter of all sports content is now being viewed on mobile devices.

“While TV sports highlights may be driving this trend ... live viewing of major events is also on the increase.”

Campbell Foster
Director of Product Marketing
Adobe

The installation of Wi-Fi networks for the mobile devices of tens of thousands of stadium or arena fans can cost several million dollars, but is essential to attract today’s fans. Sports teams recognize that providing seamless connectivity is necessary in giving the full fan experience.

Bob Bowman, CEO of MLB Advanced Media (www.mlbam.com), observed that close to 100% of fans attending Major League Baseball games and using mobile devices were downloading information such as game statistics. In 2013, Mr. Bowman reported that 40% of all data traffic was tied to people sending images to family and friends, documenting their experience. In 2015, mobile data traffic at MLB stadiums was 80% uploads as fans tweeted, posted on Facebook and Instagram, and texted with friends.

It has become popular for fans to “check in” at a game. Teams and leagues respond by sending highly targeted, real-time merchandise, food, or ticketing offers. MLB Advanced Media, for example, embeds check-in functionality within its popular MLB.com At Bat mobile application. The check-in elements were built using a
combination of internally developed technology and elements from Foursquare. The NBA has formed partnerships with several major check-in services, including Foursquare and Gowalla, to drive fan activity.

Virtually all professional sports venues have installed distributed antenna systems at sports facilities to enhance coverage for mobile devices. The following firms are leaders in the installation of such systems (source: SportsBusiness Journal):

- American Tower (www.americantower.com)
- Crown Castle (www.crowncastle.com)
- ExteNet Systems (www.extenetsystems.com)
- Extreme Networks (www.extremenetworks.com)
- Goodman Networks (www.goodmannetworks.com)
- Mobilitie (www.mobilitie.com)
- Telecommunication Properties Inc. (www.tpicom.com)

27.3 Stadium Networks

Barclays Center, home of the NBA’s Brooklyn Nets, and Sporting Park, home of MLS’s Sporting Kansas City, have the most advanced mobile infrastructures and in-game experiences for fans.

Barclays Center provides fans with an app called StadiumVision Mobile that streams three different high-definition video feeds for stadium visitors who want to use their smartphones and tablets to follow the game they have come to see in person. Fans at Nets games can activate instant replays on the mobile feeds using a pause-and-rewind feature that mimics a remote control. The technology was developed by Cisco Systems.

Sporting Park has a $6 million wireless network with 220 miles of fiberoptic cable, more than seven times the norm for a stadium its size. Sporting Kansas City’s app Uphoria includes Cisco Systems’ StadiumVision with enhancements.
“Sporting Kansas City has a waiting list for its 14,000 season tickets and has sold out 27 games in a row, packing an average of 19,709 people into a new stadium that seats 18,467. (Some tickets are standing room only.) That success is due in large part to the club’s reputation as one of the world’s most tech-savvy teams.”

*Bloomberg Businessweek*

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### 27.4 MLB Wireless Connectivity

While other professional sports leagues have implemented wireless connectivity for fans on a team-by-team basis, Major League Baseball installed a league-wide initiative.

MLB launched a $300 million wireless buildout in all 30 stadiums for the 2015 season. The project was the culmination of three years of development. All MLB stadiums now provide free, widespread wireless coverage in ballparks and improved cellular coverage. The network is carrier neutral.

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“The improved connectivity creates a virtual circle with MLBAM’s updated mobile application suite that includes the flagship At Bat and Ballpark, among other products, and specific enhancements such as seat upgrades. Those elements ... typically skew disproportionately among younger fans, who are a particular target of MLB.”

*SportsBusiness Journal*

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According to *State Of The Stadium*, a report by Mobile Sports Report (www.mobilesportsreport.com) and Sports & Entertainment Alliance in Technology (http://seatconsortium.com), 80% of U.S. sports arenas and stadiums have a distributed
antenna system (DAS) throughout the venue, and about two-thirds have high-quality Wi-Fi in all seating areas.

Game-day app features offered by teams and venues are as follows:

- Team stats: 89%
- Live game information: 89%
- Stadium maps: 60%
- Live play-by-play audio: 54%
- Seat upgrades: 54%
- Digital ticketing: 46%
- Live video: 43%
- Instant replays: 37%
- Loyalty program: 26%
- In-seat or express pickup food ordering: 20%
- Digital parking: 11%
- Interactive wayfinding: 11%
PART IV: MAJOR EVENTS
28

ALL-STAR GAMES

28.1 MLB All-Star Game

Viewership on Fox for the MLB All-Star Game has been as follows:

- 2001: 16.0 million
- 2002: 14.7 million
- 2003: 13.8 million
- 2004: 14.0 million
- 2005: 12.3 million
- 2006: 14.4 million
- 2007: 12.5 million
- 2008: 14.5 million
- 2009: 14.6 million
- 2010: 12.1 million
- 2011: 11.0 million
- 2012: 10.9 million
- 2013: 11.0 million
- 2014: 11.3 million
- 2015: 10.9 million
- 2016: 8.7 million

Fox sold 30-second spots for about $550,000 for the 2016 All-Star Game broadcast.

Among all-star games of the major sports, MLB has seen higher ratings than the NBA, NFL, NHL, and MLS.

The economic impact of All-Star Games on its host cities and communities has been as follows:

- 2001 (Seattle): $ 50 million
- 2002 (Milwaukee): $ 50 million
- 2003 (Chicago): $ 60 million
- 2004 (Houston): $ 65 million
- 2005 (Detroit): $ 52 million
- 2006 (Pittsburgh): $ 52 million
- 2007 (San Francisco): $ 65 million
- 2008 (New York City): $148 million
- 2009 (St. Louis): $ 60 million
- 2010 (Anaheim): $ 85 million
28.2 NBA All-Star Game

NBA All-Star games have had the following viewership on TNT (sources: Nielsen Media Research [www.nielsen.com] and SportsBusiness Journal):

- 2007: 6.8 million
- 2008: 6.3 million
- 2009: 7.6 million
- 2010: 6.8 million
- 2011: 9.1 million
- 2012: 8.2 million
- 2013: 8.0 million
- 2014: 7.5 million
- 2015: 7.2 million
- 2016: 7.6 million
- 2017: 7.8 million

Host cities for NBA All-Star Games have been as follows:

- 2007: Las Vegas, NV
- 2008: New Orleans, LA
- 2009: Phoenix, AZ
- 2010: Arlington, TX
- 2011: Los Angeles, CA
- 2012: Orlando, FL
- 2013: Houston, TX
- 2014: New Orleans, LA
- 2015: New York, NY
- 2016: Toronto, ON, Canada
- 2017: New Orleans, LA

28.3 NFL Pro Bowl

The Pro Bowl was played at Aloha Stadium (Honolulu, HI) between 1980 and 2016, except 2010 and 2015. The game was moved to Camping World Stadium (Orlando, FL) in a multi-year deal beginning with the 2017 game.

Viewership for NFL Pro Bowl games has been as follows (source: Nielsen):
• 2005-2006: ESPN 7.8 million viewers
• 2006-2007: ESPN 7.0 million viewers
• 2007-2008: CBS 7.3 million viewers
• 2008-2009: Fox 10.1 million viewers
• 2009-2010: NBC 8.8 million viewers
• 2010-2011: ESPN 12.3 million viewers
• 2011-2012: Fox 13.4 million viewers
• 2012-2013: NBC 12.5 million viewers
• 2013-2014: NBC 11.7 million viewers
• 2014-2015: ESPN 8.8 million viewers
• 2015-2016: ESPN 8.0 million viewers
• 2016-2017: ESPN 7.4 million viewers

ESPN has the exclusive broadcast rights to the Pro Bowl through 2022. The Pro Bowl is the only major all-star game that draws lower TV ratings than its regular-season games.

28.4 NHL All-Star Game

The NHL All-Star game is telecast by NBC Sports Network. Viewership has been as follows:

• 2006-2007: 691,000
• 2007-2008: 852,000
• 2008-2009: 1.1 million
• 2010-2011: 1.5 million
• 2011-2012: 1.3 million
• 2014-2015: 1.2 million
• 2015-2016: 1.6 million
• 2016-2017: 2.3 million

The following markets had the highest rating for the 2017 NHL All-Star Game:

• Pittsburgh, PA: 6.1
• Buffalo, NY: 5.3
• Minneapolis-St. Paul, MN: 3.7
• St. Louis, MO: 3.4
• Chicago, IL: 3.1
“This year’s game, which marked the event’s return to network television, was the most-watched NHL All-Star Game since 2004.”

NBC Sports, 1/30/17

Host cities for NHL All-Star Games have been as follows:

- 2004-2005: Cancelled due to the lockout
- 2005-2006: No game due to the Winter Olympic Games
- 2006-2007: Dallas, TX
- 2007-2008: Atlanta, GA
- 2008-2009: Montreal, QC, Canada
- 2009-2010: No game due to the Winter Olympic Games
- 2010-2011: Raleigh, NC
- 2011-2012: Ottawa, ON, Canada
- 2012-2013: Cancelled due to the lockout
- 2013-2014: No game due to the XXII Winter Olympic Games
- 2014-2015: Columbus, OH
- 2015-2016: Nashville, TN
- 2016-2017: Los Angeles, CA
29.1 College Football Playoff

The College Football Playoff (CFP, www.collegefootballplayoff.com) launched in the 2014-2015 season, replacing the Bowl Championship Series (BCS). The CFP is the first time the NCAA football championship has been determined by bracket competition.

The four top-ranked NCAA football teams, selected by a 13-member NCAA-appointed committee, compete each season in College Football Playoff semi-final games on December 31 and January 1. The winners of the semi-final games compete in the College Football Playoff National Championship.

The host venue for the Championship game is selected based on bids submitted by cities. The hosts for the semi-final games rotate between six bowls, as follows:

<table>
<thead>
<tr>
<th>Game</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allstate Sugar Bowl</td>
<td>Mercedes-Benz Superdome (New Orleans, LA)</td>
</tr>
<tr>
<td>Capital One Orange Bowl</td>
<td>Hard Rock Stadium (Miami Gardens, FL)</td>
</tr>
<tr>
<td>Chick-fil-A Peach Bowl</td>
<td>Mercedes-Benz Stadium (Atlanta, GA)</td>
</tr>
<tr>
<td>Fiesta Bowl</td>
<td>University of Phoenix Stadium (Glendale, AZ)</td>
</tr>
<tr>
<td>Goodyear Cotton Bowl Classic</td>
<td>AT&amp;T Stadium (Arlington, TX)</td>
</tr>
<tr>
<td>Rose Bowl Game presented by Northwestern Mutual</td>
<td>Rose Bowl (Pasadena, CA)</td>
</tr>
</tbody>
</table>

The schedule for the CFP semi-final games is as follows:

- 2015-2016: Cotton Bowl and Orange Bowl
- 2016-2017: Fiesta Bowl and Peach Bowl
- 2017-2018: Rose Bowl and Sugar Bowl
- 2018-2019: Cotton Bowl and Orange Bowl
- 2019-2020: Peach Bowl and Fiesta Bowl

Permanent seating capacity for the CFP venues are as follows:

- AT&T Stadium: 80,000
- Mercedes-Benz Stadium: 71,000
• Mercedes-Benz Superdome: 73,208
• Rose Bowl: 92,542
• Hard Rock Stadium: 65,326
• University of Phoenix Stadium: 63,400

Recent and upcoming hosts for the College Football Playoff National Championship are as follows:
• 2015: AT&T Stadium (Arlington, TX)
• 2016: University of Phoenix Stadium (Glendale, AZ)
• 2017: Raymond James Stadium (Tampa, FL)
• 2018: Mercedes-Benz Stadium (Atlanta, GA)
• 2019: Levi's Stadium (Santa Clara, CA)
• 2020: Mercedes-Benz Superdome (New Orleans, LA)

### 29.2 Bowl Games

Including the CFP bowls and the Championship, there are 40 bowl games, as follows:

<table>
<thead>
<tr>
<th>Game</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>AdvoCare Texas Bowl</td>
<td>NRG Stadium (Houston, TX)</td>
</tr>
<tr>
<td>AutoNation Cure Bowl</td>
<td>Orlando Citrus Bowl Stadium (Orlando, FL)</td>
</tr>
<tr>
<td>AutoZone Liberty Bowl</td>
<td>Liberty Bowl Memorial Stadium (Memphis, TN)</td>
</tr>
<tr>
<td>Belk Bowl</td>
<td>Bank of America Stadium (Charlotte, NC)</td>
</tr>
<tr>
<td>Birmingham Bowl</td>
<td>Legion Field (Birmingham, AL)</td>
</tr>
<tr>
<td>Boca Raton Bowl</td>
<td>FAU Stadium (Boca Raton, FL)</td>
</tr>
<tr>
<td>Buffalo Wild Wings Citrus Bowl</td>
<td>Orlando Citrus Bowl Stadium (Orlando, FL)</td>
</tr>
<tr>
<td>Camping World Independence Bowl</td>
<td>Independence Stadium (Shreveport, LA)</td>
</tr>
<tr>
<td>Dollar General Bowl</td>
<td>Ladd Peebles Stadium (Mobile, AL)</td>
</tr>
<tr>
<td>Famous Idaho Potato Bowl</td>
<td>Albertsons Stadium (Boise, ID)</td>
</tr>
<tr>
<td>Foster Farms Bowl</td>
<td>Levi's Stadium (Santa Clara, CA)</td>
</tr>
<tr>
<td>Franklin American Mortgage Music City Bowl</td>
<td>Nissan Stadium (Nashville, TN)</td>
</tr>
<tr>
<td>Geico Las Vegas Bowl</td>
<td>Sam Boyd Stadium (Whitney, NV)</td>
</tr>
<tr>
<td>Gildan New Mexico Bowl</td>
<td>University Stadium (Albuquerque, NM)</td>
</tr>
<tr>
<td>Hawai‘i Bowl</td>
<td>Aloha Stadium (Honolulu, HI)</td>
</tr>
<tr>
<td>Hyundai Sun Bowl</td>
<td>Sun Bowl Stadium (El Paso, TX)</td>
</tr>
<tr>
<td>Lockheed Martin Armed Forces Bowl</td>
<td>Amon G. Carter Stadium</td>
</tr>
</tbody>
</table>
• Miami Beach Bowl  
  Marlins Park (Miami, FL)
• Motel 6 Cactus Bowl  
  Chase Field (Phoenix, AZ)
• National University Holiday Bowl  
  Qualcomm Stadium (San Diego, CA)
• New Era Pinstripe Bowl  
  Yankee Stadium (Bronx, NY)
• Northrop Grumman Military Bowl  
  Navy-Marine Corps Memorial Stadium (Annapolis, MD)
• Nova Home Loans Arizona Bowl  
  Arizona Stadium (Tucson, AZ)
• Outback Bowl  
  Raymond James Stadium (Tampa, FL)
• Popeyes Bahamas Bowl  
  Thomas Robinson Stadium (Nassau, Bahamas)
• Quick Lane Bowl  
  Ford Field (Detroit, MI)
• R+L Carriers New Orleans Bowl  
  Mercedes-Benz Superdome (New Orleans, LA)
• Raycom Media Camellia Bowl  
  Cramton Bowl (Montgomery, AL)
• Russell Athletic Bowl  
  Orlando Citrus Bowl Stadium (Orlando, FL)
• St. Petersburg Bowl  
  Tropicana Field (St. Petersburg, FL)
• TaxSlayer Bowl  
  EverBank Field (Jacksonville, FL)
• Valero Alamo Bowl  
  Alamodome (San Antonio, TX)
• Zaxby’s Heart of Dallas Bowl  
  Cotton Bowl (Dallas, TX)

Title sponsors may change each year.

29.3 Per-Team Payouts

Per-team payouts are as follows:
• Orange Bowl: $6.00 million
• Cotton Bowl Classic: $6.00 million
• Citrus Bowl: $4.55 million
• Fiesta Bowl: $4.00 million
• Peach Bowl: $4.00 million
• Rose Bowl: $4.00 million
• Sugar Bowl: $4.00 million
• Outback Bowl: $3.50 million
• TaxSlayer Bowl: $3.50 million
• Cactus Bowl: $3.35 million
• Alamo Bowl: $3.18 million
• Russell Athletic Bowl: $2.28 million
• Holiday Bowl: $2.08 million
<table>
<thead>
<tr>
<th>Bowl</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun Bowl</td>
<td>$2.00 million</td>
</tr>
<tr>
<td>Music City Bowl</td>
<td>$1.84 million</td>
</tr>
<tr>
<td>Pinstripe Bowl</td>
<td>$1.80 million</td>
</tr>
<tr>
<td>Belk Bowl</td>
<td>$1.70 million</td>
</tr>
<tr>
<td>Texas Bowl</td>
<td>$1.70 million</td>
</tr>
<tr>
<td>Liberty Bowl</td>
<td>$1.44 million</td>
</tr>
<tr>
<td>Cure Bowl</td>
<td>$1.35 million</td>
</tr>
<tr>
<td>Quick Lane Bowl</td>
<td>$1.20 million</td>
</tr>
<tr>
<td>Independence Bowl</td>
<td>$1.15 million</td>
</tr>
<tr>
<td>Las Vegas Bowl</td>
<td>$1.10 million</td>
</tr>
<tr>
<td>Birmingham Bowl</td>
<td>$1.00 million</td>
</tr>
<tr>
<td>Miami Beach Bowl</td>
<td>$1.00 million</td>
</tr>
<tr>
<td>Military Bowl</td>
<td>$1.00 million</td>
</tr>
<tr>
<td>Foster Farms Bowl</td>
<td>$838,000</td>
</tr>
<tr>
<td>Heart of Dallas Bowl</td>
<td>$800,000</td>
</tr>
<tr>
<td>Dollar General Bowl</td>
<td>$750,000</td>
</tr>
<tr>
<td>Hawaii Bowl</td>
<td>$650,000</td>
</tr>
<tr>
<td>Armed Forces Bowl</td>
<td>$600,000</td>
</tr>
<tr>
<td>St. Petersburg Bowl</td>
<td>$538,000</td>
</tr>
<tr>
<td>New Orleans Bowl</td>
<td>$500,000</td>
</tr>
<tr>
<td>New Mexico Bowl</td>
<td>$456,000</td>
</tr>
<tr>
<td>Bahamas Bowl</td>
<td>$450,000</td>
</tr>
<tr>
<td>Boca Raton Bowl</td>
<td>$400,000</td>
</tr>
<tr>
<td>Famous Idaho Potato Bowl</td>
<td>$325,000</td>
</tr>
<tr>
<td>Camellia Bowl</td>
<td>$200,000</td>
</tr>
</tbody>
</table>

### 29.4 Broadcast Rights And Viewership

ESPN contracted for rights to broadcast the playoff games through 2025. This includes the New Year’s Six bowls and the Championship each year. The 12-year contract has been valued at $7.3 billion.

Including the CFP games, bowl games are broadcast as follows:

- **ESPN**: 33
- **ABC**: 3
- **ESPN2**: 2
- **CBS**: 1
- **CBS Sports Network**: 1

The recent TV audience for the College Football Playoff National Championship, broadcast on ESPN, has been as follows:

- 2015: 33.4 million
- 2016: 26.7 million
- 2017: 26.0 million
According to Nielsen (www.nielsen.com), the 2015 National Championship was the all-time highest in viewership on U.S. cable television and a 31% increase over the BCS game in 2014.

29.5 Sponsors

CFP National Sponsors for the 2016-2017 season were Allstate, AT&T, Buick, CapitalOne, Chick-fil-A, Dos Equis, Dr. Pepper, Ford, Gatorade, Goodyear, Nissan, Northwestern Mutual, PlayStation, Reese’s, and Taco Bell. CFP Game Sponsors were Eckrich, Gerdau, Panini, Ticketmaster, and Wilson.
30.1 Overview
The FIFA World Cup (referred to as soccer in the United States) is an international football tournament of men’s national teams of the members of Fédération Internationale de Football Association (FIFA, www.fifa.com/worldcup/index.html), the sport’s global governing body. The event is held every four years. The World Cup is, arguably, the “biggest show on earth.”

Brazil hosted the 2014 World Cup.
The 2018 World Cup will be held in Moscow, Russia.

30.2 World Cup 2014
Thirty-two teams qualified in tournaments that began in 2011 to play in the 2014 World Cup.
The 64 World Cup matches were played in 12 host stadiums in 12 Brazilian cities, with the final game played at Maracanã Stadium in Rio de Janeiro.
Total attendance at the 64 matches was 3,386,810. Final game attendance was 74,738.
An estimated one billion people worldwide watched the Germany vs. Argentina 2014 World Cup final, an all-time record for a TV broadcast of any kind. U.S. viewership was 17.3 million, according to Nielsen (www.nielsen.com).
The United States vs. Portugal match during the 2014 World Cup had a TV audience of 18.2 million.
The total TV audience for the 64 World Cup matches was over 3 billion.

30.3 Women’s World Cup 2015
The FIFA Women’s World Cup has been held every four years since 1991. Canada hosted the 2015 Women’s World Cup. Tournament matches were hosted by the cities of Edmonton, Moncton, Montreal, Ottawa, Vancouver, and Winnipeg. The final match was in Vancouver. Twenty-four teams competed in the 2015 Women’s World Cup, an increase from 16 in prior years.
The Women’s World Cup final on July 5, won by the United States 5-2 over Japan, was seen by 25.4 million viewers on Fox, a record for any soccer game – men’s or women’s – shown on English-language television in the U.S. With 1.3 million
viewers watching on Telemundo, the Spanish-language station, the total of 26.7 million also exceeded the record 26.5 million combined viewers that saw Germany beat Argentina in the 2014 men’s World Cup final on ABC and Spanish-language Univision. The 2019 Women’s World Cup will be hosted by France.

30.4 Economic Impact
The 2010 World Cup, held in South Africa, was worth $3.1 billion to the nation’s economy, with 160,000 jobs created.

According to government figures, 1 million foreign tourists visited Brazil during the month-long 2014 World Cup, far exceeding its pre-Cup projection of 600,000. Additionally, the government reported that 95% of foreign visitors said they intend to return to Brazil. About 3 million Brazilians traveled around the country during the event, just short of the expected 3.1 million.

The government reported that the World Cup created one million jobs and pumped nearly $14 billion into the national economy in initial, direct, indirect, and induced impacts.

Using the Sport Tourism Economic Assessment Model, the Canadian Soccer Association (www.canadasoccer.com) estimated the 2015 Women’s World Cup supported $267.3 million in Canadian economic activity; the GDP was boosted by $132 million.

30.5 Broadcast Rights
Broadcasting rights for the 2014 World Cup were sold directly by FIFA, or through licensed companies or organizations, to over 100 television and radio entities worldwide.

In 2011, Fox outbid ESPN and NBC for the U.S. English-speaking rights for the 2014 World Cup. SportsBusiness Journal estimated the total rights fee between $400 million to $500 million. Telemundo paid $600 million for the U.S. Spanish TV rights.

In 2015, FIFA announced it had extended U.S. media rights agreements with Fox and NBC’s Universal’s Telemundo through the 2026 World Cup.

The English-language television rights for the 2015 FIFA Women’s World Cup were held by Fox Sports with coverage carried on the Fox broadcast network, along with the Fox Sports 1 and Fox Sports 2 channels. Spanish-language rights were held by NBC Deportes, with telecasts airing on Telemundo and NBCUniverso.

30.6 Sponsors
FIFA Partners are Adidas, Coca-Cola, Gazprom, Hyundai/Kia Motors, and VISA. FIFA World Cup Sponsors are Budweiser and McDonald’s. The same sponsorships are active for men’s and women’s World Cups.

VISA signed an extension in 2013 of its sponsorship for the World Cup through 2022. SportsBusiness Journal estimated the deal at $170 million.
INDIANAPOLIS 500

31.1 Overview
The Indianapolis 500 race has become synonymous with the Memorial Day weekend. Held at Indianapolis Motor Speedway, the event has been run since 1911. Billed as The Greatest Spectacle in Racing, the Indianapolis 500 is part of the Triple Crown of Motorsport, along with 24 Hours of Le Mans and the Monaco Grand Prix.

The annual race is part of the Verizon IndyCar Series.

31.2 Spectators And Economic Impact
The seats at the Indianapolis Motor Speedway – the largest sporting facility in the world, with more than 250,000 permanent seats – are all reserved months before the race. Infield patrons raise the race-day attendance to approximately 350,000.

Hulman & Co. (www.hulman.com), which owns IndyCar and Indianapolis Motor Speedway, reported attendance for the 101st running of the Indianapolis 500 at 300,000. While that figure was down from the approximately 350,000 fans who attended the promotion-rich 100th running in 2016, it was up solidly from 2015.

The race, 500 Festival, and associated weekend events have an economic impact on the city of Indianapolis of approximately $340 million, according to *SportsBusiness Journal*.

31.3 Television Viewership
The Indianapolis 500 has been aired on ABC since 1986. The broadcast is blacked out and aired in prime-time for the local audience.

Broadcast viewership for recent Indianapolis 500 races have been as follows (source: Nielsen Media Research [www.nielsen.com]):

- 2006: 7.6 million
- 2007: 6.4 million
- 2008: 7.2 million
- 2009: 6.3 million
- 2010: 5.8 million
- 2011: 6.4 million
- 2012: 6.9 million
• 2013: 5.7 million
• 2014: 6.1 million
• 2015: 6.4 million
• 2016: 6.0 million
• 2017: 5.5 million

In 2017, the 101st running of the Indianapolis 500, won by Andretti Autosport’s Takuma Sato, averaged a 3.6 household rating in metered markets compared to a 4.1 in 2016. It was the lowest rated Indianapolis 500 since ABC began live start-to-finish coverage of the race in 1986.
32

KENTUCKY DERBY

32.1 Overview
The Kentucky Derby (www.kentuckyderby.com), a thoroughbred race that dates to 1875, is held annually at Churchill Downs (www.churchhilldowns.com) in Louisville, Kentucky, on the first Saturday in May. It is the first of the Triple Crown races, followed by the Preakness Stakes and the Belmont Stakes.

Among all thoroughbred races in North America, the Kentucky Derby ranks first in attendance and television viewership.

The 143\textsuperscript{rd} running of the Kentucky Derby was May 6, 2017.

32.2 Attendance
Attendance at the Kentucky Derby has been as follows (source: Churchill Downs):

- 2001: 154,210
- 2002: 145,033
- 2003: 148,530
- 2004: 140,054
- 2005: 156,435
- 2006: 157,536
- 2007: 156,635
- 2008: 157,770
- 2009: 153,563
- 2010: 155,804
- 2011: 164,858
- 2012: 165,307
- 2013: 151,616
- 2014: 164,906
- 2015: 170,513
- 2016: 167,227
- 2017: 158,070

32.3 Broadcast TV
The Kentucky Derby has been broadcast by NBC Sports since 2001. Viewership has been as follows (source: Nielsen [www.nielsen.com]):
• 2001: 13.5 million
• 2002: 12.8 million
• 2003: 11.8 million
• 2004: 14.6 million
• 2005: 13.6 million
• 2006: 12.9 million
• 2007: 13.7 million
• 2008: 14.2 million
• 2009: 16.1 million
• 2010: 16.5 million
• 2011: 14.5 million
• 2012: 14.8 million
• 2013: 16.2 million
• 2014: 15.3 million
• 2015: 16.0 million
• 2016: 15.5 million
• 2017: 16.4 million

Viewership of Always Dreaming’s win in 2017, which peaked with 19.1 million viewers from 6:45-7:00 p.m., delivered the second-largest Kentucky Derby TV audience since 1989. The 2010 race holds the top spot, with 16.5 million viewers.

The following were the top metered markets for the 2017 Kentucky Derby (source: Nielsen):

• Louisville, KY: 39.0 rating/65 share
• Ft. Myers, FL: 21.3 rating/39 share
• Cincinnati, OH: 18.8 rating/37 share
• Buffalo, NY: 17.9 rating/31 share
• Knoxville, TN: 17.0 rating/28 share
• Dayton, OH: 16.2 rating/29 share
• Pittsburgh, PA: 15.5 rating/30 share
• Cleveland, OH: 15.1 rating/29 share
• Richmond, VA: 15.0 rating/29 share
• West Palm Beach, FL: 14.8 rating/27 share

32.4 Sponsors

Yum! Brands is the Official Presenting Sponsor of the Kentucky Derby.
The following were 2017 Kentucky Derby sponsors: Chrysler/Ram Trucks, GH Mumm, Grey Goose, Longines, Old Forester, Pepsi, Stella Artois, and Woodford Reserve.
33

NBA FINALS

33.1 Overview

The National Basketball Association (NBA) Finals is a best-of-seven game championship series played between the Western and Eastern champions of the Conference Finals. The Finals are played annually in June.

The 2017 NBA Finals saw the Golden State Warriors beat the Cleveland Cavaliers in five games.

33.2 TV Viewership

Telecasts of the NBA Finals have been broadcast on ABC since 2003.

Average ratings and viewership for the NBA finals have been as follows (source: Nielsen [www.nielsen.com]):

<table>
<thead>
<tr>
<th>Year</th>
<th>No. Games</th>
<th>Avg. Rating</th>
<th>Avg. Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>4</td>
<td>6.2</td>
<td>9.3 million</td>
</tr>
<tr>
<td>2008</td>
<td>6</td>
<td>9.3</td>
<td>14.9 million</td>
</tr>
<tr>
<td>2009</td>
<td>5</td>
<td>8.4</td>
<td>14.3 million</td>
</tr>
<tr>
<td>2010</td>
<td>7</td>
<td>10.6</td>
<td>18.1 million</td>
</tr>
<tr>
<td>2011</td>
<td>6</td>
<td>10.2</td>
<td>17.4 million</td>
</tr>
<tr>
<td>2012</td>
<td>5</td>
<td>10.1</td>
<td>16.9 million</td>
</tr>
<tr>
<td>2013</td>
<td>7</td>
<td>10.4</td>
<td>17.5 million</td>
</tr>
<tr>
<td>2014</td>
<td>5</td>
<td>9.3</td>
<td>15.5 million</td>
</tr>
<tr>
<td>2015</td>
<td>6</td>
<td>11.6</td>
<td>20.1 million</td>
</tr>
<tr>
<td>2016</td>
<td>7</td>
<td>11.4</td>
<td>20.3 million</td>
</tr>
<tr>
<td>2017</td>
<td>5</td>
<td>11.3</td>
<td>20.4 million</td>
</tr>
</tbody>
</table>

Game viewership in 2017 was as follows:

- Game 1: 18.7 million
- Game 2: 19.7 million
- Game 3: 20.0 million
- Game 4: 19.0 million
- Game 5: 24.5 million
33.3 Economic Impact
The economic impact of the NBA Finals is approximately $5 million per game.

Destination Cleveland (www.thisiscleveland.com) estimated that each Finals game in 2017 had a $5 million economic impact. Nearly all hotel rooms in downtown Cleveland were booked at premium rates for the two home games. 

East Bay Times reported the total economic impact of the three home games of the 2017 NBA finals was an estimated at $20 million for the Bay area.
34

NCAA FINAL FOUR & TOURNAMENT

34.1 Overview
Dubbed ‘March Madness,’ the NCAA Division I Men’s Championship Basketball Tournament ranks among the most popular American sports competitions. More than 100 million people follow the tournament each year on the Internet at work, and 57% participate in office pools.

The following are venues and host cities for upcoming tournament finals games:
• 2018: Alamodome; San Antonio, TX
• 2019: U.S. Bank Stadium; Minneapolis, MN
• 2020: Mercedes-Benz Stadium; Atlanta, GA
• 2021: Lucas Oil Stadium; Indianapolis, IN
• 2022: Mercedes-Benz Superdome (New Orleans, LA)

34.2 Spectators
Championship game attendance has been as follows:
• 2002 (Georgia Dome; Atlanta, GA): 52,647
• 2003 (Louisiana Superdome; New Orleans, LA): 54,524
• 2004 (Alamodome; San Antonio, TX): 44,468
• 2005 (Edward Jones Dome; St. Louis, MO): 47,262
• 2006 (RCA Dome; Indianapolis, IN): 43,168
• 2007 (Georgia Dome; Atlanta, GA): 51,458
• 2008 (Alamodome; San Antonio, TX): 43,257
• 2009 (Ford Field; Detroit, MI): 72,456
• 2010 (Lucas Oil Stadium; Indianapolis, IN): 70,930
• 2011 (Reliant Stadium; Houston, TX): 70,376
• 2012 (Mercedes-Benz Superdome; New Orleans, LA): 70,913
• 2013 (Georgia Dome; Atlanta, GA): 74,326
• 2014 (Cowboys Stadium; Arlington, TX): 79,238
• 2015 (Lucas Oil Stadium; Indianapolis, IN): 72,238
• 2016 (NRG Stadium; Houston, TX): 74,340
• 2017 (University of Phoenix Stadium; Glendale, AZ): 76,168
34.3 Broadcast Rights

The NCAA has a 14-year, $10.8 billion deal with CBS Sports and Turner Sports for the rights to broadcast the NCAA Tournament from 2011 until 2024. CBS asks about $1.5 million per 30-second TV spot for the two Final Four games and the championship game.

According to Kantar Media (www.kantarmedia.com), network television advertising revenue for the NCAA Men’s Basketball Tournament is approximately $600 million.

Total annual ad revenue for the NCAA Men’s Basketball playoffs is higher than that of MLB, NBA, or NFL playoffs. According to Kantar Media, March Madness attracts almost 75% of the total advertising dollars spent on NCAA basketball throughout the season.

34.4 TV Viewership

The following is TV broadcast viewership of championship finals games, broadcast by CBS:

- 2002 (Maryland vs. Indiana): 23.7 million
- 2003 (Syracuse vs. Kansas): 18.6 million
- 2004 (Georgia Tech vs. Connecticut): 17.1 million
- 2006 (Florida vs. UCLA): 17.5 million
- 2007 (Florida vs. Ohio State): 19.6 million
- 2008 (Kansas vs. Memphis): 19.5 million
- 2009 (North Carolina vs. Michigan State): 17.6 million
- 2010 (Duke vs. Butler): 22.6 million
- 2011 (Connecticut vs. Butler): 20.1 million
- 2012 (Kentucky vs. Kansas): 20.9 million
- 2013 (Louisville vs. Michigan): 23.4 million
- 2014 (Connecticut vs. Kentucky): 21.3 million
- 2015 (Duke vs. Wisconsin): 28.3 million
- 2016 (Villanova vs. North Carolina): 17.8 million
- 2017 (North Carolina vs. Gonzaga): 23.0 million

Average viewership for Final Four games has been as follows:

<table>
<thead>
<tr>
<th>Networks</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>18.26 million</td>
</tr>
<tr>
<td>CBS, TNT, TBS, truTV</td>
<td>16.10 million</td>
</tr>
<tr>
<td>CBS, TNT, TBS, truTV</td>
<td>21.74 million</td>
</tr>
<tr>
<td>TNT, TBS, truTV</td>
<td>13.72 million</td>
</tr>
<tr>
<td>CBS</td>
<td>19.07 million</td>
</tr>
</tbody>
</table>

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• 197 •
Average viewership for NCAA Tournament games has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Networks</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>CBS, TNT, TBS, truTV</td>
<td>10.70 million</td>
</tr>
<tr>
<td>2014</td>
<td>CBS, TNT, TBS, truTV</td>
<td>10.50 million</td>
</tr>
<tr>
<td>2015</td>
<td>CBS, TNT, TBS, truTV</td>
<td>11.30 million</td>
</tr>
<tr>
<td>2016</td>
<td>CBS, TNT, TBS, truTV</td>
<td>9.30 million</td>
</tr>
<tr>
<td>2017</td>
<td>CBS, TNT, TBS, truTV</td>
<td>10.83 million</td>
</tr>
</tbody>
</table>

34.5 March Madness Ads

Ads for telecasts of NCAA playoff games are among the most costly on network television.

Total national TV ad spending for the NCAA Men’s Division I Basketball Championship has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>$525 million</td>
</tr>
<tr>
<td>2008</td>
<td>$648 million</td>
</tr>
<tr>
<td>2009</td>
<td>$598 million</td>
</tr>
<tr>
<td>2010</td>
<td>$623 million</td>
</tr>
<tr>
<td>2011</td>
<td>$782 million</td>
</tr>
<tr>
<td>2012</td>
<td>$1.10 billion</td>
</tr>
<tr>
<td>2013</td>
<td>$1.12 billion</td>
</tr>
<tr>
<td>2014</td>
<td>$1.13 billion</td>
</tr>
<tr>
<td>2015</td>
<td>$1.15 billion</td>
</tr>
<tr>
<td>2016</td>
<td>$1.24 billion</td>
</tr>
<tr>
<td>2017</td>
<td>$1.30 billion</td>
</tr>
</tbody>
</table>

“As a sports marketing event, the collegiate basketball tournament is in the major leagues alongside the Super Bowl, World Cup, and Olympics. The NCAA has successfully commercialized and monetized March Madness, creating a platform for corporate sponsors to reap benefits from advertising and promotional programs anchored around the games. March Madness has evolved into Marketing Madness.”

Jon Swallen,
Chief Research Officer
Kantar Media
34.6 Economic Impact

A study by SABÉR Research Institute (www.saberinstitute.org), released by the San Antonio Local Organizing Committee, projects the local economy will receive a boost of $135 million as a result of hosting the 2018 Final Four; an influx of 71,000 out-of-town visitors to the San Antonio area is forecast.

The Arizona Republic assessed the 2017 Final Four generated $100 million to $150 million in direct economic impact and $1.5 billion in direct and indirect spending.

The city of Houston generated $300 million in revenue during the 2016 Final Four, according to Forbes and Houston Business Journal. More than 100,000 fans traveled to Houston for the game or weekend festivities.

Visit Indy (www.visitindy.com) estimated that the 2015 Final Four tournament had an economic impact of $71 million for the city. The assessment was based on the Economic Impact Calculator developed by Rockport Analytics (www.rockportanalytics.com).

North Texas estimated $276 million in economic impact from hosting the 2014 Final Four.
35.

OLYMPIC GAMES

35.1 Television Broadcast Rights

NBCUniversal broadcast the 1996 Summer Olympic Games, has broadcast both the Summer and Winter Olympic Games since 2000, and has contracted for broadcast rights through 2020. U.S. rights fees are as follows:

<table>
<thead>
<tr>
<th>Games</th>
<th>Location</th>
<th>Rights Fee</th>
<th>Ad Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1996:</td>
<td>Summer Atlanta, GA</td>
<td>$456 million</td>
<td>$680 million</td>
</tr>
<tr>
<td>1998:*</td>
<td>Winter Nagano, Japan</td>
<td>$375 million</td>
<td>$590 million</td>
</tr>
<tr>
<td>2000:</td>
<td>Summer Sydney, Australia</td>
<td>$715 million</td>
<td>$900 million</td>
</tr>
<tr>
<td>2002:</td>
<td>Winter Salt Lake City, UT</td>
<td>$555 million</td>
<td>$740 million</td>
</tr>
<tr>
<td>2004:</td>
<td>Summer Athens, Greece</td>
<td>$793 million</td>
<td>$927 million</td>
</tr>
<tr>
<td>2006:</td>
<td>Winter Turin, Italy</td>
<td>$613 million</td>
<td>$920 million</td>
</tr>
<tr>
<td>2008:</td>
<td>Summer Beijing, China</td>
<td>$894 million</td>
<td>$1.1 billion</td>
</tr>
<tr>
<td>2010:</td>
<td>Winter Vancouver, BC, Canada</td>
<td>$820 million</td>
<td>$800 million</td>
</tr>
<tr>
<td>2012:</td>
<td>Summer London, England</td>
<td>$1.18 billion</td>
<td>$1.0 billion</td>
</tr>
<tr>
<td>2014:</td>
<td>Winter Sochi, Russia</td>
<td>$775 million</td>
<td>$946 million</td>
</tr>
<tr>
<td>2016:</td>
<td>Summer Rio de Janeiro, Brazil</td>
<td>$1.23 billion</td>
<td>$1.2 billion</td>
</tr>
<tr>
<td>2018:</td>
<td>Winter Pyeongchang, South Korea</td>
<td>$950 million</td>
<td>n/a</td>
</tr>
<tr>
<td>2020:</td>
<td>Summer Tokyo, Japan</td>
<td>$1.43 billion</td>
<td>n/a</td>
</tr>
</tbody>
</table>

* The 1998 Winter Games were telecast by CBS.

35.2 Prime-Time TV Audiences

Seventeen-night average prime-time TV audiences for Summer Olympic TV broadcasts have been as follows (sources: NBC, Nielsen [www.nielsen.com], and SportsBusiness Journal):

- 1996: 36.3 million
- 2000: 21.4 million
- 2004: 26.0 million
- 2008: 30.4 million
- 2012: 31.1 million
- 2016: 25.4 million

The following is average prime-time viewership for Winter Olympic Games (source: Nielsen):

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• 1992: 29.0 million
• 1994: 43.2 million
• 1998: 25.1 million
• 2002: 31.9 million
• 2006: 20.2 million
• 2010: 24.8 million
• 2014: 21.3 million

35.3 Online Activities
The declines seen in TV viewing is, in part, attributed to an increase in online viewing.

A survey by Penn, Schoen & Berland Associates (www.psbresearch.com) found adults that followed the 2016 Summer Olympics did so in the following ways:

• Watch on TV: 84%
• Watch/listen for results on news sites/blogs: 59%
• Watch live online: 44%
• Listen on radio: 37%
• Watch live on mobile device: 36%

Second-screen activities conducted simultaneously while watching the 2016 Summer Olympics on TV were as follows:

• Browsing the Internet: 51%
• Reading email: 47%
• Looking at sports scores: 40%
• Viewing local media: 39%
• Checking the news: 35%
• Texting with friends of family: 35%

35.4 Opening and Closing Ceremonies
The opening ceremonies are typically the most-watched telecasts of the Olympic games. Closing ceremonies are generally the second-most-watched events.

The opening ceremony of the 2016 Rio de Janeiro Summer Olympics (August 5) had an average 26.5 million viewers during the 4-hour telecast. For comparison with 2016, the average number of viewers for recent Summer Olympic opening ceremonies has been as follows:

• 1996 Atlanta: 39.8 million
• 2000 Sydney: 27.3 million
• 2004 Athens: 25.4 million
• 2008 Beijing: 34.9 million
• 2012 London: 40.7 million
“The tape-delayed primetime opener of South America’s first Olympics scored 26.5 million total viewers. That’s down a hard 35% from the all-time audience high of London, which had 40.7 million on July 27, 2012. It is also the lowest NBC has seen since the 2004 Athens games drew 25.4 million.”

_Hollywood Reporter, 8/6/16_

The 2016 Summer Olympics closing ceremony telecast (August 21) was watched by an average audience of 15.0 million viewers, a drop from the 31.0 million average audience that watched the 2012 London Olympics closing ceremony telecast.

The 2014 Sochi Winter Olympics opening ceremony was watched by 31.7 million viewers. The closing ceremony had a television audience of 15.1 million.

### 35.5 Venue and Infrastructure Spending

Staging to host the Olympic Games ranks among the costliest construction projects in history and the inevitable cost overruns are staggering. Public sector funding to stage the 2012 Summer Games in London, for example, totaled $14.0 billion, an overrun from the original funding estimate of $3.7 billion.

Russia reportedly spent $51 billion on venues and infrastructure for the 2014 Winter Olympic Games, more than four times the original budget. In his proposal to the IOC Committee in 2007, President Vladimir Putin pledged to spend $12 billion in Sochi, a bid that dwarfed finalists from South Korea and Austria.

A study conducted at the Saïd Business School at the University of Oxford assessed the overall cost of the 2016 Summer Olympic Games in Rio de Janeiro, including all Olympic-related projects, at $12 billion; sports-related costs of the games were $4.6 billion and infrastructure spending accounted for the rest. The state of Rio was responsible for a quarter of spending.

The highest spending to host Olympic Games has been as follows:

<table>
<thead>
<tr>
<th>Games</th>
<th>Location</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014:</td>
<td>Winter Sochi, Russia</td>
<td>$51.0 billion</td>
</tr>
<tr>
<td>2008:</td>
<td>Summer Beijing, China</td>
<td>$42.6 billion</td>
</tr>
<tr>
<td>2004:</td>
<td>Summer Athens, Greece</td>
<td>$18.2 billion</td>
</tr>
<tr>
<td>1998:</td>
<td>Winter Nagano, Japan</td>
<td>$17.6 billion</td>
</tr>
<tr>
<td>1992:</td>
<td>Summer Barcelona, Spain</td>
<td>$15.4 billion</td>
</tr>
</tbody>
</table>
The United States Olympic Committee (USOC; [www.teamusa.org]) is chartered under the Ted Stevens Olympic and Amateur Sports Act to host the teams representing the United States in the summer and winter Olympic games. Despite this federal mandate, the organization receives no continuous financial assistance from the U.S. government.

The USOC hosts teams in the following sports:

- Archery
- Badminton
- Baseball
- Basketball
- Biathlon
- Bobsled
- Bowling
- Boxing
- Canoe/kayak
- Curling
- Cycling
- Diving
- Equestrian
- Fencing
- Field hockey
- Figure skating
- Gymnastics
- Team handball
- Hockey
- Judo
- Karate
- Luge
- Modern pentathlon
- Racquetball
- Roller sports
- Rowing
- Sailing
- Shooting
- Ski & snowboard
- Soccer
- Softball
- Speedskating
- Squash
- Swimming
- Synchronized swimming
- Table tennis
- Tae kwon do
- Tennis
- Track & Field
- Triathlon
- Volleyball
- Water polo
- Water ski
- Weightlifting

The USOC provides $43.5 million in annual funding through national governing bodies (NGBs) to support athletes’ training for summer and winter Olympic games. The following are the largest funding recipients among the 39 NGBs:

- USA Track & Field: $4.40 million
- U.S. Ski & Snowboard: $3.88 million
- US Speedskating: $2.63 million
- USA Swimming: $2.38 million
- USA Gymnastics: $1.62 million
35.7 National Governing Bodies

National Governing Bodies are as follows:

• U.S. Biathlon Association
• U.S. Figure Skating
• U.S. Speedskating
• United States Bobsled and Skeleton Federation
• United States Curling Association
• United States Equestrian Federation
• United States Fencing Association
• United States Ski and Snowboard Association
• United States Soccer Federation
• United States Tennis Association
• US Rowing
• US Sailing
• USA Archery
• USA Badminton
• USA Basketball
• USA Boxing
• USA Canoe/Kayak
• USA Cycling
• USA Diving
• USA Field Hockey
• USA Gymnastics
• USA Hockey
• USA Judo
• USA Luge
• USA Pentathlon
• USA Roller Sports
• USA Rugby
• USA Shooting
• USA Swimming
• USA Synchronized Swimming
• USA Table Tennis
• USA Taekwondo
• USA Team Handball
• USA Track & Field
• USA Triathlon
• USA Volleyball
• USA Water Polo
• USA Weightlifting
• USA Wrestling
35.8 Market Resources
International Olympic Committee, Château de Vidy, Case postale 356, 1001 Lausanne, Switzerland. Tel. +41 21 621 6111. (www.olympic.org)

United States Olympic Committee, 1 Olympic Plaza, Colorado Springs, CO 80909. (719) 632-5551. (www.teamusa.org)
36

RUGBY WORLD CUP

36.1 Overview
The Rugby World Cup (www.rugbyworldcup.com), held every four years, is the premier international rugby union competition and one of the largest sporting competitions in the world, exceeded in television audience only by the FIFA World Cup and the Summer Olympics.

The Rugby World Cup is under the control and direction of the International Rugby Board (www.worldrugby.org).

36.2 Rugby World Cup 2015
Rugby World Cup 2015 was hosted by England from September 18 to October 31, 2015. Twenty-five (25) nations competed in the 2015 tournament. Attendance was 466,000 people across the duration of the tournament.

The television audience was 2.4 billion, making it the second-most-watched team sports event worldwide, trailing only the FIFA World Cup 2014.

The Economic Impact Of Rugby World Cup 2015, published by Ernst & Young (www.ey.com), reported direct spending by international visitors was an estimated £869 million ($1.34 billion). Investment in infrastructure for the tournament was £85 million ($131 million). In total, the economic impact of World Cup 2015 was assessed at £2.2 billion ($3.4 billion), with £982 million ($1.4 billion) value added to GDP.

36.3 Sponsors
Worldwide Partners of Rugby World Cup are EDF, GMF, Peugeot, SNCF, Société Générale, and VISA. Official Sponsors are Capgemini, Emirates Airline, Heineken, Orange, Toshiba, and Vediorbis.
37

STANLEY CUP

37.1 Overview
The Stanley Cup, originally commissioned in 1892, is awarded annually to the National Hockey League (NHL) playoff winner. While ‘Stanley Cup’ technically applies to the winner’s trophy, it is generally used synonymously with the NHL finals. The playoffs take place in May.

37.2 TV Viewership
Telecasts of the NHL finals have been broadcast on NBC and NBC Sports since 2006.

Average ratings and viewership for the Stanley Cup finals have been as follows (source: Nielsen [www.nielsen.com]):

<table>
<thead>
<tr>
<th>No. Games</th>
<th>Avg. Rating</th>
<th>Avg. Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008:</td>
<td>6</td>
<td>2.6</td>
</tr>
<tr>
<td>2009:</td>
<td>7</td>
<td>2.7</td>
</tr>
<tr>
<td>2010:</td>
<td>6</td>
<td>3.1</td>
</tr>
<tr>
<td>2011:</td>
<td>7</td>
<td>2.7</td>
</tr>
<tr>
<td>2012:</td>
<td>6</td>
<td>1.8</td>
</tr>
<tr>
<td>2013:</td>
<td>6</td>
<td>3.3</td>
</tr>
<tr>
<td>2014:</td>
<td>5</td>
<td>2.8</td>
</tr>
<tr>
<td>2015:</td>
<td>6</td>
<td>3.2</td>
</tr>
<tr>
<td>2016:</td>
<td>6</td>
<td>2.4</td>
</tr>
<tr>
<td>2017:</td>
<td>6</td>
<td>2.7</td>
</tr>
</tbody>
</table>

Game viewership in 2017 was as follows:

- Game 1: 4.9 million
- Game 2: 3.2 million
- Game 3: 3.0 million
- Game 4: 5.7 million
- Game 5: 4.4 million
- Game 6: 7.0 million
37.3 Economic Impact

Prof. Victor Matheson, Ph.D., a sports economist at the College of the Holy Cross, estimates new spending of $2 million to $3 million in the host city per Stanley Cup game.

Local spending was higher than normal in Pittsburgh for the 2017 Stanley Cup playoffs. VisitPittsburgh (www.visitpittsburgh.com) assessed that the series triggered $4.6 million in spending per home game, with total playoff spending at $58 million. The Penguins won for the second consecutive year.
38

SUPER BOWL

38.1 Overview

The Super Bowl is, by far, the biggest sports and TV event of the year. The
Super Bowl is also the top at-home party event of the year, surpassing New Year’s Eve.
Behind only Thanksgiving, Super Sunday is the second-biggest day of food
consumption.

The game is currently played on the first Sunday in February.

Recent host stadiums and game attendance have been as follows:

<table>
<thead>
<tr>
<th>Stadium</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>• XLIV (2010): Sun Life Stadium; Miami Gardens, FL</td>
<td>74,059</td>
</tr>
<tr>
<td>• XLV (2011): Cowboys Stadium; Arlington, TX</td>
<td>103,219</td>
</tr>
<tr>
<td>• XLVI (2012): Lucas Oil Stadium; Indianapolis, IN</td>
<td>68,658</td>
</tr>
<tr>
<td>• XLVII (2013): Mercedes-Benz Superdome; New Orleans, LA</td>
<td>71,024</td>
</tr>
<tr>
<td>• XLVIII (2014): MetLife Stadium; East Rutherford, NJ</td>
<td>82,529</td>
</tr>
<tr>
<td>• XLIX (2015): University of Phoenix Stadium; Glendale, AZ</td>
<td>70,288</td>
</tr>
<tr>
<td>• 50 (2016): Levi’s Stadium; Santa Clara, CA</td>
<td>71,088</td>
</tr>
<tr>
<td>• LI (2017): NRG Stadium; Houston, TX</td>
<td>70,807</td>
</tr>
</tbody>
</table>

Future Super Bowl venues and host cities are as follows:

• 2018: U.S. Bank Stadium; Minneapolis, MN
• 2019: Mercedes-Benz Stadium; Atlanta, GA
• 2020: Hard Rock Stadium; Miami Gardens, FL
• 2021: City of Champions Stadium; Inglewood, CA

38.2 TV Viewership

Recent television ratings have been as follows (sources: Nielsen Media Research [www.nielsen.com] and SportsBusiness Journal):

<table>
<thead>
<tr>
<th>Game</th>
<th>Network</th>
<th>Million Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Super Bowl XXXIX (2005): 41.1 (Fox)</td>
<td>86.4 million viewers</td>
<td></td>
</tr>
<tr>
<td>• Super Bowl XL (2006): 41.6 (ABC)</td>
<td>89.2 million viewers</td>
<td></td>
</tr>
<tr>
<td>• Super Bowl XLI (2007): 42.6 (CBS)</td>
<td>93.2 million viewers</td>
<td></td>
</tr>
<tr>
<td>• Super Bowl XLII (2008): 43.2 (Fox)</td>
<td>97.4 million viewers</td>
<td></td>
</tr>
<tr>
<td>• Super Bowl XLIII (2009): 43.8 (ABC)</td>
<td>98.7 million viewers</td>
<td></td>
</tr>
<tr>
<td>• Super Bowl XLIV (2010): 45.0 (CBS)</td>
<td>106.5 million viewers</td>
<td></td>
</tr>
<tr>
<td>• Super Bowl XLV (2011): 46.8 (Fox)</td>
<td>111.0 million viewers</td>
<td></td>
</tr>
<tr>
<td>• Super Bowl XLVI (2012): 46.8 (NBC)</td>
<td>111.3 million viewers</td>
<td></td>
</tr>
</tbody>
</table>
• Super Bowl XLVII (2013): 46.3 (CBS) 108.7 million viewers
• Super Bowl XLVIII (2014): 46.7 (Fox) 112.2 million viewers
• Super Bowl XLIX (2015): 49.7 (NBC) 114.4 million viewers
• Super Bowl 50 (2016): 46.6 (CBS) 111.9 million viewers
• Super Bowl LI (2017): 45.3 (Fox) 111.3 million viewers

The Super Bowl television audience is approximately 57% male. The Super Bowl attracts more female viewers than other sports events; most broadcasts of sports events garner a male audience of 70%. Worldwide, viewership is estimated at 800 million.

38.3 Super Bowl Ads
The Super Bowl's advertising lineup has become its own high-stakes competition for marketers. With a television viewership topping 110 million, the Super Bowl is the most-watched American television broadcast yearly. Super Bowl advertisements have become a cultural phenomenon of their own alongside the game itself; many viewers watch the game primarily for the commercials.

Ad rates for a 30-second spot airing during Super Bowl and total ad spending have been as follows (source: Kantar Media [www.kantarmedia.com]):

<table>
<thead>
<tr>
<th>Year</th>
<th>Ad Cost</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>$2.3 million</td>
<td>$149.6 million</td>
</tr>
<tr>
<td>2005</td>
<td>$2.4 million</td>
<td>$158.4 million</td>
</tr>
<tr>
<td>2006</td>
<td>$2.5 million</td>
<td>$162.5 million</td>
</tr>
<tr>
<td>2007</td>
<td>$2.4 million</td>
<td>$151.5 million</td>
</tr>
<tr>
<td>2008</td>
<td>$2.7 million</td>
<td>$186.3 million</td>
</tr>
<tr>
<td>2009</td>
<td>$3.0 million</td>
<td>$213.0 million</td>
</tr>
<tr>
<td>2010</td>
<td>$3.0 million</td>
<td>$205.2 million</td>
</tr>
<tr>
<td>2011</td>
<td>$3.1 million</td>
<td>$227.9 million</td>
</tr>
<tr>
<td>2012</td>
<td>$3.5 million</td>
<td>$262.5 million</td>
</tr>
<tr>
<td>2013</td>
<td>$4.0 million</td>
<td>$292.0 million</td>
</tr>
<tr>
<td>2014</td>
<td>$4.2 million</td>
<td>$331.8 million</td>
</tr>
<tr>
<td>2015</td>
<td>$4.5 million</td>
<td>$342.0 million</td>
</tr>
<tr>
<td>2016</td>
<td>$5.0 million</td>
<td>$377.0 million</td>
</tr>
<tr>
<td>2017</td>
<td>$5.0 million</td>
<td>$385.0 million</td>
</tr>
</tbody>
</table>

38.4 Economic Impact
The National Football League (www.nfl.com) claims an economic impact from the Super Bowl of around $400 million; direct spending by attending fans is estimated at $150 million or more.

According to the National Retail Federation (www.nrf.com), 45 million people hosted a Super Bowl Party in 2017; 12.4 million watched the game at a bar or
Consumers spent $14.1 billion related to Super Bowl LI. Among the 76% of U.S. adults that watched the game on TV, 80% purchased food and beverages, 11% bought team apparel or accessories, and 8% purchased a new television to watch the game at home.
39

WORLD SERIES

39.1 Overview

The World Series, held in October, is the best-of-seven game championship between the National and American Leagues of Major League Baseball (MLB).

The 2016 World Series, which celebrated its 112th year, saw the Chicago Cubs beat the Cleveland Indians in seven games.

39.2 TV Viewership

The World Series has been telecast by Fox since 1996.

World Series broadcast ratings on Fox have been as follows:

<table>
<thead>
<tr>
<th>Games</th>
<th>Avg. Rating</th>
<th>Avg. Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003:</td>
<td>6</td>
<td>12.8</td>
</tr>
<tr>
<td>2004:</td>
<td>4</td>
<td>15.8</td>
</tr>
<tr>
<td>2005:</td>
<td>4</td>
<td>11.1</td>
</tr>
<tr>
<td>2006:</td>
<td>5</td>
<td>10.1</td>
</tr>
<tr>
<td>2007:</td>
<td>4</td>
<td>10.6</td>
</tr>
<tr>
<td>2008:</td>
<td>5</td>
<td>8.4</td>
</tr>
<tr>
<td>2009:</td>
<td>6</td>
<td>11.4</td>
</tr>
<tr>
<td>2010:</td>
<td>5</td>
<td>8.4</td>
</tr>
<tr>
<td>2011:</td>
<td>7</td>
<td>9.9</td>
</tr>
<tr>
<td>2012:</td>
<td>4</td>
<td>7.6</td>
</tr>
<tr>
<td>2013:</td>
<td>6</td>
<td>8.9</td>
</tr>
<tr>
<td>2014:</td>
<td>7</td>
<td>8.3</td>
</tr>
<tr>
<td>2015:</td>
<td>5</td>
<td>8.7</td>
</tr>
<tr>
<td>2016:</td>
<td>7</td>
<td>12.9</td>
</tr>
</tbody>
</table>

By game, 2016 World Series viewership was as follows:

- Game 1: 19.4 million
- Game 2: 17.4 million
- Game 3: 19.4 million
- Game 4: 16.7 million
- Game 5: 23.6 million
- Game 6: 23.4 million
- Game 7: 40.0 million
Game 7 was the most-watched baseball game in 25 years.

39.3 Economic Impact
Major League Baseball (www.mlb.com) attaches an economic benefit of up to $250 million for the World Series.
PART V: PROFESSIONAL LEAGUE SPORTS
40

MAJOR LEAGUE BASEBALL

40.1 League Revenue

Major League Baseball (MLB, www.mlb.com) revenue has been as follows:

- 2005: $4.7 billion
- 2006: $5.1 billion
- 2007: $5.4 billion
- 2008: $5.8 billion
- 2009: $5.9 billion
- 2010: $6.1 billion
- 2011: $6.3 billion
- 2012: $6.8 billion
- 2013: $8.1 billion
- 2014: $9.0 billion
- 2015: $9.4 billion
- 2016: $9.8 billion

These figures include revenue from all sources, including admission, concessions, licensing, media rights, and sponsorship.

40.2 Stadiums

Stadiums and seating capacity for MLB teams are as follows:

<table>
<thead>
<tr>
<th>Stadium</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona Diamondbacks</td>
<td>Chase Field (Phoenix)</td>
</tr>
<tr>
<td>Atlanta Braves</td>
<td>SunTrust Park</td>
</tr>
<tr>
<td>Baltimore Orioles</td>
<td>Oriole Park at Camden Yards</td>
</tr>
<tr>
<td>Boston Red Sox</td>
<td>Fenway Park</td>
</tr>
<tr>
<td>Chicago Cubs</td>
<td>Wrigley Field</td>
</tr>
<tr>
<td>Chicago White Sox</td>
<td>Guaranteed Rate Field</td>
</tr>
<tr>
<td>Cincinnati Reds</td>
<td>Great American Ball Park</td>
</tr>
<tr>
<td>Cleveland Indians</td>
<td>Progressive Field</td>
</tr>
<tr>
<td>Colorado Rockies</td>
<td>Coors Field (Denver)</td>
</tr>
<tr>
<td>Detroit Tigers</td>
<td>Comerica Park</td>
</tr>
<tr>
<td>Houston Astros</td>
<td>Minute Maid Park</td>
</tr>
<tr>
<td>Kansas City Royals</td>
<td>Kauffman Stadium</td>
</tr>
<tr>
<td>Los Angeles Angels</td>
<td>Angel Stadium (Anaheim)</td>
</tr>
</tbody>
</table>
• Los Angeles Dodgers: Dodger Stadium 56,000
• Miami Marlins: Marlins Park 36,742
• Milwaukee Brewers: Miller Park 41,900
• Minnesota Twins: Target Field (Minneapolis) 38,871
• New York Mets: Citi Field 41,922
• New York Yankees: Yankee Stadium 49,638
• Oakland Athletics: Oakland-Alameda County Coliseum 35,067
• Philadelphia Phillies: Citizens Bank Park 43,651
• Pittsburgh Pirates: PNC Park 38,362
• San Diego Padres: Petco Park 40,162
• San Francisco Giants: AT&T Park 41,915
• Seattle Mariners: Safeco Field 47,943
• St. Louis Cardinals: Busch Stadium 43,975
• Tampa Bay Rays: Tropicana Field (St. Petersburg) 31,042
• Texas Rangers: Globe Life Park in Arlington 48,114
• Toronto Blue Jays: Rogers Centre 49,282
• Washington Nationals: Nationals Park 41,313

40.3 Team Valuations

According to Forbes (April 2017), valuations of Major League Baseball teams are as follows:

• New York Yankees: $3.70 billion
• Los Angeles Dodgers: $2.75 billion
• Boston Red Sox: $2.70 billion
• San Francisco Giants: $2.65 billion
• New York Mets: $2.00 billion
• St. Louis Cardinals: $1.80 billion
• Los Angeles Angels: $1.75 billion
• Chicago Cubs: $1.68 billion
• Philadelphia Phillies: $1.65 billion
• Washington Nationals: $1.60 billion
• Texas Rangers: $1.55 billion
• Atlanta Braves: $1.50 billion
• Houston Astros: $1.45 billion
• Seattle Mariners: $1.40 billion
• Chicago White Sox: $1.35 billion
• Toronto Blue Jays: $1.30 billion
• Pittsburgh Pirates: $1.25 billion
• Detroit Tigers: $1.20 billion
• Baltimore Orioles: $1.18 billion
• Arizona Diamondbacks: $1.15 billion
• San Diego Padres: $1.13 billion
• Minnesota Twins: $1.03 billion
• Colorado Rockies: $1.00 billion
• Kansas City Royals: $ 950 million
• Miami Marlins: $ 940 million
• Milwaukee Brewers: $ 925 million
• Cleveland Indians: $ 920 million
• Cincinnati Reds: $ 915 million
• Oakland Athletics: $ 880 million
• Tampa Bay Rays: $ 825 million

40.4 Player Salaries

MLB implements a luxury tax whereby teams whose total payroll exceeds a threshold are taxed on the excess amount. The MLB team salary threshold has been as follows:
• 2005: $128.0 million
• 2006: $136.5 million
• 2007: $148.0 million
• 2008: $155.0 million
• 2009: $162.0 million
• 2010: $170.0 million
• 2011: $178.0 million
• 2012: $178.0 million
• 2013: $178.0 million
• 2014: $189.0 million
• 2015: $189.0 million
• 2016: $189.0 million
• 2017: $195.0 million

The highest salaries for the 2017 MLB season were as follows:
• Clayton Kershaw (Los Angeles Dodgers): $35.6 million
• Zack Greinke (Arizona Diamondbacks): $34.0 million
• David Price (Boston Red Sox): $30.0 million
• Jason Heyward (Chicago Cubs): $28.2 million
• Miguel Cabrera (Detroit Tigers): $28.0 million
• Justin Verlander (Detroit Tigers): $28.0 million
• Felix Hernandez (Seattle Mariners): $26.9 million
• Albert Pujols (Los Angeles Angels): $26.0 million
• C.C. Sabathia (New York Yankees): $25.0 million
• Jon Lester (Chicago Cubs): $25.0 million
• Robinson Cano (Seattle Mariners): $24.0 million
• Johnny Cueto (San Francisco Giants): $23.5 million
• Joe Mauer (Minnesota Twins): $23.0 million
• Hanley Ramirez (Boston Red Sox): $22.7 million
• Yoenis Cespedes (New York Mets): $22.5 million
• Cole Hamels (Texas Rangers): $22.5 million  
• Adrian Gonzalez (Los Angeles Dodgers): $22.4 million  
• Buster Posey (San Francisco Giants): $22.3 million  
• Max Scherzer (Washington Nationals): $22.1 million  
• Justin Upton (Detroit Tigers): $22.1 million

By team, total payrolls for the 2017 season were as follows:

• Los Angeles Dodgers: $225,553,087  
• Detroit Tigers: $199,750,600  
• New York Yankees: $195,282,058  
• San Francisco Giants: $181,514,431  
• Boston Red Sox: $178,818,052  
• Chicago Cubs: $176,872,312  
• Texas Rangers: $173,114,730  
• Washington Nationals: $164,591,088  
• Baltimore Orioles: $164,261,299  
• Los Angeles Angels: $164,050,833  
• New York Mets: $155,641,379  
• Seattle Mariners: $154,157,720  
• St. Louis Cardinals: $150,380,000  
• Kansas City Royals: $145,925,250  
• Toronto Blue Jays: $143,941,100  
• Colorado Rockies: $127,943,571  
• Atlanta Braves: $126,079,524  
• Cleveland Indians: $125,808,029  
• Houston Astros: $122,407,233  
• Miami Marlins: $120,191,297  
• Philadelphia Phillies: $111,886,378  
• Minnesota Twins: $104,837,500  
• Chicago White Sox: $100,054,937  
• Arizona Diamondbacks: $ 93,180,499  
• Cincinnati Reds: $ 93,026,286  
• Pittsburgh Pirates: $ 91,499,172  
• Oakland Athletics: $ 81,738,334  
• Tampa Bay Rays: $ 71,351,611  
• San Diego Padres: $ 61,411,789  
• Milwaukee Brewers: $ 60,810,090

40.5 Attendance

The MLB season includes 2,429 regular-season games, with 30 teams playing 81 home games. Regular-season total and average game attendance has been as follows:
### Average Attendance for Home Games during the 2016 Season

Average attendance for home games during the 2016 season was as follows:

<table>
<thead>
<tr>
<th>Team</th>
<th>Average Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles Dodgers</td>
<td>45,719</td>
</tr>
<tr>
<td>St. Louis Cardinals</td>
<td>42,524</td>
</tr>
<tr>
<td>Toronto Blue Jays</td>
<td>41,880</td>
</tr>
<tr>
<td>San Francisco Giants</td>
<td>41,546</td>
</tr>
<tr>
<td>Chicago Cubs</td>
<td>39,906</td>
</tr>
<tr>
<td>New York Yankees</td>
<td>37,819</td>
</tr>
<tr>
<td>Los Angeles Angels</td>
<td>37,236</td>
</tr>
<tr>
<td>Boston Red Sox</td>
<td>36,486</td>
</tr>
<tr>
<td>New York Mets</td>
<td>34,870</td>
</tr>
<tr>
<td>Texas Rangers</td>
<td>33,461</td>
</tr>
<tr>
<td>Colorado Rockies</td>
<td>32,129</td>
</tr>
<tr>
<td>Kansas City Royals</td>
<td>31,576</td>
</tr>
<tr>
<td>Detroit Tigers</td>
<td>31,173</td>
</tr>
<tr>
<td>Washington Nationals</td>
<td>30,641</td>
</tr>
<tr>
<td>San Diego Padres</td>
<td>29,029</td>
</tr>
<tr>
<td>Milwaukee Brewers</td>
<td>28,575</td>
</tr>
<tr>
<td>Houston Astros</td>
<td>28,476</td>
</tr>
<tr>
<td>Pittsburgh Pirates</td>
<td>28,112</td>
</tr>
<tr>
<td>Seattle Mariners</td>
<td>27,999</td>
</tr>
<tr>
<td>Baltimore Orioles</td>
<td>26,819</td>
</tr>
<tr>
<td>Arizona Diamondbacks</td>
<td>25,138</td>
</tr>
<tr>
<td>Atlanta Braves</td>
<td>24,949</td>
</tr>
<tr>
<td>Minnesota Twins</td>
<td>24,245</td>
</tr>
<tr>
<td>Philadelphia Phillies</td>
<td>23,643</td>
</tr>
<tr>
<td>Cincinnati Reds</td>
<td>23,383</td>
</tr>
<tr>
<td>Chicago White Sox</td>
<td>21,828</td>
</tr>
<tr>
<td>Miami Marlins</td>
<td>21,405</td>
</tr>
<tr>
<td>Cleveland Indians</td>
<td>19,650</td>
</tr>
<tr>
<td>Oakland Athletics</td>
<td>18,784</td>
</tr>
<tr>
<td>Tampa Bay Rays</td>
<td>15,878</td>
</tr>
</tbody>
</table>
40.6 Sponsors

40.7 Television Broadcast Rights
MLB’s television rights contracts with ESPN, Fox, and Turner Sports’ TBS are for a combined $1.5 billion through 2021.
MLB and ESPN have been partners since 1990. A new deal was signed in 2013 covering 2014 through 2021, with ESPN paying MLB an average of $700 million annually for the rights to regular-season games.
The World Series and All-Star Game are broadcast on Fox. The League Championship Series and Division Series are shared across Fox Sports Media Group (FSMG), TBS, and MLB Network. The Fox and TBS deals include digital rights to stream televised games and other MLB-related programming online and through mobile devices.
In 2009, Major League Baseball launched its own 24-hour channel, with viewership reaching approximately 50 million cable and satellite customers. The channel carries 26 Saturday night games (some of which compete with local broadcasts), archival and fantasy programming, studio shows, and some original programming.

40.8 Franchise Transactions
The most recent MLB team sales are as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles Angels:</td>
<td>2003</td>
</tr>
<tr>
<td>Los Angeles Dodgers:</td>
<td>2004</td>
</tr>
<tr>
<td>Tampa Bay Rays:</td>
<td>2004</td>
</tr>
<tr>
<td>Oakland Athletics:</td>
<td>2005</td>
</tr>
<tr>
<td>Milwaukee Brewers:</td>
<td>2005</td>
</tr>
<tr>
<td>Cincinnati Reds:</td>
<td>2006</td>
</tr>
<tr>
<td>Washington Nationals:</td>
<td>2006</td>
</tr>
<tr>
<td>Atlanta Braves:</td>
<td>2007</td>
</tr>
<tr>
<td>Chicago Cubs:</td>
<td>2009</td>
</tr>
<tr>
<td>Texas Rangers:</td>
<td>2010</td>
</tr>
<tr>
<td>Houston Astros:</td>
<td>2011</td>
</tr>
<tr>
<td>Los Angeles Dodgers:</td>
<td>2012</td>
</tr>
</tbody>
</table>
40.9 World Series
The World Series is assessed in Chapter 39 of this handbook.

40.10 All-Star Game
The MLB All-Star Game is assessed in Chapter 28 of this handbook.

40.11 Fan Demographics
According to an ESPN Sports Poll, MLB fan distribution is as follows:

Gender
- Male: 59%
- Female: 41%

Age
- 12-to-17: 11%
- 18-to-24: 9%
- 25-to-34: 15%
- 35-to-44: 14%
- 45-to-54: 20%
- 55 and older: 29%

Ethnicity
- Caucasian: 74%
- Hispanic-American: 12%
- African-American: 9%
- Other: 5%

40.12 Fan Loyalty
Brand Keys (www.brandkeys.com) assessed fan loyalty for each MLB team during the 2017 season. The following teams were ranked highest in fan loyalty:
1. Chicago Cubs
2. Washington Nationals
3. Los Angeles Dodgers
4. Boston Red Sox
5. San Francisco Giants

40.13 Market Resources
Major League Baseball, 245 Park Avenue, New York, NY 10167. (212) 931-7800. (www.mlb.com)
41.1 League Revenue

National Basketball Association (NBA, www.nba.com) revenue has been as follows:

- 2004-2005: $3.19 billion
- 2005-2006: $3.37 billion
- 2006-2007: $3.57 billion
- 2007-2008: $3.77 billion
- 2008-2009: $3.79 billion
- 2009-2010: $3.81 billion
- 2010-2011: $3.96 billion
- 2011-2012: $3.68 billion
- 2012-2013: $4.56 billion
- 2013-2014: $4.79 billion
- 2014-2015: $5.20 billion
- 2015-2016: $6.50 billion
- 2016-2017: $8.00 billion

These figures include revenue from all sources, including admission, concessions, licensing, media rights, and sponsorship.

“The league expects to reach $8 billion in revenue this season, according to sources familiar with league finances. That’s a 23% jump from the $6.5 billion in league revenue for the 2015-2016 season, and up 54% from the $5.2 billion in 2014-15. While media rights fees have fueled much of the rise, the league has enjoyed growth at the gate, in sponsorship sales, and nearly every other key business metric.”

SportsBusiness Journal, 10/24/16
41.2 Arenas

Arens and seating capacity for NBA teams are as follows:

<table>
<thead>
<tr>
<th>Arena</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Hawks:</td>
<td>Philips Arena 18,047</td>
</tr>
<tr>
<td>Boston Celtics:</td>
<td>TD Garden 18,624</td>
</tr>
<tr>
<td>Brooklyn Nets:</td>
<td>Barclays Center 17,732</td>
</tr>
<tr>
<td>Charlotte Hornets:</td>
<td>Spectrum Center 19,077</td>
</tr>
<tr>
<td>Chicago Bulls:</td>
<td>United Center 20,917</td>
</tr>
<tr>
<td>Cleveland Cavaliers:</td>
<td>Quicken Loans Arena 20,562</td>
</tr>
<tr>
<td>Dallas Mavericks:</td>
<td>American Airlines Center 19,200</td>
</tr>
<tr>
<td>Denver Nuggets:</td>
<td>Pepsi Center 19,155</td>
</tr>
<tr>
<td>Detroit Pistons:</td>
<td>Little Caesars Arena 19,971</td>
</tr>
<tr>
<td>Golden State Warriors:</td>
<td>Oracle Arena (Oakland) 19,596</td>
</tr>
<tr>
<td>Houston Rockets:</td>
<td>Toyota Center 18,055</td>
</tr>
<tr>
<td>Indiana Pacers:</td>
<td>Bankers Life Fieldhouse 18,165</td>
</tr>
<tr>
<td>Los Angeles Clippers:</td>
<td>Staples Center 19,060</td>
</tr>
<tr>
<td>Los Angeles Lakers:</td>
<td>Staples Center 18,997</td>
</tr>
<tr>
<td>Memphis Grizzlies:</td>
<td>FedExForum 18,119</td>
</tr>
<tr>
<td>Miami Heat:</td>
<td>American Airlines Arena 19,600</td>
</tr>
<tr>
<td>Milwaukee Bucks:</td>
<td>BMO Harris Bradley Center 18,717</td>
</tr>
<tr>
<td>Minnesota Timberwolves:</td>
<td>Target Center (Minneapolis) 19,356</td>
</tr>
<tr>
<td>New Orleans Pelicans:</td>
<td>Smoothie King Center 16,867</td>
</tr>
<tr>
<td>New York Knicks:</td>
<td>Madison Square Garden 19,812</td>
</tr>
<tr>
<td>Oklahoma City Thunder:</td>
<td>Chesapeake Energy Arena 18,203</td>
</tr>
<tr>
<td>Orlando Magic:</td>
<td>Amway Center 18,846</td>
</tr>
<tr>
<td>Philadelphia 76ers:</td>
<td>Wells Fargo Center 21,600</td>
</tr>
<tr>
<td>Phoenix Suns:</td>
<td>Talking Stick Resort Arena 18,055</td>
</tr>
<tr>
<td>Portland Trail Blazers:</td>
<td>Moda Center 19,441</td>
</tr>
<tr>
<td>Sacramento Kings:</td>
<td>Golden 1 Center 17,500</td>
</tr>
<tr>
<td>San Antonio Spurs:</td>
<td>AT&amp;T Center 18,418</td>
</tr>
<tr>
<td>Toronto Raptors:</td>
<td>Air Canada Centre 19,800</td>
</tr>
<tr>
<td>Utah Jazz:</td>
<td>Vivint Smart Home Arena 19,911</td>
</tr>
<tr>
<td>Washington Wizards:</td>
<td>Verizon Center 20,356</td>
</tr>
</tbody>
</table>

41.3 Team Valuations

According to Forbes (February 2017), valuations of NBA teams are as follows:

<table>
<thead>
<tr>
<th>Team</th>
<th>Valuation</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York Knicks:</td>
<td>$3.30 billion</td>
</tr>
<tr>
<td>Los Angeles Lakers:</td>
<td>$3.00 billion</td>
</tr>
<tr>
<td>Golden State Warriors:</td>
<td>$2.60 billion</td>
</tr>
<tr>
<td>Chicago Bulls:</td>
<td>$2.50 billion</td>
</tr>
<tr>
<td>Boston Celtics:</td>
<td>$2.20 billion</td>
</tr>
<tr>
<td>Los Angeles Clippers:</td>
<td>$2.00 billion</td>
</tr>
<tr>
<td>Brooklyn Nets:</td>
<td>$1.80 billion</td>
</tr>
</tbody>
</table>
- Houston Rockets: $1.65 billion
- Dallas Mavericks: $1.45 billion
- Miami Heat: $1.53 billion
- Cleveland Cavaliers: $1.20 billion
- San Antonio Spurs: $1.18 billion
- Toronto Raptors: $1.12 billion
- Phoenix Suns: $1.10 billion
- Sacramento Kings: $1.08 billion
- Portland Trail Blazers: $1.05 billion
- Oklahoma City Thunder: $1.02 billion
- Washington Wizards: $1.00 billion
- Orlando Magic: $920 million
- Utah Jazz: $910 million
- Detroit Pistons: $900 million
- Denver Nuggets: $890 million
- Atlanta Hawks: $885 million
- Indiana Pacers: $880 million
- Philadelphia 76ers: $800 million
- Memphis Grizzlies: $790 million
- Milwaukee Bucks: $785 million
- Charlotte Hornets: $780 million
- Minnesota Timberwolves: $770 million
- New Orleans Pelicans: $750 million

41.4 Player Salaries

The NBA team salary cap has been as follows:

- 2005-2006: $49.5 million
- 2006-2007: $53.1 million
- 2007-2008: $55.6 million
- 2008-2009: $58.7 million
- 2009-2010: $57.7 million
- 2010-2011: $58.0 million
- 2011-2012: $58.0 million
- 2012-2013: $58.0 million
- 2013-2014: $58.7 million
- 2014-2015: $63.1 million
- 2015-2016: $70.0 million
- 2016-2017: $94.1 million

Various exemptions to the salary cap are allowed. Teams pay a luxury tax when total payroll exceeds the salary cap.

The highest salaries for the 2016-2017 NBA season were as follows:
<table>
<thead>
<tr>
<th>Player</th>
<th>Team</th>
<th>Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>LeBron James</td>
<td>Cleveland Cavaliers</td>
<td>$30,963,450</td>
</tr>
<tr>
<td>Mike Conley</td>
<td>Memphis Grizzlies</td>
<td>$26,540,100</td>
</tr>
<tr>
<td>Al Horford</td>
<td>Boston Celtics</td>
<td>$26,540,100</td>
</tr>
<tr>
<td>Dirk Nowitzki</td>
<td>Dallas Mavericks</td>
<td>$25,000,000</td>
</tr>
<tr>
<td>Carmelo Anthony</td>
<td>New York Knicks</td>
<td>$24,559,380</td>
</tr>
<tr>
<td>Damian Lillard</td>
<td>Portland Trail Blazers</td>
<td>$24,328,425</td>
</tr>
<tr>
<td>Chris Bosh</td>
<td>Miami Heat</td>
<td>$23,741,060</td>
</tr>
<tr>
<td>Dwyane Wade</td>
<td>Chicago Bulls</td>
<td>$23,200,000</td>
</tr>
<tr>
<td>Dwight Howard</td>
<td>Atlanta Hawks</td>
<td>$23,180,275</td>
</tr>
<tr>
<td>Chris Paul</td>
<td>LA Clippers</td>
<td>$22,868,827</td>
</tr>
<tr>
<td>Chandler Parsons</td>
<td>Memphis Grizzlies</td>
<td>$22,116,750</td>
</tr>
<tr>
<td>Bradley Beal</td>
<td>Washington Wizards</td>
<td>$22,116,750</td>
</tr>
<tr>
<td>Anthony Davis</td>
<td>New Orleans Pelicans</td>
<td>$22,116,750</td>
</tr>
<tr>
<td>Derrick Rose</td>
<td>New York Knicks</td>
<td>$21,323,252</td>
</tr>
<tr>
<td>Marc Gasol</td>
<td>Memphis Grizzlies</td>
<td>$21,165,675</td>
</tr>
<tr>
<td>Brook Lopez</td>
<td>Brooklyn Nets</td>
<td>$21,165,675</td>
</tr>
<tr>
<td>Kevin Love</td>
<td>Cleveland Cavaliers</td>
<td>$21,165,675</td>
</tr>
<tr>
<td>Nicolas Batum</td>
<td>Charlotte Hornets</td>
<td>$20,869,566</td>
</tr>
<tr>
<td>LaMarcus Aldridge</td>
<td>San Antonio Spurs</td>
<td>$20,575,005</td>
</tr>
<tr>
<td>Blake Griffin</td>
<td>Los Angeles Clippers</td>
<td>$20,140,839</td>
</tr>
</tbody>
</table>

By team, total payrolls for the 2016-2017 season were as follows:

<table>
<thead>
<tr>
<th>Team</th>
<th>Total Payroll</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleveland Cavaliers</td>
<td>$128,492,467</td>
</tr>
<tr>
<td>Portland Trailblazers</td>
<td>$119,732,234</td>
</tr>
<tr>
<td>Detroit Pistons</td>
<td>$115,060,819</td>
</tr>
<tr>
<td>Los Angeles Clippers</td>
<td>$114,756,766</td>
</tr>
<tr>
<td>San Antonio Spurs</td>
<td>$112,017,779</td>
</tr>
<tr>
<td>Memphis Grizzlies</td>
<td>$110,118,520</td>
</tr>
<tr>
<td>Toronto Raptors</td>
<td>$108,335,030</td>
</tr>
<tr>
<td>Golden State Warriors</td>
<td>$107,526,542</td>
</tr>
<tr>
<td>Orlando Magic</td>
<td>$104,096,951</td>
</tr>
<tr>
<td>Charlotte Hornets</td>
<td>$103,054,004</td>
</tr>
<tr>
<td>New York Knicks</td>
<td>$102,593,418</td>
</tr>
<tr>
<td>Dallas Mavericks</td>
<td>$102,259,061</td>
</tr>
<tr>
<td>New Orleans Pelicans</td>
<td>$101,616,451</td>
</tr>
<tr>
<td>Miami Heat</td>
<td>$101,615,406</td>
</tr>
<tr>
<td>Washington Wizards</td>
<td>$ 97,936,632</td>
</tr>
<tr>
<td>Atlanta Hawks</td>
<td>$ 96,315,163</td>
</tr>
<tr>
<td>Milwaukee Bucks</td>
<td>$ 96,245,877</td>
</tr>
<tr>
<td>Sacramento Kings</td>
<td>$ 95,596,327</td>
</tr>
<tr>
<td>Los Angeles Lakers</td>
<td>$ 94,781,848</td>
</tr>
<tr>
<td>Boston Celtics</td>
<td>$ 93,465,326</td>
</tr>
<tr>
<td>Chicago Bulls</td>
<td>$ 92,522,306</td>
</tr>
<tr>
<td>Oklahoma City Thunder</td>
<td>$ 91,330,089</td>
</tr>
</tbody>
</table>

SPORTS MARKETING 2018-2019

• 225 •
• Houston Rockets: $  90,956,067
• Indiana Pacers: $  90,279,072
• Phoenix Suns: $  89,679,350
• Brooklyn Nets: $  86,452,336
• Philadelphia 76ers: $  84,833,015
• Minnesota Timberwolves: $  83,527,580
• Denver Nuggets: $  83,408,756
• Utah Jazz: $  80,138,192

41.5 Attendance

The NBA season includes 1,230 regular-season games, with 30 teams each playing 41 home games. Regular-season total and average game attendance has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-2006</td>
<td>21,586,804</td>
<td>17,543</td>
</tr>
<tr>
<td>2006-2007</td>
<td>21,841,480</td>
<td>17,760</td>
</tr>
<tr>
<td>2007-2008</td>
<td>21,369,686</td>
<td>17,311</td>
</tr>
<tr>
<td>2008-2009</td>
<td>21,528,650</td>
<td>17,520</td>
</tr>
<tr>
<td>2009-2010</td>
<td>21,094,015</td>
<td>17,149</td>
</tr>
<tr>
<td>2010-2011</td>
<td>21,305,573</td>
<td>17,323</td>
</tr>
<tr>
<td>2011-2012*</td>
<td>17,100,861</td>
<td>17,273</td>
</tr>
<tr>
<td>2012-2013</td>
<td>21,320,299</td>
<td>17,348</td>
</tr>
<tr>
<td>2013-2014</td>
<td>21,411,543</td>
<td>17,408</td>
</tr>
<tr>
<td>2014-2015</td>
<td>21,926,548</td>
<td>17,826</td>
</tr>
<tr>
<td>2015-2016</td>
<td>21,972,129</td>
<td>17,864</td>
</tr>
<tr>
<td>2016-2017</td>
<td>21,997,412</td>
<td>17,884</td>
</tr>
</tbody>
</table>

* Lockout-shortened season

Average attendance for home games during the 2016-2017 season for NBA teams was as follows:

• Chicago Bulls: 21,680
• Cleveland Cavaliers: 20,562
• Toronto Raptors: 19,830
• Dallas Mavericks: 19,789
• New York Knicks: 19,774
• Utah Jazz: 19,673
• Miami Heat: 19,643
• Golden State Warriors: 19,596
• Portland Trail Blazers: 19,317
• Los Angeles Clippers: 19,088
• Los Angeles Lakers: 18,949
• Boston Celtics: 18,553
• San Antonio Spurs: 18,423
• Oklahoma City Thunder: 18,203
• Orlando Magic: 17,753
• Sacramento Kings: 17,608
• Charlotte Hornets: 17,332
• Philadelphia 76ers: 17,220
• Phoenix Suns: 17,283
• Washington Wizards: 17,002
• Houston Rockets: 16,973
• Indiana Pacers: 16,697
• Memphis Grizzlies: 16,519
• New Orleans Pelicans: 16,173
• Detroit Pistons: 15,979
• Atlanta Hawks: 15,958
• Milwaukee Bucks: 15,828
• Brooklyn Nets: 15,429
• Minnesota Timberwolves: 14,809
• Denver Nuggets: 14,770

41.6 Sponsors
NBA marketing partners for the 2016-2017 season were 2K Sports, American Express, adidas, Anheuser-Busch InBev, AutoTrader.com, BBVA, Cisco, Coca-Cola, Diageo, Foot Locker, Gatorade, Harman, Kaiser Permanente, Kia Motors, Kumho Tire, Nike, Samsung, SAP, Spalding, Sprint, State Farm, and Taco Bell.

41.7 Television Broadcast Rights
In 2014, the NBA extended its television broadcast rights contracts with ABC/ESPN and TNT/Turner Sports through the 2023-2024 season at $2.6 billion annually. The deals include broadcasts of live games and content on digital media. NBA TV, launched by the league in 1999, is available to approximately 12 million subscribers of cable and satellite sports tiers. The network broadcasts 96 regular-season games that are not included in its broadcast rights deals with networks.

Regular-season broadcast network ratings for the NBA have been as follows (source: SportsBusiness Journal and the networks):

<table>
<thead>
<tr>
<th>Year</th>
<th>ABC</th>
<th>ESPN</th>
<th>TNT</th>
<th>NBA TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007-2008</td>
<td>3.17 million</td>
<td>1.46 million</td>
<td>1.47 million</td>
<td>-</td>
</tr>
<tr>
<td>2008-2009</td>
<td>3.68 million</td>
<td>1.68 million</td>
<td>1.71 million</td>
<td>-</td>
</tr>
<tr>
<td>2009-2010</td>
<td>3.69 million</td>
<td>1.56 million</td>
<td>1.72 million</td>
<td>-</td>
</tr>
<tr>
<td>2010-2011</td>
<td>5.11 million</td>
<td>1.99 million</td>
<td>2.40 million</td>
<td>253,000</td>
</tr>
<tr>
<td>2011-2012</td>
<td>5.42 million</td>
<td>1.86 million</td>
<td>2.50 million</td>
<td>337,000</td>
</tr>
<tr>
<td>2012-2013</td>
<td>4.70 million</td>
<td>1.77 million</td>
<td>2.00 million</td>
<td>336,000</td>
</tr>
<tr>
<td>2013-2014</td>
<td>3.64 million</td>
<td>1.68 million</td>
<td>1.90 million</td>
<td>316,000</td>
</tr>
</tbody>
</table>

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• 227 •
• 2014-2015: 3.59 million 1.51 million 1.67 million 291,000  
• 2015-2016: 3.93 million 1.65 million 1.68 million 350,000

41.8 Franchise Transactions

The most recent NBA team sales are as follows:

- Boston Celtics: 2003 $360 million
- Phoenix Suns: 2004 $401 million
- New Jersey Nets: 2004 $300 million
- Atlanta Hawks/Thrashers: 2004 $250 million*
- Cleveland Cavaliers: 2005 $375 million
- Oklahoma City Thunder: 2006 $350 million
- New Jersey Nets: 2009 $380 million**
- Charlotte Hornets: 2010 $270 million
- Golden State Warriors: 2010 $450 million
- Philadelphia 76ers: 2011 $280 million
- Atlanta Hawks: 2011 $300 million***
- New Orleans Pelicans: 2012 $338 million
- Sacramento Kings: 2013 $345 million for 65% stake
- Milwaukee Bucks: 2014 $550 million
- Los Angeles Clippers: 2014 $2.00 billion

* total price for sale of NBA and NHL teams, which were sold together
** price for 80% stake in the team and 45% of the Brooklyn arena at Atlantic Yards; includes
  $180 million in assumed debt
*** Estimated; terms of the sale were not made public; price includes Philips Arena and associated debt,
  estimated at $120 million

41.9 NBA Finals

The NBA Finals are assessed in Chapter 33 of this handbook.

41.10 All-Star Game

The NBA All-Star Game is assessed in Chapter 28 of this handbook.

41.11 Fan Demographics

According to an ESPN Sports Poll, NBA fan distribution is as follows:

Gender
- Male: 60%
- Female: 40%

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Age
- 12-to-17: 16%
- 18-to-24: 15%
- 25-to-34: 18%
- 35-to-44: 13%
- 45-to-54: 18%
- 55 and older: 21%

Ethnicity
- Caucasian: 65%
- African-American: 15%
- Hispanic-American: 14%
- Other: 6%

41.12 Fan Loyalty
Brand Keys (www.brandkeys.com) assessed fan loyalty for each NBA team during the 2016-2017 season. The following teams were ranked highest in fan loyalty:
1. Oklahoma City Thunder
2. San Antonio Spurs
3. Miami Heat
4. Golden State Warriors
5. (tie) Chicago Bulls
5. (tie) Los Angeles Clippers

41.13 Market Resources
National Basketball Association, 645 5th Avenue, New York, NY 10022.
(212) 407-8000. (www.nba.com)
42.1 League Revenue

National Football League (NFL, www.nfl.com) revenue has been as follows:

- 2004-2005: $ 6.16 billion
- 2005-2006: $ 6.54 billion
- 2006-2007: $ 7.09 billion
- 2007-2008: $ 7.57 billion
- 2008-2009: $ 8.02 billion
- 2009-2010: $ 8.35 billion
- 2010-2011: $ 8.82 billion
- 2011-2012: $ 9.17 billion
- 2012-2013: $ 9.58 billion
- 2013-2014: $11.09 billion
- 2014-2015: $12.00 billion
- 2015-2016: $13.10 billion
- 2016-2017: $14.00 billion

These figures include revenue from all sources, including admission, concessions, licensing, media rights, and sponsorship.

“The NFL will take in roughly $14 billion in revenue this season, over $900 million more than last year. Increased media payments, a new Thursday Night Football package, and the opening of the new U.S. Bank Stadium in Minnesota all contributed to the increase.”

SportsBusiness Journal, 3/6/17
### 42.2 Stadiums

Stadiums and seating capacity for NFL teams are as follows:

<table>
<thead>
<tr>
<th>Team</th>
<th>Stadium</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona Cardinals</td>
<td>University of Phoenix Stadium (Glendale)</td>
<td>63,400</td>
</tr>
<tr>
<td>Atlanta Falcons</td>
<td>Mercedes-Benz Stadium</td>
<td>71,000</td>
</tr>
<tr>
<td>Baltimore Ravens</td>
<td>M&amp;T Bank Stadium</td>
<td>71,008</td>
</tr>
<tr>
<td>Buffalo Bills</td>
<td>New Era Field (Orchard Park)</td>
<td>71,608</td>
</tr>
<tr>
<td>Carolina Panthers</td>
<td>Bank of America Stadium (Charlotte)</td>
<td>75,419</td>
</tr>
<tr>
<td>Chicago Bears</td>
<td>Soldier Field</td>
<td>61,500</td>
</tr>
<tr>
<td>Cincinnati Bengals</td>
<td>Paul Brown Stadium</td>
<td>65,515</td>
</tr>
<tr>
<td>Cleveland Browns</td>
<td>FirstEnergy Stadium</td>
<td>67,431</td>
</tr>
<tr>
<td>Dallas Cowboys</td>
<td>AT&amp;T Stadium (Arlington)</td>
<td>80,000</td>
</tr>
<tr>
<td>Denver Broncos</td>
<td>Sports Authority Field at Mile High</td>
<td>76,125</td>
</tr>
<tr>
<td>Detroit Lions</td>
<td>Ford Field</td>
<td>65,000</td>
</tr>
<tr>
<td>Green Bay Packers</td>
<td>Lambeau Field</td>
<td>81,435</td>
</tr>
<tr>
<td>Houston Texans</td>
<td>NRG Stadium</td>
<td>72,220</td>
</tr>
<tr>
<td>Indianapolis Colts</td>
<td>Lucas Oil Stadium</td>
<td>67,000</td>
</tr>
<tr>
<td>Jacksonville Jaguars</td>
<td>EverBank Field</td>
<td>67,246</td>
</tr>
<tr>
<td>Kansas City Chiefs</td>
<td>Arrowhead Stadium</td>
<td>76,416</td>
</tr>
<tr>
<td>Los Angeles Rams</td>
<td>Los Angeles Memorial Coliseum</td>
<td>93,607</td>
</tr>
<tr>
<td>Los Angeles Chargers</td>
<td>StubHub Center (Carson)</td>
<td>30,000</td>
</tr>
<tr>
<td>Miami Dolphins</td>
<td>Hard Rock Stadium</td>
<td>65,326</td>
</tr>
<tr>
<td>Minnesota Vikings</td>
<td>U.S. Bank Stadium (Minneapolis)</td>
<td>66,655</td>
</tr>
<tr>
<td>New England Patriots</td>
<td>Gillette Stadium (Foxborough)</td>
<td>66,829</td>
</tr>
<tr>
<td>New York Giants</td>
<td>MetLife Stadium (East Rutherford, NJ)</td>
<td>82,500</td>
</tr>
<tr>
<td>New York Jets</td>
<td>MetLife Stadium (East Rutherford, NJ)</td>
<td>82,500</td>
</tr>
<tr>
<td>New Orleans Saints</td>
<td>Mercedes-Benz Superdome</td>
<td>73,000</td>
</tr>
<tr>
<td>Oakland Raiders</td>
<td>Oakland-Alameda County Coliseum</td>
<td>56,063</td>
</tr>
<tr>
<td>Philadelphia Eagles</td>
<td>Lincoln Financial Field</td>
<td>69,596</td>
</tr>
<tr>
<td>Pittsburgh Steelers</td>
<td>Heinz Field</td>
<td>68,400</td>
</tr>
<tr>
<td>San Francisco 49ers</td>
<td>Levi’s Stadium (Santa Clara)</td>
<td>68,500</td>
</tr>
<tr>
<td>Seattle Seahawks</td>
<td>CenturyLink Field</td>
<td>68,000</td>
</tr>
<tr>
<td>Tampa Bay Buccaneers</td>
<td>Raymond James Stadium</td>
<td>65,890</td>
</tr>
<tr>
<td>Tennessee Titans</td>
<td>Nissan Stadium (Nashville)</td>
<td>69,143</td>
</tr>
<tr>
<td>Washington Redskins</td>
<td>FedExField (Landover, MD)</td>
<td>82,000</td>
</tr>
</tbody>
</table>

### 42.3 Team Valuations

According to *Forbes* (September 2016), valuations of NFL teams are as follows:

- Dallas Cowboys: $4.20 billion
- New England Patriots: $3.40 billion
- New York Giants: $3.10 billion
- San Francisco 49ers: $3.00 billion
- Washington Redskins: $2.95 billion
• Los Angeles Rams: $2.90 billion
• New York Jets: $2.75 billion
• Chicago Bears: $2.70 billion
• Houston Texans: $2.60 billion
• Philadelphia Eagles: $2.50 billion
• Denver Broncos: $2.40 billion
• Miami Dolphins: $2.38 billion
• Green Bay Packers: $2.35 billion
• Baltimore Ravens: $2.30 billion
• Pittsburgh Steelers: $2.25 billion
• Seattle Seahawks: $2.22 billion
• Minnesota Vikings: $2.20 billion
• Indianapolis Colts: $2.17 billion
• Atlanta Falcons: $2.13 billion
• Oakland Raiders: $2.10 billion
• San Diego Chargers: $2.08 billion
• Carolina Panthers: $2.08 billion
• Arizona Cardinals: $2.03 billion
• Tennessee Titans: $2.00 billion
• Jacksonville Jaguars: $1.95 billion
• Kansas City Chiefs: $1.88 billion
• Cleveland Browns: $1.85 billion
• Tampa Bay Buccaneers: $1.80 billion
• New Orleans Saints: $1.75 billion
• Cincinnati Bengals: $1.68 billion
• Detroit Lions: $1.65 billion
• Buffalo Bills: $1.50 billion

Valued at $4.2 billion, the Dallas Cowboys is the most valuable professional sports team in the United States.

42.4 Player Salaries
The NFL team salary cap has been as follows:
• 2005: $85.5 million
• 2006: $102.0 million
• 2007: $109.0 million
• 2008: $116.0 million
• 2009: $123.0 million
• 2010: uncapped
• 2011: $120.0 million
• 2012: $120.0 million
• 2013: $123.0 million
• 2014: $133.0 million
• 2015: $143.0 million
• 2016: $155.0 million

The highest salaries for the 2016-2017 NFL season were as follows:

• Andrew Luck (Indianapolis Colts): $24,594,000
• Carson Palmer (Arizona Cardinals): $24,350,000
• Drew Brees (New Orleans): $24,250,000
• Joe Flacco (Baltimore Ravens): $22,133,133
• Aaron Rodgers (Green Bay Packers): $22,000,000
• Russell Wilson (Seattle Seahawks): $21,900,000
• Ben Roethlisberger (Pittsburgh Steelers): $21,850,000
• Eli Manning (New York Giants): $21,000,000
• Philip Rivers (San Diego Chargers): $20,812,500
• Cam Newton (Carolina Panthers): $20,760,000
• Matt Ryan (Atlanta Falcons): $20,750,000
• Tom Brady (New England Patriots): $20,500,000
• Kirk Cousins (Washington Redskins): $19,953,000
• Ryan Tannehill (Miami Dolphins): $19,250,000
• Von Miller (Denver Broncos): $19,083,333
• Ndamukong Suh (Miami Dolphins): $19,062,500
• Colin Kaepernick (San Francisco 49ers): $19,000,000
• Jay Cutler (Chicago Bears): $18,100,000
• Tony Romo (Dallas Cowboys): $18,000,000
• Tyrod Taylor (Buffalo Bills): $18,000,000

By team, total payrolls for the 2016-2017 season were as follows:

• Dallas Cowboys: $152,201,383
• Pittsburgh Steelers: $140,100,516
• San Diego Chargers: $130,579,261
• Seattle Seahawks: $130,070,446
• Denver Broncos: $127,230,112
• Tennessee Titans: $126,946,609
• New England Patriots: $126,515,381
• St. Louis Rams: $126,057,768
• Kansas City Chiefs: $125,755,074
• Houston Texans: $125,336,520
• New Orleans Saints: $125,327,008
• Chicago Bears: $125,102,001
• Buffalo Bills: $125,092,434
• Philadelphia Eagles: $124,008,964
• Detroit Lions: $123,679,422
• Arizona Cardinals: $122,454,920
• Tampa Bay Buccaneers: $120,978,242
• San Francisco 49ers: $120,175,054
The NFL season includes 256 regular-season games, with 32 teams each playing eight home games. Regular-season total and average game attendance has been as follows:

<table>
<thead>
<tr>
<th>Season</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-2006</td>
<td>17,012,453</td>
<td>66,455</td>
</tr>
<tr>
<td>2006-2007</td>
<td>17,340,879</td>
<td>67,738</td>
</tr>
<tr>
<td>2007-2008</td>
<td>17,345,205</td>
<td>67,755</td>
</tr>
<tr>
<td>2008-2009</td>
<td>17,055,982</td>
<td>66,625</td>
</tr>
<tr>
<td>2009-2010</td>
<td>16,651,126</td>
<td>65,043</td>
</tr>
<tr>
<td>2010-2011</td>
<td>17,141,760</td>
<td>66,960</td>
</tr>
<tr>
<td>2011-2012</td>
<td>17,243,648</td>
<td>67,358</td>
</tr>
<tr>
<td>2012-2013</td>
<td>17,303,296</td>
<td>67,591</td>
</tr>
<tr>
<td>2013-2014</td>
<td>17,510,656</td>
<td>68,401</td>
</tr>
<tr>
<td>2014-2015</td>
<td>17,606,643</td>
<td>68,776</td>
</tr>
<tr>
<td>2015-2016</td>
<td>17,510,312</td>
<td>68,400</td>
</tr>
<tr>
<td>2016-2017</td>
<td>17,788,671</td>
<td>69,483</td>
</tr>
</tbody>
</table>

Average attendance for home games during the 2016-2017 season for NFL teams was as follows:

- Dallas Cowboys: 92,539
- New York Giants: 78,789
- Washington Redskins: 78,304
- Green Bay Packers: 78,215
- New York Jets: 78,160
- Denver Broncos: 76,774
- Carolina Panthers: 73,792
- Kansas City Chiefs: 73,328
• New Orleans Saints: 73,109
• Houston Texans: 71,868
• Baltimore Ravens: 71,102
• San Francisco 49ers: 70,178
• Atlanta Falcons: 69,999
• Philadelphia Eagles: 69,596
• Seattle Seahawks: 69,073
• Buffalo Bills: 68,509
• New England Patriots: 66,829
• Minnesota Vikings: 66,786
• Los Angeles Rams: 66,618
• Indianapolis Colts: 65,549
• Miami Dolphins: 65,512
• Arizona Cardinals: 64,831
• Tennessee Titans: 64,659
• Pittsburgh Steelers: 64,312
• Cleveland Browns: 64,311
• Jacksonville Jaguars: 61,915
• Detroit Lions: 60,792
• Tampa Bay Buccaneers: 60,624
• Cincinnati Bengals: 60,511
• Chicago Bears: 60,368
• San Diego Chargers: 57,018
• Oakland Raiders: 54,584

42.6 Sponsors

NFL sponsors for the 2016-2017 season were Anheuser-Busch, Barclaycard, Bose, Bridgestone, Campbell’s Soup Company, Castrol, Courtyard Marriott, Dairy Management Inc., Dannon, Extreme Networks, FedEx, Frito-Lay, Gatorade, Hyundai Motor America, Mars Snackfood, McDonald’s, Microsoft (XBOX, Surface and Windows), Nationwide, News America, Papa John’s, Pepsi, Procter & Gamble, Quaker, SAP Americas, TD Ameritrade, Verizon, Visa, and USAA.

According to IEG Sponsorship Report, combined league and team sponsorship revenue has been as follows:
• 2010-2011: $ 870 million
• 2011-2012: $ 946 million
• 2012-2013: $1.01 billion
• 2013-2014: $1.07 billion
• 2014-2015: $1.15 billion
• 2015-2016: $1.19 billion
• 2016-2017: $1.25 billion
### 42.7 Television Broadcast Rights

The NFL has four broadcast rights contracts that net the league $4.95 billion annually through 2022. These deals are as follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>Annual Rights Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday Night Football Package: ESPN</td>
<td>$1.9 billion</td>
</tr>
<tr>
<td>NFC Package: Fox Sports</td>
<td>$1.1 billion</td>
</tr>
<tr>
<td>AFC Package: CBS</td>
<td>$960 million</td>
</tr>
<tr>
<td>Sunday Night Football Package: NBC</td>
<td>$950 million</td>
</tr>
</tbody>
</table>

The National Football League launched the NFL Network in 2003. The channel broadcasts highlights, classic games, and other content from the more than 4,000 hours of footage available in the NFL library. NFL Network also broadcasts Thursday Night Football.

Average regular-season, prime-time viewership has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>NBC SNF</th>
<th>Fox</th>
<th>CBS</th>
<th>NBC/CBS/NFL Net TNF</th>
<th>ESPN M NF</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>21.5 million</td>
<td>19.7 million</td>
<td>17.7 million</td>
<td>6.4 million</td>
<td>12.8 million</td>
</tr>
<tr>
<td>2013</td>
<td>21.7 million</td>
<td>21.2 million</td>
<td>18.7 million</td>
<td>7.1 million</td>
<td>13.7 million</td>
</tr>
<tr>
<td>2014</td>
<td>21.3 million</td>
<td>20.7 million</td>
<td>18.6 million</td>
<td>11.8 million</td>
<td>13.3 million</td>
</tr>
<tr>
<td>2015</td>
<td>22.5 million</td>
<td>20.7 million</td>
<td>19.1 million</td>
<td>12.4 million</td>
<td>12.9 million</td>
</tr>
<tr>
<td>2016</td>
<td>20.3 million</td>
<td>19.4 million</td>
<td>17.7 million</td>
<td>12.4 million</td>
<td>11.4 million</td>
</tr>
</tbody>
</table>

SNF: Sunday Night Football; TNF: Thursday Night Football; MNF: Monday Night Football

### 42.8 Franchise Transactions

Recent NFL team sales have been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>$325 million for 49% stake</td>
</tr>
<tr>
<td>2005</td>
<td>$600 million</td>
</tr>
<tr>
<td>2008</td>
<td>$1.00 billion for 95% stake</td>
</tr>
<tr>
<td>2012</td>
<td>&gt;$1.00 billion for 70% stake</td>
</tr>
<tr>
<td>2012</td>
<td>$760 million</td>
</tr>
<tr>
<td>2014</td>
<td>$1.40 billion</td>
</tr>
</tbody>
</table>

### 42.9 Super Bowl

The Super Bowl is assessed in Chapter 38 of this handbook.

### 42.10 Pro Bowl Game

The NFL Pro Bowl Game is assessed in Chapter 28 of this handbook.
42.11 Fan Demographics

According to an ESPN Sports Poll, NFL fan distribution is as follows:

Gender
• Male: 59%
• Female: 41%

Age
• 12-to-17: 12%
• 18-to-24: 11%
• 25-to-34: 19%
• 35-to-44: 15%
• 45-to-54: 20%
• 55 and older: 22%

Ethnicity
• Caucasian: 73%
• African-American: 11%
• Hispanic-American: 11%
• Other: 5%

42.12 Fan Loyalty

Brand Keys (www.brandkeys.com) assessed fan loyalty for each NFL team during the 2015-2016 season. The following teams were ranked highest in fan loyalty:
1. New England Patriots
2. Green Bay Packers
3. Seattle Seahawks
4. Denver Broncos
5. Indianapolis Colts

42.13 Market Resources

43.1 League Revenue

National Hockey League (NHL, www.nhl.com) revenue has been as follows:

- 2005-2006: $2.27 billion
- 2006-2007: $2.44 billion
- 2007-2008: $2.75 billion
- 2008-2009: $2.82 billion
- 2009-2010: $2.93 billion
- 2010-2011: $3.09 billion
- 2011-2012: $3.20 billion
- 2012-2013: $3.50 billion
- 2013-2014: $3.70 billion
- 2014-2015: $3.90 billion
- 2015-2016: $4.10 billion
- 2016-2017:* $4.50 billion

* Projected

These figures include revenue from all sources, including admission, concessions, licensing, media rights, and sponsorship.

43.2 Arenas

 Arenas and seating capacity for NHL teams are as follows:

<table>
<thead>
<tr>
<th>Arena Name</th>
<th>Arena Name</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anaheim Ducks</td>
<td>Honda Center</td>
<td>17,174</td>
</tr>
<tr>
<td>Arizona Coyotes</td>
<td>Gila River Arena (Glendale)</td>
<td>17,125</td>
</tr>
<tr>
<td>Boston Bruins</td>
<td>TD Garden</td>
<td>17,565</td>
</tr>
<tr>
<td>Buffalo Sabres</td>
<td>KeyBank Center</td>
<td>19,070</td>
</tr>
<tr>
<td>Calgary Flames</td>
<td>Scotiabank Saddledome</td>
<td>19,289</td>
</tr>
<tr>
<td>Carolina Hurricanes</td>
<td>PNC Arena (Raleigh)</td>
<td>18,680</td>
</tr>
<tr>
<td>Chicago Blackhawks</td>
<td>United Center</td>
<td>19,717</td>
</tr>
<tr>
<td>Colorado Avalanche</td>
<td>Pepsi Center (Denver)</td>
<td>18,007</td>
</tr>
<tr>
<td>Columbus Blue Jackets</td>
<td>Nationwide Arena</td>
<td>18,500</td>
</tr>
<tr>
<td>Dallas Stars</td>
<td>American Airlines Center</td>
<td>18,532</td>
</tr>
<tr>
<td>Detroit Red Wings</td>
<td>Joe Louis Arena</td>
<td>20,027</td>
</tr>
<tr>
<td>Edmonton Oilers</td>
<td>Rogers Place</td>
<td>18,641</td>
</tr>
</tbody>
</table>
- Florida Panthers: BB&T Center (Sunrise) 19,250
- Los Angeles Kings: Staples Center 18,230
- Minnesota Wild: Xcel Energy Center (Saint Paul) 17,954
- Montreal Canadiens: Bell Centre 21,288
- Nashville Predators: Bridgestone Arena 17,113
- New Jersey Devils: Prudential Center 16,514
- New York Islanders: Barclays Center 15,795
- New York Rangers: Madison Square Garden 18,006
- Ottawa Senators: Canadian Tire Centre 18,694
- Philadelphia Flyers: Wells Fargo Center 19,543
- Pittsburgh Penguins: PPG Paints Arena 18,387
- San Jose Sharks: SAP Center 17,562
- St. Louis Blues: Scottrade Center 19,150
- Tampa Bay Lightning: Amalie Arena 19,092
- Toronto Maple Leafs: Air Canada Centre 18,819
- Vancouver Canucks: Rogers Arena 18,910
- Washington Capitals: Verizon Center 18,506
- Winnipeg Jets: MTS Centre 15,294

### 43.3 Team Valuations

According to *Forbes* (December 2016), valuations of NHL teams are as follows:

- New York Rangers: $1.25 billion
- Montreal Canadiens: $1.12 billion
- Toronto Maple Leafs: $1.10 billion
- Chicago Blackhawks: $925 million
- Boston Bruins: $800 million
- Philadelphia Flyers: $720 million
- Vancouver Canucks: $700 million
- Detroit Red Wings: $625 million
- Los Angeles Kings: $600 million
- Pittsburgh Penguins: $570 million
- Washington Capitals: $570 million
- Dallas Stars: $500 million
- San Jose Sharks: $470 million
- Edmonton Oilers: $445 million
- Anaheim Ducks: $415 million
- Calgary Flames: $410 million
- Minnesota Wild: $400 million
- New York Islanders: $385 million
- Colorado Avalanche: $360 million
- Ottawa Senators: $355 million
- Winnipeg Jets: $340 million
- New Jersey Devils: $320 million
• St. Louis Blues: $310 million
• Tampa Bay Lightning: $305 million
• Buffalo Sabres: $300 million
• Nashville Predators: $270 million
• Columbus Blue Jackets: $245 million
• Arizona Coyotes: $240 million
• Florida Panthers: $235 million
• Carolina Hurricanes: $230 million

43.4 Player Salaries

The NHL team salary cap has been as follows:

• 2005-2006: $39.0 million
• 2006-2007: $44.0 million
• 2007-2008: $50.3 million
• 2008-2009: $56.7 million
• 2009-2010: $56.8 million
• 2010-2011: $59.4 million
• 2011-2012: $64.3 million
• 2012-2013: $70.2 million
• 2013-2014: $64.3 million
• 2014-2015: $69.0 million
• 2015-2016: $71.4 million
• 2016-2017: $74.0 million

The highest salaries for the 2016-2017 NHL season were as follows:

• Patrick Kane (Chicago Blackhawks): $10,500,000
• Jonathan Toews (Chicago Blackhawks): $10,500,000
• Anze Kopitar (Los Angeles Kings): $10,000,000
• Alex Ovechkin (Washington Capitals): $9,538,462
• Evgeni Malkin (Pittsburgh Penguins): $9,500,000
• P.K. Subban (Montreal Canadiens): $9,000,000
• Sidney Crosby (Pittsburgh Penguins): $8,700,000
• Corey Perry (Anaheim Ducks): $8,625,000
• Steven Stamkos (Tampa Bay Lightning): $8,500,000
• Henrik Lundqvist (New York Rangers): $8,500,000
• Claude Giroux (Philadelphia Flyers): $8,275,000
• Ryan Getzlaf (Anaheim Ducks): $8,250,000
• Jakub Voracek (Philadelphia Flyers): $8,250,000
• Phil Kessel (Pittsburgh Penguins): $8,000,000
• Shea Weber (Nashville Predators): $7,857,143
• Rick Nash (New York Rangers): $7,800,000
• Dustin Byfuglien (Winnipeg Jets): $7,600,000
• Zach Parise (Minnesota Wild): $7,538,462
• Ryan Suter (Minnesota Wild): $7,538,462
• Jason Spezza (Dallas Stars): $7,500,000

By team, total payrolls for the 2016-2017 season were as follows:
• Pittsburgh Penguins: $88,355,300
• Los Angeles Kings: $87,097,500
• Chicago Blackhawks: $82,817,500
• Washington Capitals: $80,970,000
• New York Rangers: $80,900,000
• Montreal Canadiens: $80,507,500
• New York Islanders: $78,775,000
• Buffalo Sabres: $78,385,000
• Philadelphia Flyers: $78,165,000
• Ottawa Senators: $77,540,000
• Calgary Flames: $77,170,000
• Boston Bruins: $75,970,000
• Minnesota Wild: $75,825,000
• Detroit Red Wings: $75,415,500
• Anaheim Ducks: $75,367,500
• San Jose Sharks: $74,962,500
• St. Louis Blues: $74,742,500
• Columbus Blue Jackets: $73,992,500
• Vancouver Canucks: $70,697,000
• Florida Panthers: $70,644,000
• Nashville Predators: $69,057,500
• Toronto Maple Leafs: $68,392,500
• Edmonton Oilers: $66,157,500
• Dallas Stars: $63,363,750
• Colorado Avalanche: $62,467,500
• Winnipeg Jets: $61,949,125
• Tampa Bay Lightning: $61,865,000
• New Jersey Devils: $60,192,500
• Arizona Coyotes: $55,696,134
• Carolina Hurricanes: $47,717,500

43.5 Attendance
The NHL season includes 1,230 regular-season games, with 30 teams each playing 41 home games. Regular-season total and average game attendance has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005-2006</td>
<td>20,853,420</td>
<td>16,954</td>
</tr>
<tr>
<td>2006-2007</td>
<td>20,855,880</td>
<td>16,956</td>
</tr>
<tr>
<td>2007-2008</td>
<td>21,288,840</td>
<td>17,308</td>
</tr>
<tr>
<td>Year</td>
<td>Total Attendance</td>
<td>Average Attendance</td>
</tr>
<tr>
<td>--------------</td>
<td>------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>2008-2009</td>
<td>21,475,800</td>
<td>17,460</td>
</tr>
<tr>
<td>2009-2010</td>
<td>20,006,100</td>
<td>17,070</td>
</tr>
<tr>
<td>2010-2011</td>
<td>20,928,036</td>
<td>17,132</td>
</tr>
<tr>
<td>2011-2012</td>
<td>21,365,425</td>
<td>16,737</td>
</tr>
<tr>
<td>2012-2013:*</td>
<td>12,758,849</td>
<td>17,721</td>
</tr>
<tr>
<td>2013-2014</td>
<td>21,632,479</td>
<td>17,587</td>
</tr>
<tr>
<td>2014-2015</td>
<td>21,528,192</td>
<td>17,502</td>
</tr>
<tr>
<td>2015-2016</td>
<td>21,451,041</td>
<td>17,482</td>
</tr>
</tbody>
</table>

* Lockout-shortened season

Average attendance for home games during the 2015-2016 season for NHL teams was as follows:

- Chicago Blackhawks: 22,859
- Montreal Canadiens: 22,288
- Detroit Red Wings: 20,027
- Philadelphia Flyers: 19,228
- Toronto Maple Leafs: 19,158
- Calgary Flames: 19,145
- Tampa Bay Lightning: 19,092
- Minnesota Wild: 19,062
- Buffalo Sabres: 18,590
- Pittsburgh Penguins: 18,550
- Washington Capitals: 18,510
- St. Louis Blues: 18,450
- Vancouver Canucks: 18,431
- Dallas Stars: 18,376
- Los Angeles Kings: 18,274
- Ottawa Senators: 18,084
- New York Rangers: 18,006
- Boston Bruins: 17,565
- Nashville Predators: 16,971
- Edmonton Oilers: 16,841
- San Jose Sharks: 16,746
- Anaheim Ducks: 16,336
- Colorado Avalanche: 16,206
- Florida Panthers: 15,384
- Winnipeg Jets: 15,294
- New Jersey Devils: 15,073
- Columbus Blue Jackets: 14,665
- New York Islanders: 13,626
- Arizona Coyotes: 13,433
- Carolina Hurricanes: 10,102
The Vegas Golden Knights, an expansion team, will begin play in the 2017-2018 season. The owners paid the NHL a $500 million expansion fee.

### 43.6 Sponsors

NHL North American Corporate Marketing Partners for the 2016-2017 season were Anco Wipers, Bridgestone, Constellation, Coors Light, DraftKings, EA Sports, Enterprise Rent-A-Car, Gatorade, Honda, Kraft Heinz, Las Vegas Convention and Visitors Authority, Lay’s, Molson Canadian, Pepsi, Prime Sport, Reebok, SAP, Scotiabank, Sheraton Hotels & Resorts, SiriusXM, Ticketmaster, and Upper Deck. U.S. Corporate Marketing Partners were AMP Energy, Dunkin’ Donuts, Discover, and Geico. Canadian Corporate Marketing Partners were Canadian Tire, Hershey’s, High Liner, Mitsubishi Electric, Sonnet, Tim Hortons, and Visa.

### 43.7 Television Broadcast Rights

NBC broadcasts select regular-season NHL games. NHL games are broadcast on NBC Sports Network. The broadcast rights deal, which runs 2012 to 2022, pays the NHL $200 million per year.

The league launched the NHL Network in October 2007 with cable distribution through Comcast, Time Warner Cable, Cox Communications, and Cablevision Systems, as well as satellite distribution through DirecTV and EchoStar, mostly on dedicated sports tiers.

Average viewership for regular season games on NBC Sports Network has been as follows:

- **2010-2011:** 348,000
- **2011-2012:** 332,000
- **2012-2013***: 392,000
- **2013-2014:** 351,000
- **2014-2015:** 349,000
- **2015-2016:** 378,000

* Lockout-shortened season

NHL 2015-2016 season telecasts on NBC averaged 1.54 million viewers, a 6% increase from the prior season.

### 43.8 Franchise Transactions

Recent NHL team sales are as follows:

- Ottawa Senators: 2003 $110 million
- Buffalo Sabres: 2003 $92 million
- Atlanta Thrashers/Hawks: 2004 $250 million*
• St. Louis Blues: 2006 $ 150 million
• Nashville Predators: 2007 $ 193 million
• Phoenix Coyotes: 2009 $ 140 million
• Montreal Canadiens: 2009 $ 575 million**
• Tampa Bay Lightening: 2010 $ 93 million
• Atlanta Thrashers: 2011 $ 110 million
• Toronto Maple Leafs: 2012 $1.30 billion***
• Arizona Coyotes: 2014 $ 152 million
• New York Islanders: 2014: $ 485 million

* total price for sale of NHL and NBA teams, which were sold together
** includes Bell Centre Arena
*** includes Maple Leaf Sports & Entertainment network

43.9 Stanley Cup
The Stanley Cup is assessed in Chapter 37 of this handbook.

43.10 All-Star Game
The NHL All-Star Game is assessed in Chapter 28 of this handbook.

43.11 Fan Demographics
A survey by International Demographics (www.themediaaudit.com) found that 22.7% of adults follow professional hockey on television or radio. Among those earning more than $100,000 in household income, 26.2% follow the sport.

According to an ESPN Sports Poll, NHL fan distribution is as follows:

Gender
• Male: 64%
• Female: 36%

Age
• 12-to-17: 13%
• 18-to-24: 11%
• 25-to-34: 18%
• 35-to-44: 21%
• 45-to-54: 20%
• 55 and older: 17%

Race/Ethnicity
• Caucasian: 78%
• Hispanic-American: 9%
• African-American: 8%
• Other: 5%
43.12 Fan Loyalty
Brand Keys (www.brandkeys.com) assessed fan loyalty for each NHL team during the 2016-2017 season. The following teams were ranked highest in fan loyalty:
1. Pittsburgh Penguins
2. Chicago Blackhawks
3. (tie) St. Louis Blues
3. (tie) Washington Capitals
5. (tie) Boston Bruins
5. (tie) New York Rangers

By the NHL’s count, there are some 53 million avid hockey fans in North America.

43.13 Market Resources
44

MAJOR LEAGUE SOCCER

44.1 Overview
Major League Soccer (MLS; www.mlssoccer.com) launched in 1996. The regular season runs March through October. There were 22 teams for the 2017 season. Los Angeles FC will join the league in 2018 and a Miami team will begin play in 2019.

The postseason includes 12 teams competing in the MLS Cup Playoffs through November and December, culminating in the championship game, the MLS Cup.

Twelve cities have made bids to host expansion teams: Charlotte, NC; Cincinnati, OH; Detroit, MI; Indianapolis, IN; Nashville, TN; Phoenix, AZ; Raleigh/Durham, NC; Sacramento, CA; San Antonio, CA; San Diego, CA; St. Louis, MO; and Tampa/St. Petersburg, FL.

“Over the last 15 years, one of the key driving forces behind Major League Soccer's growth has been the success of its expansion clubs.”

SportsBusiness Journal, 3/6/17

44.2 Stadiums
MLS stadiums and capacity are as follows:

<table>
<thead>
<tr>
<th>Stadium Name</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta United FC</td>
<td>Mercedes-Benz Stadium 40,000</td>
</tr>
<tr>
<td>Chicago Fire</td>
<td>Toyota Park (Bridgeview) 20,000</td>
</tr>
<tr>
<td>Colorado Rapids:</td>
<td>Dick’s Sporting Goods Park (Commerce City) 18,086</td>
</tr>
<tr>
<td>Columbus Crew SC:</td>
<td>Mapfre Stadium 20,455</td>
</tr>
<tr>
<td>D.C. United:</td>
<td>RFK Stadium 23,865</td>
</tr>
<tr>
<td>FC Dallas:</td>
<td>Toyota Stadium (Frisco) 21,193</td>
</tr>
<tr>
<td>Houston Dynamo:</td>
<td>BBVA Compass Stadium 22,039</td>
</tr>
<tr>
<td>LA Galaxy:</td>
<td>StubHub Center (Carson) 27,000</td>
</tr>
</tbody>
</table>

SPORTS MARKETING 2018-2019
- 246 -
- Minnesota United FC: TCF Bank Stadium (Minneapolis) 21,895
- Montreal Impact: Saputo Stadium 20,801
- New England Revolution: Gillette Stadium (Foxborough) 22,385
- New York City FC: Yankee Stadium (Bronx) 30,321
- New York Red Bulls: Red Bull Arena (Harrison, NJ) 25,189
- Orlando City SC: Orlando City Stadium 25,500
- Philadelphia Union: Talen Energy Stadium (Chester) 18,500
- Portland Timbers: Providence Park 21,144
- Real Salt Lake: Rio Tinto Stadium (Sandy) 20,008
- San Jose Earthquakes: Avaya Stadium 18,000
- Seattle Sounders FC: CenturyLink Field 35,700
- Sporting Kansas City: Children's Mercy Park 18,467
- Toronto FC: BMO Field 21,800
- Vancouver Whitecaps FC: BC Place 22,120

### 44.3 Team Valuations

*Forbes* (October 2016) assesses the most valuable MLS teams as follows:

- Seattle Sounders FC: $285 million
- LA Galaxy: $265 million
- New York City FC: $255 million
- Toronto FC: $245 million
- Orlando City SC: $240 million
- Houston Dynamo: $215 million
- Portland Timbers: $210 million
- Sporting Kansas City: $195 million
- New England Revolution: $185 million
- San Jose Earthquakes: $180 million
- New York Red Bulls: $178 million
- Chicago Fire: $177 million
- D.C. United: $155 million
- Philadelphia Union: $152 million
- FC Dallas: $150 million
- Montreal Impact: $135 million
- Vancouver Whitecaps FC: $128 million
- Real Salt Lake: $125 million
- Columbus Crew SC: $123 million
- Colorado Rapids: $110 million
“While still the little brother in American pro sports, Major League Soccer has nonetheless clocked tremendous growth. The average MLS team is now worth $185 million, an 18% increase from 2015 and up a staggering 80% from three years ago.”

Forbes, 10/4/16

### 44.4 Highest-Paid Players

The following are the highest-paid MLS players (source: Forbes):

- Ricardo Kaka (Orlando City SC): $9.4 million
- Steven Gerrard (LA Galaxy): $8.6 million
- Sebastian Giovinco (Toronto FC): $8.3 million
- Clinton Dempsey (Seattle Sounders FC): $8.2 million
- Tim Howard (Colorado Rapids): $8.0 million
- Frank Lampard (New York City FC): $8.0 million
- David Villa (New York City FC): $7.9 million
- Michael Bradley (Toronto FC): $7.6 million
- Andrea Pirlo (New York City FC): $7.4 million
- Joey Altidore (Toronto FC): $6.4 million

“Forbes, 10/4/16

“Players salaries have risen alongside MLS team values. Just nine soccer stars made $1 million or more in 2013. Today nearly two dozen do.”

Forbes, 10/4/16

### 44.5 Attendance

Each MLS team plays 17 home games. Regular-season average game attendance has been as follows:

SPORTS MARKETING 2018-2019

• 248 •
• 1996: 17,406
• 1997: 14,619
• 1998: 14,312
• 1999: 14,282
• 2000: 13,756
• 2001: 14,961
• 2002: 15,882
• 2003: 14,898
• 2004: 15,559
• 2005: 15,108
• 2006: 15,390
• 2007: 16,770
• 2008: 16,459
• 2009: 16,120
• 2010: 16,675
• 2011: 17,872
• 2012: 18,807
• 2013: 18,611
• 2014: 19,147
• 2015: 21,558
• 2016: 21,692

Average attendance for home games during the 2016 season for MLS teams was as follows:
• Chicago Fire: 15,602
• Colorado Rapids: 16,278
• Columbus Crew SC: 17,125
• D.C. United: 17,081
• FC Dallas: 14,094
• Houston Dynamo: 19,021
• LA Galaxy: 25,147
• Montreal Impact: 20,669
• New England Revolution: 27,185
• New York City FC: 20,196
• New York Red Bulls: 21,620
• Orlando City SC: 31,324
• Philadelphia Union: 17,519
• Portland Timbers: 21,144
• Real Salt Lake: 19,759
• San Jose Earthquakes: 19,930
• Seattle Sounders FC: 42,636
• Sporting Kansas City: 19,597
• Toronto FC: 26,583
• Vancouver Whitecaps FC: 22,330

44.6 Sponsors
Official sponsors of MLS for 2017 were Adidas, Advocare, Alcatel, Allstate, AT&T, Audi, Coca-Cola, Continental Tire, EA Sports, Etihad Airways, Heineken, Johnson & Johnson, Kellogg’s, Makita Tools, SeatGeek, Southern New Hampshire University, TAGHeuer, The Home Depot, and Wells Fargo.

MLS was the first professional sports league in the U.S. to permit advertising on uniforms when it approved the practice in 2006. More than half the league’s teams
have secured a jersey sponsorship. Jersey sponsorship deals are as follows (SportsBusiness Journal):

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Annual Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA Galaxy</td>
<td>$4.4 million</td>
</tr>
<tr>
<td>Vancouver Whitecaps FC</td>
<td>$4.0 million</td>
</tr>
<tr>
<td>Montreal Impact</td>
<td>$4.0 million</td>
</tr>
<tr>
<td>Seattle Sounders FC:</td>
<td>$4.0 million</td>
</tr>
<tr>
<td>Toronto FC</td>
<td>$4.0 million</td>
</tr>
<tr>
<td>Philadelphia Union</td>
<td>$3.0 million</td>
</tr>
<tr>
<td>Real Salt Lake</td>
<td>$3.0 million</td>
</tr>
<tr>
<td>Sporting Kansas City</td>
<td>$2.5 million</td>
</tr>
<tr>
<td>Chicago Fire</td>
<td>Undisclosed</td>
</tr>
<tr>
<td>Colorado Rapids</td>
<td>Undisclosed</td>
</tr>
<tr>
<td>Columbus Crew SC</td>
<td>Undisclosed</td>
</tr>
<tr>
<td>D.C. United</td>
<td>Undisclosed</td>
</tr>
<tr>
<td>FC Dallas</td>
<td>Undisclosed</td>
</tr>
<tr>
<td>Houston Dynamo</td>
<td>Undisclosed</td>
</tr>
<tr>
<td>New England Revolution</td>
<td>Undisclosed</td>
</tr>
<tr>
<td>New York City FC</td>
<td>Undisclosed</td>
</tr>
<tr>
<td>Orlando City SC</td>
<td>Undisclosed</td>
</tr>
<tr>
<td>Portland Timbers</td>
<td>Undisclosed</td>
</tr>
</tbody>
</table>

MLS is the only league that has approved the naming of a team after a consumer product brand. The first, the New York Red Bulls, was named after the energy drink company that acquired the team in 2006.

MLS clubs also bring in revenue from naming-rights deals at MLS-only stadiums. Annual value and expiration of active deals are as follows (source: SportsBusiness Journal):

<table>
<thead>
<tr>
<th>Stadium</th>
<th>Annual Value</th>
<th>Expiration</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMO Field (Toronto, ON, Canada)</td>
<td>$2.4 million</td>
<td>expires 2020</td>
</tr>
<tr>
<td>BVAA Compass Stadium (Houston, TX)</td>
<td>$2.0 million</td>
<td>expires 2021</td>
</tr>
<tr>
<td>Dick’s Sporting Goods Park (Commerce City, CO)</td>
<td>$2.0 million</td>
<td>expires 2021</td>
</tr>
<tr>
<td>Rio Tinto Stadium (Sandy, UT)</td>
<td>$2.0 million</td>
<td>expires 2023</td>
</tr>
<tr>
<td>PPL Park (Chester, PA)</td>
<td>$1.8 million</td>
<td>expires 2020</td>
</tr>
</tbody>
</table>

### 44.7 Television Broadcast Rights

MLS has eight-year broadcast rights agreements, 2015 through 2022, with ESPN, Fox Sports, and Univision (in Spanish). ESPN and Fox Sports pay a combined $75 million per season, and Univision’s Unimas pays $15 million per-season. The current rights agreements are more than five times the value of the league’s 2006-2014 deals. Rights include digital as well as television.

The league’s MLS Direct Kick Package, which broadcasts out-of-market matches, has been expanded to air every league match which is not televised. MLSNET.com offers streaming live video of some matches.
44.8 Fan Demographics
According to an ESPN Sports Poll, MLS fan distribution is as follows:

Gender
- Male: 61%
- Female: 39%

Ethnicity
- Caucasian: 61%
- Hispanic-American: 23%
- African-American: 9%
- Other: 7%

44.9 Market Resources
Major League Soccer, 420 Fifth Avenue, 7th Floor, New York, NY 10018.
(212) 450-1200. (www.mlssoccer.com)
PREMIER LEAGUE

45.1 Overview

The Premier League (www.premierleague.com), based in England and referred to as the English Premier League (EPL) outside of the country, is the most-watched professional sports league in the world, broadcast in 212 territories to over 650 million homes. There are 20 Premier League clubs; each host 19 home matches per season, which runs from August to May.

Premier League soccer (referred to as football outside the U.S.) is gaining popularity in North America. EPL matches are televised in the United States by NBC.

45.2 Clubs

Total attendance was 13,612,316 for the 380 games of the 2016-2017 Premier League season.

Average attendance has been as follows:

- 2010-2011: 35,273
- 2011-2012: 34,601
- 2012-2013: 35,921
- 2013-2014: 36,631
- 2014-2015: 36,176
- 2015-2016: 36,452
- 2016-2017: 35,822

Average home game attendance for the 2016-2017 season for Premier League clubs was as follows:

- Manchester United (Trafford, Greater Manchester): 75,290
- Arsenal FC (London Borough of Islington): 59,957
- West Ham United (London Borough of Newham): 56,972
- Manchester City (Manchester): 54,019
- Liverpool FC (Liverpool): 53,016
- Chelsea FC (London Borough of Hammersmith and Fulham): 41,508
- Sunderland AFC (Sunderland, Tyne and Wear): 41,287
- Everton FC (Liverpool): 39,310
- Leicester City (Leicester): 31,893
- Tottenham Hotspur (London Borough of Haringey): 31,639
- Southampton FC (Southampton): 30,936
• Middlesbrough FC (Middlesbrough): 30,449
• Stoke City (Stoke-on-Trent): 27,433
• Crystal Palace (London Borough of Croydon): 25,161
• West Bromwich Albion (West Bromwich): 23,876
• Hull City (Kingston upon Hull): 20,761
• Swansea City (Swansea, Wales): 20,619
• Watford FC (Watford, Hertfordshire): 20,571
• Burnley FC (Burnley): 20,558
• AFC Bournemouth (Bournemouth, Dorset): 11,182

45.3 Team Valuations

Forbes (May 2016) assesses the EPL clubs with the highest valuation as follows:

• Manchester United: $3.32 billion
• Arsenal: $2.02 billion
• Manchester City: $1.92 billion
• Chelsea: $1.66 billion
• Liverpool: $1.55 billion
• Tottenham Hotspur: $1.02 billion
• West Ham United: $ 542 million
• Newcastle United: $ 343 million

45.4 U.S. Broadcast Rights And Viewership

NBC networks have broadcast EPL games since the 2013-2014 season. Viewership for the 2016-2017 season on NBC/NBCSN/CNBC averaged 420,000 viewers. This was down 18% from the previous season which saw 514,000 viewers per game, but still up from average viewership of 220,000 when Fox/ESPN last televised the games.

NBC’s initial broadcast rights deal totaled $250 million for three seasons. All 380 matches were carried over NBC networks and digital platforms. NBC Sports broadcasts 154 matches on Saturday and Sunday mornings and on Monday afternoons. NBC broadcasts 20 Saturday afternoon matches. Matches were also broadcasted on USA Network and CNBC.

In 2015, a six-year extension valued at $1 billion was announced, extending NBC Sports broadcast rights through the 2021-2022 season.

Premier League broadcast rights in Canada are jointly owned by Sportsnet and TSN, with each network holding rights to 190 matches per season.

45.5 Sponsors

Barclays is the title sponsor of the Premier League. Other sponsors for the 2016-2017 season were Carlsberg, EA Sports, Nike, and Topps.
UEFA CHAMPIONS LEAGUE

46.1 Overview

UEFA Champions League is an annual soccer (referred to as football outside the United States) competition among the top-division European clubs organized by the Union of European Football Associations (UEFA, www.uefa.com). It is the most prestigious club competition in European football, played by the national league champion (and, for some nations, one or more runners-up) of each UEFA national association.

Several European clubs base their preseason in North America with participation in the International Champions Cup (see Chapter 105 of this handbook).

46.2 UEFA Champions League Final

UEFA Champions League final is the most watched annual sporting event worldwide.


The final was shown live on the English-language Fox network and Spanish-language Fox Deportes channel, with a combined viewership of 3,003,000. The Fox network broadcast averaged 1,762,000 viewers and the Fox Deportes broadcast had 1,241,000 people tuning in.

An estimated global TV audience of 200 million in over 200 countries watched the match on TV.

46.3 2016/17 UEFA Champions League Participants

Thirty-two (32) teams participate each season in the UEFA Champions League. A total of 22 teams automatically entered the 2016/17 UEFA Champions League group stage with the 10 remaining slots taken by the ten sides who come through qualifying. Fifty-six (56) teams competed in the 2016/2017 season qualifying rounds.

A country’s representation in the UEFA Champions League is determined by its UEFA coefficient ranking at the start of the previous season, which is calculated over a five-year basis.

 Ranked by coefficient, 2016/17 UEFA Champions League participants were as follows:
• Real Madrid (Spain): 176,142
• Barcelona (Spain): 159,142
• Leicester City (England): 155,256
• Bayern München (Germany): 163,035
• Juventus (Italy): 107,087
• Benfica (Portugal): 116,616
• Paris Saint-Germain (France): 112,549
• CSKA Moskva (Russia): 148,716
• Atlético Madrid (Spain): 144,142
• Borussia Dortmund (Germany): 110,035
• Arsenal (England): 105,256
• Manchester City (England): 99,256
• Sevilla (Spain): 95,642
• Porto (Portugal): 92,616
• Napoli (Italy): 90,087
• Bayer Leverkusen (Germany): 89,035
• Basel (Switzerland): 87,755
• Tottenham Hotspur (England): 74,256
• Dynamo Kyiv (Ukraine): 65,976
• Lyon (France): 63,049
• PSV Eindhoven (Netherlands): 57,112
• Sporting CP (Portugal): 51,616
• Club Brugge (Belgium): 43,000
• Borussia Mönchengladbach (Germany): 42,035
• Celtic (Scotland): 40,460
• Monaco (Monaco): 36,549
• Besiktas (Turkey): 34,920
• Legia Warszawa (Poland): 28,000
• Dinamo Zagreb (Croatia): 25,775
• Ludogorets Razgrad (Bulgaria): 25,625
• FC København (Denmark): 24,720
• Rostov (Russia): 11,716

46.4 Top Teams

Forbes (May 2016) assesses the European football clubs with the highest valuation as follows:

• Real Madrid (Spain): $3.64 billion
• Barcelona (Spain): $3.55 billion
• Manchester United (England): $3.32 billion
• Bayern Munich (Germany): $2.68 billion
• Arsenal (England): $2.02 billion
• Manchester City (England): $1.92 billion
• Chelsea (England): $1.66 billion
- Liverpool (England): $1.55 billion
- Juventus (Italy): $1.30 billion
- Tottenham Hotspur (England): $1.02 billion
- Borussia Dortmund (Germany): $836 million
- AC Milan (Italy): $825 million
- Paris Saint-Germain (France): $814 million
- Schalke 04 (Germany): $655 million
- Atletico de Madrid (Spain): $633 million
- Inter Milan (Italy): $559 million
- West Ham United (England): $542 million
- AS Roma (Italy): $508 million
- Napoli (Italy): $396 million
- Newcastle United (England): $343 million

46.5 Top Players

The highest-paid European football players are as follows (source: Forbes):

- Cristiano Ronaldo (Real Madrid): $82.1 million
- Lionel Messi (Barcelona): $76.5 million
- Zlatan Ibrahimovic (Paris Saint-Germain): $37.1 million
- Neymar (Barcelona): $36.3 million
- Gareth Bale (Real Madrid): $34.4 million
- Wayne Rooney (Manchester United): $25.8 million
- Sergio Aguero (Manchester City): $24.4 million
- Luis Suarez (Barcelona): $22.8 million
- Eden Hazard (Chelsea): $22.2 million
- Cesc Fabregas (Chelsea): $20.8 million
MAJOR LEAGUE LACROSSE

47.1 Overview

Major League Lacrosse (MLL, www.majorleague lacrosse.com), which plays games outdoors, launched its 17th season in 2017. There are nine teams. The season consists of a total of 63 regular-season games running from April to August; each team plays seven home games.

47.2 Stadiums

Stadiums and seating capacity for MLL teams are as follows:

<table>
<thead>
<tr>
<th>Arena</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Blaze: Fifth Third Bank Stadium</td>
<td>8,318</td>
</tr>
<tr>
<td>Boston Cannons: Harvard Stadium</td>
<td>30,323</td>
</tr>
<tr>
<td>Charlotte Hounds: American Legion Memorial Stadium</td>
<td>17,000</td>
</tr>
<tr>
<td>Chesapeake Bayhawks: Navy-Marine Corps Memorial Stadium (Annapolis)</td>
<td>34,000</td>
</tr>
<tr>
<td>Denver Outlaws: Sports Authority Field at Mile High</td>
<td>76,125</td>
</tr>
<tr>
<td>Florida Launch: Florida Atlantic University Stadium (Boca Raton)</td>
<td>29,419</td>
</tr>
<tr>
<td>New York Lizards: James M. Shuart Stadium (Hempstead)</td>
<td>11,929</td>
</tr>
<tr>
<td>Ohio Machine: Fortress Obetz ((Columbus)</td>
<td>6,500</td>
</tr>
<tr>
<td>Rochester Rattlers: Capelli Sport Stadium</td>
<td>13,768</td>
</tr>
</tbody>
</table>

47.3 Attendance

Regular-season attendance has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>4,295</td>
</tr>
<tr>
<td>2007</td>
<td>4,429</td>
</tr>
<tr>
<td>2008</td>
<td>4,515</td>
</tr>
<tr>
<td>2009</td>
<td>5,557</td>
</tr>
<tr>
<td>2010</td>
<td>5,337</td>
</tr>
<tr>
<td>2011</td>
<td>6,417</td>
</tr>
<tr>
<td>2012</td>
<td>5,608</td>
</tr>
<tr>
<td>2013</td>
<td>5,069</td>
</tr>
<tr>
<td>2014</td>
<td>4,757</td>
</tr>
<tr>
<td>2015</td>
<td>4,383</td>
</tr>
<tr>
<td>2016</td>
<td>4,268</td>
</tr>
</tbody>
</table>
Average attendance by team was as follows:

- Denver Outlaws: 9,502
- Chesapeake Bayhawks: 6,404
- Boston Cannons: 6,061
- New York Lizards: 5,293
- Ohio Machine: 2,730
- Charlotte Hounds: 2,282
- Florida Launch: 1,612
- Rochester Rattlers: 1,187

47.4 Broadcast Rights
CBS Sports Network is the exclusive television provider of the All-Star, Semifinals, and Championship Games.

Major League Lacrosse partners with 17 regional sports networks to televise the MLL games nationally.

In 2013, the MLL and YouTube agreed to an exclusive 15-game schedule; MLL shares ad revenue with YouTube.

ESPN3 streamed all 63 regular-season games for the 2016 season.

47.5 Sponsors
MLL sponsors for the 2017 season were '47 BRAND, A&R Sports, adidas, Body By Jake, Brine, Cascade, Channel Mesh, Coca-Cola, East Coast Dyes, Face Off Academy, GEICO, Hedgehog Lacrosse, Lumber Lax, Maverik, New Balance, Powell Lacrosse, Powerade, String King Lacrosse, STX, Teamworks, Trilogy Lacrosse, and Warrior Lacrosse.

47.6 Market Resources
Major League Lacrosse, 20 Guest Street, Suite 125, Boston, MA 02135.
(617) 746-2233. (www.majorleaguelacrosse.com)
48

NATIONAL LACROSSE LEAGUE

48.1 Overview

The National Lacrosse League (NLL, www.nll.com), which plays indoor games, has been in existence since 1986. The season runs from January through April, with each team playing nine home games. There are nine franchises.

48.2 Arenas

Arenas and seating capacity for NLL teams are as follows:

<table>
<thead>
<tr>
<th>Arena</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buffalo Bandits: KeyBank Center</td>
<td>19,070</td>
</tr>
<tr>
<td>Calgary Roughnecks: Scotiabank Saddledome</td>
<td>19,289</td>
</tr>
<tr>
<td>Colorado Mammoth: Pepsi Center (Denver)</td>
<td>18,007</td>
</tr>
<tr>
<td>Georgia Swarm: Infinite Energy Arena (Duluth)</td>
<td>11,355</td>
</tr>
<tr>
<td>New England Black Wolves: Mohegan Sun Arena (Uncasville, CT)</td>
<td>7,700</td>
</tr>
<tr>
<td>Rochester Knighthawks: Blue Cross Arena</td>
<td>10,664</td>
</tr>
<tr>
<td>Saskatchewan Rush: SaskTel Centre (Saskatoon)</td>
<td>15,100</td>
</tr>
<tr>
<td>Toronto Rock: Air Canada Centre</td>
<td>18,819</td>
</tr>
<tr>
<td>Vancouver Stealth: Langley Events Centre</td>
<td>5,276</td>
</tr>
</tbody>
</table>

48.3 Attendance

NLL average regular-season game attendance has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>8,757</td>
</tr>
<tr>
<td>2004</td>
<td>9,885</td>
</tr>
<tr>
<td>2005</td>
<td>10,237</td>
</tr>
<tr>
<td>2006</td>
<td>10,703</td>
</tr>
<tr>
<td>2007</td>
<td>10,293</td>
</tr>
<tr>
<td>2008</td>
<td>10,475</td>
</tr>
<tr>
<td>2009</td>
<td>10,018</td>
</tr>
<tr>
<td>2010</td>
<td>9,559</td>
</tr>
<tr>
<td>2011</td>
<td>9,722</td>
</tr>
<tr>
<td>2012</td>
<td>9,468</td>
</tr>
<tr>
<td>2013</td>
<td>9,663</td>
</tr>
<tr>
<td>2014</td>
<td>9,430</td>
</tr>
<tr>
<td>2015</td>
<td>8,970</td>
</tr>
<tr>
<td>2016</td>
<td>9,152</td>
</tr>
<tr>
<td>2017</td>
<td>9,454</td>
</tr>
</tbody>
</table>

By team, average regular-season attendance for the 2017 season was as follows:
• Buffalo Bandits: 15,148
• Saskatchewan Rush: 14,921
• Colorado Mammoth: 14,458
• Calgary Roughnecks: 11,622
• Toronto Rock: 9,623
• Rochester Knighthawks: 6,755
• New England Black Wolves: 5,402
• Georgia Swarm: 3,950
• Vancouver Stealth: 3,206

48.4 Broadcast Rights
Since the 2012 season, CBS Sports Network has broadcast NLL games beginning with the All-Star Game, followed by six weekly games and two playoff games, including the championship game.

In 2013, NLL entered into an agreement with YouTube to stream all games. NLL handles production of the games and has a revenue-share agreement with YouTube for advertising sold. NLL had previously streamed all NLL games at NLL.com.

Regional sports networks also provide some coverage of individual teams.

48.5 Sponsors
NLL sponsors for the 2017 season were New Era, Pinty’s, Pointstreet Sports Technologies, Sports Interactive, Under Armour, and Warrior.

48.6 Market Resources
(212) 764-1390. (www.nll.com)
CANADIAN FOOTBALL LEAGUE

49.1 Overview
The Canadian Football League (CFL; French: Ligue canadienne de football, LCF), founded in 1958, is the largest professional sports league in Canada. The 20-week season runs from late June to early November; each team plays 18 games.

Following the regular season, six teams compete in the league’s three-week divisional playoffs, which culminate in the late-November Grey Cup championship, the country’s largest annual sports and television event.

49.2 Stadiums
Stadiums and seating capacity for the nine CFL teams are as follows:

<table>
<thead>
<tr>
<th>Team</th>
<th>Stadium</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC Lions</td>
<td>BC Place (Vancouver)</td>
<td>54,320</td>
</tr>
<tr>
<td>Calgary Stampeders</td>
<td>McMahon Stadium</td>
<td>35,400</td>
</tr>
<tr>
<td>Edmonton Eskimos</td>
<td>The Brick Field at Commonwealth Stadium</td>
<td>56,302</td>
</tr>
<tr>
<td>Hamilton Tiger-Cats</td>
<td>Tim Hortons Field</td>
<td>24,390</td>
</tr>
<tr>
<td>Montreal Alouettes</td>
<td>Percival Molson Memorial Stadium</td>
<td>25,012</td>
</tr>
<tr>
<td>Ottawa Redblacks</td>
<td>TD Place Stadium</td>
<td>24,000</td>
</tr>
<tr>
<td>Saskatchewan Roughriders</td>
<td>Mosaic Stadium (Regina)</td>
<td>33,000</td>
</tr>
<tr>
<td>Toronto Argonauts</td>
<td>BMO Field</td>
<td>26,500</td>
</tr>
<tr>
<td>Winnipeg Blue Bombers</td>
<td>Investors Group Field</td>
<td>33,500</td>
</tr>
</tbody>
</table>

49.3 Attendance
Total and per game average attendance for regular-season CFL games have been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>2,071,702</td>
<td>28,774</td>
</tr>
<tr>
<td>2009</td>
<td>2,049,392</td>
<td>28,464</td>
</tr>
<tr>
<td>2010</td>
<td>1,953,527</td>
<td>27,132</td>
</tr>
<tr>
<td>2011</td>
<td>1,999,256</td>
<td>27,767</td>
</tr>
<tr>
<td>2012</td>
<td>2,029,875</td>
<td>28,193</td>
</tr>
<tr>
<td>2013</td>
<td>1,944,349</td>
<td>27,005</td>
</tr>
<tr>
<td>2014</td>
<td>2,048,157</td>
<td>25,286</td>
</tr>
</tbody>
</table>
• 2015: 2,003,714 24,737
• 2016: 2,000,010 24,692

Regular-season average attendance in 2016, by team, was as follows:
• BC Lions: 21,055
• Edmonton Eskimos: 30,998
• Calgary Stampeders: 24,362
• Saskatchewan Roughriders: 31,378
• Winnipeg Blue Bombers: 25,936
• Hamilton Tiger-Cats: 24,001
• Toronto Argonauts: 16,380
• Ottawa Redblacks: 24,673
• Montreal Alouettes: 20,378

49.4 Broadcast Rights
TSN has held broadcast rights for CFL games, including the playoffs and Grey Cup, since 1985. TSN’s French-language network RDS broadcasts Montreal Alouettes games for the Quebec television market. The current deal is worth about $16 million annually and runs through 2018.

ESPN holds U.S. broadcasts rights. The current five-year deal runs through 2019 and stipulates that at least 17 games are carried on ESPN2 (or another ESPN network such as ESPN or ESPNEWS) each season. All other games are available on ESPN3 for free viewing.

49.5 Market Resources
Canadian Football League, 50 Wellington Street East, 3rd Floor, Toronto, ON M5E 1C8, Canada. (416) 322-9650. (www.cfl.ca)
50.1 Overview

Regular-season AFL games are played March through August. Following the regular season, four teams from each conference (the division winners and two Wild Card teams) compete in the AFL Playoffs, an eight-team single-elimination tournament that culminates with the Arena Bowl.

The 2015 season opened with 12 teams, four of which disbanded after the season. After the 2016 season, five of the eight teams folded or left the league. Two expansion teams, in Baltimore and Washington, DC, were added for the 2017 season.

50.2 Stadiums
Stadiums and seating capacity for the five AFL teams that opened the 2017 season are as follows:

<table>
<thead>
<tr>
<th>Stadium</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore Brigade:</td>
<td>Royal Farms Arena    11,261</td>
</tr>
<tr>
<td>Cleveland Gladiators:</td>
<td>Quicken Loans Arena   19,262</td>
</tr>
<tr>
<td>Philadelphia Soul:</td>
<td>Wells Fargo Center    17,486</td>
</tr>
<tr>
<td>Tampa Bay Storm:</td>
<td>Amalie Arena          19,200</td>
</tr>
<tr>
<td>Washington Valor:</td>
<td>Verizon Center        18,506</td>
</tr>
</tbody>
</table>

50.3 Attendance
Since the relaunch of the AFL, total and average game regular-season attendance has been as follows:

- 2010: 8,135
- 2011: 8,241
- 2012: 7,841
- 2013: 8,195
- 2014: 8,473
2015: 8,947
2016: 9,342

Average regular-season attendance by team for the 2016 season was as follows:

- Arizona Rattlers (Phoenix): 12,586
- Orlando Predators: 11,683
- Cleveland Gladiators: 11,046
- Jacksonville Sharks: 10,003
- Tampa Bay Storm: 8,979
- Philadelphia Soul: 8,082
- Los Angeles Kiss: 7,056
- Portland Thunder: 5,055

50.4 Sponsors

Arena Football League sponsors for the 2017 season were Fox 40, CBS Sports Network, New Era, Riddell, Russell Athletic, and Jason Foundation.

50.5 Broadcast Rights

ESPN became an AFL broadcast partner in 2014, with weekly games being shown on ESPN2. ESPN2 and ESPNEWS broadcast nine regular-season games and the conference championship. All regular-season AFL games are streamed on ESPN3 for free viewing.

ESPN Deportes and ESPN Latin America started broadcasting AFL games in Spanish during the 2016 season.

Arena Bowl XXVIX was aired on ESPN on August 26, 2016.

50.6 Market Resources

Arena Football League, 8945 W. Post Road, Suite 210, Las Vegas, NV 89148.
(702) 802-3905. (www.arenafootball.com)
51

MINOR LEAGUE BASEBALL

51.1 Overview

Minor League Baseball (MiLB, www.milb.com) has experienced a renaissance across the U.S. The key has been marketing good, old-fashioned summer entertainment at a reasonable price.

MiLB teams are affiliated with teams of Major League Baseball. Minor league teams retain revenues and pay operational expenses while the parent MLB teams pay players’ salaries.

The various baseball minor leagues are as follows:

- Class AAA: International League, Pacific Coast League, Mexican League
- Class AA: Eastern League, Southern League, Texas League
- Class A Advanced: California League, Carolina League, Florida State League
- Class A: Midwest League, New York-Penn League, Northwest League, South Atlantic League
- Rookie Advanced: Appalachian League, Pioneer League
- Rookie: Arizona League, Dominican Summer League, Gulf Coast League, Mexican Academy League, Venezuelan Summer League

Information about teams is available at www.minorleaguebaseball.com.

There are also independent leagues, as follows:

- American Association (www.americannationalbaseball.com)
- Atlantic League (www.atlanticleague.com)
- CanAm League (www.canamleague.com)
- Freedom Pro Baseball League (www.freedomprofessionalbaseballleague.com)
- Frontier League (www.frontierleague.com)
- Pacific Association (www.pacificproclubs.com)
- Pecos League (www.pecosleague.com)
- United Baseball League (www.unitedleaguebaseball.pointstreaksites.com)

51.2 Team Valuations

According to Forbes (July 2016), valuations of MiLB teams are as follows:

- Sacramento River Cats (Pacific Coast League): $49.0 million
- Charlotte Knights (International League): $47.5 million
- Dayton Dragons (Midwest League): $45.0 million
• Lehigh Valley IronPigs (International League): $43.0 million
• Columbus Clippers (International League): $41.0 million
• Round Rock Express (Pacific Coast League): $40.0 million
• Durham Bulls (International League): $39.0 million
• El Paso Chihuahuas (Pacific Coast League): $38.5 million
• Indianapolis Indians (International League): $37.5 million
• Frisco RoughRiders (Texas League): $37.0 million
• Louisville Bats (International League): $36.0 million
• Toledo Mud Hens (International League): $35.5 million
• Birmingham Barons (Southern League): $35.0 million
• Albuquerque Isotopes (Pacific Coast League): $34.0 million
• Buffalo Bisons (International League): $34.0 million
• Oklahoma City Dodgers (Pacific Coast League): $33.0 million
• Fort Wayne TinCaps (Midwest League): $31.0 million
• Salt Lake Bees (Pacific Coast League): $30.5 million
• Nashville Sounds (Pacific Coast League): $30.5 million
• Reading Fightin Phils (Eastern League): $30.0 million
• Pawtucket Red Sox (International League): $30.0 million
• Iowa Cubs (Pacific Coast League): $30.0 million
• Richmond Flying Squirrels (Eastern League): $29.0 million
• Tulsa Drillers (Texas League): $28.5 million
• Corpus Christi Hooks (Texas League): $28.5 million
• Scranton/Wilkes Barre Rail Riders (International League): $28.0 million
• Rochester Red Wings (International League): $27.5 million
• Jacksonville Suns (Southern League): $27.5 million
• Omaha Storm Chasers (Pacific Coast League): $27.0 million
• Trenton Thunder (Eastern League): $26.5 million

“Not so long ago, minor league baseball teams in most regions of the country were available for a song, often less than $1 million. In some cases, they were acquired for nothing more than the willingness to pull the prior owner out of a hole.”

SportsBusiness Journal
### 51.3 Attendance

In total, Minor League Baseball drew 41,377,202 fans during the 2016 regular season. Attendance by league was as follows:

<table>
<thead>
<tr>
<th>Teams</th>
<th>Games</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>International League (AAA)</td>
<td>14</td>
<td>967 6,961,610</td>
</tr>
<tr>
<td>Pacific Coast League (AAA)</td>
<td>16</td>
<td>1,111 7,230,683</td>
</tr>
<tr>
<td>Mexican League (AAA)</td>
<td>16</td>
<td>848 3,8125146</td>
</tr>
<tr>
<td>Eastern League (AA)</td>
<td>12</td>
<td>821 3,870,832</td>
</tr>
<tr>
<td>Southern League (AA)</td>
<td>10</td>
<td>656 2,364,879</td>
</tr>
<tr>
<td>Texas League (AA)</td>
<td>8</td>
<td>539 2,792,721</td>
</tr>
<tr>
<td>California League (A)</td>
<td>10</td>
<td>684 1,551,070</td>
</tr>
<tr>
<td>Carolina League (A)</td>
<td>8</td>
<td>526 1,946,768</td>
</tr>
<tr>
<td>Florida State League (A)</td>
<td>12</td>
<td>775 1,172,695</td>
</tr>
<tr>
<td>Midwest League (A)</td>
<td>14</td>
<td>926 8,855</td>
</tr>
<tr>
<td>South Atlantic League (A)</td>
<td>14</td>
<td>926 8,855</td>
</tr>
<tr>
<td>New York-Penn League (A)</td>
<td>8</td>
<td>510 1,588,913</td>
</tr>
<tr>
<td>Northwest League (A)</td>
<td>14</td>
<td>302 1,051,265</td>
</tr>
<tr>
<td>Appalachian League (Rookie)</td>
<td>10</td>
<td>319 347,451</td>
</tr>
<tr>
<td>Pioneer League (Rookie)</td>
<td>8</td>
<td>289 633,622</td>
</tr>
</tbody>
</table>

### 51.4 Class AAA Leagues

Average attendance for Class AAA teams during the 2016 regular season was as follows:

**International League**

<table>
<thead>
<tr>
<th>Teams</th>
<th>Attendance</th>
<th>Games</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlotte Knights</td>
<td>628,173</td>
<td>70</td>
<td>8,974</td>
</tr>
<tr>
<td>Indianapolis Indians</td>
<td>636,888</td>
<td>71</td>
<td>8,970</td>
</tr>
<tr>
<td>Columbus Clippers</td>
<td>602,171</td>
<td>68</td>
<td>8,855</td>
</tr>
<tr>
<td>Lehigh Valley IronPigs</td>
<td>611,015</td>
<td>70</td>
<td>8,729</td>
</tr>
<tr>
<td>Buffalo Bisons</td>
<td>562,755</td>
<td>70</td>
<td>8,039</td>
</tr>
<tr>
<td>Toledo Mud Hens</td>
<td>532,008</td>
<td>68</td>
<td>7,824</td>
</tr>
<tr>
<td>Durham Bulls</td>
<td>547,156</td>
<td>72</td>
<td>7,599</td>
</tr>
<tr>
<td>Louisville Bats</td>
<td>506,030</td>
<td>71</td>
<td>7,127</td>
</tr>
<tr>
<td>Norfolk Tides</td>
<td>373,042</td>
<td>68</td>
<td>5,486</td>
</tr>
<tr>
<td>Rochester Red Wings</td>
<td>434,897</td>
<td>68</td>
<td>6,396</td>
</tr>
<tr>
<td>Pawtucket Red Sox</td>
<td>407,097</td>
<td>67</td>
<td>6,076</td>
</tr>
<tr>
<td>Scranton/Wilkes-Barre RailRiders</td>
<td>424,991</td>
<td>70</td>
<td>6,071</td>
</tr>
<tr>
<td>Syracuse Chiefs</td>
<td>274,427</td>
<td>66</td>
<td>4,158</td>
</tr>
<tr>
<td>Gwinnett Braves</td>
<td>225,259</td>
<td>70</td>
<td>3,218</td>
</tr>
</tbody>
</table>

**Pacific Coast League**

- Round Rock Express: 613,226 71 8,637
- Sacramento River Cats: 609,666 71 8,587
• El Paso Chihuahuas: 564,259 72 7,837
• Albuquerque Isotopes: 522,266 67 7,795
• Iowa Cubs: 504,160 68 7,414
• Salt Lake Bees: 503,659 70 7,195
• Nashville Sounds: 504,060 71 7,099
• Oklahoma City Dodgers: 437,905 67 6,536
• Fresno Grizzlies: 439,389 71 6,189
• Omaha Storm Chasers: 356,135 67 5,315
• Tacoma Rainiers: 377,164 71 5,312
• Reno Aces: 365,883 70 5,227
• New Orleans Zephyrs: 339,400 66 5,142
• Las Vegas 51s: 331,999 68 4,882
• Memphis Redbirds: 324,581 69 4,704
• Colorado Springs Sky Sox: 270,100 64 4,220

Unlike the other two Class AAA circuits, Mexican League teams are not affiliated with Major League Baseball teams.

51.5 Sponsors
Minor League Baseball sponsors for the 2017 season were Bush’s Beans, Crayola, E&J Gallo Winery, Esurance, John Deere, ServiceMaster, Sunrun, and Uncle Ray’s Potato Chips.

51.6 Market Resources
Minor League Baseball, 9550 16th Street N., St. Petersburg, FL 33716.
(727) 822-6937. (www.milb.com)
MINOR LEAGUE HOCKEY

52.1 Overview
There are five established minor hockey leagues, as follows:

<table>
<thead>
<tr>
<th>League</th>
<th>Founded</th>
<th>Teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Hockey League (<a href="http://www.theahl.com">www.theahl.com</a>)</td>
<td>1936</td>
<td>30</td>
</tr>
<tr>
<td>East Coast Hockey League (<a href="http://www.echl.com">www.echl.com</a>)</td>
<td>1988</td>
<td>27</td>
</tr>
<tr>
<td>Federal Hockey League (<a href="http://www.thefederalhockeyleague.com)">www.thefederalhockeyleague.com)</a></td>
<td>2010</td>
<td>7</td>
</tr>
<tr>
<td>Ligue Nord-Américaine de Hockey (<a href="http://www.lnah.com">www.lnah.com</a>)</td>
<td>1996</td>
<td>7</td>
</tr>
<tr>
<td>Southern Professional Hockey League (<a href="http://www.thesphl.com">www.thesphl.com</a>)</td>
<td>2004</td>
<td>10</td>
</tr>
</tbody>
</table>

52.2 American Hockey League
The American Hockey League (AHL) is the primary developmental circuit for the National Hockey League. For the 2016-2017 season, attendance for the AHL was 6,498,733, or a per-game average of 5,832, a 2.7% drop over the previous season. Each team played 38 games. Average attendance by team was as follows:

- Hershey Bears: 9,309
- Lake Erie Monsters: 9,005
- San Diego Gulls: 8,876
- Providence Bruins: 8,263
- Grand Rapids Griffins: 8,245
- Ontario Reign: 8,068
- Chicago Wolves: 7,967
- Lehigh Valley Phantoms: 7,936
- San Antonio Rampage: 6,408
- Charlotte Checkers: 6,179
- Toronto Marlies: 6,114
- Iowa Wild: 6,019
- Manitoba Moose: 5,656
- Wilkes-Barre/Scranton Penguins: 5,547
- Syracuse Crunch: 5,502
- Milwaukee Admirals: 5,408
- Rochester Americans: 5,328
- Texas Stars: 5,111
- Bakersfield Condors: 5,087
- Springfield Thunderbirds: 4,664
• Stockton Heat: 4,531
• Rockford IceHogs: 4,328
• San Jose Barracuda: 4,312
• Hartford Wolf Pack: 4,238
• St. John’s IceCaps: 4,103
• Tucson Roadrunners: 4,054
• Bridgeport Sound Tigers: 3,902
• Utica Comets: 3,870
• Binghamton Senators: 3,666
• Albany Devils: 2,949

The 2016-2017 season (October 14, 2016 through April 15, 2017) concluded with the Calder Cup Championship.

52.3 East Coast Hockey League

Attendance for the East Coast Hockey League for the 2016-2017 season was 4,132,784 million, or an average 4,252 per game, a 3.0% decline from the prior season. Each team played 36 games. Average attendance by team was as follows:

• Fort Wayne Komets: 7,568
• Toledo Walleye: 7,074
• Tulsa Oilers: 6,110
• Orlando Solar Bears: 5,498
• Utah Grizzlies: 5,360
• Florida Everblades: 5,284
• Missouri Mavericks: 5,068
• Colorado Eagles: 4,751
• Atlanta Gladiators: 4,738
• Wichita Thunder: 4,689
• Allen Americans: 4,340
• Idaho Steelheads: 4,253
• Cincinnati Cyclones: 4,214
• Greenville Swamp Rabbits: 3,962
• Quad City Mallards: 3,928
• Reading Royals: 3,910
• South Carolina Stingrays: 3,734
• Alaska Aces: 3,623
• Indy Fuel: 3,591
• Manchester Monarchs: 3,580
• Rapid City Rush: 3,321
• Brampton Beast: 3,106
• Norfolk Admirals: 2,984
• Adirondack Thunder: 2,830
• Wheeling Nailers: 2,651
- Kalamazoo Wings: 2,333
- Elmira Jackals: 2,300

52.4 Market Resources
American Hockey League, One Monarch Place, Suite 2400, Springfield, MA 01144. (413) 495-1035. (www.theahl.com)

53

NBA DEVELOPMENT LEAGUE

53.1 Overview
The NBA Development League (D-League; http://dleague.nba.com), the NBA’s first official minor league, launched in 2001. The league has evolved each year since its formation, with all eight of the inaugural teams relocating and several new teams added.

The D-League had 22 teams for the 2016-2017 season.

53.2 NBA Gatorade League
Beginning with the 2017-2018 season, the D-League will be renamed the NBA Gatorade League (NBA G-League) as part of a multiyear expanded partnership. This marks the first time a U.S. professional sports league has named an entitlement partner.

As part of the deal announced in February 2017, a NBA G-League logo will be featured on game balls, team jerseys, on-court signage and digital properties. G-League teams will also have assistance from the Gatorade Sports Science Institute in programs to enhance player sports performance and recovery.

The Gatorade Sports Science Institute facilities, in Bradenton, Florida, and Barrington, Illinois, are geared toward maximizing athlete performance and health through research, education, innovation, and high-caliber sports nutrition science.

“In a deal that will be assessed more on its research and development indicators than traditional branding, Gatorade is counting on its bold makeover of the NBA D-League to serve as a petri dish for the company’s sports science laboratory.”

SportsBusiness Journal, 2/20/17
53.3 Teams and NBA Affiliates

Among the 22 NBA G-League teams, 16 are owned by NBA clubs. Six (indicated with an asterisk) are privately owned. Teams and affiliates are as follows:

- Austin Spurs          San Antonio Spurs
- Canton Charge        Cleveland Cavaliers
- Delaware 87ers        Philadelphia 76ers
- Erie BayHawks         Orlando Magic
- Fort Wayne Mad Ants   Indiana Pacers
- Grand Rapids Drive    Detroit Pistons*
- Greensboro Swarm      Charlotte Hornets
- Iowa Energy           Memphis Grizzlies*
- Long Island Nets      Brooklyn Nets
- Maine Red Claws       Boston Celtics*
- Northern Arizona Suns Phoenix Suns
- Oklahoma City Blue    Oklahoma City Thunder
- Raptors 905           Toronto Raptors
- Reno Bighorns         Sacramento Kings
- Rio Grande Valley Vipers Houston Rockets*
- Salt Lake City Stars  Utah Jazz
- Santa Cruz Warriors   Golden State Warriors
- Sioux Falls Skyforce  Miami Heat*
- South Bay Lakers      Los Angeles Lakers
- Texas Legends         Dallas Mavericks*
- Westchester Knicks    New York Knicks
- Windy City Bulls      Chicago Bulls

53.4 Arenas

NBA G-League arenas and capacity are as follows:

<table>
<thead>
<tr>
<th>Stadium</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austin Spurs H-E-B Center (Cedar Park)</td>
<td>7,200</td>
</tr>
<tr>
<td>Canton Charge Canton Memorial Civic Center</td>
<td>5,200</td>
</tr>
<tr>
<td>Delaware 87ers Bob Carpenter Center (Newark)</td>
<td>5,100</td>
</tr>
<tr>
<td>Erie BayHawks Erie Insurance Arena</td>
<td>6,750</td>
</tr>
<tr>
<td>Fort Wayne Mad Ants Allen County War Memorial Coliseum</td>
<td>13,000</td>
</tr>
<tr>
<td>Grand Rapids Drive DeltaPlex Arena (Walker)</td>
<td>4,500</td>
</tr>
<tr>
<td>Greensboro Swarm Greensboro Coliseum Fieldhouse</td>
<td>2,500</td>
</tr>
<tr>
<td>Iowa Energy Wells Fargo Arena (Des Moines)</td>
<td>16,110</td>
</tr>
<tr>
<td>Long Island Nets Barclays Center</td>
<td>17,732</td>
</tr>
<tr>
<td>Maine Red Claws Portland Exposition Building</td>
<td>3,100</td>
</tr>
<tr>
<td>Northern Arizona Suns Prescott Valley Event Center</td>
<td>5,100</td>
</tr>
<tr>
<td>Oklahoma City Blue Cox Convention Center</td>
<td>13,846</td>
</tr>
<tr>
<td>Raptors 905 Hershey Centre (Mississauga)</td>
<td>5,000</td>
</tr>
<tr>
<td>Reno Bighorns Reno Events Center</td>
<td>7,000</td>
</tr>
</tbody>
</table>
• Rio Grande Valley Vipers State Farm Arena (Hidalgo) 5,500
• Salt Lake City Stars Lifetime Activities Center-Bruin Arena 5,000
• Santa Cruz Warriors Kaiser Permanente Arena 2,505
• Sioux Falls Skyforce Sanford Pentagon 3,250
• South Bay Lakers UCLA Health Training Center (El Segundo) 508
• Texas Legends Dr. Pepper Arena (Frisco) 4,500
• Westchester Knicks Westchester County Center (White Plains) 5,000
• Windy City Bulls Sears Centre (Hoffman Estates) 10,000

53.5 Attendance
During the 2016-2017 season, 3 million fans attended NBA D-League games, marking the 8th straight year that total attendance surpassed 1 million fans.

The March 12, 2017 playoff game (Raptors 905 vs. Austin Spurs), at Hershey Centre, set the NBA G-League all-time single game record, with 18,090 in attendance.

53.6 Media Rights
As part of a nine-year agreement that began with the 2016-2017 season, at least 20 NBA G-League games will be aired on ESPN television networks each season through 2024-2025.

ESPN televised the entire NBA D-League 2016-2017 postseason, with the playoffs and Finals airing on ESPNU and ESPNEWS.

NBA TV and YouTube combined to present more than 400 NBA D-League games, highlights, and short-form digital content during the 2016-2017 season.

53.7 Sponsors
Sponsors for the 2016-2017 season were BBVA, Boost Mobile, Diageo, Harman, Kaiser Permanente, Samsung, and Unilever

Nine teams have jersey partnerships: the Austin Spurs (Texas Descon), Erie BayHawks (LECOM), Fort Wayne Mad Ants (Lutheran Health Network), Grand Rapids Drive (Metro Health), Oklahoma City Blue (Continental Resources), Rio Grande Valley Vipers (Lone Star National Bank), Santa Cruz Warriors (PayStand), Texas Legends (Chihuahua, Mexico) and Westchester Knicks (Chase).
54

NORTH AMERICAN SOCCER LEAGUE & UNITED SOCCER LEAGUE

54.1 Overview

The United States Soccer Federation (www.ussoccer.com) classifies the three professional soccer leagues in the United States as follows:

- Division I: Major League Soccer (MLS)
- Division II: North American Soccer League (NASL)
- Division III: United Soccer League (USL)

Major League Soccer is assessed in Chapter 44 of this handbook. Division II and Division III leagues are assessed in this chapter.

54.2 North American Soccer League

The North American Soccer League (www.nasl.com), a professional men’s soccer league, was founded in 2009 and began play in 2011.

The NASL uses a split-season schedule running from April to early November, with a four-week break in July. The spring and fall champions, along with the two teams with the best combined spring/fall records meet in The Championship, a four-team single elimination tournament.

Eleven (11) teams competed in the 2017 season, March 25 through September 29, as follows:

- FC Edmonton (Edmonton, Alberta, Canada)
- Fort Lauderdale Strikers (Fort Lauderdale, FL)
- Indy Eleven (Indianapolis, IN)
- Jacksonville Armada FC (Jacksonville, FL)
- Miami FC (Miami, FL)
- New York Cosmos (Hempstead, NY)
- North Carolina FC (Cary, NC)
- Ottawa Fury FC (Ottawa, Ontario, Canada)
- Puerto Rico FC (Bayamón, Puerto Rico)
- Rayo OKC (Yukon, OK)
- San Francisco Deltas (San Francisco, CA)
54.3 United Soccer League

The United Soccer League (USL, www.uslsoccer.com), a professional men’s soccer league in the United States and Canada, launched in 2011 and has doubled in size since 2014. The league rebranded from USL Pro in 2015. Six teams were added in 2016.

In 2013, USL and MLS agreed to integrate USL competition with the MLS Reserve League, with the aim of improving player development in North America. Twenty (20) USL teams are affiliated with MLS teams.

The regular season consists of 30 games per team. The USL Cup follows the regular season.

Thirty (30) teams competed in the 2017 season, March 25 through September 25, as follows:

- Bethlehem Steel FC (Bethlehem, PA)
- Charleston Battery (Charleston, SC)
- Charlotte Independence (Matthews, NC)
- Colorado Springs Switchbacks FC (Colorado Springs, CO)
- FC Cincinnati (Cincinnati, OH)
- Harrisburg City Islanders (Harrisburg, PA)
- LA Galaxy II (Carson, CA)
- Louisville City FC (Louisville, KY)
- New York Red Bulls II (Montclair, NJ)
- OKC Energy FC (Oklahoma City, OK)
- Orange County SC (Irvine, CA)
- Orlando City B (Orlando, FL)
- Ottawa Fury FC (Ottawa, Ontario, Canada)
- Phoenix Rising FC (Scottsdale, AZ)
- Pittsburgh Riverhounds (Pittsburgh, PA)
- Portland Timbers 2 (Portland, OR)
- Real Monarchs SLC (Sandy, UT)
- Reno 1868 FC (Reno, NV)
- Richmond Kickers (Richmond, VA)
- Rio Grande Valley FC Toros (Edinburg, TX)
- Rochester Rhinos (Rochester, NY)
- Sacramento Republic FC (Sacramento, CA)
- Saint Louis FC (Fenton, MO)
- San Antonio FC (San Antonio, TX)
- Seattle Sounders FC 2 (Tukwila, WA)
- Swope Park Rangers KC (Kansas City, MO)
- Tampa Bay Rowdies (St. Petersburg, FL)
- Toronto FC II (Vaughan, Ontario, Canada)
- Tulsa Roughnecks FC (Tulsa, OK)
- Vancouver Whitecaps FC 2 (Vancouver, British Columbia, Canada)
Destination 2020, the USL’s strategic plan, projects a league with upward of 40 teams across the country, centered on local rivalries, and each playing in its own soccer-specific stadium with 5,000 to 10,000 seats.

54.4 Market Resources

United Soccer League, 1715 N. Westshore Boulevard, Suite 825, Tampa, FL 33607. (www.uslsoccer.com)

U.S. Soccer Federation, 1801 S. Prairie Avenue, Chicago, IL 60616. (312) 808-1300. (www.ussoccer.com)
PART VI: WOMEN’S LEAGUE SPORTS
WOMEN’S NATIONAL BASKETBALL ASSOCIATION

55.1 Overview

The Women’s National Basketball Association (WNBA) season runs May (pre-season) through September, with each team playing 17 home games. The 2017 season began with 12 teams.

55.2 Arenas

Arenas and seating capacity for WNBA teams are as follows:

<table>
<thead>
<tr>
<th>Arena</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Dream McCamish Pavilion</td>
<td>8,600</td>
</tr>
<tr>
<td>Chicago Sky Allstate Arena (Rosemont)</td>
<td>17,500</td>
</tr>
<tr>
<td>Connecticut Sun Mohegan Sun Arena (Uncasville)</td>
<td>9,323</td>
</tr>
<tr>
<td>Indiana Fever Bankers Life Fieldhouse (Indianapolis)</td>
<td>18,165</td>
</tr>
<tr>
<td>New York Liberty Madison Square Garden</td>
<td>19,812</td>
</tr>
<tr>
<td>Washington Mystics Verizon Center</td>
<td>20,356</td>
</tr>
<tr>
<td>Dallas Wings College Park Center (Arlington)</td>
<td>7,000</td>
</tr>
<tr>
<td>Los Angeles Sparks Staples Center</td>
<td>18,997</td>
</tr>
<tr>
<td>Minnesota Lynx Target Center (Minneapolis)</td>
<td>19,356</td>
</tr>
<tr>
<td>Phoenix Mercury Talking Stick Resort Arena</td>
<td>18,055</td>
</tr>
<tr>
<td>San Antonio Stars AT&amp;T Center</td>
<td>18,418</td>
</tr>
<tr>
<td>Seattle Storm KeyArena</td>
<td>15,354</td>
</tr>
</tbody>
</table>

Several WNBA teams have NBA counterparts and play in the same arena.

55.3 Attendance

Regular-season average game attendance has been as follows (change from previous season in parenthesis):

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>9,669 (inaugural season)</td>
<td></td>
</tr>
<tr>
<td>1998</td>
<td>10,869 (12.4%)</td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td>10,207 (-6.1%)</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>9,072 (-11.1%)</td>
<td></td>
</tr>
<tr>
<td>2001</td>
<td>9,075 (no change)</td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td>9,228 (1.7%)</td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>8,800 (-4.3%)</td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>8,613 (-4.1%)</td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>8,172 (-4.5%)</td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td>7,490 (-7.0%)</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>7,750 (1.7%)</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>7,948 (2.4%)</td>
<td></td>
</tr>
<tr>
<td>Year</td>
<td>Attendance</td>
<td>Change</td>
</tr>
<tr>
<td>------</td>
<td>------------</td>
<td>--------</td>
</tr>
<tr>
<td>2009</td>
<td>8,039 (1.1%)</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>7,834 (-2.6%)</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>7,955 (1.5%)</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>7,456 (-6.3%)</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>7,531 (1.0%)</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>7,578 (0.6%)</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>7,318 (-3.4%)</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>7,655 (4.6%)</td>
<td></td>
</tr>
</tbody>
</table>

Average regular-season attendance for home games during the 2016 season for WNBA teams was as follows:

- Phoenix Mercury: 10,351
- New York Liberty: 9,724
- Los Angeles Sparks: 9,638
- Minnesota Lynx: 9,266
- Indiana Fever: 8,575
- Seattle Storm: 7,230
- Chicago Sky: 7,009
- Washington Mystics: 6,929
- San Antonio Silver Stars: 6,385
- Connecticut Sun: 5,837
- Atlanta Dream: 5,614
- Dallas Wings: 5,298

### 55.4 Sponsors

WNBA marketing partners for the 2017 season were adidas, American Express, Anheuser-Busch InBev, BBVA Compass, Cisco, Diageo, Gatorade, Harman, Kaiser Permanente, KIA, Nike, Pepsico, Samsung, SAP, Spalding, State Farm, Tissot, and Verizon.

WNBA team jersey sponsorships are as follows:

- Chicago Sky: Magellan Corporation
- Connecticut Sun: Frontier Communications
- Indiana Fever: Finish Line
- Los Angeles Sparks: EquiTrust Life Insurance
- Minnesota Lynx: Mayo Clinic
- New York Liberty: DraftKings
- San Antonio Stars: H-E-B
- Tulsa Shock: Osage Casino

In 2011, the WNBA signed a league-wide marquee sponsorship deal with Boost Mobile that allows the Boost Mobile logo to be placed on teams’ jerseys (excluding San Antonio) in addition to branding on the courts and in arenas.
55.5 Television Broadcast Rights

WNBA games are televised by ABC, ESPN2, and NBA TV. The broadcast rights deal with ESPN and ABC runs through the 2020 season. ABC broadcasts the first regular-season game and the All-Star game; other games are on ESPN2. ESPN pays the WNBA $12 million annually for broadcast rights.

All teams have select games broadcast on local television. Coverage is as follows:

• Atlanta Dream: Fox Sports South, SportSouth
• Chicago Sky: The U Too
• Connecticut Sun: CPTV Sports
• Indiana Fever: Fox Sports Indiana
• Los Angeles Sparks: Time Warner Cable SportsNet
• Minnesota Lynx: Fox Sports North
• New York Liberty: MSG Network, MSG Plus
• Phoenix Mercury: Fox Sports Arizona
• San Antonio Silver Stars: Fox Sports Southwest
• Seattle Storm: KONG 6/16
• Tulsa Shock: Cox Cable Channel 3
• Washington Mystics: CSN Mid-Atlantic

WNBA LiveAccess, launched on WNBA.com in 2009, provides access to more than 200 live game webcasts throughout the WNBA season. Every game except those broadcast on ABC, ESPN, or ESPN2 (which are available on ESPN3.com) is streamed and archived for on-demand viewing.

55.6 TV Viewership

Regular season TV viewership on ESPN2 has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Telecasts</th>
<th>Avg. Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>13</td>
<td>248,000</td>
</tr>
<tr>
<td>2009</td>
<td>12</td>
<td>269,000</td>
</tr>
<tr>
<td>2010</td>
<td>18</td>
<td>258,000</td>
</tr>
<tr>
<td>2011</td>
<td>11</td>
<td>270,000</td>
</tr>
<tr>
<td>2012</td>
<td>10</td>
<td>180,000</td>
</tr>
<tr>
<td>2013</td>
<td>13</td>
<td>231,000</td>
</tr>
<tr>
<td>2014</td>
<td>13</td>
<td>235,000</td>
</tr>
<tr>
<td>2015</td>
<td>11</td>
<td>202,000</td>
</tr>
<tr>
<td>2016</td>
<td>12</td>
<td>224,000</td>
</tr>
</tbody>
</table>
55.7 Fan Demographics
According to an ESPN Sports Poll, WNBA fan distribution is as follows:

Gender
• Male: 60%
• Female: 40%

Age
• 12-to-17: 23%
• 18-to-24: 25%
• 25-to-34: 10%
• 35-to-44: 12%
• 45-to-54: 17%
• 55 and older: 24%

55.8 Market Resources
Women’s National Basketball Association, 645 Fifth Avenue, New York, NY 10022. (www.wnba.com)
56

LEGENDS FOOTBALL LEAGUE

56.1 Overview
The Lingerie Football League (LFL, www.lflus.com), founded in 2009, was rebranded as the Legends Football League in 2013.
LFL plays 7-on-7 tackle football. Games are played in the spring and summer at NBA, NFL, NHL, and MLS arenas and stadiums.
The LFL, based in the United States, has two affiliated leagues: the five-team Legends Football League Australia and the four-team Legends Football League Canada.

56.2 2017 Season
The 2017 LFL season opened April 14 with eight teams, as follows:

<table>
<thead>
<tr>
<th>Team</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Steam</td>
<td>Arena at Gwinnett Center (Duluth, GA)</td>
</tr>
<tr>
<td>Austin Acoustic</td>
<td>Cedar Park Center (Cedar Park, TX)</td>
</tr>
<tr>
<td>Chicago Bliss</td>
<td>Toyota Park (Bridgeview, IL)</td>
</tr>
<tr>
<td>Denver Dream</td>
<td>Budweiser Event Center (Loveland, CO)</td>
</tr>
<tr>
<td>Los Angeles Temptation</td>
<td>Los Angeles Memorial Coliseum (Los Angeles, CA)</td>
</tr>
<tr>
<td>Omaha Heart</td>
<td>Ralston Arena (Omaha, NE)</td>
</tr>
<tr>
<td>Pittsburgh Rebellion</td>
<td>Highmark Stadium (Pittsburgh, PA)</td>
</tr>
<tr>
<td>Seattle Mist</td>
<td>ShoWare Center (Kent, WA)</td>
</tr>
</tbody>
</table>

56.3 Media
Since 2013, LFL has aired games on a week-delayed basis on YouTube.
Fuse became the exclusive broadcaster of LFL games in the US. in 2015.
Games are still uploaded to YouTube seven days after the broadcast.
57

NATIONAL PRO FASTPITCH

57.1 Overview
National Pro Fastpitch (NPF, www.profastpitch.com) is a women’s professional softball league in the United States. There is no professional league for men. NPF launched in 2004 following the demise of its predecessor, the Women’s Pro Softball League. NPF is an Official Developmental Partner of Major League Baseball. The NPF season is from June through August.

57.2 Teams
The 2017 season opened with five teams, as follows:
• Akron Racers (Akron, OH)
• Chicago Bandits (Rosemont, IL)
• Scrap Yard Dogs (Conroe, TX)
• Texas Charge (San Marcos, TX)
• USSSA Pride (Kissimmee, FL)

57.3 Sponsors
NPF sponsors for 2017 were 2XU, Boombah, Diamond Sports, FWV Sports & Entertainment, Eye Black, and Wilson Sporting Goods Co.

57.4 Market Resources
National Pro Fastpitch, 3350 Hobson Pike, Hermitage, TN 37076. (615) 232-2900. (www.profastpitch.com)
58

NATIONAL WOMEN’S HOCKEY LEAGUE

58.1 Overview
The National Women’s Hockey League (NWHL, www.nwhl.zone) launched in March 2015. Dani Rylan is the league’s founder and commissioner.
Prior to the formation of the NWHL, the Canadian Women’s Hockey League was the only professional women’s hockey league in North America.
Players were paid a minimum of $10,000 during the 2015-2016 (inaugural) season; teams had a $270,000 salary cap. The minimum dropped to $5,000 per player during the 2016-2017 (second) season and an incentive program was introduced where players from the home team split the revenue generated by tickets sold in excess of 500 units per game.
The NWHL champion is awarded the Isobel Cup, named after Lady Isobel Gathorne-Hardy.

58.2 2016-2017 Season
The 18-game season runs October through February. The second season was played with four teams, as follows:

<table>
<thead>
<tr>
<th>Team</th>
<th>Arena</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston Pride</td>
<td>Alexander C. Bright Hockey Center (Harvard University)</td>
</tr>
<tr>
<td>Buffalo Beauts</td>
<td>Harbor Center</td>
</tr>
<tr>
<td>Connecticut Whale</td>
<td>Chelsea Piers Connecticut (Stamford)</td>
</tr>
<tr>
<td>New York Riveters</td>
<td>Aviator Sports &amp; Events Center</td>
</tr>
</tbody>
</table>

Attendance dropped to about 750 per game during the 2016-2017 season from 1,000 the prior season. The decline was, in part, because of moves to smaller venues, which ultimately produced more sellouts in the second season.
In February 2017, the league announced that the season and playoffs would be shortened to accommodate for the players’ participation in the 2017 IIHF World Championships and preparations for the 2018 Olympics.
“The National Women’s Hockey League’s second season was marked by both progress and setbacks, but those involved with the league are confident in the path ahead. By several measures, the league’s second season ... was a bigger success than year one.”

*SportsBusiness Journal, 3/13/17*

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**58.3 Media**

ESPN contracted to broadcast all 2015 season games on ESPN3. In 2016, Cheddar, an Internet television channel available via Sling TV, broadcast NWHL games.

The NWHL streams non-Cheddar games via Cross-Ice Pass on its own YouTube channel. Viewership on YouTube averaged more than 14,000 for the 2016-2017 season, about three times that of the prior season.

In March 2017, the NWHL announced a deal with ABC News to provide live streaming coverage of the 2017 Isobel Cup Playoffs.

NESN broadcasts all Boston Pride home games.

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**58.4 Sponsors**

Dunkin’ Donuts signed as the first NWHL sponsor in December 2015 and was the only sponsor for the 2016-2017 season.

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“One of the league’s frustrations has been around the lack of sponsorship deals. While there has been interest in the ideals of the league and what it stands for, many have waited for its reach to expand, something that is happening now.”

*SportsBusiness Journal, 3/13/17*
NATIONAL WOMEN’S SOCCER LEAGUE

59.1 Overview

The National Women’s Soccer League (NWSL, www.nwslsoccer.com) played its inaugural season in 2013 with eight teams, four of which were members of the Women’s Professional Soccer, which folded in 2012.

The fifth season began in April 2017 with 10 teams. Each team played 10 home games. Western New York Flash, which won the 2016 championship, relocated to the Research Triangle (Raleigh-Durham) area of North Carolina for the 2017 season and are rebranded as North Carolina Courage.

59.2 Attendance

Total attendance for the 100 games of the 2016 season was 555,775; average attendance was 5,558.

Attendance for prior seasons was as follows:

<table>
<thead>
<tr>
<th>Season</th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013:</td>
<td>375,763</td>
<td>4,270</td>
</tr>
<tr>
<td>2014:</td>
<td>446,820</td>
<td>4,137</td>
</tr>
<tr>
<td>2015:</td>
<td>454,100</td>
<td>5,046</td>
</tr>
</tbody>
</table>

Average attendance for the 2016 season was as follows (change from prior season in parenthesis):

- Portland Thorns FC (Portland, OR): 16,945 (8%)
- Orlando Pride (Orlando, FL): 8,785 (n/a)
- Houston Dash (Houston, TX): 5,696 (11%)
- Seattle Reign FC (Seattle, WA): 4,602 (13%)
- Western New York Flash (Rochester, NY): 3,868 (35%)
- Washington Spirit (Boyds, MD): 3,782 (-8%)
- Boston Breakers (Boston, MA): 3,570 (24%)
- FC Kansas City (Kansas City, MO): 3,162 (2%)
- Chicago Red Stars (Lisle, IL): 3,005 (-29%)
- Sky Blue FC (Piscataway, NJ): 2,162 (-7%)
“Whether it was attendance, sponsorship, or merchandise, in 2016 we were up across the board in any relevant metric. While we are pleased with the growth, there’s certainly far more to be done.”

Jeff Plush, Commissioner
National Women’s Soccer League
SportsBusiness Journal, 10/17/16

NWSL record attendance of 19,123 was at Providence Park (Portland, OR) on August 3, 2014.

59.3 Media Rights
Fox Sports telecast 10 games during the 2016 season, including the two semifinal games and the championship game. Six games were televised on Fox Sports 1 and four games on Fox Sports GO.

The championship game aired on Fox Sports 1 on October 9, 2016 and averaged 180,000 viewers, a 7.8% increase from the prior season. The semifinal games averaged 105,000 and 63,000, respectively, surpassing averages of 48,000 and 28,000 in 2015.

In February 2017, the NWSL announced a three-year agreement with A&E Networks to broadcast an NWSL Game of the Week on Saturday afternoons. As part of the deal, A&E Networks purchased an equity stake in the NWSL, and will form a joint venture with the league, known as NWSL Media, to oversee the league’s marketing and broadcast rights. Players will wear a sleeve patch of the network’s logo on their uniforms.

Most NWSL games are available on YouTube and team websites.

59.4 Sponsors
NWSL sponsors for the 2017 season were Cutter Insect Repellents, National Mango Board, Nike, Thorne Research, and U.S. Soccer Foundation.

The league reported 18% growth in sponsorship revenue in 2016; the increase was 40% at the local level.
59.5 Market Resources
National Women's Soccer League, 1556 S. Michigan Avenue, 2nd Floor, Chicago, IL 60616. (312) 808-1300. (www.nwlsoccer.com)
PART VII: COLLEGIATE & HIGH SCHOOL SPORTS
COLLEGE ATHLETIC PROGRAMS

60.1 Profiles of Major Programs

Alabama A&M University
• Nickname: Bulldogs
• Conference: Southwestern Athletic
• Sports program website: www.aamusports.com

Alabama State University
• Nickname: Hornets
• Conference: Southwestern Athletic
• Sports program website: www.bamastatesports.com

Alcorn State University
• Nickname: Braves
• Conference: Southwestern Athletic
• Sports program website: www.alcornsports.com

American University
• Nickname: Eagles
• Conference: Patriot League
• Sports program website: www.aueagles.com

Appalachian State University
• Nickname: Mountaineers
• Conference: Southern
• Sports program website: www.goasu.com

Arizona State University
• Nickname: Sun Devils
• Conference: Pac-12
• Sports program website: www.thesundevils.com

Arkansas State University
• Nickname: Red Wolves
• Conference: Sun Belt
• Sports program website: www.astateredwolves.com
Auburn University
• Nickname: Tigers
• Conference: Southeastern
• Sports program website: www.auburntigers.com

Austin Peay State University
• Nickname: Governors
• Conference: Ohio Valley
• Sports program website: www.letsgopeay.com

Ball State University
• Nickname: Cardinals
• Conference: Mid-American
• Sports program website: www.ballstatesports.com

Baylor University
• Nickname: Bears
• Conference: Big 12
• Sports program website: www.baylorbears.com

Belmont University
• Nickname: Bruins
• Conference: Atlantic Sun
• Sports program website: www.belmontbruins.com

Bethune-Cookman University
• Nickname: Wildcats
• Conference: Mid-Eastern Atlantic
• Sports program website: www.b-cuathletics.com

Binghamton University
• Nickname: Bearcats
• Conference: America East
• Sports program website: www.bubearcats.com

Boise State University
• Nickname: Broncos
• Conference: Western Athletic
• Sports program website: www.broncosports.com

Boston College
• Nickname: Eagles
• Conference: Atlantic Coast
• Sports program website: www.bceagles.com
Boston University
• Nickname: Terriers
• Conference: Patriot
• Sports program website: www.goterriers.com

Bowling Green State University
• Nickname: Falcons
• Conference: Mid-American
• Sports program website: www.bgsufalcons.com

Bradley University
• Nickname: Braves
• Conference: Missouri Valley
• Sports program website: www.bradleybraves.com

Brigham Young University
• Nickname: Cougars
• Conference: Mountain West
• Sports program website: www.byucougars.com

Brown University
• Nickname: Bears
• Conference: Ivy League
• Sports program website: www.brownbears.com

Bryant University
• Nickname: Bulldogs
• Conference: Northeast
• Sports program website: www.bryantbulldogs.com

Bucknell University
• Nickname: Bison
• Conference: Patriot League
• Sports program website: www.bucknellbison.com

Butler University
• Nickname: Bulldogs
• Conference: Horizon League
• Sports program website: www.butlersports.com

California Polytechnic State University
• Nickname: Mustangs
• Conferences: Big West, Great West
• Sports program website: www.gopoly.com
California State University, Fullerton
• Nickname: Titans
• Conference: Big West
• Sports program website: www.fullertontitans.com

California State University, Northridge
• Nickname: Matadors
• Conference: Big West
• Sports program website: www.gomatadors.com

Campbell University
• Nickname: Camels
• Conference: Atlantic Sun
• Sports program website: www.gocamels.com

Canisius College
• Nickname: Golden Griffins
• Conference: Metro Atlantic Athletic
• Sports program website: www.gogriffs.com

Centenary College
• Nickname: Gents and Ladies
• Conference: The Summit League
• Sports program website: www.gocentenary.com

Central Connecticut State University
• Nickname: Blue Devils
• Conference: Northeast
• Sports program website: www.ccsubluedevils.com

Central Michigan University
• Nickname: Chippewas
• Conference: Mid-American
• Sports program website: www.cmuchippewas.com

Charleston State University
• Nickname: Buccaneers
• Conference: Big South
• Sports program website: www.csusports.com

Chicago State University
• Nickname: Cougars
• Conference: Great West
• Sports program website: www.gocscougars.com
Clemson University
• Nickname: Tigers
• Conference: Atlantic Coast
• Sports program website: www.clemsontigers.com

Cleveland State University
• Nickname: Vikings
• Conference: Horizon League
• Sports program website: www.csuvikings.com

Coastal Carolina University
• Nickname: Chanticleers
• Conference: Big South
• Sports program website: www.goccusports.com

Colgate University
• Nickname: Raiders
• Conference: Patriot League
• Sports program website: www.gocolgateraiders.com

College of Charleston
• Nickname: Cougars
• Conference: Southern
• Sports program website: www.cofcsports.com

College of the Holy Cross
• Nickname: Crusaders
• Conference: Patriot League
• Sports program website: www.goholycross.com

College of William and Mary
• Nickname: Tribe
• Conference: Colonial Athletic Association
• Sports program website: www.tribeathletics.com

Colorado State University
• Nickname: Rams
• Conference: Mountain West
• Sports program website: www.csurams.com

Columbia University
• Nickname: Lions
• Conference: Ivy League
• Sports program website: www.gocolumbialions.com
Coppin State University
• Nickname: Eagles
• Conference: Mid-Eastern Atlantic
• Sports program website: www.coppinstatesports.com

Cornell University
• Nickname: Big Red
• Conference: Ivy League
• Sports program website: www.cornellbigred.com

Creighton University
• Nickname: Bluejays
• Conference: Missouri Valley
• Sports program website: www.gocreighton.com

Dartmouth College
• Nickname: Big Green
• Conference: Ivy League
• Sports program website: www.dartmouthsports.com

Davidson College
• Nickname: Wildcats
• Conference: Southern
• Sports program website: www.davidsonwildcats.com

Delaware State University
• Nickname: Hornets
• Conference: Mid-Eastern Atlantic
• Sports program website: www.dsuhornets.com

DePaul University
• Nickname: Blue Deamons
• Conference: Big East
• Sports program website: www.depaubluedeamons.com

Drake University
• Nickname: Bulldogs
• Conference: Missouri Valley
• Sports program website: www.godrakebulldogs.com

Drexel University
• Nickname: Dragons
• Conference: Colonial Athletic Association
• Sports program website: www.drexeldragons.com
Duke University
- Nickname: Blue Devils
- Conference: Atlantic Coast
- Sports program website: www.goduke.com

Duquesne University
- Nickname: Dukes
- Conference: Atlantic 10
- Sports program website: www.goduquesne.com

Earlham College
- Nickname: Quakers
- Conference: NCAA
- Sports program website: www.goearlham.com

East Carolina University
- Nickname: Pirates
- Conference: USA
- Sports program website: www.ecupirates.com

East Tennessee State University
- Nickname: Buccaneers
- Conference: Atlantic Sun
- Sports program website: www.etsubucks.com

Eastern Illinois University
- Nickname: Panthers
- Conference: Ohio Valley
- Sports program website: www.eiupanthers.com

Eastern Kentucky University
- Nickname: Colonels
- Conference: Ohio Valley
- Sports program website: www.ekusports.com

Eastern Michigan University
- Nickname: Eagles
- Conference: Mid-American
- Sports program website: www.emueagles.com

Eastern Washington University
- Nickname: Eagles
- Conference: Big Sky
- Sports program website: www.goeags.com

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Elon University
• Nickname: Phoenix
• Conference: Southern
• Sports program website: www.elonphoenix.com

Fairfield University
• Nickname: Stags
• Conference: Metro Atlantic Athletic
• Sports program website: www.fairfieldstags.com

Fairleigh Dickinson University
• Nickname: Knights
• Conference: Northeast
• Sports program website: www.fduknights.com

Florida A&M University
• Nickname: Rattlers
• Conference: Mid-Eastern Atlantic
• Sports program website: www.famuathletics.com

Florida Atlantic University
• Nickname: Owls
• Conference: Sun Belt
• Sports program website: www.fausports.com

Florida Gulf Coast University
• Nickname: Eagles
• Conference: Atlantic Sun
• Sports program website: www.fgcuathletics.com

Florida International University
• Nickname: Golden Panthers
• Conference: Sun Belt
• Sports program website: www.fiusports.com

Florida State University
• Nickname: Seminoles
• Conference: Atlantic Coast
• Sports program website: www.seminoles.com

Fordham University
• Nickname: Rams
• Conference: Atlantic 10
• Sports program website: www.fordhamsports.com
Fresno State University
• Nickname: Bulldogs
• Conference: Western Athletic
• Sports program website: www.gobulldogs.com

Furman University
• Nickname: Paladins
• Conference: Southern
• Sports program website: www.furmanpaladins.com

Gardner-Webb University
• Nickname: Bulldogs
• Conference: Big South
• Sports program website: www.gwusports.com

George Mason University
• Nickname: Patriots
• Conference: Colonial Athletic Association
• Sports program website: www.gomason.com

George Washington University
• Nickname: Colonials
• Conference: Atlantic 10
• Sports program website: www.gwsports.com

Georgetown University
• Nickname: Hoyas
• Conference: Big East
• Sports program website: www.guhoyas.collegesports.com

Georgia Institute of Technology
• Nickname: Yellow Jackets
• Conference: Atlantic Coast
• Sports program website: www.ramblinwreck.com

Georgia Southern University
• Nickname: Eagles
• Conference: Southern
• Sports program website: www.georgiasoutherneagles.com

Georgia State University
• Nickname: Panthers
• Conference: Sun Belt
• Sports program website: www.georgiastatesports.com
Gonzaga University
• Nickname: Bulldogs
• Conference: West Coast Conference
• Sports program website: www.gozags.com

Grambling State University
• Nickname: Tigers
• Conference: Southwestern Athletic
• Sports program website: www.gsutigers.com

Hampton University
• Nickname: Pirates
• Conference: Mid-Eastern Atlantic
• Sports program website: www.hamptonpirates.com

Harvard University
• Nickname: Crimson
• Conference: Ivy League
• Sports program website: www.gocrimson.com

High Point University
• Nickname: Panthers
• Conference: Big South
• Sports program website: www.highpointpanthers.com

Hofstra University
• Nickname: Pride
• Conference: Colonial Athletic Association
• Sports program website: www.gohofstra.com

Houston Baptist University
• Nickname: Huskies
• Conference: Southland
• Sports program website: www.hbuhuskies.com

Howard University
• Nickname: Bison
• Conference: Mid-Eastern Atlantic
• Sports program website: www.howard-bison.com

Idaho State University
• Nickname: Bengals
• Conference: Big Sky
• Sports program website: www.isubengals.com
Illinois State University
• Nickname: Redbirds
• Conference: Missouri Valley
• Sports program website: www.goredbirds.com

Indiana State University
• Nickname: Sycamores
• Conference: Missouri Valley
• Sports program website: www.gosycamores.com

Indiana University
• Nickname: Hoosiers
• Conference: Big Ten
• Sports program website: www.iuhoosiers.com

Indiana University-Purdue University, Fort Wayne
• Nickname: Mastodons
• Conference: The Summit League
• Sports program website: www.gomastodons.com

Indiana University-Purdue University, Indianapolis
• Nickname: Jaguars
• Conference: The Summit League
• Sports program website: www.iupuijags.com

Iona College
• Nickname: Gaels
• Conference: Metro Atlantic Athletic
• Sports program website: www.icgaels.com

Iowa State University
• Nickname: Cyclones
• Conference: Big 12
• Sports program website: www.cyclones.com

Jackson State University
• Nickname: Tigers
• Conference: Southwestern Athletic
• Sports program website: www.jsutigers.com

Jacksonville State University
• Nickname: Gamecocks
• Conference: Ohio Valley
• Sports program website: www.jsugamecocksports.com
Jacksonville University
• Nickname: Dolphins
• Conference: Atlantic Sun
• Sports program website: www.judolphins.com

James Madison University
• Nickname: Dukes
• Conference: Colonial Athletic Association
• Sports program website: www.jmusports.com

Kansas State University
• Nickname: Wildcats
• Conference: Big 12
• Sports program website: www.k-statesports.com

Kennesaw State University
• Nickname: Owls
• Conference: Atlantic Sun
• Sports program website: www.ksuowls.com

Kent State University
• Nickname: Golden Flashes
• Conference: Mid-American
• Sports program website: www.kentstatesports.com

La Salle University
• Nickname: Explorers
• Conference: Atlantic 10
• Sports program website: www.goexplorers.com

Lafayette College
• Nickname: Leopards
• Conference: Patriot League
• Sports program website: www.goleopards.com

Lamar University
• Nickname: Cardinals
• Conference: Southland
• Sports program website: www.lamarcardinals.com

Lehigh University
• Nickname: Mountain Hawks
• Conference: Patriot League
• Sports program website: www.lehighsports.com
Liberty University
• Nickname: Flames
• Conference: Big South
• Sports program website: www.libertyflames.com

Lipscomb University
• Nickname: Bisons
• Conference: Atlantic Sun
• Sports program website: www.lipscombsports.com

Long Beach State University
• Nickname: 49ers
• Conference: Big West
• Sports program website: www.longbeachstate.com

Long Island University
• Nickname: Blackbirds
• Conference: Northeast
• Sports program website: www.liuathletics.com

Louisiana State University
• Nickname: Tigers
• Conference: Southeastern
• Sports program website: www.lsusports.com

Louisiana Tech University
• Nickname: Bulldogs
• Conference: Western Athletic
• Sports program website: www.latechsports.com

Loyola College (Maryland)
• Nickname: Greyhounds
• Conference: Metro Atlantic Athletic
• Sports program website: www.loyolagreyhounds.com

Loyola Marymount University
• Nickname: Lions
• Conference: West Coast Conference
• Sports program website: www.lmulions.com

Loyola University (Chicago)
• Nickname: Ramblers
• Conference: Horizon League
• Sports program website: www.loyolaramblers.com
Manhattan College
• Nickname: Jaspers
• Conference: Metro Atlantic Athletic
• Sports program website: www.gojaspers.com

Marist College
• Nickname: Red Foxes
• Conference: Metro Atlantic Athletic
• Sports program website: www.goredfoxes.com

Marquette University
• Nickname: Golden Eagles
• Conference: Big East
• Sports program website: www.gomarquette.com

Marshall University
• Nickname: Thundering Herd
• Conference: USA
• Sports program website: www.herdzone.com

McNeese State University
• Nickname: Cowboys
• Conference: Southland
• Sports program website: www.mcneesesports.com

Mercer University
• Nickname: Bears
• Conference: Pioneer
• Sports program website: www.mercerbears.com

Miami University (Ohio)
• Nickname: Redhawks
• Conference: Mid-American
• Sports program website: www.muredhawks.com

Michigan State University
• Nickname: Spartans
• Conference: Big Ten
• Sports program website: www.msuspartans.com

Middle Tennessee State University
• Nickname: Blue Raiders
• Conference: Sun Belt
• Sports program website: www.goblueraiders.com
Mississippi State University
• Nickname: Bulldogs
• Conference: Southeastern
• Sports program website: www.mstateathletics.com

Mississippi Valley State University
• Nickname: Delta Devils
• Conference: Southwestern Athletic
• Sports program website: www.vsu.edu/athletics

Missouri State University
• Nickname: Bears
• Conference: Missouri Valley
• Sports program website: www.missouristatebears.com

Monmouth University
• Nickname: Hawks
• Conference: Northeast
• Sports program website: www.gomuhawks.com

Montana State University
• Nickname: Bobcats
• Conference: Big Sky
• Sports program website: www.msubobcats.com

Morehead State University
• Nickname: Eagles
• Conference: Ohio Valley
• Sports program website: www.msueagles.com

Morgan State University
• Nickname: Bears
• Conference: Mid-Eastern Atlantic
• Sports program website: www.morganstatebears.com

Mount St. Mary's University
• Nickname: Mount
• Conference: Northeast
• Sports program website: www.mountathletics.com

Murray State University
• Nickname: Racers
• Conference: Ohio Valley
• Sports program website: www.goracers.com
New Jersey Institute of Technology
  • Nickname: Highlanders
  • Conference: Great West
  • Sports program website: www.njithighlanders.com

New Mexico State University
  • Nickname: Aggies
  • Conference: Western Athletic
  • Sports program website: www.nmstatesports.com

Niagara University
  • Nickname: Purple Eagles
  • Conference: Metro Atlantic Athletic
  • Sports program website: www.purpleeagles.com

Nicholls State University
  • Nickname: Colonels
  • Conference: Southland
  • Sports program website: www.geauxcolonels.com

Norfolk State University
  • Nickname: Spartans
  • Conference: Mid-Eastern Atlantic
  • Sports program website: www.nsuspartans.com

North Carolina A&T State University
  • Nickname: Aggies
  • Conference: Mid-Eastern Atlantic
  • Sports program website: www.ncataggies.com

North Carolina Central University
  • Nickname: Eagles
  • Conference: Mid-Eastern Atlantic
  • Sports program website: www.nccueaglepride.com

North Carolina State University
  • Nickname: Wolfpack
  • Conference: Atlantic Coast
  • Sports program website: www.gopack.com

North Dakota State University
  • Nickname: Bison
  • Conference: The Summit League
  • Sports program website: www.gobison.com
Northeastern University
• Nickname: Huskies
• Conference: Colonial Athletic Association
• Sports program website: www.gonu.com

Northern Arizona University
• Nickname: Lumberjacks
• Conference: Big Sky
• Sports program website: www.nauathletics.com

Northern Illinois University
• Nickname: Huskies
• Conference: Mid-American
• Sports program website: www.niuhuskies.com

Northwestern State University
• Nickname: Demons
• Conference: Southland
• Sports program website: www.nsudemons.com

Northwestern University
• Nickname: Wildcats
• Conference: Big Ten
• Sports program website: www.nusports.com

Oakland University
• Nickname: Golden Grizzlies
• Conference: The Summit League
• Sports program website: www.ourgrizzlies.com

Ohio State University
• Nickname: Buckeyes
• Conference: Big Ten
• Sports program website: www.ohiostatebuckeyes.com

Ohio University
• Nickname: Bobcats
• Conference: Mid-American
• Sports program website: www.ohiobobcats.com

Oklahoma State University
• Nickname: Cowboys, Cowgirls
• Conference: Big 12
• Sports program website: www.okstate.com
Old Dominion University
• Nickname: Monarchs
• Conference: Conference USA
• Sports program website: www.odusports.com

Oral Roberts University
• Nickname: Golden Eagles
• Conference: The Summit League
• Sports program website: www.orugoldeneagles.com

Oregon State University
• Nickname: Beavers
• Conference: Pac-12
• Sports program website: www.osubeavers.com

Pennsylvania State University
• Nickname: Nittany Lions
• Conference: Big Ten
• Sports program website: www.gopsusports.com

Pepperdine University
• Nickname: Waves
• Conference: West Coast Conference
• Sports program website: www.pepperdinesports.com

Portland State University
• Nickname: Vikings
• Conference: Big Sky
• Sports program website: www.goviks.com

Prairie View A&M University
• Nickname: Panthers
• Conference: Southwestern Athletic
• Sports program website: http://sports/pvamu.edu

Presbyterian College
• Nickname: Blue Hose
• Conference: Big South
• Sports program website: www.gobluehose.com

Princeton University
• Nickname: Tigers
• Conference: Ivy League
• Sports program website: www.goprincetontigers.com
Providence College
• Nickname: Friars
• Conference: Big East
• Sports program website: www.friars.com

Purdue University
• Nickname: Boilermakers
• Conference: Big Ten
• Sports program website: www.purduesports.com

Quinnipiac University
• Nickname: Bobcats
• Conference: Northeast
• Sports program website: www.quinnipiacbobcats.com

Radford University
• Nickname: Highlanders
• Conference: Big South
• Sports program website: www.radfordathletics.com

Rice University
• Nickname: Owls
• Conference: USA
• Sports program website: www.riceowls.com

Rider University
• Nickname: Broncos
• Conference: Metro Atlantic Athletic
• Sports program website: www.gobroncos.com

Robert Morris University
• Nickname: Colonials
• Conferences: Northeast
• Sports program website: www.rmucolonials.com

Rutgers University
• Nickname: Scarlet Knights
• Conference: Big East
• Sports program website: www.scarletknights.com

Sacramento State University
• Nickname: Hornets
• Conference: Big Sky
• Sports program website: www.hornetsports.com
Sacred Heart University
• Nickname: Pioneers
• Conference: Northeast
• Sports program website: www.sacredheartpioneers.com

Saint Bonaventure University
• Nickname: Bonnies
• Conference: Atlantic 10
• Sports program website: www.gobonnies.com

Saint Francis College (New York)
• Nickname: Terriers
• Conference: Northeast
• Sports program website: www.sfcathletics.com

Saint Francis University (Pennsylvania)
• Nickname: Red Flash
• Conference: Northeast
• Sports program website: www.goredflash.com

Saint Joseph’s University
• Nickname: Hawks
• Conference: Atlantic 10
• Sports program website: www.sjuhawks.com

Saint Louis University
• Nickname: Billikens
• Conference: Atlantic 10
• Sports program website: www.slubillikens.com

Saint Mary’s College of California
• Nickname: Gaels
• Conference: West Coast Conference
• Sports program website: www.smcgauls.com

Sam Houston State University
• Nickname: Bearkats
• Conference: Southland
• Sports program website: www.gobearkats.com

Samford University
• Nickname: Bulldogs
• Conference: Southern
• Sports program website: www.samfordsports.com
San Diego State University
• Nickname: Aztecs
• Conference: Big West
• Sports program website: www.goaztecs.com

San Jose State University
• Nickname: Spartans
• Conference: Western Athletic
• Sports program website: www.sjsuspartams.com

Santa Clara University
• Nickname: Broncos
• Conference: West Coast Conference
• Sports program website: www.santaclarabroncos.com

Savannah State University
• Nickname: Tigers
• Conference: Mid-Eastern Atlantic
• Sports program website: www.ssuathletics.com

Seton Hall University
• Nickname: Pirates
• Conference: Big East
• Sports program website: www.shupirates.com

Siena College
• Nickname: Saints
• Conference: Metro Atlantic Athletic
• Sports program website: www.sienasaints.com

South Carolina State University
• Nickname: Bulldogs
• Conference: Mid-Eastern Atlantic
• Sports program website: www.scsuathletics.com

South Dakota State University
• Nickname: Jackrabbits
• Conference: The Summit League
• Sports program website: www.gojacks.com

Southeast Missouri State University
• Nickname: Redhawks
• Conference: Ohio Valley
• Sports program website: www.gosoutheast.com
Southeastern Louisiana University
• Nickname: Lions
• Conference: Southland
• Sports program website: www.lionsports.net

Southern Illinois University
• Nickname: Salukis
• Conference: Missouri Valley
• Sports program website: www.siusalukis.com

Southern Illinois University, Edwardsville
• Nickname: Cougars
• Conference: Ohio Valley
• Sports program website: www.siuecougars.com

Southern Methodist University
• Nickname: Mustangs
• Conference: American Athletic
• Sports program website: www.smumustangs.com

Southern University
• Nickname: Jaguars
• Conference: Southwestern Athletic
• Sports program website: www.gojagsports.com

Southern Utah University
• Nickname: Thunderbirds
• Conferences: Great West, The Summit League
• Sports program website: www.suutbirds.com

St. Johns University
• Nickname: Red Storm
• Conference: Big East
• Sports program website: www.redstormsports.com

St. Peter's College
• Nickname: Peacocks
• Conference: Metro Atlantic Athletic
• Sports program website: www.spc.edu/athletics

Stanford University
• Nickname: Cardinals
• Conference: Pac-12
• Sports program website: www.gostanford.com
Stephen F. Austin State University
• Nickname: Lumberjacks
• Conference: Southland
• Sports program website: www.sfajacks.com

Stetson University
• Nickname: Hatters
• Conference: Pioneer
• Sports program website: www.gohatters.com

Stony Brook University
• Nickname: Seawolves
• Conference: America East
• Sports program website: www.goseawolves.org

Syracuse University
• Nickname: Orange
• Conference: Atlantic Coast
• Sports program website: www.suathletics.com

Temple University
• Nickname: Owls
• Conference: Atlantic 10
• Sports program website: www.owlsports.com

Tennessee State University
• Nickname: Tigers
• Conference: Ohio Valley
• Sports program website: www.tsutigers.com

Tennessee Technological University
• Nickname: Golden Eagles
• Conference: Ohio Valley
• Sports program website: www.ttusports.com

Texas A&M University
• Nickname: Aggies
• Conference: Big 12
• Sports program website: www.aggieathletics.com

Texas A&M University, Corpus Christi
• Nickname: Islanders
• Conference: Southland
• Sports program website: www.goislanders.com
Texas Christian University
• Nickname: Horned Frogs
• Conference: Mountain West
• Sports program website: www.gofrogs.com

Texas Southern University
• Nickname: Tigers
• Conference: Southwestern Athletic
• Sports program website: www.tsu.edu/athletics

Texas State University
• Nickname: Bobcats
• Conference: Southland
• Sports program website: www.txstatebobcats.com

Texas Tech University
• Nickname: Red Raiders
• Conference: Big 12
• Sports program website: www.texastech.com

The Citadel
• Nickname: Bulldogs
• Conference: Southern
• Sports program website: www.citadelSports.com

Towson University
• Nickname: Tigers
• Conference: Colonial Athletic Association
• Sports program website: www.towsontigers.com

Troy University
• Nickname: Trojans
• Conference: Sun Belt
• Sports program website: www.troytrojans.com

Tulane University
• Nickname: Green Wave
• Conference: USA
• Sports program website: www.tulanegreenwave.com

U.S. Air Force Academy
• Nickname: Falcons
• Conference: Mountain West
• Sports program website: www.goairforcefalcons.com
U.S. Military Academy
  • Nickname: Black Knights
  • Conference: Patriot League
  • Sports program website: www.goarmysports.com

U.S. Naval Academy
  • Nickname: Midshipmen
  • Conference: Patriot League
  • Sports program website: www.navysports.com

University of Akron
  • Nickname: Zips
  • Conference: Mid-American
  • Sports program website: www.goazips.com

University of Alabama
  • Nickname: Crimson Tide
  • Conference: Southeastern
  • Sports program website: www.rolltide.com

University of Alabama, Birmingham
  • Nickname: Blazers
  • Conference: USA
  • Sports program website: www.uabsports.com

University of Albany
  • Nickname: Great Danes
  • Conference: America East
  • Sports program website: www.ualbanysports.com

University of Arizona
  • Nickname: Wildcats
  • Conference: Pac-12
  • Sports program website: www.arizonathletics.com

University of Arkansas
  • Nickname: Razorbacks
  • Conference: Southeastern
  • Sports program website: www.arkansasrazorbacks.com

University of Arkansas, Little Rock
  • Nickname: Trojans
  • Conference: Sun Belt
  • Sports program website: www.ualrtrojans.com
University of Arkansas, Pine Bluff
• Nickname: Golden Lions
• Conference: Southwestern Athletic
• Sports program website: www.uapblionsroar.com

University of Buffalo
• Nickname: Bulls
• Conference: Mid-American
• Sports program website: www.buffalobulls.com

University of California, Berkeley
• Nickname: Golden Bears
• Conference: Pac-12
• Sports program website: www.calbears.com

University of California, Davis
• Nickname: Aggies
• Conference: Big West, Great West
• Sports program website: www.ucdavisaggies.com

University of California, Irvine
• Nickname: Anteaters
• Conference: Big West
• Sports program website: www.ucirvinesports.com

University of California, Los Angeles
• Nickname: Bruins
• Conference: Pac-12
• Sports program website: www.uclabruins.com

University of California, Riverside
• Nickname: Highlanders
• Conference: Big West
• Sports program website: www.gohighlanders.com

University of California, Santa Barbara
• Nickname: Gauchos
• Conference: Big West
• Sports program website: www.ucsbgauchos.com

University of Central Arkansas
• Nickname: Bears
• Conference: Southland
• Sports program website: www.ucasports.com
University of Central Florida
• Nickname: Knights
• Conference: American Athletic
• Sports program website: www.ucfathletics.com

University of Cincinnati
• Nickname: Bearcats
• Conference: Big East
• Sports program website: www.gobearcats.com

University of Colorado at Boulder
• Nickname: Buffaloes
• Conference: Big 12
• Sports program website: www.cubuffs.com

University of Connecticut
• Nickname: Huskies
• Conference: Big East
• Sports program website: www.uconnhuskies.com

University of Dayton
• Nickname: Flyers
• Conference: Atlantic 10
• Sports program website: www.daytonflyers.com

University of Delaware
• Nickname: Fightin’ Blue Hens
• Conference: Colonial Athletic Association
• Sports program website: www.bluehens.com

University of Denver
• Nickname: Pioneers
• Conference: Sun Belt
• Sports program website: www.denverpioneers.com

University of Detroit Mercy
• Nickname: Titans
• Conference: Horizon League
• Sports program website: www.detroittitans.com

University of Evansville
• Nickname: Purple Aces
• Conference: Missouri Valley
• Sports program website: www.gopurpleaces.com
University of Florida
• Nickname: Gators
• Conference: Southeastern
• Sports program website: www.gatorzone.com

University of Georgia
• Nickname: Bulldogs
• Conference: Southeastern
• Sports program website: www.georgiadogs.com

University of Hartford
• Nickname: Hawks
• Conference: America East
• Sports program website: www.hartfordhawks.com

University of Hawaii
• Nickname: Warriors
• Conference: Western Athletic
• Sports program website: www.hawaiianathletics.com

University of Houston
• Nickname: Cougars
• Conference: American Athletic
• Sports program website: www.uhcougars.com

University of Idaho
• Nickname: Vandals
• Conference: Western Athletic
• Sports program website: www.govandals.com

University of Illinois
• Nickname: Fighting Illini
• Conference: Big Ten
• Sports program website: www.fightingillini.com

University of Illinois at Chicago
• Nickname: Flames
• Conference: Horizon League
• Sports program website: www.uicflames.com

University of Iowa
• Nickname: Hawkeyes
• Conference: Big Ten
• Sports program website: www.hawkeyesports.com
University of Kansas
- Nickname: Jayhawks
- Conference: Big 12
- Sports program website: www.kuathletics.com

University of Kentucky
- Nickname: Wildcats
- Conference: Southeastern
- Sports program website: www.ukathletics.com

University of Louisiana, Lafayette
- Nickname: Ragin’ Cajun’s
- Conference: Sun Belt
- Sports program website: www.ragincajuns.com

University of Louisiana, Monroe
- Nickname: Warhawks
- Conference: Sun Belt
- Sports program website: www.ulmwarhawks.com

University of Louisville
- Nickname: Cardinals
- Conference: Big East
- Sports program website: www.uoflsports.com

University of Maine
- Nickname: Black Bears
- Conference: America East
- Sports program website: www.goblackbears.com

University of Maryland
- Nickname: Terrapins
- Conference: Atlantic Coast
- Sports program website: www.umterps.com

University of Maryland, Baltimore County
- Nickname: Retrievers
- Conference: America East
- Sports program website: www.umbcretrievers.com

University of Maryland, Eastern Shore
- Nickname: Hawks
- Conference: Mid-Eastern Atlantic
- Sports program website: www.umeshawks.com
University of Massachusetts
• Nicknames: Minutemen, Minutewomen
• Conference: Atlantic 10
• Sports program website: www.umassathletics.com

University of Memphis
• Nickname: Tigers
• Conference: American Athletic
• Sports program website: www.gotigersgo.com

University of Miami
• Nickname: Hurricanes
• Conference: Atlantic Coast
• Sports program website: www.hurricanesports.com

University of Michigan
• Nickname: Wolverines
• Conference: Big Ten
• Sports program website: www.mgoblue.com

University of Minnesota
• Nickname: Gophers
• Conference: Big Ten
• Sports program website: www.gophersports.com

University of Mississippi
• Nickname: Rebels
• Conference: Southeastern
• Sports program website: www.olemisssports.com

University of Missouri
• Nickname: Tigers
• Conference: Big 12
• Sports program website: www.mutigers.com

University of Missouri, Kansas City
• Nickname: Kangaroos
• Conference: The Summit League
• Sports program website: www.umkckangaroos.com

University of Montana
• Nickname: Grizzlies
• Conference: Big Sky
• Sports program website: www.montanagrizzlies.com
University of Nebraska
• Nickname: Cornhuskers
• Conference: Big Ten
• Sports program website: www.huskers.com

University of Nevada
• Nickname: Wolf Pack
• Conference: Western Athletic
• Sports program website: www.nevadawolfpack.com

University of Nevada, Las Vegas
• Nickname: Rebels
• Conference: Mountain West
• Sports program website: www.unlvrebels.com

University of New Hampshire
• Nickname: Wildcats
• Conference: America East
• Sports program website: www.unhwildcats.com

University of New Mexico
• Nickname: Lobos
• Conference: Mountain West
• Sports program website: www.golobos.com

University of New Orleans
• Nickname: Privateers
• Conference: Independent
• Sports program website: www.unoprivateers.com

University of North Carolina
• Nickname: Tar Heels
• Conference: Atlantic Coast
• Sports program website: www.tarheelblue.com

University of North Carolina, Asheville
• Nickname: Bulldogs
• Conference: Big South
• Sports program website: www.uncabulldogs.com

University of North Carolina, Charlotte
• Nickname: 49ers
• Conference: Atlantic 10
• Sports program website: www.charlotte49ers.com
University of North Carolina, Greensboro
• Nickname: Spartans
• Conference: Southern
• Sports program website: www.uncgspartans.com

University of North Carolina, Wilmington
• Nickname: Seahawks
• Conference: Colonial Athletic Association
• Sports program website: www.uncwsports.com

University of North Dakota
• Nickname: Fighting Sioux
• Conference: Great West
• Sports program website: www.fightingsioux.com

University of North Florida
• Nickname: Ospreys
• Conference: Atlantic Sun
• Sports program website: www.unfospreys.com

University of North Texas
• Nickname: Mean Green
• Conference: Sun Belt
• Sports program website: www.meangreensports.com

University of Northern Colorado
• Nickname: Bears
• Conference: Big Sky
• Sports program website: www.uncbears.com

University of Northern Iowa
• Nickname: Panthers
• Conference: Missouri Valley
• Sports program website: www.unipanthers.com

University of Notre Dame
• Nickname: Fighting Irish
• Conference: Big East
• Sports program website: www.und.com

University of Oklahoma
• Nickname: Sooners
• Conference: Big 12
• Sports program website: www.sooneersports.com
University of Oregon
• Nickname: Ducks
• Conference: Pac-12
• Sports program website: www.goducks.com

University of Pennsylvania
• Nickname: Quakers
• Conference: Ivy League
• Sports program website: www.pennathletics.com

University of Pittsburgh
• Nickname: Panthers
• Conference: Atlantic Coast
• Sports program website: www.pittsburghpanthers.com

University of Portland
• Nickname: Pilots
• Conference: West Coast Conference
• Sports program website: www.portlandpilots.com

University of Richmond
• Nickname: Spiders
• Conference: Atlantic 10
• Sports program website: www.richmondspiders.com

University of Rhode Island
• Nickname: Rams
• Conference: Northeast
• Sports program website: www.gorhody.com

University of San Diego
• Nickname: Toreros
• Conference: West Coast Conference
• Sports program website: www.usdtoreros.com

University of San Francisco
• Nickname: Dons
• Conference: West Coast Conference
• Sports program website: www.usfdons.com

University of South Alabama
• Nickname: Jaguars
• Conference: Sun Belt
• Sports program website: www.usajaguars.com
University of South Carolina
• Nickname: Gamecocks
• Conference: Southeastern
• Sports program website: www.gamecocksonline.com

University of South Carolina Upstate
• Nickname: Spartans
• Conference: Atlantic Sun
• Sports program website: www.upstatespartans.com

University of South Dakota
• Nickname: Coyotes
• Conference: Great West
• Sports program website: www.usdcoyotes.com

University of South Florida
• Nickname: Bulls
• Conference: Big East
• Sports program website: www.gousfbulls.com

University of Southern California
• Nickname: Trojans
• Conference: Pac-12
• Sports program website: www.usctrojans.com

University of Southern Mississippi
• Nickname: Golden Eagles
• Conference: USA
• Sports program website: www.southernmiss.com

University of Tennessee
• Nickname: Volunteers, Lady Vols
• Conference: Southeastern
• Sports Websites: www.utsports.com and www.utladyvols.com

University of Tennessee, Chattanooga
• Nickname: Mocs
• Conference: Southern
• Sports program website: www.gomocs.com

University of Tennessee, Martin
• Nickname: Skyhawks
• Conference: Ohio Valley
• Sports program website: www.utmsports.com
University of Texas
• Nickname: Longhorns
• Conference: Big 12
• Sports program website: www.texassports.com

University of Texas, Arlington
• Nickname: Mavericks
• Conference: Southland
• Sports program website: www.utamavs.com

University of Texas, El Paso
• Nickname: Miners
• Conference: USA
• Sports program website: www.uteathletics.com

University of Texas, Pan American
• Nickname: Broncos
• Conference: Great West
• Sports program website: www.utpabroncs.com

University of Texas, San Antonio
• Nickname: Roadrunners
• Conference: Southland
• Sports program website: www.goutsa.com

University of the Pacific
• Nickname: Tigers
• Conference: Big West
• Sports program website: www.pacific.tigers.com

University of Toledo
• Nickname: Rockets
• Conference: Mid-American
• Sports program website: www.utrockets.com

University of Tulsa
• Nickname: Golden Hurricane
• Conference: USA
• Sports program website: www.tulsahurricane.com

University of Utah
• Nickname: Utes
• Conference: Mountain West
• Sports program website: www.utahutes.com
University of Vermont
• Nickname: Catamounts
• Conference: America East
• Sports program website: www.uvmathletics.com

University of Virginia
• Nickname: Cavaliers
• Conference: Atlantic Coast
• Sports program website: www.virginiasports.com

University of Washington
• Nickname: Huskies
• Conference: Pac-12
• Sports program website: www.gohuskies.com

University of Wisconsin
• Nickname: Badgers
• Conference: Big Ten
• Sports program website: www.uwbadgers.com

University of Wisconsin, Green Bay
• Nickname: Phoenix
• Conference: Horizon League
• Sports program website: www.greenbayphoenix.com

University of Wisconsin, Milwaukee
• Nickname: Panthers
• Conference: Horizon League
• Sports program website: www.uwmpanthers.com

University of Wyoming
• Nickname: Cowboys, Cowgirls
• Conference: Mountain West
• Sports program website: www.wyomingathletics.com

Utah State University
• Nickname: Aggies
• Conference: Western Athletic
• Sports program website: www.utahstateaggies.com

Utah Valley University
• Nickname: Wolverines
• Conference: Great West
• Sports program website: www.wolverinegreen.com
Valparaiso University
• Nickname: Crusaders
• Conference: Horizon League
• Sports program website: www.valpoathletics.com

Vanderbilt University
• Nickname: Commodores
• Conference: Southeastern
• Sports program website: www.vucommodores.com

Villanova University
• Nickname: Wildcats
• Conference: Big East
• Sports program website: www.villanova.com

Virginia Commonwealth University
• Nickname: Rams
• Conference: Colonial Athletic Association
• Sports program website: www.vcuathletics.com

Virginia Military Institute
• Nickname: Keydets
• Conference: Big South
• Sports program website: www.vmikeydets.com

Virginia Polytechnic Institute and State University
• Nickname: Hokies
• Conference: Atlantic Coast
• Sports program website: www.hokiesports.com

Wagner University
• Nickname: Seahawks
• Conference: Northeast
• Sports program website: www.wagnerathletics.com

Wake Forest University
• Nickname: Demon Deacons
• Conference: Atlantic Coast
• Sports program website: www.wakeforestsports.com

Washington State University
• Nickname: Cougars
• Conference: Pac-12
• Sports program website: www.wsucougars.com
Weber State University
• Nickname: Wildcats
• Conference: Big Sky
• Sports program website: www.weberstatesports.com

West Virginia University
• Nickname: Mountaineers
• Conference: Big East
• Sports program website: www.mnsportsnet.com

Western Carolina University
• Nickname: Catamounts
• Conference: Southern
• Sports program website: www.catamountsports.com

Western Illinois University
• Nicknames: Leathernecks (men’s), Westerwinds (women’s)
• Conference: The Summit League
• Sports program website: www.goleathernecks.com

Western Kentucky University
• Nickname: Hilltoppers
• Conference: Sun Belt
• Sports program website: www.wkusports.com

Western Michigan University
• Nickname: Broncos
• Conference: Mid-American
• Sports program website: www.wmubroncos.com

Wichita State University
• Nickname: Shockers
• Conference: Missouri Valley
• Sports program website: www.goshockers.com

Winston-Salem State University
• Nickname: Rams
• Conference: Mid-Eastern Atlantic
• Sports program website: www.wssurams.com

Winthrop University
• Nickname: Eagles
• Conference: Big South
• Sports program website: www.winthropeagles.com
Wofford College
• Nickname: Terriers
• Conference: Southern
• Sports program website: www.woffordterriers.com

Wright State University
• Nickname: Raiders
• Conference: Horizon League
• Sports program website: www.wsuraiders.com

Xavier University
• Nickname: Musketeers
• Conference: Atlantic 10
• Sports program website: www.goxavier.com

Yale University
• Nickname: Bulldogs
• Conference: Ivy League
• Sports program website: www.yalebulldogs.com

Youngstown State University
• Nickname: Penguins
• Conference: Horizon League
• Sports program website: www.ysusports.com
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NCAA SPORTS

61.1 Overview

Annual attendance at college sports events is approximately 100 million. College sports generates about $10.5 billion annually.

The popularity of collegiate sports is immense. According to ESPN Sports Poll, 58% of adults are fans of NCAA football and 48% are fans of NCAA basketball.

“The television contracts are juicy. Across all sports, college athletic revenues are $10.5 billion a year, more than the NFL generates. About 30% of that goes towards scholarships and financial aid for players.”

*The Economist*

College and university sports are organized through the National Collegiate Athletic Association (NCAA, www.ncaa.org) and (www.ncaa.com).

All regular-season college games, conference tournaments, and football bowl game broadcast rights remain the property of the NCAA member colleges, universities, and individual conferences. The NCAA retains exclusive copyright to all video of NCAA championships.

61.2 Men’s and Women’s Sports

The following sports competitions are sponsored by NCAA schools:
Fall
• Cross country (men’s)
• Cross country (women’s)
• Field hockey (women’s)
• Football (men’s)
• Soccer (men’s)
• Soccer (women’s)
• Volleyball (women’s)
• Water polo (men’s)

Winter
• Basketball (men’s)
• Basketball (women’s)
• Bowling (women’s)
• Fencing (men’s/women’s)
• Gymnastics (men’s)
• Gymnastics (women’s)
• Ice hockey (men’s)
• Ice hockey (women’s)
• Indoor track and field (men’s)
• Indoor track and field (women’s)
• Rifle (men’s/women’s)
• Skiing (men’s/women’s)
• Swimming and diving (men’s)
• Swimming and diving (women’s)
• Wrestling (men’s)

Spring
• Baseball (men’s)
• Golf (men’s)
• Golf (women’s)
• Lacrosse (men’s)
• Lacrosse (women’s)
• Outdoor track and field (men’s)
• Outdoor track and field (women’s)
• Rowing (women’s)
• Softball (women’s)
• Tennis (women’s)
• Tennis (men’s)
• Volleyball (men’s)
• Water polo (women’s)

The development of women’s athletic programs has, in large part, been driven by Title IX of the Education Amendments of 1972. According to the NCAA’s Sports
Sponsorship and Participation Rates Report, women’s share among all intercollegiate athletes is 42.8%; in 1972 that figure was 15%.

61.3 Division I Conferences

The NCAA is divided into three divisions, based roughly on school size. There are 35 Division I multi-sport conferences, as follows:

- America East Conference (www.americaeast.com): 9
- American Athletic Conference (www.theamerican.org): 11
- Atlantic 10 Conference (www.atlantic10.com): 14
- Atlantic Coast Conference (ACC; www.theacc.com): 15
- Atlantic Sun Conference (www.atlanticsun.org): 8
- Big 12 Conference (www.big12sports.com): 10
- Big East Conference (www.bigeast.org): 10
- Big Sky Conference (www.bigskyconf.com): 12
- Big South Conference (www.bigsouthsports.com): 11
- Big Ten Conference (www.bigten.org): 14
- Big West Conference (www.bigwest.org): 9
- Colonial Athletic Association (CAA; www.caasports.com): 10
- Conference USA (C-USA; www.conferenceusa.com): 14
- Horizon League (www.horizonleague.org): 10
- Ivy League (www.ivyleaguesports.com): 8
- Metro Atlantic Athletic Conference (MAAC; www.maacsports.com): 9
- Mid-American Conference (MAC; www.mac-sports.com): 12
- Mid-Eastern Athletic Conference (MEAC; www.meacsports.com): 13
- Missouri Valley Conference (MVC; www.mvc-sports.com): 8
- Missouri Valley Football Conference (MVFC; www.valleyfootball.org): 10
- Mountain Pacific Sports Federation (www.mpsports.org): 14
- Mountain West Conference (MW; www.themw.com): 11
- Northeast Conference (NEC; www.northeastconference.org): 10
- Ohio Valley Conference (OVC; www.ovcspports.com): 12
- Pacific-12 Conference (Pac-12; www.pac-12.com): 12
- Patriot League (www.patriotleague.org): 10
- Pioneer Football League (PFL; www.pioneer-football.org): 11
- Southeastern Conference (SEC; secsports.go.com): 14
- Southern Conference (www.soconsports.com): 10
- Southland Conference (www.southland.org): 13
- Southwestern Athletic Conference (SWAC; www.swac.org): 10
- Sun Belt Conference (www.sunbeltsports.org): 11
- The Summit League (www.thesummitleague.org): 10
- West Coast Conference (WCC; www.wccsports.com): 9
- Western Athletic Conference (WAC; www.wacsports.com): 10
There are five Division I independent schools: Army, Brigham Young University, East Tennessee State University, Navy, and Notre Dame.

There has been a realignment of several Division I conferences as colleges with stronger athletic programs have migrated to conferences with lucrative TV rights deals. Five conferences – the ACC, Big 12, Big Ten, Pac-12, and SEC – have long-term broadcast rights deals for football and basketball telecasts valued at over $16 billion (see section 22.9 of this handbook).

The Big Ten Conference expanded to 12 teams with the addition of Pennsylvania State University and the University of Nebraska-Lincoln. Meanwhile, the Big 12 Conference lost two members and now has only 10 schools. The Pac-10 became the Pac-12 in 2011 when the University of Colorado at Boulder and the University of Utah became members. Pittsburgh and Syracuse joined the ACC in 2013, an expansion that means about $2 million a year for each of the conference’s existing schools, according to *SportsBusiness Journal*. The Big Ten, ACC, and Pac-12 have broadcast rights deals of $3.8 billion, $3.6 billion, and $3.0 billion, respectively.

### 61.4 NCAA Revenue

Estimated annual NCAA revenue is $800 million, approximately $700 million (or 90%) of which is derived from media rights payments. The largest revenue source is the 14-year, $10.8 billion agreement with Turner Broadcasting and CBS Sports for rights to the Division I Men’s Basketball Championship.

Sixty percent (60%) of NCAA revenue is distributed directly to Division I conferences, which pass most of the funds along to their member institutions to support their athletics programs. Another major use of NCAA revenue is the support of 89 national championships in 23 sports. In addition to travel expenses for all participants, other benefits include catastrophic-injury insurance coverage for all student-athletes, various scholarship programs, and more.

### 61.5 Conference Revenue

*Forbes* (April 2017) reports revenue of the major conferences as follows:

<table>
<thead>
<tr>
<th>Conference</th>
<th>Total Revenue</th>
<th>Bowl Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Ten</td>
<td>$310 million</td>
<td>$40 million</td>
</tr>
<tr>
<td>Pac-12</td>
<td>$303 million</td>
<td>$39 million</td>
</tr>
<tr>
<td>ACC</td>
<td>$293 million</td>
<td>$35 million</td>
</tr>
<tr>
<td>SEC</td>
<td>$270 million</td>
<td>$50 million</td>
</tr>
<tr>
<td>Big 12</td>
<td>$262 million</td>
<td>$42 million</td>
</tr>
<tr>
<td>Big East</td>
<td>$ 94 million</td>
<td>$30 million</td>
</tr>
<tr>
<td>Conference USA</td>
<td>$ 26 million</td>
<td>$ 6 million</td>
</tr>
<tr>
<td>MAC</td>
<td>$ 22 million</td>
<td>$18 million</td>
</tr>
<tr>
<td>Mountain West</td>
<td>$ 22 million</td>
<td>$ 7 million</td>
</tr>
<tr>
<td>WAC</td>
<td>$ 10 million</td>
<td>$ 6 million</td>
</tr>
</tbody>
</table>

SPONSORS MARKETING 2018-2019

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61.6 Athletic Department Revenue

ESPN (September 2016) reports athletic department revenue as follows:

- Texas A&M: $192.6 million
- Texas: $183.5 million
- Ohio State: $167.2 million
- Michigan: $152.5 million
- Alabama: $148.9 million
- Florida: $147.1 million
- LSU: $138.6 million
- Oklahoma: $134.3 million
- Tennessee: $126.6 million
- Penn State: $125.7 million

“Powered by multimillion-dollar media rights contracts and rising ticket-sales revenue, the nation’s richest athletic departments – those in the Power Five conferences – pulled in a record $6 billion last year, nearly $4 billion more than all other schools combined. The gulf between college sports’ haves and have-nots has never been greater.”

ESPN, 9/6/16

ESPN’s database of athletic department revenue for major colleges is posted at https://b2.caspio.com/dp.asp?AppKey=900c10006178b81c712442d596df.

61.7 Athletic Department Budgets

Annual athletic department budgets for the schools in the top five conferences are as follows (source: SportsBusiness Journal):

Atlantic Coast Conference (ACC)

- North Carolina: $72.2 million
- Virginia: $67.7 million
- Clemson: $62.5 million
- Maryland: $62.1 million
- Georgia Tech: $58.9 million
• Florida State: $ 57.9 million
• North Carolina State: $ 56.6 million
• Virginia Tech: $ 49.0 million
Note: Budgets for Boston College, Duke, Miami, and Wake Forest not available

Big 12
• Texas: $153.5 million
• Oklahoma: $ 90.5 million
• Texas A&M: $ 75.8 million
• Kansas: $ 67.2 million
• Oklahoma State: $ 57.8 million
• Missouri: $ 56.4 million
• Texas Tech: $ 54.0 million
• Kansas State: $ 51.5 million
• Iowa State: $ 47.0 million
Note: Budget for Baylor not available

Big East
• Louisville: $ 68.8 million
• Connecticut: $ 64.0 million
• Rutgers: $ 62.0 million
• West Virginia: $ 58.0 million
• South Florida: $ 40.4 million
Note: Budgets for Cincinnati, Pittsburgh, Syracuse, and TCU not available

Big Ten
• Ohio State: $126.5 million
• Michigan: $109.8 million
• Penn State: $ 92.0 million
• Wisconsin: $ 88.1 million
• Nebraska: $ 79.1 million
• Michigan State: $ 78.8 million
• Minnesota: $ 78.6 million
• Iowa: $ 74.9 million
• Illinois: $ 70.2 million
• Purdue: $ 68.7 million
• Indiana: $ 61.5 million
Note: Budget for Northwestern not available

Pac-12
• Oregon: $ 87.8 million
• California: $ 71.2 million
• Washington: $ 67.1 million
• UCLA: $ 64.1 million
• Oregon State: $ 56.6 million
• Arizona: $ 55.0 million
• Colorado: $ 49.3 million
• Arizona State: $ 48.6 million
• Washington State: $ 39.3 million
• Utah: $ 35.0 million

Note: Budgets for Southern California and Stanford not available

SEC
• Tennessee: $103.3 million
• Florida: $ 97.7 million
• Auburn: $ 95.7 million
• Alabama: $ 94.6 million
• LSU: $ 90.6 million
• Georgia: $ 90.0 million
• Kentucky: $ 83.6 million
• South Carolina: $ 79.0 million
• Arkansas: $ 69.0 million
• Mississippi: $ 47.6 million
• Mississippi State: $ 40.1 million

Note: Budget for Vanderbilt not available

61.8 Broadcast Rights
NCAA championships are broadcast on network television, cable television, broadcast radio, satellite radio, and the Internet. The NCAA oversees only the broadcasts of its 88 NCAA championships.

Twenty-five (25) of the 88 championships receive some sort of live television coverage. All remaining championships receive coverage on a tape-delay or highlights show basis.

CBS owns the rights to 67 championships while ESPN maintains 21 championships. CBS, ESPN, ESPN2, ESPNU, and ESPNEWS broadcast NCAA championships via television and the Internet. In addition, CSTV, FSN, NCAA Productions, and selected regional sports networks air telecasts of remaining championship games.

61.9 Sponsors
NCAA’s sponsorships are led by their three Corporate Champions: AT&T, Capital One, and Coca-Cola. This sponsorship level is worth approximately $35 million annually.

NCAA Corporate Partners for 2017-2018, with sponsorships of about $10 million annually, are Allstate, Amazon Echo, Buffalo Wild Wings, Buick, Burger King, Enterprise Rent-A-Car, Infiniti, LG, Lowe’s, Marriott Rewards, Nabisco, Northwestern Mutual, Pizza Hut, Reese’s, Unilever, and Wendy’s.
61.10 Market Resources
National Collegiate Athletic Association, 700 West Washington Street, Indianapolis, IN 46206. (317) 917-6222. (www.ncaa.org) and (www.ncaa.com)
NCAA FOOTBALL

62.1 Market Assessment

According to *SportsBusiness Journal* (August 2016), based on data from the U.S. Department of Education, the following universities have the highest football program revenue:

- Texas: $121.4 million
- Alabama: $97.0 million
- Tennessee: $94.4 million
- Michigan: $88.3 million
- Auburn: $86.7 million
- Georgia: $86.7 million
- LSU: $86.3 million
- Notre Dame: $86.1 million
- Ohio State: $83.5 million
- Oklahoma: $78.7 million
- Florida: $74.7 million
- Penn State: $71.3 million
- Florida State: $70.3 million
- Washington: $66.9 million
- Arkansas: $66.2 million
- Texas A&M: $62.2 million
- Oregon: $61.0 million
- Nebraska: $60.6 million
- South Carolina: $59.8 million
- Michigan State: $59.2 million
- Mississippi: $53.4 million
- Iowa: $52.4 million
- Virginia Tech: $50.4 million
- Arizona State: $49.0 million
- USC: $45.9 million

62.2 Football Program Valuations

*Forbes* (December 2016) assessed valuations of college football programs as follows:

- Texas Longhorns: $152 million
- Notre Dame Fighting Irish: $127 million
- Tennessee Volunteers: $121 million
- Louisiana State Tigers: $111 million
- Michigan Wolverines: $105 million
- Ohio State Buckeyes: $100 million
- Georgia Bulldogs: $102 million
- Alabama Crimson Tide: $99 million
- Oklahoma Sooners: $96 million
- Auburn Tigers: $89 million
- Penn State Nittany Lions: $81 million
- Arkansas Razorbacks: $80 million
• Washington Huskies: $ 78 million
• Oregon Ducks: $ 75 million
• Florida Gators: $ 72 million
• Texas A&M Aggies: $ 71 million
• Florida State Seminoles: $ 70 million
• South Carolina Gamecocks: $ 69 million
• Michigan State Spartans: $ 67 million
• USC Trojans: $ 66 million

62.3 Fans and Spectators
According to an ESPN Sports Poll, 58% of adults who follow sports are fans of NCAA football; 23% say they are avid fans.

In a recent Harris Poll (www.theharrispoll.com), 11% of adults said college football is their favorite sport.

For the 2016 season, 668 NCAA schools fielded football teams. Regular-season game attendance at games in 2016 was as follows:

<table>
<thead>
<tr>
<th>Teams</th>
<th>Games</th>
<th>Attendance</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Division I:</td>
<td>250</td>
<td>1,528</td>
<td>43.55 million</td>
</tr>
<tr>
<td>Division II:</td>
<td>170</td>
<td>930</td>
<td>3.22 million</td>
</tr>
<tr>
<td>Division III:</td>
<td>244</td>
<td>1,236</td>
<td>2.42 million</td>
</tr>
</tbody>
</table>

According to the National Collegiate Athletic Association (NCAA), the following were the Division I universities with the highest average game attendance for the 2016 season:

• Michigan: 110,468
• Ohio State: 107,278
• Texas A&M: 101,917
• Alabama: 101,821
• LSU: 101,231
• Tennessee: 100,968
• Penn State: 100,257
• Texas: 97,881
• Georgia: 92,746
• Nebraska: 90,200
• Florida: 87,846
• Auburn: 86,937
• Oklahoma: 86,857
• Clemson: 80,970
• Notre Dame: 80,795
• Wisconsin: 79,357
• South Carolina: 76,920
• Florida State: 76,800
• Michigan State: 74,667
• Iowa: 69,656
• Arkansas: 69,581
• Southern California: 68,459
• UCLA: 67,459
• Ole Miss: 64,910
• Washington: 64,589
• Virginia Tech: 63,043
• Miami (FL): 58,572
• BYU: 58,569
• Mississippi State: 58,317
• Texas Tech: 58,250
62.4 College Football Playoff and Bowl Games
The College Football Playoff and bowl games are assessed in Chapter 29 of this handbook.

62.5 Fan Demographics
According to an ESPN Sports Poll, college football fan distribution is as follows:

Gender
- Male: 62%
- Female: 38%

Age
- 12-to-17: 13%
- 18-to-24: 10%
- 25-to-34: 17%
- 35-to-44: 15%
- 45-to-54: 19%
- 55 and older: 25%

Ethnicity
- Caucasian: 75%
- African-American: 11%
- Hispanic-American: 9%
- Other: 5%

62.6 Regular-Season Broadcasts
The following are television rights deals for broadcasts of football games for the major conferences:

- ACC: ESPN
- Big 12: Fox Sports Net
- Big East: ESPN
- Big Ten: ESPN
- Pac-12: ESPN and Fox Sports Net
- SEC: CBS and ESPN

College Sports Television (www.cstv.com), a broadcast and online provider owned by CBS, reaches 15 million cable subscribers. The Big Ten and Mountain West Conference have established their own networks.
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NCAA MEN’S BASKETBALL

63.1 Market Assessment

According to *SportsBusiness Journal*, based on data from the U.S. Department of Education, the following universities have the highest men’s basketball program revenue:

- Louisville: $40.5 million
- Syracuse: $29.7 million
- Arizona: $27.5 million
- Duke: $23.0 million
- Kentucky: $23.6 million
- Indiana: $21.9 million
- Ohio State: $21.3 million
- North Carolina: $20.9 million
- Wisconsin: $19.3 million
- Michigan State: $18.3 million
- Texas: $18.1 million
- Arkansas: $16.6 million
- Kansas: $16.4 million
- Minnesota: $16.2 million
- Illinois: $15.8 million
- Oklahoma State: $15.0 million
- Tennessee: $14.5 million
- Marquette: $14.4 million
- North Carolina State: $12.8 million
- Maryland: $12.5 million

In 2016, *Forbes* estimated valuations of college men’s basketball programs as follows:

- Louisville Cardinals: $45.3 million
- Kansas Jayhawks: $30.8 million
- Kentucky Wildcats: $28.9 million
- Indiana Hoosiers: $27.3 million
- North Carolina Tar Heels: $26.6 million
- Syracuse Orange: $26.3 million
- Ohio State Buckeyes: $25.4 million
- Duke Blue Devils: $24.0 million
- Wisconsin Badgers: $23.9 million
63.2 Fans and Spectators

According to an ESPN Sports Poll, 48% of adults who follow sports are fans of NCAA basketball; 16% say they are avid fans.

In a recent Harris Poll (www.theharrispoll.com), 3% of adults said college basketball is their favorite sport.

A survey by International Demographics (www.themediaaudit.com) found that 38% of all U.S. adults regularly follow college basketball on television or radio.

According to the NCAA, regular-season game attendance at college men’s basketball games for the 2016-2017 season was as follows:

<table>
<thead>
<tr>
<th>Division</th>
<th>Teams</th>
<th>Games</th>
<th>Attendance</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>346</td>
<td>5,542</td>
<td>27.23 million</td>
<td>4,914</td>
</tr>
<tr>
<td>II</td>
<td>301</td>
<td>4,112</td>
<td>2.80 million</td>
<td>680</td>
</tr>
<tr>
<td>III</td>
<td>413</td>
<td>4,980</td>
<td>1.97 million</td>
<td>396</td>
</tr>
</tbody>
</table>

Division I universities with the highest average attendance for the 2016-2017 season:

• Kentucky: 23,361
• Syracuse: 21,592
• Louisville: 20,859
• North Carolina: 18,326
• Maryland: 17,863
• Wisconsin: 17,287
• Indiana: 17,106
• North Carolina State: 16,758
• Kansas: 16,436
• Creighton: 15,941
• Nebraska: 15,429
• Arkansas: 14,879
• Michigan State: 14,797
• BYU: 14,699
• Arizona: 14,526
• Iowa State: 14,270
• Tennessee: 14,232
• Virginia: 14,111
• Iowa: 13,835
• Purdue: 13,662
• Marquette: 13,308
• Alabama: 13,110
• New Mexico: 13,030
• Utah: 12,997
• Dayton: 12,941
• Texas: 12,828
• Illinois: 12,723
• Ohio State: 12,283
• San Diego State: 12,209
• Memphis: 12,028
63.3 Fan Demographics

According to an ESPN Sports Poll, college basketball fan distribution is as follows:

Gender
- Male: 63%
- Female: 37%

Age
- 12-to-17: 15%
- 18-to-24: 8%
- 25-to-34: 15%
- 35-to-44: 15%
- 45-to-54: 20%
- 55 and older: 28%

Ethnicity
- Caucasian: 73%
- African-American: 13%
- Hispanic-American: 9%
- Other: 5%

63.4 NCAA Division I Finals

The NCAA Division I Men’s Basketball Championship is assessed in Chapter 34 of this handbook.

63.5 Favorite Teams

Sports fans responding to a recent Harris Poll ranked their favorite college men’s basketball teams as follows:

1. Duke
2. Kentucky
3. North Carolina
4. Connecticut
5. Ohio State
6. UCLA
7. Michigan
8. Michigan State
9. Notre Dame
10. Wisconsin
63.6 Regular-Season Broadcasts

The following are television rights deals for broadcasts of basketball games for the major conferences (source: SportsBusiness Journal):

- ACC: ESPN
- Big 12: ESPN
- Big East: ESPN
- Big Ten: ESPN and CBS
- Pac-12: Fox Sports Net
- SEC: ESPN and CBS

The Big Ten and Mountain West Conference have established their own networks.
64.1 Fans and Spectators

According to the National Collegiate Athletic Association (NCAA), regular-season attendance at college women's basketball games for the 2016-2017 women's basketball season was as follows:

<table>
<thead>
<tr>
<th>Teams</th>
<th>Games</th>
<th>Attendance</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Division I:</td>
<td>344</td>
<td>5,204</td>
<td>8.29 million</td>
</tr>
<tr>
<td>Division II:</td>
<td>302</td>
<td>4,140</td>
<td>1.78 million</td>
</tr>
<tr>
<td>Division III:</td>
<td>431</td>
<td>5,266</td>
<td>1.22 million</td>
</tr>
</tbody>
</table>

Division I universities with the highest average attendance for the 2016-2017 women’s basketball season were as follows:

- South Carolina: 14,364
- Tennessee: 10,412
- Iowa State: 9,833
- Louisville: 9,503
- UConn: 8,920
- Notre Dame: 8,437
- Michigan State: 6,561
- Kentucky: 6,454
- Baylor: 6,283
- Purdue: 6,253
- New Mexico: 5,511
- Nebraska: 5,404
- Gonzaga: 5,241
- Ohio State: 5,239
- Maryland: 5,229
- Mississippi State: 5,162
- Middle Tennessee: 5,046
- Texas A&M: 4,867
- Oklahoma: 4,769
- Iowa: 4,688
- Kansas State: 4,508
- Duke: 4,497
- Oregon State: 4,379
- Toledo: 4,050
- Wisconsin: 4,026
- Missouri: 3,990
- Virginia: 3,818
- Texas: 3,700
- Texas Tech: 3,637
- Minnesota: 3,528

64.2 Favorite Teams

Sports fans responding to a recent Harris Poll (www.theharrispoll.com) ranked their favorite college women’s basketball teams as follows:

1. Connecticut
2. Tennessee
3. Duke
4. (tie) North Carolina
4. (tie) Notre Dame
6. Ohio State
7. (tie) Baylor
7. (tie) Kentucky
7. (tie) Stanford
10. UCLA

64.3 NCAA Women’s Finals

In 2017, ESPN televised all 63 games of the NCAA Division I Women’s Basketball Championship for the 13th consecutive year.

The 2017 championship game, played at American Airlines Center (Dallas, TX) on April 7, had attendance of 19,810 people. The final game was seen by an average of 3.0 million viewers. Connecticut defeated Notre Dame 63-53 in the championship game.

The following are Nielsen ratings of other championship finals games, broadcast by ESPN:

- 2002 (Connecticut vs. Oklahoma): 3.3
- 2003 (Connecticut vs. Stanford): 2.8
- 2004 (Tennessee vs. Connecticut): 3.5
- 2005 (Baylor vs. Michigan State): 2.2
- 2006 (Maryland vs. Duke): 2.5
- 2007 (Tennessee vs. Rutgers): 1.9
- 2008 (Tennessee vs. Stanford): 2.5
- 2009 (Connecticut vs. Louisville): 2.1
- 2010 (Connecticut vs. Stanford): 2.7
- 2011 (Texas A&M vs. Notre Dame): 2.8
- 2012 (Baylor vs. Notre Dame): 3.2
- 2013 (Connecticut vs. Louisville): 2.0
- 2014 (Connecticut vs. Notre Dame): 2.8
- 2015 (Connecticut vs. Notre Dame): 2.0
- 2016 (Connecticut vs. Syracuse): 2.0 (3.1 million viewers)
- 2017 (Mississippi Stave vs. South Carolina): 2.5 (3.9 million viewers)

Upcoming tournament final games will be hosted in the following cities:
- 2018: Nationwide Arena (Columbus, OH)
- 2019: Amalie Arena (Tampa, FL)
- 2020: Smoothie King Center (New Orleans, LA)

American Airlines Center (Dallas, TX), the venue for the 2017 NCAA Division I women’s basketball Final Four, brought an economic impact of $30 million to the region.
Nielsen Media Research (www.nielsenmedia.com) reported that 63% of adult viewers of women’s championship games are men.
65

HIGH SCHOOL SPORTS

65.1 Overview

According to the National Federation of State High School Associations (NFHS, www.nfhs.org), participation in high school sports has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Boys</th>
<th>Girls</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-2001</td>
<td>3,921,069</td>
<td>2,784,154</td>
<td>6,705,223</td>
</tr>
<tr>
<td>2001-2002</td>
<td>3,960,517</td>
<td>2,806,998</td>
<td>6,767,515</td>
</tr>
<tr>
<td>2002-2003</td>
<td>3,988,738</td>
<td>2,856,358</td>
<td>6,845,096</td>
</tr>
<tr>
<td>2003-2004</td>
<td>4,038,253</td>
<td>2,865,299</td>
<td>6,903,552</td>
</tr>
<tr>
<td>2004-2005</td>
<td>4,110,319</td>
<td>2,908,390</td>
<td>7,018,709</td>
</tr>
<tr>
<td>2005-2006</td>
<td>4,206,549</td>
<td>2,953,355</td>
<td>7,159,904</td>
</tr>
<tr>
<td>2006-2007</td>
<td>4,321,103</td>
<td>3,021,807</td>
<td>7,342,910</td>
</tr>
<tr>
<td>2007-2008</td>
<td>4,372,115</td>
<td>3,057,266</td>
<td>7,429,381</td>
</tr>
<tr>
<td>2008-2009</td>
<td>4,422,662</td>
<td>3,114,091</td>
<td>7,536,753</td>
</tr>
<tr>
<td>2009-2010</td>
<td>4,455,740</td>
<td>3,172,637</td>
<td>7,628,377</td>
</tr>
<tr>
<td>2010-2011</td>
<td>4,494,406</td>
<td>3,173,549</td>
<td>7,667,955</td>
</tr>
<tr>
<td>2011-2012</td>
<td>4,484,987</td>
<td>3,207,533</td>
<td>7,692,520</td>
</tr>
<tr>
<td>2012-2013</td>
<td>4,490,854</td>
<td>3,222,723</td>
<td>7,713,577</td>
</tr>
<tr>
<td>2013-2014</td>
<td>4,527,994</td>
<td>3,267,664</td>
<td>7,795,658</td>
</tr>
<tr>
<td>2014-2015</td>
<td>4,519,312</td>
<td>3,287,735</td>
<td>7,807,047</td>
</tr>
<tr>
<td>2015-2016</td>
<td>4,544,574</td>
<td>3,324,326</td>
<td>7,868,900</td>
</tr>
</tbody>
</table>

According to the NFHS, attendance at high school sports events each year is approximately 500 million.

65.2 Most Popular Sports

The following are the most popular boys programs, ranked by participation during the 2015-2016 school year:

- Football: 1,083,308
- Track & field (outdoor): 591,133
- Basketball: 546,428
- Baseball: 488,815
- Soccer: 440,322
- Cross country: 257,691
- Wrestling: 250,653

SPORTS MARKETING 2018-2019
- Tennis: 157,201
- Golf: 146,677
- Swimming & diving: 133,470

The following are the most popular programs for girls:
- Track & field (outdoor): 485,969
- Volleyball: 436,309
- Basketball: 429,380
- Soccer: 381,529
- Softball (fast pitch): 366,685
- Cross country: 222,516
- Tennis: 183,800
- Swimming & diving: 166,747
- Competitive spirit squads: 125,531
- Lacrosse: 88,050

65.3 Participation by Sport

Participation by sport during the 2015-2016 school year was as follows:

<table>
<thead>
<tr>
<th>Boys</th>
<th>Girls</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air rifle: 540</td>
<td>471</td>
<td>1,011</td>
</tr>
<tr>
<td>Archery: 4,556</td>
<td>4,112</td>
<td>8,668</td>
</tr>
<tr>
<td>Badminton: 4,684</td>
<td>12,961</td>
<td>17,645</td>
</tr>
<tr>
<td>Baseball: 488,815</td>
<td>1,290</td>
<td>490,105</td>
</tr>
<tr>
<td>Basketball: 546,428</td>
<td>429,380</td>
<td>975,808</td>
</tr>
<tr>
<td>Bocce, outdoor: 384</td>
<td>484</td>
<td>868</td>
</tr>
<tr>
<td>Bowling: 29,588</td>
<td>25,881</td>
<td>55,469</td>
</tr>
<tr>
<td>Canoe paddling: 11</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>Competitive spirit squad: 3,322</td>
<td>125,531</td>
<td>128,853</td>
</tr>
<tr>
<td>Crew: 2,780</td>
<td>2,609</td>
<td>5,389</td>
</tr>
<tr>
<td>Cross country: 257,691</td>
<td>222,516</td>
<td>480,207</td>
</tr>
<tr>
<td>Cycling: 10</td>
<td>9</td>
<td>19</td>
</tr>
<tr>
<td>Dance: 135</td>
<td>24,201</td>
<td>24,336</td>
</tr>
<tr>
<td>Dance/drill: 159</td>
<td>9,401</td>
<td>9,560</td>
</tr>
<tr>
<td>Decathlon: 273</td>
<td>138</td>
<td>411</td>
</tr>
<tr>
<td>Drill team: 660</td>
<td>10,959</td>
<td>11,619</td>
</tr>
<tr>
<td>Equestrian: 165</td>
<td>1,395</td>
<td>1,560</td>
</tr>
<tr>
<td>Fencing: 2,196</td>
<td>1,934</td>
<td>4,130</td>
</tr>
<tr>
<td>Field hockey: 173</td>
<td>59,793</td>
<td>59,966</td>
</tr>
<tr>
<td>Figure skating: 17</td>
<td>6</td>
<td>23</td>
</tr>
<tr>
<td>Football, 11-player: 1,083,308</td>
<td>1,964</td>
<td>1,085,272</td>
</tr>
<tr>
<td>Football, 6-player: 4,438</td>
<td>3</td>
<td>4,441</td>
</tr>
<tr>
<td>Football, 8-player: 19,195</td>
<td>117</td>
<td>19,312</td>
</tr>
<tr>
<td>Football, 9-player: 5,310</td>
<td>56</td>
<td>5,366</td>
</tr>
<tr>
<td>Sport</td>
<td>2015-16</td>
<td>2016-17</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>Football, flag</td>
<td>1,226</td>
<td>10,867</td>
</tr>
<tr>
<td>Golf</td>
<td>146,677</td>
<td>74,762</td>
</tr>
<tr>
<td>Gymnastics</td>
<td>1,903</td>
<td>17,714</td>
</tr>
<tr>
<td>Heptathlon</td>
<td>0</td>
<td>106</td>
</tr>
<tr>
<td>Ice hockey</td>
<td>35,155</td>
<td>9,514</td>
</tr>
<tr>
<td>Judo</td>
<td>795</td>
<td>606</td>
</tr>
<tr>
<td>Kayaking</td>
<td>87</td>
<td>111</td>
</tr>
<tr>
<td>Lacrosse</td>
<td>109,522</td>
<td>88,050</td>
</tr>
<tr>
<td>Martial arts</td>
<td>58</td>
<td>86</td>
</tr>
<tr>
<td>Volleyball, mixed 6-coed</td>
<td>313</td>
<td>747</td>
</tr>
<tr>
<td>Mountain biking</td>
<td>572</td>
<td>198</td>
</tr>
<tr>
<td>Native youth Olympics</td>
<td>53</td>
<td>0</td>
</tr>
<tr>
<td>Riflery</td>
<td>1,919</td>
<td>1,312</td>
</tr>
<tr>
<td>Rock climbing</td>
<td>62</td>
<td>63</td>
</tr>
<tr>
<td>Rodeo</td>
<td>122</td>
<td>152</td>
</tr>
<tr>
<td>Roller hockey</td>
<td>331</td>
<td>30</td>
</tr>
<tr>
<td>Rugby</td>
<td>1,357</td>
<td>231</td>
</tr>
<tr>
<td>Sailing</td>
<td>200</td>
<td>184</td>
</tr>
<tr>
<td>Skiing, alpine</td>
<td>5,093</td>
<td>4,271</td>
</tr>
<tr>
<td>Skiing, cross country</td>
<td>4,407</td>
<td>4,940</td>
</tr>
<tr>
<td>Snowboarding</td>
<td>425</td>
<td>194</td>
</tr>
<tr>
<td>Soccer</td>
<td>440,322</td>
<td>381,529</td>
</tr>
<tr>
<td>Tennis, soft</td>
<td>147</td>
<td>223</td>
</tr>
<tr>
<td>Softball, fast pitch</td>
<td>1,468</td>
<td>366,685</td>
</tr>
<tr>
<td>Softball, slow pitch</td>
<td>48</td>
<td>7,350</td>
</tr>
<tr>
<td>Squash</td>
<td>27</td>
<td>9</td>
</tr>
<tr>
<td>Surfing</td>
<td>1,253</td>
<td>493</td>
</tr>
<tr>
<td>Swimming &amp; diving</td>
<td>133,470</td>
<td>166,747</td>
</tr>
<tr>
<td>Swimming, synchronized</td>
<td>35</td>
<td>612</td>
</tr>
<tr>
<td>Tennis, team</td>
<td>25,503</td>
<td>25,694</td>
</tr>
<tr>
<td>Tennis</td>
<td>157,201</td>
<td>183,800</td>
</tr>
<tr>
<td>Track &amp; field, indoor</td>
<td>76,742</td>
<td>69,207</td>
</tr>
<tr>
<td>Track &amp; field, outdoor</td>
<td>591,133</td>
<td>485,969</td>
</tr>
<tr>
<td>Trap shooting</td>
<td>271</td>
<td>144</td>
</tr>
<tr>
<td>Ultimate frisbee</td>
<td>191</td>
<td>75</td>
</tr>
<tr>
<td>Volleyball</td>
<td>55,417</td>
<td>436,309</td>
</tr>
<tr>
<td>Volleyball, sand</td>
<td>371</td>
<td>1,042</td>
</tr>
<tr>
<td>Water polo</td>
<td>21,857</td>
<td>20,230</td>
</tr>
<tr>
<td>Weightlifting</td>
<td>18,189</td>
<td>11,016</td>
</tr>
<tr>
<td>Wrestling</td>
<td>250,653</td>
<td>13,496</td>
</tr>
</tbody>
</table>

65.4 Participation by State
Participation by state during the 2015-2016 school year was as follows:
<table>
<thead>
<tr>
<th>State</th>
<th>Boys</th>
<th>Girls</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texas</td>
<td>490,767</td>
<td>318,308</td>
<td>809,075</td>
</tr>
<tr>
<td>California</td>
<td>463,137</td>
<td>338,980</td>
<td>802,117</td>
</tr>
<tr>
<td>New York</td>
<td>203,965</td>
<td>168,807</td>
<td>372,772</td>
</tr>
<tr>
<td>Illinois</td>
<td>199,904</td>
<td>144,239</td>
<td>344,143</td>
</tr>
<tr>
<td>Ohio</td>
<td>189,955</td>
<td>129,974</td>
<td>319,929</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>168,954</td>
<td>150,899</td>
<td>319,853</td>
</tr>
<tr>
<td>Michigan</td>
<td>169,276</td>
<td>126,160</td>
<td>295,436</td>
</tr>
<tr>
<td>Florida</td>
<td>162,665</td>
<td>123,220</td>
<td>285,885</td>
</tr>
<tr>
<td>New Jersey</td>
<td>161,410</td>
<td>117,961</td>
<td>279,371</td>
</tr>
<tr>
<td>Minnesota</td>
<td>121,927</td>
<td>115,759</td>
<td>237,686</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>125,750</td>
<td>100,505</td>
<td>226,255</td>
</tr>
<tr>
<td>North Carolina</td>
<td>113,525</td>
<td>89,059</td>
<td>202,584</td>
</tr>
<tr>
<td>Georgia</td>
<td>120,510</td>
<td>79,746</td>
<td>200,256</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>108,647</td>
<td>75,832</td>
<td>184,479</td>
</tr>
<tr>
<td>Virginia</td>
<td>101,514</td>
<td>76,009</td>
<td>177,523</td>
</tr>
<tr>
<td>Missouri</td>
<td>102,165</td>
<td>70,474</td>
<td>172,639</td>
</tr>
<tr>
<td>Indiana</td>
<td>90,553</td>
<td>61,849</td>
<td>152,402</td>
</tr>
<tr>
<td>Washington</td>
<td>88,036</td>
<td>63,978</td>
<td>152,014</td>
</tr>
<tr>
<td>Iowa</td>
<td>84,199</td>
<td>54,184</td>
<td>138,383</td>
</tr>
<tr>
<td>Colorado</td>
<td>74,363</td>
<td>59,654</td>
<td>134,017</td>
</tr>
<tr>
<td>Alabama</td>
<td>84,886</td>
<td>44,811</td>
<td>129,697</td>
</tr>
<tr>
<td>Arizona</td>
<td>73,813</td>
<td>51,896</td>
<td>125,709</td>
</tr>
<tr>
<td>Maryland</td>
<td>67,171</td>
<td>51,077</td>
<td>118,248</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>61,487</td>
<td>50,813</td>
<td>112,300</td>
</tr>
<tr>
<td>Connecticut</td>
<td>61,178</td>
<td>51,028</td>
<td>112,206</td>
</tr>
<tr>
<td>Tennessee</td>
<td>70,444</td>
<td>39,721</td>
<td>110,165</td>
</tr>
<tr>
<td>Mississippi</td>
<td>68,272</td>
<td>41,633</td>
<td>109,905</td>
</tr>
<tr>
<td>Louisiana</td>
<td>62,414</td>
<td>47,246</td>
<td>109,660</td>
</tr>
<tr>
<td>Kansas</td>
<td>62,714</td>
<td>41,689</td>
<td>104,403</td>
</tr>
<tr>
<td>Kentucky</td>
<td>56,496</td>
<td>47,324</td>
<td>103,820</td>
</tr>
<tr>
<td>Oregon</td>
<td>56,859</td>
<td>43,536</td>
<td>100,395</td>
</tr>
<tr>
<td>South Carolina</td>
<td>61,383</td>
<td>36,939</td>
<td>98,322</td>
</tr>
<tr>
<td>Nebraska</td>
<td>46,102</td>
<td>32,025</td>
<td>78,127</td>
</tr>
<tr>
<td>Arkansas</td>
<td>38,477</td>
<td>24,625</td>
<td>63,102</td>
</tr>
<tr>
<td>Utah</td>
<td>36,700</td>
<td>26,205</td>
<td>62,905</td>
</tr>
<tr>
<td>Maine</td>
<td>27,630</td>
<td>23,518</td>
<td>51,148</td>
</tr>
<tr>
<td>New Mexico</td>
<td>27,460</td>
<td>22,111</td>
<td>49,571</td>
</tr>
<tr>
<td>Idaho</td>
<td>27,242</td>
<td>19,874</td>
<td>47,116</td>
</tr>
<tr>
<td>Nevada</td>
<td>26,511</td>
<td>18,754</td>
<td>45,265</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>23,969</td>
<td>20,552</td>
<td>44,521</td>
</tr>
<tr>
<td>West Virginia</td>
<td>21,496</td>
<td>15,766</td>
<td>37,262</td>
</tr>
<tr>
<td>Hawaii</td>
<td>20,588</td>
<td>15,480</td>
<td>36,068</td>
</tr>
<tr>
<td>Montana</td>
<td>17,418</td>
<td>13,812</td>
<td>31,230</td>
</tr>
</tbody>
</table>
65.5 Local Television Broadcasting

Local television stations are increasing high school sports programming within their markets. WNYW New York, for example, has game-of-the-week highlights during its 10 p.m. news broadcasts; WMC Memphis airs *Game of the Week*; and KUTV Salt Lake City presents the *High School Touchdown Report*. WFSB, Meredith’s CBS affiliate in Hartford, Connecticut, reports that *Friday Night Football* “rules its sports segments.”

65.6 High School Sports Online

Despite the high level of interest in high school sports, major media companies have not been active in high school sports broadcasting. A flurry of companies, however, have poured tens of millions of dollars into purchasing or developing online properties devoted to high school sports. The following are some of the ventures:

- HighSchoolPlaybook.com is operated by Hearst-Argyle Television Inc. in nine of its 26 local TV markets.
- MaxPreps, owned by CBS, provides information on some 80,000 high school football games and more than 500,000 basketball games each year.
- Rivals.com, owned by Yahoo!, is a network of more than 150 high school and college sports websites.
- Takkle ([www.takkle.com](http://www.takkle.com)), in a partnership with Alloy Media, operates a social-networking website for high school athletes.
- Varsity Networks ([www.varstynetworks.com](http://www.varstynetworks.com)) develops online communities built around individual high school sports teams.

65.7 Sponsors and Promotions

Home Team Marketing ([www.hometeammarketing.com](http://www.hometeammarketing.com)) has developed a nationwide network to facilitate marketing and sponsorships for high school sports programs. Approximately 3,000 high schools are members of the network. Marketers can purchase local, regional, or national campaigns for exposure at thousands of high school events. Companies and organizations that have participated in the program...
include Ace Hardware, Allstate, AT&T, Grand Home Furnishings, the National Guard, and the U.S. Army, among others.

USA Today High School Sports and MaxPreps (www.maxpreps.com) routinely generate seven-figure monthly audiences for high school games.
“A traditionally fragmented landscape for high school sports is becoming an attractive target for top-tier corporate marketers, thanks in part to advancements in digital technology, a rise in showcase prep sports events, and a critical need among many schools for additional sports funding. Long a challenging environment to amass audience scale given the highly provincial nature of high school sports, several developing companies have begun to amass sizable audiences that are comparable to many other forms of sports media.”

*SportsBusiness Journal*

A survey by Turnkey Sports (www.turnkeysports.com) found significant interest among consumers in patronizing companies that support local high school sports programs. When asked “which one of the following should a company or organization utilize to have the greatest impact on you?” participants responded as follows:

- Sponsor local high school: 69.2%
- Television advertising: 14.4%
- Sponsor local professional sports team: 4.4%
- Other (newspaper, radio, Internet, etc.): 12.0%

65.8 Market Resources
National Federation of State High School Associations, P.O. Box 690, Indianapolis, IN 46206. (317) 822-5700. (www.nfhs.org)
66.1 Participation

15 U.S. Trends In Team Sports, by the Sports & Fitness Industry Association (SFIA, www.sfia.org), reported sports participation by youths ages 6-to-17 as follows:

- Basketball: 6.71 million
- Football: 9.69 million
- Field hockey: 370,000
- Football, tackle: 3.25 million
- Football, touch: 2.03 million
- Gymnastics: 2.81 million
- Ice hockey: 743,000
- Lacrosse: 804,000
- Rugby: 301,000
- Soccer, indoor: 2.17 million
- Soccer, outdoor: 7.65 million
- Softball, fast pitch: 1.00 million
- Softball, slow pitch: 1.62 million
- Track and field: 2.42 million
- Volleyball, court: 2.68 million
- Volleyball, sand/beach: 652,000
- Wrestling: 805,000

Among youths who participate in team sports, participation was in 2.14 sports, on average.

“Disturbing research shows a serious drop in youth participation numbers. And advocates are desperately looking for answers.”

SportsBusiness Journal
66.2 Youth Baseball

Participation in the three primary organized youth baseball leagues is as follows:

• Little League Baseball (www.littleleague.org): 1.9 million
• Babe Ruth League (www.baberuthleague.org): 886,500
• PONY League Baseball (www.pony.org): 500,000

In 2016, Little League Baseball reported 2.4 million players on 160,000 teams across 76 countries. There are 1.9 million Little League Baseball players and 5,500 leagues in the U.S.

Little League Baseball has an eight-year, $76 million broadcast rights agreement with ESPN for the LLB World Series through 2022.


Babe Ruth League sponsors are Babe Ruth Store, FlipGive, Game Changer, HotelPlanner.com, Hershey’s, K&K Insurance, Lifetouch Sports, Musco Sports Lighting, NationalTravelDeals.com, Nationwide Insurance, OxiClean, Pitchin Baseball, Rawlings, The Sports Authority, and Under Armour.

PONY League Baseball does not seek sponsorship.

USA Baseball (www.usabaseball.com) has implemented several programs to encourage youth participation. These include Play Ball, Reviving Baseball In Inner Cities, and Urban Youth Academies.

66.3 Youth Basketball

USA Basketball (www.usab.com) conducts a youth development division that includes a coaches and league accreditation program.

The National Basketball Association (NBA), through its Jr. NBA program, supports a network of affiliated youth organizations, camps, clinics, and tournaments.

66.4 Youth Football

Pop Warner (www.popwarner.com) football was founded in 1929, making it the oldest among youth sports organizations. Over 240,000 youths participate in Pop Warner-sanctioned football programs each year.

Pop Warner’s regional and national playoff system, culminating with the week-long Pop Warner Super Bowl and National Cheer & Dance Championships, are broadcast on ESPN.

American Youth Football (www.americanyouthfootball.com) sanctions over 16,000 teams, with some 574,000 players ages 5 through 16. Official Sponsors are Academy Sports + Outdoors, Edge Cheer & Dance, Lifetouch Sports, Northwest Designs, Sadler Sports & Recreation Insurance, TeamLeader, Wilson Sports, and Xtreme Precision.

USA Football (www.usafootball.com) has about 9,500 affiliated leagues. To reduce injuries among young players, USA Football instituted Heads Up Football, a program that requires coaches to be certified in proper blocking and tackling techniques.

The National Football League (NFL) contributed $45 million to the Heads Up Football program. The NFL also set up a program to educate Pop Warner trainers.

### 66.5 Youth Hockey

In 2010, USA Hockey (www.usahockey.com) launched the American Development Model (ADM) for its affiliated youth programs. The program is credited with the 43.7% five-year growth in participation among youth. ADM curtailed body checking, dropped championship games that required travel among participants, and implemented measures to make the game more accessible.

The National Hockey League (NHL) launched Hockey Is For Everyone, a program that provides financial support and programming to youth organizations. The NHL Players Association has donated $22 million to provide equipment for youth hockey programs.

### 66.6 Youth Soccer

US Youth Soccer (www.usyouthsoccer.org) is the largest member of the United States Soccer Federation (www.ussoccer.com), the governing body for soccer in the United States. US Youth Soccer is made up of 55 member-state associations; one in each state and two in California, New York, Ohio, Pennsylvania, and Texas.

Annually, the organization registers over 3,000,000 youth players between the ages of five and 19, representing over 85% of all who play organized soccer in the U.S. The organization has over 600,000 volunteers and administrators, along with over 300,000 dedicated coaches, most of whom also are volunteers.

US Youth Soccer sponsors are Capri Sun, Kohl’s, Liberty Mutual Insurance, National Mango Board, Nestlé Nesquik, Nike, Positive Coaching Alliance, The Sports Authority, and Wilson Trophy Company.


Major League Soccer (MLS) requires that its clubs operate under-14 and under-18 academy teams that compete in the US. Soccer development league.
PART VIII: FIGHTING SPORTS
67

BOXING

67.1 Overview
Professional boxing has four sanctioning bodies, as follows:
- World Boxing Association (WBA, www.wbaonline.com)
- World Boxing Council (WBC, www.wbcboboxingusa.com)
- World Boxing Organization (WBO, www.wboboxing.com)

67.2 Pay-Per-View Events
HBO Sports (www.hbo.com/sports) and Showtime Sports (http://sports.sho.com/) air major boxing bouts on PPV television.

Floyd Mayweather Jr., the top PPV draw among active boxers, signed a six-fight deal with Showtime in 2013 worth up to $300 million. Mayweather had previously been under contract with ABC Sports.

Sales of boxing PPVs distributed by HBO and Showtime have been as follows (source: SportsBusiness Journal):

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
<th>Buys</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>10</td>
<td>3.73 million</td>
</tr>
<tr>
<td>2007</td>
<td>8</td>
<td>5.08 million</td>
</tr>
<tr>
<td>2008</td>
<td>9</td>
<td>3.80 million</td>
</tr>
<tr>
<td>2009</td>
<td>3</td>
<td>3.20 million</td>
</tr>
<tr>
<td>2010</td>
<td>6</td>
<td>3.75 million</td>
</tr>
<tr>
<td>2011</td>
<td>7</td>
<td>4.54 million</td>
</tr>
<tr>
<td>2012</td>
<td>4</td>
<td>4.01 million</td>
</tr>
<tr>
<td>2013</td>
<td>4</td>
<td>3.98 million</td>
</tr>
<tr>
<td>2014</td>
<td>7</td>
<td>3.89 million</td>
</tr>
<tr>
<td>2015</td>
<td>4</td>
<td>5.45 million</td>
</tr>
<tr>
<td>2016</td>
<td>6</td>
<td>1.81 million</td>
</tr>
</tbody>
</table>

The top PPV fights ranked by number of viewing households are as follows:

<table>
<thead>
<tr>
<th>Fight</th>
<th>Date</th>
<th>No. of HHs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floyd Mayweather, Jr. vs. Manny Pacquiao:</td>
<td>May 2015</td>
<td>4.40 million</td>
</tr>
<tr>
<td>Oscar De La Hoya vs. Floyd Mayweather Jr.:</td>
<td>May 2007</td>
<td>2.40 million</td>
</tr>
<tr>
<td>Floyd Mayweather Jr. vs. Canelo Alvarez:</td>
<td>September</td>
<td>2.20 million</td>
</tr>
</tbody>
</table>
The May 2015 bout between Floyd Mayweather, Jr. and Manny Pacquiao was the most-watched PPV fight of all time. It was also the most lucrative, generating $418 million in PPV sales. Including all revenue streams, the fight generated more than $500 million, according to HBO and Showtime.

The heavyweight class, once the most profitable division for televised pay-per-view (PPV) broadcasts, has not generated a marketable champion in recent years.

### 67.3 Televised Boxing

ESPN2 has aired *Friday Night Fights* since 2008.

In 2012, NBC announced plans to bring pro boxing back to network television as part of a two-year extension of the *Fight Night* series. Boxing last appeared on network television in 2004 and hasn’t run there consistently since 1998. NBC aired two *Fight Night* broadcasts in 2015. NBC Sports Network’s *Fight Night* has six prime-time telecasts each year.

According to *SportsBusiness Journal*, ESPN2’s *Friday Night Fights* typically garners 400,000 to 600,000 viewers; NBC Sports Network’s *Fight Night* draws about half that audience.

### 67.4 Boxing Fans

The popularity of professional boxing in the United States has remained relatively unchanged throughout the past decade.

According to an ESPN Sports Poll, 37% of adults who follow sports are fans of boxing.

In a recent Harris Poll (www.theharrispoll.com), 2% of adults said boxing is their favorite sport.

Boxing is most popular among men ages 18-to-49 and Hispanic-Americans. Experian (www.experian.com) and *SportsBusiness Journal* provide the following assessment:

- Viewed any boxing program in past year: 29% 12% 15%
- Viewed any pay-per-view (PPV) sports in the past year: 16% 7% 9%
- Viewed boxing on PPV in the past year: 13% 2% 4%
- Viewed HBO boxing within the past four weeks: 10% 3% 5%
- Viewed HBO boxing within the past week: 8% 3% 4%

A survey by Scarborough Research (www.scarborough.com) reported 5.3% of adults are avid fans of professional boxing. The following metropolitan areas have the highest percentage of avid fans:

- Harlington-McAllen, TX: 17.2%
- El Paso, TX: 11.6%
- Fresno, CA: 11.5%
- Bakersfield, CA: 11.0%
- San Antonio, TX: 10.9%
- Los Angeles, CA: 9.7%
- Memphis, TN: 9.4%
- Las Vegas, NV: 9.2%
- Albuquerque-Santa Fe, NM: 8.1%
- Honolulu, HI: 7.9%

67.5 Promoters

The BHL Awards recognized the top boxing promoters as follows:

- DiBella Entertainment (www.dbe1.com)
- Golden Boy Promotions (www.goldenboypromotions.com)
- Main Events (www.mainevents.com)
- Matchroom Boxing (www.matchroomboxing.com)
- Top Rank (www.toprank.com)
ULTIMATE FIGHTING CHAMPIONSHIP

68.1 Overview
Arguably the fastest-growing sport in the U.S. over the past decade, mixed martial arts (MMA) has surpassed boxing as the biggest sports draw in Las Vegas. Ultimate Fighting Championship (UFC, www.ufc.com) is the premier MMA league.
UFC revenue was over $600 million in 2015, according to Moody’s.
Previously owned by Las Vegas-based Zuffa LLC., WME-IMG acquired UFC in July 2016 for $4 billion.

“Unlocking the value of WME-IMG’s $4 billion acquisition of the UFC will hinge largely on the next round of media rights negotiations, where the UFC projects revenue to grow by nearly four times. Based on numbers the UFC supplied to potential buyers during its sale process, it says that media rights revenue could grow from its current average of $115 million per year from Fox Sports to an average annual payout of more than $400 million beginning in 2019. That figure does not include projected increases from pay-per-view and its over-the-top Fight Pass service, and certainly will depend on what shape media deals take in the future. The UFC ... expects its next media rights deal to run 10 years or more.”

SportsBusiness Journal, 7/18/16
68.2 Live Events

Matches of the Ultimate Fighting Championship circuit frequently sell out venues like the Mandalay Bay Events Center and MGM Grand Garden Arena, both in Las Vegas and with a capacity of more than 10,000. Events are also held at larger venues like Rogers Centre (Toronto) and Bell Centre (Montreal).

The largest UFC gates have been as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Venue</th>
<th>Gate</th>
</tr>
</thead>
<tbody>
<tr>
<td>UFC 205:</td>
<td>November 2016 Madison Square Garden</td>
<td>$17.7 million</td>
</tr>
<tr>
<td>UFC 129:</td>
<td>April 2010 Rogers Centre</td>
<td>$12.1 million</td>
</tr>
<tr>
<td>UFC 194:</td>
<td>December 2015 MGM Grand</td>
<td>$10.0 million</td>
</tr>
<tr>
<td>UFC 196:</td>
<td>March 2016 MGM Grand</td>
<td>$8.1 million</td>
</tr>
<tr>
<td>UFC 189:</td>
<td>July 2015 MGM Grand</td>
<td>$7.2 million</td>
</tr>
<tr>
<td>UFC 148:</td>
<td>July 2012 MGM Grand</td>
<td>$6.9 million</td>
</tr>
<tr>
<td>UFC 193:</td>
<td>November 2015 Etihad Stadium (Australia)</td>
<td>$6.8 million</td>
</tr>
<tr>
<td>UFC 168:</td>
<td>December 2013 MGM Grand</td>
<td>$6.2 million</td>
</tr>
<tr>
<td>UFC 66:</td>
<td>December 2006 MGM Grand</td>
<td>$5.4 million</td>
</tr>
<tr>
<td>UFC 187:</td>
<td>May 2015 MGM Grand</td>
<td>$5.2 million</td>
</tr>
<tr>
<td>UFC 100:</td>
<td>July 2009 Mandalay Bay</td>
<td>$5.1 million</td>
</tr>
<tr>
<td>UFC 83:</td>
<td>March 2008 Bell Centre</td>
<td>$5.1 million</td>
</tr>
<tr>
<td>UFC 79:</td>
<td>December 2007 Mandalay Bay</td>
<td>$5.0 million</td>
</tr>
</tbody>
</table>

MMA events were not allowed in New York State until April 2016. The record gate at UFC 205, the inaugural UFC event in New York City, indicates the huge potential that market holds.

68.3 Pay-Per-View Events

UFC’s pay-per-view events typically draw 400,000 to 500,000 buys, according to Multichannel News. Buys for 20 monthly events have surpassed 700,000. The best-selling events have been as follows (source: UFC):

<table>
<thead>
<tr>
<th>Date</th>
<th>Main Event</th>
<th>Buys</th>
</tr>
</thead>
<tbody>
<tr>
<td>UFC 100:</td>
<td>Lesnar vs. Mir</td>
<td>1.60 million</td>
</tr>
<tr>
<td>UFC 194:</td>
<td>McGregor vs. Alto</td>
<td>1.40 million</td>
</tr>
<tr>
<td>UFC 116:</td>
<td>Lesnar vs. Carwin</td>
<td>1.12 million</td>
</tr>
<tr>
<td>UFC 158:</td>
<td>St-Pierre vs. Diaz</td>
<td>1.10 million</td>
</tr>
<tr>
<td>UFC 168:</td>
<td>Weidman vs. Silva 2</td>
<td>1.10 million</td>
</tr>
<tr>
<td>UFC 193:</td>
<td>Rousey vs. Holm</td>
<td>1.10 million</td>
</tr>
<tr>
<td>UFC 66:</td>
<td>Liddell vs. Ortiz II</td>
<td>1.05 million</td>
</tr>
<tr>
<td>UFC 121:</td>
<td>Lesnar vs. Velasquez</td>
<td>1.05 million</td>
</tr>
<tr>
<td>UFC 91:</td>
<td>Couture vs. Lesnar</td>
<td>1.01 million</td>
</tr>
<tr>
<td>UFC 92:</td>
<td>The Ultimate 2008</td>
<td>1.00 million</td>
</tr>
<tr>
<td>UFC 148:</td>
<td>Silva vs. Sonnen II</td>
<td>1.00 million</td>
</tr>
<tr>
<td>UFC 94:</td>
<td>St-Pierre vs. Penn 2</td>
<td>920,000</td>
</tr>
</tbody>
</table>
68.4 UFC On TV
In 2011, UFC and Fox agreed to a seven-year broadcast rights deal valued at an estimated $90 million a year.
Fox broadcasts major UFC events. Fox Sports 1 carries The Ultimate Fighter, a reality series which houses up-and-coming UFC fighters under one roof as they battle to win a contract.

68.5 UFC Online
The UFC website averages 4.8 million unique monthly visitors. Videos of individual UFC fights can be purchased online for $1.99 or through a $14.99 subscription that allows unlimited downloads.
As of April 2017, UFC had 21.4 million fans on Facebook, 7.3 million followers on Instagram, and 5.5 million followers on Twitter.

“UFC’s rise as a social-media phenomenon shows that it pays to be savvier in this area than other media firms. UFC even gave bonuses to fighters making creative use of Twitter and now has 46 million followers across social-media platforms.”

The Economist, 7/23/16

68.6 MMA Fans
According to a recent ESPN Sports Poll, 36% of adults who follow sports are fans of mixed martial arts.
Scarborough Research (www.scarborough.com) reported the following distribution of mixed martial arts fans:

Gender
• Male: 74.6%
• Female: 25.4%

Age
• 18-to-29: 36.5%
• 30-to-44: 37.1%
• 45-to-64: 21.7%
• 65 and older: 4.4%

“In addition to their youthful demographics, MMA fans have sound financials. They are 15% more likely than the average American adult to have a household income of $75,000 and 10% more likely to own a second home. They are selective investors and 6% more likely to have stocks or stock options in their household and 33% more likely to invest online.”

Scarborough Research

According to Scarborough Research, 5.1% of adults are avid UFC fans. UFC is most popular in the following metropolitan areas:
• Honolulu, HI: 10.9%
• Bakersfield, CA: 9.2%
• El Paso, TX: 8.9%
• Fresno, CA: 8.7%
• Mobile, AL-Pensacola, FL: 8.5%
• Memphis, TN: 8.5%
• Albany, NY: 7.8%
• Colorado Springs, CO: 7.7%
• Las Vegas, NV: 7.6%
• Jacksonville, FL: 7.4%

68.7 Sponsors
Reebok became the exclusive outfitter for the UFC in a $70 million, six-year partnership that began in July 2015. Under the sponsorship agreement, third-party logos will no longer be allowed on UFC broadcasts. The bulk of the sponsorship revenue is paid directly to UFC fighters. Fighters will also receive royalty payments representing 20% of any UFC merchandise sold that bears their likeness.
“For Reebok, partnering with the UFC represents an opportunity to target a younger audience as well as to further itself as a key player in the fitness space. The company’s market research shows that 35 million people around the world are training like fighters, 40% of whom have begun doing so in the past year.”

SportsBusiness Journal

68.8 Market Resources
Ultimate Fighting Championship, 2960 West Sahara Avenue, Suite 100, Las Vegas, NV 89102. (702) 221-4780. (www.ufc.com)
69

WORLD WRESTLING ENTERTAINMENT

69.1 Overview

World Wrestling Entertainment (WWE, www.wwe.com) is the top producer of wrestling events. The fact that WWE events are scripted productions rather than true sports competitions does not diminish their popularity. From a sports marketing perspective, WWE is noteworthy for its success with a wide range of entertainment and media formats. In addition to live events, broadcast television, and pay-per-view (PPV) television, WWE generates revenue from film, music, product licensing, and direct product sales.

World Wrestling Entertainment Inc. (stock symbol: WWE) has reported revenue and operating income as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Operating Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>$366 million</td>
<td>$50 million</td>
</tr>
<tr>
<td>2006</td>
<td>$263 million</td>
<td>$39 million</td>
</tr>
<tr>
<td>2007</td>
<td>$486 million</td>
<td>$68 million</td>
</tr>
<tr>
<td>2008</td>
<td>$526 million</td>
<td>$70 million</td>
</tr>
<tr>
<td>2009</td>
<td>$475 million</td>
<td>$77 million</td>
</tr>
<tr>
<td>2010</td>
<td>$447 million</td>
<td>$82 million</td>
</tr>
<tr>
<td>2011</td>
<td>$484 million</td>
<td>$37 million</td>
</tr>
<tr>
<td>2012</td>
<td>$484 million</td>
<td>$43 million</td>
</tr>
<tr>
<td>2013</td>
<td>$508 million</td>
<td>$  6 million</td>
</tr>
<tr>
<td>2014</td>
<td>$543 million</td>
<td>&lt;$42 million&gt;</td>
</tr>
<tr>
<td>2015</td>
<td>$659 million</td>
<td>$39 million</td>
</tr>
<tr>
<td>2016</td>
<td>$729 million</td>
<td>$56 million</td>
</tr>
</tbody>
</table>

WWE revenue is distributed by source as follows:

- Pay-per-view: 17%
- Domestic television rights fees: 12%
- Live events, North America: 12%
- DVDs: 11%
- Live events, international: 8%
- International television rights fees: 7%
- Digital media: 7%
- Other: 26%
International business generates approximately 28% of WWE’s revenue. Of this, about $40 million is from 74 international shows, which have an average attendance of 7,800.

“Make no mistake, the world of wrestling entertainment is a big one: The WWE is a $1.65 billion dollar company and has 750 million social media followers across multiple platforms and reports at least 3 million weekly television viewers.”

The New York Times, 4/3/17

69.2 Live Events and Television
A perpetual traveling roadshow that crisscrosses the nation while broadcasting from packed arenas 52 weeks a year, WWE draws more than two million fans each year. And each week, wrestling shows attract up to 15 million television viewers, making them a fixture among the top-rated cable programs.

69.3 The WWE Network
In 2014, WWE launched The WWE Network, a 24/7 streaming network. The network includes past and present WWE shows, pay-per-views, and shows from the WWE Library. The network reached 1,000,000 subscribers in early 2015. The subscription cost is $9.99 monthly.

There were 1.48 million paid subscribers for the WWE Network in first quarter 2017.

69.4 Pay-Per-View Events
WWE produces 12 pay-per-view (PPV) events annually and is the largest provider of PPV live-event programming in the U.S.

The 2017 WWE pay-per-view schedule was as follows:
• January 29: Royal Rumble (Alamodome; San Antonio, TX)
• February 12: Elimination Chamber (Talking Stick Resort Arena; Phoenix, AZ)
• March 5: Fastlane (Bradley Center; Milwaukee, WI)
• April 2: WrestleMania 33 (Camping World Stadium; Orlando, FL)
• April 30: Payback (SAP Center; San Jose, CA)
• May 21: Backlash (Allstate Arena, Rosemont, IL)
• June 4: Extreme Rules (Royal Farms Arena; Baltimore, MD)
• June 18: Money in the Bank (Scottrade Center; St. Louis, MO)
• July 9: Bad Blood (XL Center; Hartford, CT)
• July 23: Battleground (Wells Fargo Center; Philadelphia, PA)
• August 20: SummerSlam (Barclays Center; Brooklyn, NY)
• November 19: Survivor Series (Toyota Center; Houston, TX)

PPV buys for WrestleMania, WWE’s premier annual event, have been as follows:
• 2004: 950,000
• 2005: 940,000
• 2006: 1.00 million
• 2007: 1.19 million
• 2008: 1.06 million
• 2009: 960,000
• 2010: 885,000
• 2011: 1.00 million
• 2012: 1.22 million
• 2013: 1.04 million
• 2014: 690,000
• 2015: 259,000
• 2016: 85,900

PPV buys have dropped since 2013 because fans can now watch on the WWE Network. An estimated 1.82 million viewers watched WrestleMania 32, in 2016, on the WWE Network. Attendance at WrestleMania 32 was 101,763, breaking the previous record of 93,173 for WrestleMania 3 at the Pontiac Silverdome in 1987.

Approximately 40% of WrestleMania PPV buys are international.

69.5 Professional Wrestling Fans

While professional wrestling maintains a huge and loyal fan base, its popularity has diminished during the past decade. In its annual assessment of sports fans, an ESPN Sports Poll reported 6.4% of adults who follow sports say they are “very interested” in pro wrestling; in 2000 that figure was 11.6%.

A survey by Scarborough Research (www.scarborough.com) reported 3.7% of adults are avid WWE fans. WWE is most popular in the following metropolitan areas:
• Little Rock, AR: 9.5%
• Harlington-McAllen, TX: 9.3%
• Memphis, TN: 9.3%
• New Orleans, LA: 8.3%
• San Antonio, TX: 7.4%
• Birmingham, AL: 7.3%
• Mobile, AL-Pensacola, FL: 7.0%
• St. Louis, MO: 6.4%
• El Paso, TX: 6.3%
• Chattanooga, TN: 6.2%

The demographics of WWE fans are as follows:

Gender
• Male: 64%
• Female: 36%

Age
• Under 18: 23%
• 18-to-54: 62%
• 55 and above: 15%

Education
• Some high school: 28%
• High school graduate: 45%
• College: 18%

Income
• Under $10,000: 18%
• $10,000-$19,999: 22%
• $20,000-$29,999: 16%
• $30,000-$39,999: 13%
• $40,000-$49,999: 12%
• $50,000-$59,999: 6%
• $60,000-$74,999: 5%
• Over $75,000: 8%

69.6 Market Resources
World Wrestling Entertainment, 1241 East Main Street, Stamford, CT 06902.
(203) 352-8600. (www.wwe.com)
PART IX:  GOLF
70

GOLF PARTICIPATION

70.1 Participation
There are 105 million self-professed golf fans and 36 million people have played. According to *Golf Participation in the U.S.*, by the National Golf Foundation (NGF, www.ngf.org), there are 24.1 million golfers in the U.S. ages 6 and up, a figure that has remained relatively unchanged since 2012. Approximately 37 million non-golfers say they are interested in taking up the game.

*SFIA Topline Participation Report*, published by the Sports & Fitness Industry Association (www.sfia.org), assesses that 24.7 million people play at least one round of golf annually.

According to Golf Datatech (www.golfdatatech.com), approximately 450 million rounds of golf are played each year.

70.2 Spending
The National Golf Foundation estimates that golfers spend $19.7 billion on public and private green fees and dues each year. On equipment (clubs, balls, bags, gloves, shoes) golfers spend $4.7 billion. Golfers spend about $26 billion a year on golf travel, 75% of which goes to the hotel, transportation, and food and beverage industries.

“Golf has a tremendous impact on the U.S. economy. Golf is roughly a $69 billion annual industry in the U.S.”

Ted Bishop, President
PGA of America

70.3 Golf Courses
There are approximately 16,000 golf courses in the United States, according to the NGF.
The following are the states with the most facilities:
70.4 Demographics

The age distribution of adults that play golf is as follows (source: NGF):

- 30 and younger: 5%
- 30-to-39: 12%
- 40-to-49: 22%
- 50-to-59: 24%
- 60-to-69: 18%
- 70 and older: 19%

Women make up 19% of what the National Golf Foundation defines as core golfers – those playing at least eight rounds of golf a year. The average age of female golfers is 40.7. Core female golfers average 18.0 rounds a year.

70.5 Market Resources

Golf Datatech, 204 South Rose Avenue, Kissimmee, FL 34741. (888) 944-4116. (www.golfdatatech.com)

National Golf Foundation, 501 N. Highway A1A, Jupiter, FL 33477. (561) 744-6006. (www.ngf.org)
71

MEN’S TOUR

71.1 Overview

The United States Golf Association (USGA, www.usga.org) is the governing body for golf in the U.S. The USGA sanctions the United States’ national championships, including the U.S. Open, the U.S. Women’s Open, the U.S. Senior Open, 10 national amateur championships, and the State Team Championships.

The Professional Golfer’s Association of America (PGA, www.pga.com) is an association of 28,000 golf professionals, the vast majority of whom oversee the business operations at 10,000 golf facilities nationwide. The PGA of America also conducts several premier golf events, such as the PGA Championship, Ryder Cup, Senior PGA Championship, and PGA Grand Slam of Golf.

The PGA Tour (www.pgatour.com), which branched off from the PGA of America in 1968, conducts weekly tournaments throughout the calendar year.

71.2 Highest-Earning Golfers

_Golf Digest_ (February 2017) ranks the highest-earning golfers as follows:

<table>
<thead>
<tr>
<th>Total</th>
<th>Winnings</th>
<th>Endorsements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rory McIlroy:</td>
<td>$49.5 million</td>
<td>$17.5 million</td>
</tr>
<tr>
<td>Phil Mickelson:</td>
<td>$37.8 million</td>
<td>$  4.5 million</td>
</tr>
<tr>
<td>Tiger Woods:</td>
<td>$34.7 million</td>
<td>$  107,000</td>
</tr>
<tr>
<td>Jordan Spieth:</td>
<td>$30.4 million</td>
<td>$  6.4 million</td>
</tr>
<tr>
<td>Jack Nicklaus:</td>
<td>$20.0 million</td>
<td>no winnings</td>
</tr>
<tr>
<td>Dustin Johnson:</td>
<td>$19.8 million</td>
<td>$12.7 million</td>
</tr>
<tr>
<td>Jason Day:</td>
<td>$19.6 million</td>
<td>$  8.8 million</td>
</tr>
<tr>
<td>Adam Scott:</td>
<td>$15.1 million</td>
<td>$  8.2 million</td>
</tr>
<tr>
<td>Gary Player:</td>
<td>$15.0 million</td>
<td>no winnings</td>
</tr>
<tr>
<td>Henrik Stenson:</td>
<td>$14.2 million</td>
<td>$  6.9 million</td>
</tr>
<tr>
<td>Hideki Matsuyama:</td>
<td>$13.6 million</td>
<td>$  5.6 million</td>
</tr>
<tr>
<td>Rickie Fowler:</td>
<td>$12.4 million</td>
<td>$  3.3 million</td>
</tr>
<tr>
<td>Sergio Garcia:</td>
<td>$12.3 million</td>
<td>$  3.8 million</td>
</tr>
<tr>
<td>Matt Kuchar:</td>
<td>$11.3 million</td>
<td>$  4.6 million</td>
</tr>
<tr>
<td>Bubba Watson:</td>
<td>$11.1 million</td>
<td>$  4.9 million</td>
</tr>
</tbody>
</table>

Leading tournament money winners in 2016 were as follows:

- Dustin Johnson: $9,365,185
• Jason Day: $8,045,111
• Adam Scott: $6,473,089
• Rory McIlroy: $5,790,585
• Patrick Reed: $5,679,575
• Jordan Spieth: $5,538,470
• Russell Knox: $4,885,906
• Kevin Chappell: $4,501,050
• Hideki Matsuyama: $4,193,954
• Jimmy Walker: $4,148,546

71.3 The PGA Tour

Events of the 2016-2017 PGA Tour were as follows:

• October 13-16: Safeway Open (Silverado Resort and Spa; Napa, CA)
• October 20-23: CIMB Classic (Kuala Lumpur, Malaysia)
• October 27-30: WGC-HSBC Champions (Sheshan Golf Club; Shanghai, China)
• October 27-30: Sanderson Farms Championship (Jackson, MS)
• November 3-6: Shriners Hospital for Children Open (Las Vegas, NV)
• November 10-13: OHL Classic at Mayakoba (Playa del Carmen, Mexico)
• November 17-20: RSM Classic, Sea Island Resort (Seaside Plantation; St. Simons Island, GA)
• January 5-8: Tournament of Champions (Kapalua Resort, Plantation Course; Kapalua, HI)
• January 12-15: Sony Open (Waialae CC; Honolulu, HI)
• January 19-22: CareerBuilder Challenge - PGA West (La Quinta CC; La Quinta, CA)
• January 26-29: Farmers Insurance Open (Torrey Pines GC - South, North; San Diego, CA)
• February 2-5: Waste Management Phoenix Open (TPC Scottsdale - Stadium Course; Scottsdale, AZ)
• February 9-12: AT&T Pebble Beach Pro-Am (Spyglass Hill, Monterey Peninsula CC; Pebble Beach, CA)
• February 16-19: Genesis Open (Riviera CC; Los Angeles, CA)
• February 23-26: Honda Classic (PGA National - Champion GC; Palm Beach Gardens, FL)
• March 2-5: WGC-Mexico Championship (Club de Golf Chapultepec; Mexico City, Mexico)
• March 9-12: Valspar Champion (Innisbrook Resort - Copperhead; Palm Harbor, FL)
• March 16-19: Arnold Palmer Invitational (Bay Hill Golf Club and Lodge; Orlando, FL)
• March 22-26: WGC-Dell Match Play (Austin CC; Austin, TX)
• March 23-26: Puerto Rico Open (Coco Beach GC; Rio Grande, Puerto Rico)
• March 30-April 2: Shell Houston Open (Golf Club of Houston; Humble, TX)
• April 6-9: Masters (Augusta National GC; Augusta, GA)
• April 13-16: RBC Heritage (Harbour Town GL; Hilton Head, SC)
• April 20-23: Valero Texas Open (TPC San Antonio - AT&T Oaks Course; San Antonio)
• April 27-30: Zurich Classic of New Orleans (TPC Louisiana; Avondale, LA)
• May 4-7: Wells Fargo Championship (Eagle Point GC; Wilmington, NC)
• May 11-14: The Players Championship (TPC Sawgrass - Stadium Course; Ponte Vedra Beach, FL)
• May 18-21: AT&T Byron Nelson (TPC Four Seasons Las Colinas; Irving, TX)
• May 25-28: Dean & DeLuca Invitational (Colonial CC; Fort Worth, TX)
• June 1-4: Memorial Tournament (Muirfield Village GC; Dublin, OH)
• June 8-11: FedEx St. Jude Classic (TPC Southwind; Memphis, TN)
• June 15-18: U.S. Open (Erin Hills; Hartford, WI)
• June 22-25: Travelers Championship (TPC River Highlands; Cromwell, CT)
• June 29-July 2: Quicken Loans National (TPC Potomac at Avenel Farm; Potomac, MD)
• July 6-9: The Greenbrier Classic (The Greenbrier - The Old White TPC; White Sulphur Springs, WV)
• July 13-16: John Deere Classic (TPC Deere Run; Silvis, IL)
• July 20-23: British Open (Royal Birkdale GC; Southport, England)
• July 20-23: Barbasol Championship (Robert Trent Jones Trail - Grand National Lake; Auburn, AL)
• July 27-30: RBC Canadian Open (Glen Abbey GC; Oakville, Ontario, Canada)
• August 3-6: WGC-Bridgestone Invitational (Firestone CC; Akron, OH)
• August 3-6: Barracuda Championship (Montreux Golf and CC; Reno, NV)
• August 10-13: PGA Championship (Quail Hollow Club; Charlotte, NC)
• August 17-20: Wyndham Championship (Sedgefield CC; Greensboro, NC)
• August 24-27: The Northern Trust (Glen Oaks GC; Old Westbury, NY)
• September 1-4: Deutsche Bank Championship (TPC Boston; Norton, MA)
• September 14-17: BMW Championship (Conway Farms GC; Lake Forest, IL)
• September 21-24: Tour Championship (East Lake GC; Atlanta, GA)
• September 28-October 1: Presidents Cup (Liberty National GC; Jersey City, NJ)
Awarded since 2007, the FedExCup is the championship trophy for the PGA Tour.

“The race for the FedEx Cup is a story that continues throughout the entire season and it culminates in what makes for an exciting finish to the end of the season.”

Sean McManus, Chairman
CBS Sports
SportsBusiness Journal, 1/25/16

Total prize money for the PGA Tour is $280 million.

71.4 The Major Championships

The Major Championships are as follows:

- The Masters
- U.S. Open Championships
- The British Open Championship
- PGA Championship

These four events are assessed in Chapter 73 of this handbook.

71.5 Broadcast Rights

In 2006, the PGA Tour signed broadcast rights deals with CBS Sports, NBC Sports, and Golf Channel through 2012. Rights with all three broadcasters were extended through 2022.

In 2013, the U.S. Golf Association signed a 12-year multimedia deal with Fox network and Fox Sports 1 to be the domestic broadcast partner for the U.S. Open and other USGA championships beginning in 2015. The deal was reported at about $100 million a year, more than double the previous contract.

NBC Sports’ Golf Channel coverage drew the largest U.S. broadcast golf audience in 2016 with 71 million unique viewers, a 27% increase over 2015. Combined, Golf Channel and NBC reached nearly 90 million unique viewers.

CBS drew 63 million viewers for its 2016 golf coverage which included the Masters and the PGA Championship. Fox viewership totaled 34 million in 2016.
“Golf Channel and NBC enjoyed record-setting golf ratings in 2016, thanks in large part to a British Open debut for the ages, a U.S. Ryder Cup win on home soil, and the sport’s historic return to the Olympics.”

Forbes, 1/4/17

71.6 Sponsors
USGA Partners in 2017 were American Express, IBM, Lexus, and Rolex.
PGA Tour Corporate Partners in 2017 were Ace Hardware, Astellas, Avis, BHSports, Bridgestone Tire, Career Builder, Carey International, CDW, Charles Schwab, Citi, Coca-Cola, EZLinks Golf, FedEx, Fortune, Getty Images, Golf Digest, Grey Goose, Hawaii Tourism Authority, John Deere, Konica Minolta, MacKenzie Investments, MasterCard, MD Anderson Cancer Center, MetLife, Michelob Ultra, Microsoft, Mitsubishi Electric, NetJets, O’Doul’s, PricewaterhouseCoopers (PwC), Quicken Loans, Rolex, ServPro, Southern Company, Stryker, teeoff.com, Tiffany & Co., TMC USA, Travelers, United Airlines, United Rentals, USA Today Sports, Valspar, William Hill Estate Winery, and Web.com.

71.7 Market Resources
National Golf Foundation, 501 N. Highway A1A, Suite 401, Jupiter, FL 33477. (561) 744-6006. (www.ngf.org)

PGA Tour, 100 PGA Tour Boulevard, Ponte Vedra Beach, FL 32082. (904) 285-3700. (www.pgatour.com)

The PGA of America, 100 Avenue of the Champions, Palm Beach Gardens, FL 33418. (561) 624-8400. (www.pga.com)

United States Golf Association, P.O. Box 708, Far Hills, NJ 07931. (908) 234-2300. (www.usga.org)
72

WOMEN’S TOUR

72.1 Overview
The Ladies Professional Golf Association (LPGA, www.lpga.com), the primary organization for female professional golfers in the United States, hosts the LPGA Tour.

72.2 Highest-Earning Golfers
By season, leading money winners were as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Player</th>
<th>Win Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>Annika Sörenstam</td>
<td>$2,588,240</td>
</tr>
<tr>
<td>2006</td>
<td>Lorena Ochoa</td>
<td>$2,592,872</td>
</tr>
<tr>
<td>2007</td>
<td>Lorena Ochoa</td>
<td>$4,364,994</td>
</tr>
<tr>
<td>2008</td>
<td>Lorena Ochoa</td>
<td>$2,754,660</td>
</tr>
<tr>
<td>2009</td>
<td>Jiayi Shin</td>
<td>$1,807,334</td>
</tr>
<tr>
<td>2010</td>
<td>Na Yeon Choi</td>
<td>$1,871,166</td>
</tr>
<tr>
<td>2011</td>
<td>Yani Tseng</td>
<td>$2,921,713</td>
</tr>
<tr>
<td>2012</td>
<td>Inbee Park</td>
<td>$2,287,080</td>
</tr>
<tr>
<td>2013</td>
<td>Inbee Park</td>
<td>$2,456,619</td>
</tr>
<tr>
<td>2014</td>
<td>Stacy Lewis</td>
<td>$2,539,039</td>
</tr>
<tr>
<td>2015</td>
<td>Lydia Ko</td>
<td>$2,800,802</td>
</tr>
<tr>
<td>2016</td>
<td>Ariya Jutanugarn</td>
<td>$2,550,928</td>
</tr>
</tbody>
</table>

Leading tournament money winners in 2016 were as follows:

- Ariya Jutanugarn: $2,550,928
- Lydia Ko: $2,492,994
- Brooke M. Henderson: $1,724,409
- In Gee Chun: $1,501,102
- Shanshan Feng: $1,458,579
- Sei Young Kim: $1,445,937
- Anna Nordqvist: $1,424,685
- Ha Na Jang: $1,383,575
- Brittany Lang: $1,259,787
- So Yeon Ryu: $1,259,485
72.3 The LPGA Tour

The 2017 LPGA Tour, which launched January 26, included 35 tournaments, 17 of which were held outside the United States. All LPGA tournaments are part of a playoff system, leading up to the CME Group Tour Championship.

The following are 2017 LPGA Tour tournaments:

- January 26-29: Pure Silk Bahamas LPGA Classic (Paradise Island, Bahamas)
- February 16-19: ISPS Handa Women’s Australian Open (Melbourne, Australia)
- February 23-26: Honda LPGA Thailand (Chonburi, Thailand)
- March 2-5: HSBC Women’s Champions (Singapore)
- March 16-19: FounderBank of Hope Founders Cup (Phoenix, AZ)
- March 23-26: Kia Classic (Carlsbad, CA)
- March 30-April 2: ANA Inspiration (Rancho Mirage, CA)
- April 12-15: Lotte Championship Presented by Hershey (Ko Olina, Oahu, HI)
- April 27-30: Volunteers of America North Texas Shootout Presented by JTBC (Irving, TX)
- May 4-7: Lorena Ochoa Match Play (Mexico City, Mexico)
- May 18-21: Kingsmill Championship Presented by JTBC (Williamsburg, VA)
- May 25-28: LPGA Volvik Championship (Ann Arbor, MI)
- June 2-4: ShopRite LPGA Classic Presented by Acer (Galloway, NJ)
- June 8-11: Manulife LPGA Classic (Cambridge, Ontario, Canada)
- June 15-18: Meijer LPGA Classic presented by Kraft (Grand Rapids, MI)
- June 23-25: Walmart NW Arkansas Championship Presented by P&G (Rogers, AR)
- June 29-July 2: KPMG Women’s PGA Championship (Harrison, NY)
- July 6-9: Thornberry Creek LPGA Classic (Oneida, WI)
- July 13-16: U.S. Women’s Open Conducted by the USGA (Bedminster, NJ)
- July 20-23 Marathon Classic presented by Owens Corning and O-I (Sylvania, OH)
- August 2-6: Ricoh Women’s British Open (Turnberry, Scotland)
- August 18-20: The Solheim Cup (West Des Moines, IA)
- August 24-27: Canadian Pacific Women’s Open (Vancouver, BC, Canada)
- August 31- September 3: Cambia Portland Classic (Portland, OR)
• September 7-9: Indy Women in Tech Championship Presented by Guggenheim (Indianapolis, IN)
• September 14-17: The Evian Championship (Evian-les-Bains, France)
• September 28-October 1: McKayson New Zealand Women’s Open (Auckland, New Zealand)
• October 5-8: Alisports Reignwood (Nankou, Beijing, China)
• October 12-15: LPGA Keb Hana Bank Championship (Incheon, South Korea)
• October 19-22: Swinging Skirts LPGA Taiwan Championship (Taipei, Taiwan)
• October 26-29: Sime Darby LPGA Malaysia (Kuala Lumpur, Malaysia)
• November 2-5: Toto Japan Classic (Shima-Shi, Mie, Japan)
• November 8-11: Blue Bay LPGA (Hainan Island, China)
• November 16-19: CME Group Tour Championship (Naples, FL)

Total prize money for the LPGA Tour is $59.6 million.

72.4 Grand Slam
Five events comprise the LPGA Grand Slam, as follows:
• U.S. Women’s Open
• KPMG Women’s PGA Championship
• RICOH Women’s British Open
• ANA Inspiration
• The GME Group Tour Championship

72.5 Broadcast Rights
LPGA Tour events are broadcast by ESPN/ESPN2 and Golf Channel.

72.6 Sponsors

72.7 Market Resources
Ladies Professional Golf Association, 100 International Golf Drive, Daytona Beach, FL 32124. (386) 274-6200. (www.lpga.com)
73

MAJOR TOURNAMENTS

73.1  Overview  
The Major Championships, generally referred to simply as ‘The Majors,’ are the most prestigious annual tournaments in professional golf. The Majors are as follows:  
• The Masters  
• U.S. Open Championships  
• The British Open Championship  
• PGA Championship

Along with the Majors, the biennial Ryder Cup and Presidents Cup team competitions are marquee golf tournaments.

73.2  The Masters  
The Masters (www.masters.org) is hosted in April as an invitational and played at Augusta National Golf Club (www.augusta.com).

The Masters operates under one-year broadcast rights contracts; CBS has been the tournament’s TV partner every year since 1956. ESPN televises the first and second rounds. Viewership for the final round has been as follows:
• 2015: 14.0 million  
• 2016: 12.4 million  
• 2017: 11.1 million

The 6.8 rating in 2017 tied as the lowest for final round coverage of The Masters since 1980 (6.7), matching 1993.

73.3  U.S. Open Championships  
U.S. Open Championships (www.usopen.com), played in June, is hosted by the USGA and played at various locations throughout the U.S.

The 116th U.S. Open Championship, held June 16-19, 2016, at Oakmont Country Club (Oakmont and Plum, PA) was estimated by the United States Golf Association to have an economic impact of $125 million to $135 million on the region.

The 2015 event was held at Chambers Bay Golf Course (University Place, WA). The Pierce County (Washington) Chamber of Commerce estimated the tournament brought a $140 million economic impact to the region.
SportsBusiness Journal estimates annual revenue for the tournament at $100 million, including $40 million from domestic and international television revenue, $20 million in ticket sales, $15 million from corporate hospitality, $15 million in merchandise sales, and $5 million in food and beverage sales. Expenses are estimated at about $50 million. Total prize money in 2015 was $10 million.

Across four rounds on Fox and FS1, the 2016 U.S. Open reached 28.3 million viewers, including an estimated 16.2% of American households watching a portion of Fox Sports’ coverage.

The simulcast of the final round was streamed for 7.2 million minutes, with 350,000 stream starts, a 159% increase from 2015.

73.4 The British Open Championship

The [British] Open Championship (www.theopen.com), played in July and hosted by the R&A (which takes its name from The Royal and Ancient Golf Club of St. Andrews), is played on a links course at various locations in the U.K.

Final round coverage of the British Open had 4.9 million viewers on NBC in 2016, a 38% increase from the prior year and the highest viewership in seven years.

73.5 PGA Championship

The PGA Championship is hosted by the Professional Golfers’ Association of America and is played in August at various locations in the U.S.


CBS and TNT have long-term broadcast rights contracts for the PGA Championship.

Final round coverage of the PGA Championship in 2016 had 5.3 million viewers on CBS, down 21% from 2015 and down 36% from 2014.

73.6 Ryder Cup

The Ryder Cup (www.rydercup.com) is a biennial men’s golf competition between teams from Europe and the United States. The tournament is jointly administered by the PGA of America and Ryder Cup Europe (a joint venture of the PGA European Tour, the PGA of Great Britain and Ireland, and the PGA of Europe). The venue alternates between courses in the U.S. and Europe.

Across all digital platforms, the three-day 2016 Ryder Cup totaled 35.1 million live minutes, 487,000 unique devices, and an average minute audience of 22,000. The average minute audience of 22,000 users ranked as the highest for any NBC and Golf Channel.

The 41st Ryder Cup matches (September 30 - October 2, 2016) were held at Hazeltine National Golf Club (Chaska, MN). Twin Cities Business estimated the event
brought $135 million to the local economy.

The 40th Ryder Cup matches were held September 23-28, 2014 at Gleneagles Hotel (Perthshire, Scotland). Jeremy Lawson, an economist at Standard Life Investments (www.standardlifeinvestments.com), estimated the impact on the Scottish economy at £100 million ($150 million).

The 2012 Ryder Cup at Medinah Golf Club (Medinah, IL) had an economic impact of about $80 million, according to the DuPage County Convention and Visitors Bureau.

NBC contracted for broadcast rights for the 2016-2030 matches, with Friday being covered on Golf Channel and on NBC on weekends.

The first day of coverage of the 2016 Ryder Cup averaged 673,000 viewers on Golf Channel, the most-watched day in the 21-year history of the network. Across all three days of competition, the Ryder Cup averaged 4.3 million viewers for NBC Sports Group, peaking with 6.4 million for the final round.

Ryder Cup Sponsors are American Express, BMW, Emirates Airline, Ernst & Young, Johnnie Walker, National Car Rental, Omega, RBC, and Rolex.

Future Ryder Cup tournaments are scheduled in the U.S. as follows:
• 2020: Whistling Straits, Straits Course (Haven, WI)
• 2024: Bethpage State Park, Black Course (Farmingdale, NY)

73.7 Presidents Cup
The Presidents Cup (www.presidentscup.com), organized by the PGA Tour and held biennially since 1994, pits a team from the United States against an international team, excluding Europe. The venue alternates between courses in the U.S. and abroad.

The 12th Presidents Cup was held at Jack Nicklaus Golf Club Korea (Incheon, South Korea) October 6-11, 2015.

The Presidents Cup is broadcast on NBC and Tennis Channel.

Presidents Cup Global Partners are Rolex and Citi.

Future U.S. President Cup tournaments are scheduled as follows:
• 2017: Liberty National Golf Club (Jersey City, NJ)
• 2021: Quail Hollow Club (Charlotte, NC)
• 2025: TPC Harding Park (San Francisco, CA)
PART X: MOTORSPORTS
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INDYCAR

74.1 Overview
IndyCar (www.indycar.com) sanctions the Verizon IndyCar Series, an open-wheel racing series. IndyCar is owned by Hulman & Co. (www.hulman.com), which also owns the Indianapolis Motor Speedway.

Though spectator sports options are increasing among sports fans, IndyCar has maintained a strong following, in large part, because of the enduring popularity of the Indianapolis 500, the recognition of team owners such as racing legends the Foyt and Andretti families, and interest in several current drivers.

IndyCar changed its name from Indy Racing League (IRL) after the 2010 racing season.

The Indianapolis 500 is assessed in Chapter 31 of this handbook.

IndyCar Races, excluding the Indianapolis 500, average more than 35,000 spectators, according to SportsBusiness Journal.

74.2 Sponsors
IndyCar signed Verizon as title sponsor for the IndyCar Series in 2014. Verizon replaced Izod, which had been title sponsor since 2009. According to SportsBusiness Journal, Verizon pays more than $10 million annually in rights fees, media, and marketing.

IndyCar’s Official Sponsors for the 2017 racing season were Autodesk, BorgWarner Turbo Systems, Chevrolet, Coors Light, Dallara, Disney, Featherlite Trailers, Firestone, Holmatro, Honda, Jostens, Lincoln Electric, New Era, Panasonic, PerkinElmer, PFC Breaks, Racing Electronics, Safety Kleen, Sherwin-Williams, SiriusXM, Sunoco, TAGHeuer, United Rentals, Verizon, and Xtrac.

74.3 Television and Radio Broadcast Rights
NBC Sports Network contracted for the rights to televise a minimum of 13 races per year from 2009 through 2018. NBC Sports Network also offers 10 hours each season of IndyCar Series ancillary programming focused on drivers and tracks. Select races are broadcast by ABC.

The average number of viewers for recent racing seasons has been as follows:
### No. of Races vs Avg. No. Viewers

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Races</th>
<th>Avg. No. Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>15</td>
<td>1.22 million</td>
</tr>
<tr>
<td>2013</td>
<td>19</td>
<td>953,000</td>
</tr>
<tr>
<td>2014</td>
<td>17</td>
<td>1.02 million</td>
</tr>
<tr>
<td>2015</td>
<td>16</td>
<td>1.16 million</td>
</tr>
<tr>
<td>2016</td>
<td>16</td>
<td>1.28 million</td>
</tr>
</tbody>
</table>

IndyCar opened negotiations for broadcast rights in April 2017.

“Mark Miles [CEO of Hulman & Co.] said IndyCar wants a double-digit increase in rights fees. IndyCar is also examining how it will structure over-the-top rights.”

*SportsBusiness Journal, 3/20/17*

All IndyCar races have been broadcast on Sirius XM Satellite Radio since 2005.

#### 74.4 Racing Teams

IndyCar teams and sponsors are as follows:

- **A.J. Foyt Enterprises:** ABC Supply, Alfe Heat Treating
- **Andretti Autosport:** Panasonic, Snapple, DHL
- **Andretti Herta Autosport with Curb Agajanian:** NAPA Auto Parts
- **Chip Ganassi Racing:** Arthur J. Gallagher & Co., NTT Data, Novo Nordisk
- **Dale Coyne Racing:** Boy Scouts of America, Susan G. Komen for the Cure
- **Ed Carpenter Racing:** Fuzzy’s Ultra Premium Vodka
- **Rahal Letterman Lanigan Racing:** Steak ‘n Shake
- **Schmidt Peterson Motorsports:** Arrow Electronics, SMP Bank, Team One Cure
- **Team Penske:** Hitachi/Pennzoil/AAA, Menards, Verizon Wireless

Part-time teams are Dreyer & Reinbold Racing, Jonathan Byrd’s Racing, Lazier Burns Racing, and Pirtek Team Murray.
74.5 IndyCar Series
The 27th IndyCar Series season ran from March through September 2017, as follows:

- March 12: Firestone Grand Prix Of St. Petersburg (St. Petersburg, FL)
- April 9: Toyota Grand Prix of Long Beach (Long Beach, CA)
- April 23: Honda Indy Grand Prix of Alabama (Birmingham, AL)
- April 29: Desert Diamond West Valley Phoenix Grand Prix (Avondale, AZ)
- May 13: IndyCar Grand Prix Of Indianapolis (Indianapolis, IN)
- May 28: 101st Running to the Indianapolis 500 (Indianapolis, IN)
- June 3-4: Chevrolet Detroit Grand Prix Race (Detroit, MI)
- June 10: Rainguard Water Sealers 600 (Fort Worth, TX)
- June 25: Kohler Grand Prix (Elkhart Lake, WI)
- July 9: Iowa Corn 300 (Newton, IA)
- July 16: Honda Indy Toronto (Toronto, Ontario, Canada)
- July 30: Honda Indy 200 at Mid-Ohio (Lexington, OH)
- August 20: ABC Supply 500 (Long Pond, PA)
- August 26: Bommarito Automotive Group 500 (Madison, IL)
- September 3: IndyCar Grand Prix at The Glen (Watkins Glen, NY)
- September 17: GoPro Grand Prix of Sonoma (Sonoma, CA)

________________________________________________________

“IndyCar prides itself on having a diverse schedule split among oval tracks, road courses, and street circuits. IndyCar says its will continue to seek out new street circuits”

SportsBusiness Journal, 7/18/16

________________________________________________________

74.6 Market Resources
IndyCar, 4551 West 16th Street, Indianapolis, IN 46222. (317) 492-6526. (www.indycar.com)
75.1 Overview

Total attendance in 2016 at the 36 races of National Association for Stock Car Auto Racing (NASCAR, www.nascar.com) was an estimated 3.5 million, with an average television audience of 5.8 million viewers per race. NASCAR estimates its total U.S. fan base at 75 million.

According to ESPN Sports Poll, 36% of adults who follow sports are fans of NASCAR; 11% say they are avid fans.

Fortune estimates NASCAR revenues at $3 billion annually, distributed as follows:

- Sponsorship: $1.5 billion
- Television and media: $550 million
- Tickets: $430 million
- Merchandise: $320 million
- Food and beverages: $180 million

NASCAR’s Daytona 500 and Brickyard 400 have been estimated to have a local economic impact of $240 million and $220 million, respectively.

75.2 Advertising and Sponsorships

Monster Energy entered into a title sponsorship deal with NASCAR in December 2016. SportsBusiness Journal reported the two-year deal with a two-year option worth about $20 million in annual rights fees. Sprint, the previous title sponsor, did not renew its 10-year deal, which ended after the 2016 racing season.

According to Forbes, team sponsors spend $650 million annually for the 35 cars in the Sprint Cup Series.

Advertisers spend $300 million annually for ads during NASCAR broadcasts.

__________________________________________________________

“Sponsorships are the lifeblood of NASCAR ... 75% of team revenues are derived from them.”

Forbes

__________________________________________________________
Series Entitlement Sponsors for 2017 were Monster Energy, Xfinity, and Camping World. The following were 2017 NASCAR Official Sponsors: 3M, 5.11, Allegiant Air, AMR, Camping World, Canadian Tire, CapitalOne, Chevrolet, Coca-Cola, Coors Light, Exide Batteries, FDP, Featherlite Trailers, Ford, Goodyear, Growth Energy, Hotels for Hope, Ingersoll Rand, Jacob Companies, K&N, Lilly, Lixar, M&M Mars, Mack Trucks, Microsoft, Mobil 1, Monster Energy, Moog, National Corn Growers Association, Nationwide Insurance, New Holland, Peak, Prevost, Safety-Kleen, Sherwin-Williams, SiriusXM, Sunoco, Toyota, Visa, Whelen Engineering, Xfinity, and Zak.

The following brands have the highest NASCAR-related spending (source: SportsBusiness Journal):

- Sprint: $323 million
- Chevrolet: $124 million
- Toyota: $ 86 million
- Coca-Cola: $ 78 million
- Lowe’s: $ 70 million
- Ford: $ 64 million
- AT&T: $ 48 million
- Aflac: $ 40 million
- Budweiser: $ 39 million
- Amp: $ 33 million

75.3 Television Broadcast Rights and Ratings

Fox and NBC share broadcast rights for NASCAR’s 36 Sprint Cup races. Fox and NASCAR signed an eight-year extension of their deal through 2022 to air the Daytona 500 and the first half of the NASCAR season. SportsBusiness Journal estimated the deal at more than $2.4 billion over eight years, or more than $300 million per year, a sizable increase from the $220 million Fox has paid annually since 2001.

NBC signed a $4.4 billion, 10-year broadcast rights deal to broadcast the second half of the Sprint Cup and Nationwide Series through 2022.

Broadcast rights for ABC, ESPN, and TNT ended after the 2014 racing season.

Average viewership for NASCAR Sprint Cup telecasts on Fox have been as follows (source: The Nielsen Company [www.nielsen.com]):

- 2007: 9.3 million
- 2008: 9.3 million
- 2009: 8.7 million
- 2010: 7.8 million
- 2011: 8.6 million
- 2012: 7.9 million
- 2013: 7.8 million
- 2014: 7.0 million
- 2015: 5.9 million
- 2016: 5.6 million
Fox telecast nine races in 2016. Fox Sports 1 telecast 7 races, with an average of 3.4 million viewers. Average viewership for races on Fox were as follows (change from previous year in parenthesis):

<table>
<thead>
<tr>
<th>Network</th>
<th>TV Audience</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytona:</td>
<td>Fox</td>
<td>11.4 million (-15%)</td>
</tr>
<tr>
<td>Atlanta:</td>
<td>Fox</td>
<td>6.8 million (-28%)</td>
</tr>
<tr>
<td>Las Vegas:</td>
<td>Fox</td>
<td>7.2 million (-7%)</td>
</tr>
<tr>
<td>Phoenix:</td>
<td>Fox</td>
<td>6.6 million (-5%)</td>
</tr>
<tr>
<td>Auto Club:</td>
<td>Fox</td>
<td>6.8 million (-6%)</td>
</tr>
<tr>
<td>Martinsville:</td>
<td>FS1</td>
<td>4.2 million (4%)</td>
</tr>
<tr>
<td>Texas:</td>
<td>Fox</td>
<td>4.3 million (-10%)</td>
</tr>
<tr>
<td>Bristol:</td>
<td>Fox</td>
<td>5.5 million (n/a)</td>
</tr>
<tr>
<td>Richmond:</td>
<td>Fox</td>
<td>4.7 million (-8%)</td>
</tr>
<tr>
<td>Talladega:</td>
<td>Fox</td>
<td>6.7 million (5%)</td>
</tr>
<tr>
<td>Kansas:</td>
<td>FS1</td>
<td>3.1 million (27%)</td>
</tr>
<tr>
<td>Dover:</td>
<td>FS1</td>
<td>4.0 million (1%)</td>
</tr>
<tr>
<td>Charlotte:</td>
<td>Fox</td>
<td>5.7 million (-11%)</td>
</tr>
<tr>
<td>Pocono:</td>
<td>FS1</td>
<td>rainout</td>
</tr>
<tr>
<td>Michigan:</td>
<td>FS1</td>
<td>3.4 million (-2%)</td>
</tr>
<tr>
<td>Sonoma:</td>
<td>FS1</td>
<td>3.9 million (5%)</td>
</tr>
</tbody>
</table>

NBC telecast NASCAR races in 2016 averaged 4.5 million viewers, up 13% compared with 2015.

75.4 Drivers and Racing Teams

According to Forbes (April 2017), the following are the NASCAR drivers with the highest annual earnings:

- Jimmy Johnson (Hendrick Motorsports): $21.8 million
- Dale Earnhardt Jr. (Hendrick Motorsports): $21.1 million
- Denny Hamlin (Joe Gibbs Racing): $15.2 million
- Kyle Busch (Joe Gibbs Racing): $15.0 million
- Kevin Harvick (Stewart-Haas Racing): $13.9 million
- Carl Edwards (Roush Fenway Racing): $12.3 million
- Danica Patrick (Stewart-Haas Racing): $12.2 million
- Tony Stewart (Stewart-Haas Racing): $12.0 million
- Matt Kenseth (Joe Gibbs Racing): $11.5 million
- Joey Logano (Team Penske): $11.0 million
- Kasey Kane (Hendrick Motorsports): $10.8 million
- Brad Keselowski (Penske Racing): $10.8 million

The following are estimates of valuations for NASCAR racing teams (source: Forbes):
<table>
<thead>
<tr>
<th>Team</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hendrick Motorsports</td>
<td>$350 million</td>
</tr>
<tr>
<td>Joe Gibbs Racing</td>
<td>$225 million</td>
</tr>
<tr>
<td>Stewart-Haas Racing</td>
<td>$180 million</td>
</tr>
<tr>
<td>Richard Childress Racing</td>
<td>$170 million</td>
</tr>
<tr>
<td>Roush Fenway Racing</td>
<td>$150 million</td>
</tr>
<tr>
<td>Team Penske</td>
<td>$135 million</td>
</tr>
<tr>
<td>Chip Ganassi Racing</td>
<td>$65 million</td>
</tr>
<tr>
<td>Richard Petty Motorsports</td>
<td>$48 million</td>
</tr>
<tr>
<td>Furniture Row Racing</td>
<td>$24 million</td>
</tr>
<tr>
<td>Front Row Motorsports</td>
<td>$22 million</td>
</tr>
</tbody>
</table>

“A dozen years ago, few leagues could match the popularity of NASCAR, which boasted record-high viewership and was going toe-to-toe with the NFL. But then few leagues suffered worse during the economic crash. NASCAR watched as corporate sponsors fled the sport and fans tuned out by the million. Though the race series has bounced back in the years since, it’s never returned to those pre-crash highs and some continuing negative trends have taken their toll: Team values are down this year, with the top ten worth an average $137 million, a 7% drop.”

*Forbes, 2/22/17*

### 75.5 Tracks

The following are the major operators of NASCAR-sanctioned tracks:

- International Speedway Corp. ([www.iscmotorsports.com](http://www.iscmotorsports.com)): 12 tracks
- Speedway Motorsports Inc. ([www.speedwaymotorsports.com](http://www.speedwaymotorsports.com)): 5 tracks
- Dover Motorsports Inc. ([www.dovermotorsportsinc.com](http://www.dovermotorsportsinc.com)): 4 tracks

According to an assessment by Washington Economics Group ([www.weg.com](http://www.weg.com)), year-round operations at Daytona International Speedway generate $1.9 billion in the Florida economy. The operations of Homestead-Miami Speedway has an economic impact of $248 million.
With only one weekend of NASCAR racing hosted annually, track operators are constantly looking for new streams of revenue. Through a variety of events and activities, most are able to have about 300 revenue-generating days a year.

In order to attract an upscale market, several tracks have built condominium units on their property. Speedway Motorsports has 174 condo units at three tracks it owns: Atlanta Motor Speedway, Lowe’s Motor Speedway, and Texas Motor Speedway.

The ever-more elaborate condos are part of a trend that has seen tracks add amenities like high-end spas, where fans can get $75 facials in between races.

Lowe’s Motor Speedway replaced a 9,000-seat grandstand with a luxury motorcoach camping area. Annual passes cost $17,000 to $22,000; single-race passes sell for $6,000 to $8,000.

NASCAR speedways are listed in Chapter 20 of this handbook.

### 75.6 Monster Energy Cup Series

Among races of NASCAR’s 2015 Sprint Cup Series, the following had the highest attendance (most recent data available; NASCAR no longer provides attendance figures):

- Daytona 500: 180,000
- Samsung Mobile 500: 168,400
- Irwin Tools Race Night: 158,000
- Kobalt Tools 500: 152,000
- Coca-Cola 600: 145,000
- Brickyard 400: 138,000

The following was the 2017 Monster Energy NASCAR Cup Schedule:

- February 18: The Unlimited (Daytona International Speedway)
- February 23: Can-Am Duel (Daytona International Speedway)
- February 26: Daytona 500 (Daytona International Speedway)
- March 5: Folds of Honor QuikTrip 500 (Atlanta Motor Speedway)
- March 12: Kobalt 400 (Las Vegas Motor Speedway)
- March 19: Camping World 500 (Phoenix International Raceway)
- March 26: Auto Club 400 (Auto Club Speedway)
- April 2: STP 500 (Martinsville Speedway)
- April 9: O’Reilly Auto Parts 500 (Texas Motor Speedway)
- April 23: Food City 500 (Bristol Motor Speedway)
- April 30: Toyota Owners 400 (Richmond International Raceway)
- May 7: GEICO 500 (Talladega Superspeedway)
- May 13: Go Bowling 400 (Kansas Speedway)
- May 19: The Showdown (Charlotte Motor Speedway)
- May 20: All-Star Race (Charlotte Motor Speedway)
- May 28: Coca-Cola 600 (Charlotte Motor Speedway)
- June 4: AAA 400 Drive for Autism (Dover International Speedway)
- June 11: Axalta “We Paint Winners” 400 (Pocono Raceway)
• June 18: FireKeepers Casino 400 (Michigan International Speedway)
• June 25: Toyota/Save Mart 350 (Sonoma Raceway)
• July 1: Coke Zero 400 (Daytona International Speedway)
• July 8: Quaker State 400 (Kentucky Speedway)
• July 16: New Hampshire 301 (New Hampshire Motor Speedway)
• July 23: Brickyard 400 (Indianapolis Motor Speedway)
• July 30: Pennsylvania 400 (Pocono Raceway)
• August 6: Watkins Glen 355 (Watkins Glen International)
• August 13: Pure Michigan 400 (Michigan International Speedway)
• August 19: Bass Pro Shops NRA (Bristol Motor Speedway)
• September 3: Bojangles’ Southern 500 (Darlington Raceway)
• September 9: Federated Auto Parts 400 (Richmond International Raceway)
• September 17: Chicagoland 400 - Challenger (Chicagoland Speedway)
• September 24: New England 300 - Challenger (New Hampshire Motor Speedway)
• October 1: Dover 400 - Challenger (Dover International Speedway)
• October 7: Bank of America 500 - Contender (Charlotte Motor Speedway)
• October 15: Alabama 500 - Contender (Talladega Superspeedway)
• October 22: Hollywood Casino 400 - Contender (Kansas Speedway)
• October 29: Goody’s Fast Relief 500 - Eliminator (Martinsville Speedway)
• November 5: AAA Texas 500 - Eliminator (Texas Motor Speedway)
• November 12: Can-Am 500 - Eliminator (Phoenix International Raceway)
• November 19: Ford EcoBoost 400 - Championship (Homestead-Miami Speedway)

75.7 Nationwide Series
Xfinity began a 10-year title sponsorship of NASCAR’s No. 2 series in 2015. Xfinity is the third title sponsor in series history, following Nationwide (seven years) and Busch (26 years).

SportsBusiness Journal reported the deal was worth $200 million.

75.8 Fan Demographics
According to an ESPN Sports Poll, NASCAR fan distribution is as follows:

Gender
• Male: 63%
• Female: 37%

Age
• 12-to-17: 9%
• 18-to-24: 9%
• 25-to-34: 18%
• 35-to-44: 18%
• 45-to-54: 22%
• 55 and older: 23%
Ethnicity

- Caucasian: 77%
- African-American: 9%
- Hispanic-American: 9%
- Other: 5%

_________________________________________________________________

“NASCAR says that its multicultural audience is 20% of its total audience, which is pegged at 75 million. About half of that multicultural audience is Hispanic, which would equal 7.5 million fans.”

SportsBusiness Journal

_________________________________________________

75.9 Market Resources
NASCAR, P.O. Box 2875, Daytona Beach, FL 32120. (386) 681-5977. (www.nascar.com)
FORMULA ONE

76.1 Overview
Formula One World Championship, generally referred to as Formula One or F1, is the premier racing series sanctioned by the Fédération Internationale de l’Automobile (FIA, www.fia.com). F1 cars are the fastest road course racing cars in the world, racing at speeds of up to 220 mph.

The F1 racing season consists of 19 Grand Prix races, with the lineup of venues changing somewhat each year. About half of races are hosted in Europe, where F1 is immensely popular. One F1 race is generally scheduled in the United States each season.

In September 2016, U.S.-based Liberty Media purchased Formula One from CVC, an Italian private equity company, for $8 billion.

Formula One revenue was $1.8 billion in 2016.

76.2 Formula One 2017
The 2017 racing season schedule was as follows:

- March 26: Australian Grand Prix (Melbourne)
- April 9: Chinese Grand Prix (Shanghai)
- April 16: Bahrain Grand Prix (Sakhir)
- April 30: Russian Grand Prix (Sochi)
- May 14: Spanish Grand Prix (Barcelona)
- May 28: Monaco Grand Prix (Monte Carlo)
- June 11: Canadian Grand Prix (Montreal)
- June 25: Azerbaijan Grand Prix (Baku)
- July 9: Austrian Grand Prix (Spielberg)
- July 16: British Grand Prix (Silverstone)
- July 30: Hungarian Grand Prix (Budapest)
- August 27: Belgian Grand Prix (Stavelot)
- September 3: Italian Grand Prix (Monza)
- September 17: Singapore Grand Prix
- October 1: Malaysia Grand Prix (Kuala Lumpur)
- October 8: Japanese Grand Prix (Suzuka)
- October 22: United States Grand Prix (Austin)
- October 29: Mexican Grand Prix (Mexico City)
• November 12: Brazilian Grand Prix (São Paulo)
• November 26: Abu Dhabi Grand Prix (United Arab Emirates)

76.3 United States Grand Prix

Circuit of the Americas (COTA, www.circuitoftheamericas.com), a $400 million speedway and entertainment venue in Austin, Texas, was purpose-built for Formula One. COTA has hosted the United States Grand Prix since 2012.

The United States Grand Prix had an average cumulative attendance of more than 230,000 people each year between 2013 and 2015.

A 2015 study commissioned by COTA assessed the economic impact of the United States Grand Prix on the Austin metropolitan area at $597 million.

COTA sponsors are Austin 360 Amphitheater, Becks, Coca-Cola, Crown Royal, H-E-B, Heineken, Seton Healthcare, Shell, and Tito’s Handmade Vodka.

76.4 Grand Prix of America

Grand Prix of America has been proposed for the Port Imperial Street Circuit in Weehawken, New Jersey. The race was included in the FIA calendar in 2014 and 2015 but later dropped. The location is attractive because New York City could serve as a base for fan activities. The venue remains under consideration for future F1 races.

“As Formula One starts its first season under new American ownership, several of the series’ entities have made a push to find U.S.-based sponsorship, moves that could clutter an already crowded motorsports marketplace.”

SportsBusiness Journal, 3/27/17

There is also talk of adding races in Las Vegas, Long Beach, or Miami.

76.5 Media Coverage

Formula One can be seen live or tape-delayed in almost every country and territory around the world and attracts one of the largest global television audiences.

In the U.S., F1 races are broadcast on NBC. Univision Deportes is F1 Spanish-language broadcaster in the U.S.
Formula One had a total global television audience of 400 million people for the 19 races of the 2016 season, a drop from 600 million in 2008. The decline is, in large part, because F1 is moving away from free-to-air broadcasts in favor of pay-TV deals.

In the U.K., half of all live races disappeared from free-to-air television in 2012. In 2016, F1 left the BBC, whose two main channels have the greatest reach of any in Great Britain, for Channel 4. The Channel 4 deal will end after 2018, beyond which all races except the British Grand Prix will only be shown on pay TV. Sky Sports F1 coverage will remain unaffected and BBC Radio 5 Live and 5 Live Sports Extra will be extended until the 2021 season.

Many of those who previously watched F1 on television are now watching the sport via other means. The sport has drawn criticism for moving away from free-to-air broadcasts in favor of pay-television deals.

“Since Formula 1 made the widespread move away from free-to-air television, swapping a large fanbase for a smaller group of paying customers, there has been much hand-wringing over the sport’s declining global fanbase.”

Motorsport.com, 11/6/16

Formula One reported more than one billion social media impressions in 2016, engaged with 21.5 million people on Facebook, and generated 10.5 million video views.
FORMULA E

77.1 Overview
The FIA Formula E Championship (www.fiaformulae.com/en), or Formula E, a class of auto racing using electric-powered cars, launched in 2014. Formula E is sanctioned by the Fédération Internationale de l’Automobile (FIA, www.fia.com), which also sanctions Formula One (F1). Jean Todt, president of FIA, founded Formula E with the vision of engaging the F1 audience and with the goal of advancing electric vehicle technology.

“The FIA oversees Formula One, a $1.5 billion global behemoth that attracts hundreds of millions of television viewers each race. Todt knows how much motorsports can be a driving force for technological development. This is the basic concept of Formula E.”

Miami New Times

77.2 Racing Teams
There are 10 Formula E racing teams, as follows:
• ABT (http://abt.fiaformulae.com)
• Andretti Auto Sport (www.andrettiautosport.com)
• Dragon Racing (www.dragonracing.com)
• Edams Renault (www.edamsrenault.com)
• Mahindra Racing (http://mahindra.fiaformulae.com)
• NEXTEV TRC Racing (www.teambchina-racing.com)
• Team Aguri (www.fiaformulae.com/en/teams/team-aguri.aspx)
• Trulli (http://trulli.fia-fe.com)
• Venturi (http://venturi.fiaformulae.com)
• Virgin Racing (www.virginracing.com)
77.3 U.S. Races

The first Formula E race in the U.S. was held in Miami, Florida, on March 14, 2015. Paid grandstand spectator attendance was estimated at 15,000 to 20,000; another 20,000 to 30,000 attendees were in the general admission area, which was free.

The second U.S. race was in Long Beach, California, on April 4, 2016. Attendance at the free event was approximately 23,000. Faraday Future, an electric-car start-up based in Gardena, signed on as the race’s title sponsor. Other electric car companies, including Tesla, sponsored the Formula E event as well.

“The Formula E electric cars that raced in Long Beach on Saturday were oddly silent for racing machines, but the event rings loudly for California’s fledgling electric-car industry. The race was a showcase for advancements in electric-car technology.”

L.A. Times

77.4 FIA Formula E Championship 2016-2017

The second season of the FIA Formula E Championship is as follows:

October 9, 2016: Hong Kong Central Habourfront Circuit (Hong Kong)
November 12, 2016: Circuit International Automobile Moulay El Hassan (Marrakech, Morocco)
February 18, 2017: Puerto Madero Street Circuit (Buenos Aires, Argentina)
April 1, 2017: Autódromo Hermanos Rodríguez (Mexico City, Mexico)
May 13, 2017: Circuit de Monaco (Monte Carlo, Monaco)
May 20, 2017: Paris Street Circuit (Paris, France)
June 10, 2017: Tempelhof Airport Street Circuit (Berlin, Germany)
July 15-16, 2017: Brooklyn Street Circuit - two rounds (New York, NY)
July 29-30, 2017: Montreal Street Circuit - two rounds (Montreal, Quebec, Canada)
77.5 Sponsors

Formula E sponsors for 2016-2017 are Allianz, BMW, Charge, Chargemaster, DHL, Enel, G.H. Mumm, Julius Bär Private Swiss Banking, Michelin, Qualcomm, TAG Heuer, VISA, and XALT Energy.
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NHRA DRAG RACING

78.1 Overview

National Hot Rod Association (NHRA, www.nhra.org) is the governing body for drag racing in the United States and Canada. NHRA has more than 40,000 licensed competitors.

NHRA operates four tracks, as follows:
• Atlanta Dragway (Commere, GA)
• Auto-Plus Raceway (Gainesville, FL)
• Historic Auto Club Raceway (Pomona, CA)
• Lucas Oil Raceway (Indianapolis, IN)

There are also 140 independently operated member tracks.

The 24-event Mello Yello Drag Racing Series is NHRA’s premier series. There are also three Sportsman Drag Racing Series.

NHRA race attendance increased about 5% in 2016, the fifth consecutive gain. There were five sellouts in 2016, the first in several years.

78.2 NHRA Mello Yello Drag Racing Series

The Mello Yello Drag Racing Series features racing in five professional classes, as follows:
• Top Fuel Dragster
• Funny Car
• Pro Stock
• Pro Stock Motorcycle
• Pro Modified

The following is the 2017 schedule of races:
• February 9-12: Circle K NHRA Winternationals (Pomona, CA)
• February 24-26: NHRA Arizona Nationals (Phoenix, AZ)
• March 16-19: Amalie Motor Oil NHRA Gatornationals (Gainesville, FL)
• March 31-April 2: Denso Spark Plugs NHRA Nationals (Las Vegas, NV)
• April 21-23: NHRA SpringNationals (Houston, TX)
• April 28-30: NHRA Four-Wide Nationals (Charlotte, NC)
• May 5-7: NHRA Southern Nationals (Atlanta, GA)
• May 19-21: Menards NHRA Heartland Nationals presented by Minties (Topeka, KS)
• June 2-4: NHRA New England Nationals (Epping, NH)
• June 8-11: NHRA Summernationals (Englishtown, NJ)
• June 16-18: NHRA Thunder Valley Nationals (Bristol, TN)
• June 22-25: Summit Racing Equipment NHRA Nationals (Norwalk, OH)
• July 6-9: Route 66 NHRA Nationals (Chicago, IL)
• July 21-23: Mopar Mile-High NHRA Nationals (Denver, CO)
• July 28-30: Toyota NHRA Sonoma Nationals (Sonoma, CA)
• August 4-6: NHRA Northwest Nationals (Seattle, WA)
• August 17-20: Lucas Oil NHRA Nationals (Brainerd, MN)
• August 30-September 4: Chevrolet Performance U.S Nationals (Indianapolis, IN)
• September 15-17: NHRA Carolina Nationals (Charlotte, NC)
• September 21-24: Dodge NHRA Nationals (Reading, PA)
• September 29-October 1: AAA Insurance NHRA Midwest Nationals (St Louis, MO)
• October 12-15: AAA Texas NHRA FallNationals (Dallas, TX)
• October 26-29: NHRA Toyota Nationals (Las Vegas, NV)
• November 9-12: Auto Club NHRA Finals (Pomona, CA)

**78.3 Sportsman Series**

Sportsman classes are as follows:

- Competition Eliminator
- Motorcycle Classes
- Snowmobile
- Stock Eliminator
- Super Comp
- Super Gas
- Super Stock
- Super Street
- Top Alcohol Dragster
- Top Alcohol Funny Car
- Top Dragster
- Top Sportsman

NHRA sanctions the following series for these classes of racing:

- Hot Rod Heritage Series
- Summit Jr. Drag Racing League Challenge
- King of the Track
- Lucas Oil Divisional Series
• Lucas Oil Regional Series
• National Dragster Challenge
• NHRA J&A Pro Mod Drag Racing Series
• NHRA Harley-Davidson Drag Racing Series
• Pro Stock Motorcycle Series
• Summit Racing Equipment Racing Series

78.4 Broadcast Rights
The NHRA Mello Yello Drag Racing Series was televised by Fox Sports 1 (FS1) starting with the 2016 season. Fox Sports provided four appearances on broadcast TV for the first time in the series’ history, plus 17 live airings across Fox networks. NHRA’s 15-year broadcast rights deal with ESPN ended with the 2015 season.

Average viewership has been as follows:
- 2013 (ESPN/ESPN2): 524,000
- 2014 (ESPN/ESPN2): 569,000
- 2015 (ESPN/ESPN2): 513,000
- 2016 (Fox Sports 1): 634,000

“The switch to Fox boosted series viewership. Fox’s live airings, cross-promotion, and scheduling around other motorsports properties like NASCAR were factors for the uptick, up 24% from last year. Fox also said that viewership was up more than 40% in both the 18-to-49 and 25-to-54 age demographics, and average length of tune-in increased from 13 minutes last year to 21 minutes this year.”

SportsBusiness Journal, 11/21/16

78.5 Sponsors
NHRA sponsors for 2017 are Advance Auto Parts, Advertising Edge, AMKUS Rescue Systems, BlueDEF Diesel Exhaust Fluid/Equipment, Blue Media, Buffalo Turbine, Chevrolet, Dasani, E3, Goodyear, Harley-Davidson, Honda, K&N, Lucas Oil, Main Gate, Mello Yello, Mother’s Polishes Waxes & Cleaners, Papa John’s, Peak
Antifreeze, Pegasus Race Trailers, Powerade, Racing Electronics, Sioux City Truck and Trailer, Summit Racing Equipment, Sunoco, Toyota, and the U.S. Army.

78.6 Market Resources
National Hot Rod Association, 2035 Financial Way, Glendora, CA 91741. (626) 914-4761. (www.nhra.com)
UNITED SPORTSCAR CHAMPIONSHIP

79.1 Overview
American Le Mans Series presented by Tequila Patrón and Grand-Am Road Racing merged in September 2012 to form the WeatherTech United SportsCar Championship (USCC, www.imsa.com/series/united-sportscar/). The circuit was dormant in 2013 and launched in March 2014 with the 61st Twelve Hours of Sebring, which had been part of the American Le Mans Series. Tudor, a Rolex SA brand, was the initial title sponsor. WeatherTech signed a deal to take over title sponsorship of the series starting in 2016, rebranding the series

There are 12 circuits, as follows:
- Canadian Tire Motorsport Park (Clarington, Ontario, Canada)
- Circuit of the Americas (Austin, TX)
- Daytona International Speedway (Daytona, FL)
- Detroit Belle Isle Street Circuit (Detroit, MI)
- Lime Rock Park (Lakeville, CT)
- Long Beach Street Circuit (Long Beach, CA)
- Mazda Raceway Laguna Seca (Monterey, CA)
- Road America (Elkhart Lake, WI)
- Road Atlanta (Braselton, GA)
- Sebring International Raceway (Sebring, FL)
- Virginia International Raceway (Alton, VA)
- Watkins Glen International (Watkins Glen, NY)


79.2 Tudor United SportsCar Championship
The 2017 WeatherTech United SportsCar Championship racing season was as follows:
- January 26-29: Rolex 24 at Daytona (Daytona Beach, FL)
- March 15-18: Mobil 1 Twelve Hours of Sebring Fueled by Fresh from Florida (Sebring, FL)
- April 7-8: Bubba Burger Sports Car Grand Prix at Long Beach (Long Beach, CA)
• May 4-6: Advance Auto Parts Sportscar Showdown (Austin, TX)
• June 2-3: Chevrolet Sports Car Classic (Detroit, MI)
• June 29-July 2: Sahlen’s Six Hours of the Glen ( Watkins Glen, NY)
• July 7-9: Sportscar Grand Prix (Clarington, ON)
• July 21-22: Northeast Grand Prix (Lakeville, CT)
• August 3-6: Continental Tire Road Race Showcase (Elkhart Lake, WI)
• August 25-27: Michelin GT Challenge at VIR (Alton, VA)
• September 22-24: Continental Tire Monterey Grand Prix Powered by Mazda (Salinas, CA)
• October 4-7: Motul Petit Le Mans (Braselton, GA)

79.3 Broadcast Rights
Fox Sports 1 contracted with IMSA to televise the entire USCC season through 2018.

79.4 Sponsors

79.5 Market Resources
International Motor Sports Association, International Motorsports Center, One Daytona Boulevard, Daytona Beach, FL 32114. (386) 310-6500. (www.IMSA.com)
80

WORLD OF OUTLAWS

80.1 Overview
An estimated 4.5 million people attend dirt racing events each year. Of the
1,000 speedways in the U.S., some 800 are dirt tracks, most no bigger than a half mile.
More than 50,000 competitive dirt racers enjoy the sport as a hobby.
The World of Outlaws (www.worldofoutlaws.com) is the only sanctioning body for
full-time professional dirt racers. There are two racing series: Craftsman Sprint Car
Series and Craftsman Late Model Series. More than 1.2 million fans attended World of
Outlaws events in 2016. World of Outlaws events have been broadcast on ESPN and
Speed since 2007.

80.2 Sprint Car Series
The Craftsman Sprint Car Series is comprised of 71 events, as follows:
• DIRTcar Nationals (Volusia Speedway Park; Barberville, FL), held in February
• FVP Outlaw Showdown (The Dirt Track at Las Vegas; Las Vegas, NV),
  held in March
• NAPA Wildcat Shootout presented by RideNow Powersports (USA Raceway;
  Tucson, AZ), held in March
• Thunderbowl Raceway (Tulare, CA), held in March
• FVP Western Spring Shootout (Stockton Dirt Track; Stockton, CA), held in March
• Mini Gold Cup (Silver Dollar Speedway; Chico, CA), held in March
• Antioch Speedway (Antioch, CA), held in April
• Brad Sweet presents Placerville Short Track Outlaw Showdown (Placerville
  Speedway; Placerville, CA), held in April
• Wine Country Outlaw Showdown (Calistoga Speedway; Calistoga, CA), held in April
• Kings Speedway (Hanford, CA), held in April
• SoCal Showdown (Perris Auto Speedway; Perris, CA), held in April
• Texas Outlaw Nationals (Devil’s Bowl Speedway; Mesquite, TX), held in April
• Salina Highbanks Speedway (Salina, OK), held in May
• Spring Classic (Federated Auto Parts Raceway at I-55; Pevely, MO), held in May
• Tri-State Speedway (Haubstadt, IN), held in May
• Eldora Speedway (Rossburg, OH), held in May
• Gettysburg Clash (Lincoln Speedway; Abbottstown, PA), held in May
• Williams Grove Speedway (Mechanicsburg, PA), held in May
• Morgan Cup (Williams Grove Speedway; Mechanicsburg, PA), held in May
• Empire State Challenge (Weedsport Speedway; Weedsport, NY), held in May
• Jersey Outlaw Classic (New Egypt Speedway; New Egypt, NJ), held in May
• Circle K/NOS Energy Drink Outlaw Showdown (The Dirt Track at Charlotte; Concord, NC), held in May
• Lawrenceburg Speedway (Lawrenceburg, IN), held in May
• Kistler Engines Classic (Attica Raceway Park; Attica, OH), held in May
• NAPA Auto Parts Rumble in Michigan (I-96 Speedway; Lake Odessa, MI), held in May
• Kokomo Speedway (Kokomo, IN), held in June
• NAPA Auto Parts Outlaw Showdown (I-80 Speedway; Greenwood, NE), held in June
• O’Reilly Auto Parts presents the Outlaws at Lakeside (Lakeside Speedway; Kansas City, KS), held in June
• Crawford County Speedway (Denison, IA), held in June
• Mediacom Shootout (Knoxville Raceway; Knoxville, IA), held in June
• Huset’s Speedway (Brandon, SD), held in June
• Granite City Speedway (Sauk Rapids, MN), held in June
• First Leg of the Northern Tour (River Cities Speedway; Grand Forks, ND), held in June
• Iverson Huron presents The Greatest Show on Dirt (Dakota State Fair Speedway; Huron, SD), held in June
• NAPA Auto Parts Rumble in Michigan (I-96 Speedway; Lake Odessa, MI), held in June
• 34 Raceway (Burlington, IA), held in June
• Jim Boyd “JB” Memorial presented by Karavan Trailers (Beaver Dam Raceway; Beaver Dam, WI), held in June
• O’Reilly Auto Parts presents the Outlaws at Lakeside (Lakeside Speedway; Kansas City, KS), held in July
• Boot Hill Showdown (Dodge City Raceway Park; Dodge City, KS), held in July
• Cedar Lake Outlaw Sprint Car Showdown (Cedar Lake Speedway; New Richmond, WI), held in July
• Brad Doty Classic (Limaland Motorsports Park; Lima, OH), held in July
• Knight Before the Kings Royal (Eldora Speedway; Rossburg, OH), held in July
• Kings Royal (Eldora Speedway; Rossburg, OH), held in July
• Don Martin Memorial Silver Cup Twins (Lernerville Speedway; Sarver, PA), held in July
• Summer Nationals (Williams Grove Speedway; Mechanicsburg, PA), held in July
• Lebanon Valley Speedway (West Lebanon, NY), held in July
• Six Nations Showdown (Ohsweken Speedway; Ohsweken, ON, Canada), held in July
• Brockville Ontario Speedway (Brockville, ON, Canada), held in July
• Autodrome Drummond (Drummondville, QC, Canada), held in August
• Ironman 55 (Federated Auto Parts Raceway at I-55; Pevely, MO), held in August
• FVP Knoxville Nationals (Knoxville Raceway; Knoxville, IA), held in August
• Junction Motor Speedway (McCool Junction, NE), held in August
• Second Leg of the Northern Tour (River Cities Speedway; Grand Forks, ND), held in August
• Gerdau presents the Magic City Showdown (Nodak Speedway; Minot, ND), held in August
• 10th Annual Oil City Cup (Castrol Raceway; Edmonton, AB, Canada), held in August
• Monster Meltdown (Skagit Speedway; Alger, WA), held in September
• Grays Harbor Raceway (Elma, WA), held in September
• Cottage Grove Speedway (Cottage Grove, OR), held in September
• Gold Cup Race of Champions (Silver Dollar Speedway; Chico, CA), held in September
• Antioch Speedway (Antioch, CA), held in September
• The Arnold Motor Supply Shootout (Clay County Fairgrounds; Spencer, IA), held in September
• Clash at the Creek (Deer Creek Speedway; Spring Valley, MN), held in September
• 4-Crown Nationals (Eldora Speedway; Rossburg, OH), held in September
• Berlin Raceway (Marne, MI), held in September
• National Open (Williams Grove Speedway; Mechanicsburg, PA), held in October
• Rolling Wheels Raceway (Elbridge, NY), held in October
• Lawrenceburg Speedway (Lawrenceburg, IN), held in October
• Plymouth Speedway (Plymouth, IN), held in October
• Port Royal Speedway (Port Royal, PA), held in October
• Utica-Rome Speedway (Vernon, NY), held in October
• Bad Boy Buggies World of Outlaws World Finals (The Dirt Track at Charlotte; Concord, NC), held in November

80.3 Late Model Series

The Craftsman Late Model Series is comprised of 34 events, as follows:
• Late Model Winter Nationals (Bubba Raceway Park; Ocala, FL), held in February
• Screven Motor Speedway (Sylvania, GA), held in February
• Kentucky Lake Motor Speedway (Calvert City, KY), held in March
• Duck River Raceway Park (Wheel, TN), held in April
• Tazewell Speedway (Tazewell, TN), held in April
• Douglas Dodge Ram Trucks Illini 100 (Farmer City Raceway; Farmer City, IL), held in April
• Blue Ridge Bash (Friendship Motor Speedway; Elkin, NC), held in May
• Tar Heel 100 (Fayetteville Motor Speedway; Fayetteville, NC), held in May
• Ponderosa Speedway (Junction City, KY), held in May
• Mountain Outlaw 50 Presented by NAPA (Smoky Mountain Speedway; Maryville, TN), held in May
• Jackpot 100 (Tyler County Speedway; Middlebourne, WV), held in May

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• Great Northern Tour (Fonda Speedway; Fonda, NY), held in June
• Great Northern Tour (Brighton Speedway; Brighton, ON, Canada), held in June
• Great Northern Tour (Cornwall Motor Speedway; Cornwall, ON, Canada), held in June
• Great Northern Tour (Weedsport Speedway; Weedsport, NY), held in June
• Firecracker 100 (Lernerville Speedway; Sarver, PA), held in June
• Wild West Tour (Black Hills Speedway; Rapid City, SD), held in July
• Wild West Tour (Deer Creek Speedway; Spring Valley, MN), held in July
• Wild West Tour (Gillette Thunder Speedway; Gillette, WY), held in July
• Wild West Tour (Hibbing Raceway; Hibbing, MN), held in July
• Wild West Tour (River Cities Speedway; Grand Forks, ND), held in July
• Workforce 40 (Quincy Raceways; Quincy, IL), held in July
• Prairie Dirt Classic (Fairbury American Legion Speedway; Fairbury, IL), held in July
• Sun Drop Shootout (Shawano Speedway; Shawano, WI), held in July
• USA Nationals 100 (Cedar Lake Speedway; New Richmond, WI), held in July
• Fulton Bank 50 (Delaware International Speedway; Delmar, DE), held in August
• Potomac Speedway (Budds Creek, MD), held in August
• Winchester Speedway (Winchester, VA), held in August
• Atomic Speedway (Chillicothe, OH), held in August
• Eriez Speedway (Erie, PA), held in August
• Working Man 50 (Lernerville Speedway; Sarver, PA), held in August
• Late Model National Open (Selinsgrove Speedway; Selinsgrove, PA), held in August
• Keyser Manufacturing Down & Dirty Weekend presented by NAPA Auto Parts (Berlin Raceway; Marne, MI), held in September
• Bad Boy Buggies World of Outlaws World Finals (The Dirt Track at Charlotte; Concord, NC), held in November

80.4 Sponsors

Craftsman became the title sponsor for both the Sprint Car Series and Late Model Series in 2016.


80.5 Market Resources
World of Outlaws, 7575-D West Winds Boulevard, Concord, NC 28027. (704) 795-7223. (www.worldofoutlaws.com)
81

MOTORCYCLE RACING

81.1 Overview
Federation of International Motorcycling (www.fim-live.com) classifies motorcycle racing (also called moto racing) into four main categories, as follows:

- **Road Racing**
  - Traditional road racing
  - Motorcycle Grand Prix
  - Superbike racing
  - Supersport racing
  - Endurance racing
  - Sidecar racing
- **Motocross**
  - Supercross
  - Supermoto
- **Enduro and Cross-Country**
  - Enduro
  - Hare Scramble
  - Cross-country rally
- **Track Racing**
  - Indoor short track and TT racing
  - Speedway
  - Grasstrack
  - Ice speedway
  - Board track
  - Auto race track

Other categories of motorcycle racing are drag racing/sprints, hill climb, landspeed racing, UK sprinting, and vintage.

81.2 AMA Pro Motocross
Motocross (or MX) is off-road racing on a closed circuit. The Lucas Oil Pro Motocross Championship (www.promotocross.com), held since 1972 and the major motocross series in the U.S., consists of 12 rounds held from early May through mid-September. There are three classes:
• 250 Motocross Class for 0-125 cc 2-stroke or 150-250 cc 4-stroke machines
• 450 Motocross Class for 150-250 cc 2-stroke or 251-450 cc 4-stroke machines
• Women’s National Championship Series

The Motocross Championship is sanctioned by the American Motorcyclist Association (www.americanmotorcyclist.com) and managed by MX Sports Pro Racing (www.mxsportsproracing.com).

Lucas Oil has held title sponsorship of the Motocross Championship since 2009; the current deal runs through 2019.

MX Sports Pro Racing contracted in 2009 with NBC to broadcast live coverage of three races; additional races are broadcast live on NBC Sports Network.

Total series viewership is 5.5 million. NBC averages 536,000 viewers for its three broadcasts.

The 2017 Lucas Oil AMA Pro Motocross Championship schedule was as follows:
• May 20: Hangtown Motocross Classic (Sacramento, CA)
• May 27: Glen Helen National (San Bernardino, CA)
• June 3: Thunder Valley National (Lakewood, CO)
• June 17: High Point National (Mt. Morris, PA)
• June 24: Tennessee National (Blountville, TN)
• July 1: RedBud National (Buchanan, MI)
• July 8: Southwick National (Southwick, MA)
• July 22: Spring Creek National (Millville, MN)
• July 29: Washougal National (Washougal, WA)
• August 12: Unadilla National (New Berlin, NY)
• August 19: Budds Creek National (Mechanicsville, MD)
• August 26: Ironman National (Crawfordsville, IN)

Sponsors for 2017 are Acerbis, Bud Light, Deltran Battery Tender, Dunlop, FMF Racing, Fram, Geico Motorcycle, GoPro, Husqvarna Motorcycles, Kawasaki, KTM, Motion Pro, Oakley, Pivot Works, Racer X, Red Bull, Suzuki, Utah Sports Commission, Vertex, and Western Power Sports.

81.3 Arenacross

Arenacross (www.arenacross.com) is the indoor off-spring of motocross, with racing on a short track with huge triple jumps and fast, banked corners.

Feld Entertainment (www.feldentertainment.com) owns Arenacross; AMS Oil is the title sponsor.

The 2017 AMSOIL Arenacross schedule was as follows:
• January 7-8: U.S. Bank Arena (Cincinnati, OH)
• January 14-15: Van Andel Arena (Grand Rapids, MI)
• January 20-22: Royal Farms Arena (Baltimore, MD)
• January 28-29: Bridgestone Arena (Nashville, TN)
• February 4-5: Freedom Hall (Louisville, KY)
Sprint Center (Kansas City, MO)
Georgia Dome (Atlanta, GA)
Landers Center (Southaven, MS)
Smoothie King Center (New Orleans, LA)
Moda Center (Portland, OR)
Livestock Events Center (Reno, NV)
Golden 1 Center (Sacramento, CA)
Denver Coliseum (Denver, CO)
Orleans Arena (Las Vegas, NV)

Sponsors for 2017 were American Motorcyclist Association, Cosmetic Gasket, DC Shoes, FS1, Monster Energy, Moose Racing, Parts Unlimited, Racer X, Rocky Mountain ATV, Thor, Wossner Pistons, and Yamaha bLU cRU.

81.4 MotoGP

Grand Prix motorcycle racing is the premier category of motorcycle road racing. MotoGP (www.motogp.com) is the highest class of GP racing.

The 2017 Grand Prix motorcycle racing season was the 69th F.I.M. Road Racing World Championship season. Races were as follows:

- March 26: Losail International Circuit (Doha, Qatar)
- April 9: Autódromo Termas de Río Hondo (Argentina)
- April 23: Circuit of the Americas (Austin, TX)
- May 7: Circuito de Jerez (Jerez de la Frontera, Spain)
- May 21: France, Le Mans, Circuit Bugatti (Le Mans, France)
- June 4: Mugello Circuit (Scarperia, Italy)
- June 11: Circuit de Catalunya (Montmelo, Spain)
- June 25: TT Circuit Assen (Assen, Netherlands)
- July 2: Sachsenring (Chemnitz, Germany)
- August 6: Masaryk Circuit (Brno, Czech Republic)
- August 13: Red Bull Ring (Spielberg, Austria)
- August 27: Silverstone Circuit (Silverstone, United Kingdom)
- September 10: Misano World Circuit Marco Simoncelli (Rimini, San Marino)
- September 24: Motorland Aragon (Alcañiz, Spain)
- October 15: Twin Ring Motegi (Motegi, Japan)
- October 22: Phillip Island Grand Prix Circuit (Phillip Island, Australia)
- October 29: Sepang Circuit (Sepang, Malaysia)
- November 12: Circuit Ricardo Tormo (Valencia, Spain)

Official sponsors for the 2017 season were BMW, DHL, Michelin, Singha Beer, and Tissot. Race title sponsors were Commercial Bank of Qatar, GoPro, HJC Helmets, Michelin, Monster Energy, Motul, NeroGiardini, Octo, Red Bull, Shell, and Tim di San Marino.
81.5 Supercross

Supercross (or SX) is indoor motocross; it is notable for its numerous jumps. In 2007, Monster Beverage Co. was named title sponsor for the series, which was renamed Monster Energy Supercross (www.supercrosslive.com).

Monster Energy Supercross evolved in the 1970s out of motocross. Supercross involves racing of off-road motorcycles on artificial dirt tracks typically at baseball and football stadiums and consisting of steep jumps and obstacles.


*SportsBusiness Journal* estimates the Supercross series annual revenue at $44.4 million, distributed as follows:

- Ticket sales: $20.8 million
- Sponsorship: $14.2 million
- Merchandise: $ 8.3 million
- Television rights: $ 1.1 million

Attendance at Supercross events has been as follows:

- 1998: 770,432
- 1999: 753,124
- 2000: 759,112
- 2001: 791,253
- 2002: 792,909
- 2003: 811,428
- 2004: 791,445
- 2005: 819,093
- 2006: 830,851
- 2007: 831,987
- 2008: 799,401
- 2009: 786,913
- 2010: 787,593
- 2011: 826,973
- 2012: 831,600
- 2013: 848,300
- 2014: 876,370

Attendance figures have not been released by Supercross since 2014.

Supercross has been broadcast on Fox Sports 1 (formerly Speed) since 2006. Eleven live races were broadcast in 2017. Average viewership is 385,000.

The 2017 Monster Energy Supercross racing season had 17 events, as follows:

- January 7: Angel Stadium (Anaheim, CA)
- January 14: Petco Park (San Diego, CA)
- January 21: Angel Stadium (Anaheim, CA)
- January 28: University of Phoenix Stadium (Glendale, AZ)
- February 4: O.Co Coliseum (Oakland, CA)
- February 11: AT&T Stadium (Arlington, TX)
- February 18: U.S. Bank Stadium (Minneapolis, MN)
- February 25: Georgia Dome (Atlanta, GA)
- March 4: Rogers Centre (Toronto, ON, Canada)
- March 11: Daytona Speedway (Daytona, FL)
- March. 18: Lucas Oil Stadium (Indianapolis, IN)
- March. 25: Ford Field (Detroit, MI)
• April 1: The Dome at America's Center (St. Louis, MO)
• April 8: CenturyLink Field (Seattle, WA)
• April 22: Rice-Eccles Stadium (Salt Lake City, UT)
• April 28: MetLife Stadium (East Rutherford, NJ)
• May 6: Sam Boyd Stadium (Las Vegas, NV)

Supporting sponsors for 2017 were Alpinestars, AMS Oil, DC Shoes, Discount Tire, Dunlop Tire, EBC Brakes, Falken Tire, FMS Racing, Food Life, FS1, Go Pro, Honda, Husqvarna, Kawasaki, KTM, Monster Energy, Motorcycle Mechanics Institute, Parts Canada, Parts Unlimited, Pirelli Tires, Pro Circuit, Racer X, Rocky Mountain ATV, Suzuki, Thor, Toyota, VP Racing Fuel, and Yamaha.

81.6 Market Resources
AMA Pro Racing, 525 Fentress Boulevard, Suite B, Daytona Beach, FL 32114. (386) 492-1014. (www.amaproracing.com)

Federation of International Motorcycling, 11 Route de Suisse, 1295 Mies, Switzerland. Tel. +41 (0) 22 950 95 00. (www.fim-live.com)

Feld Motor Sports, 4255 Meridian Parkway, Aurora, IL 60504. (630) 566-6100. (www.feldmotorsportsonline.com)

MX Sports Pro Racing, 122 Vista Del Rio Drive, Morgantown, WV 26508. (304) 284-0084. (www.mxsportsproracing.com)
PART XI: TENNIS
82.1 Participation
According to the United States Tennis Association (USTA, www.usta.com), 27 million people identify as tennis players, a total that includes those who have played in the past as well as current players. In total, there are approximately 600 million play occasions each year.

According to 2017 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (www.sfia.org), the following number of people played tennis at least once:
• 2008: 17.7 million
• 2009: 18.5 million
• 2010: 18.7 million
• 2011: 17.8 million
• 2012: 17.0 million
• 2013: 17.7 million
• 2014: 17.9 million
• 2015: 17.9 million
• 2016: 18.1 million

82.2 Spending
According to Tennis Consumer Spending in the U.S., a report by the National Tennis Foundation (www.nationaltennisfoundation.org), overall consumer spending on tennis equipment and tennis activities exceeds $16 billion annually, distributed as follows:
• Playing fees (reserved court time fees, club memberships, etc.): $10.1 billion
• Equipment (primarily rackets): $ 2.3 billion
• Other merchandise (court bags, balls, shoes, and apparel): $ 2.9 billion
• Accessories: $ 947 million

82.3 Demographics
The following is a profile of USTA members:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Youth %</th>
<th>Adults %</th>
<th>Overall %</th>
</tr>
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<tbody>
<tr>
<td>Female</td>
<td>47%</td>
<td>57%</td>
<td>54%</td>
</tr>
<tr>
<td>Male</td>
<td>53%</td>
<td>43%</td>
<td>46%</td>
</tr>
</tbody>
</table>

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• 419 •
Age
• 18 and under: 24%
• 19-to-34: 14%
• 35-to-44: 22%
• 45-to-54: 22%
• 55-to-64: 12%
• 65 and older: 6%

Household Income
• Under $25,000: 1%
• $25,000 to $49,999: 12%
• $50,000 to $74,999: 18%
• $75,000 to $99,999: 14%
• $100,000 to $149,999: 35%
• $150,000 to $199,999: 9%
• $200,000 and higher: 11%

82.4 Market Resources
United States Tennis Association, 70 West Red Oak Lane, White Plains, NY 10604.
(914) 696-7000. (www.usta.com)
83

MEN’S TOURS

83.1 Overview
The Association of Tennis Professionals (ATP, www.atpworldtour.com), which represents the interests of male professional tennis players, organizes the ATP World Tour. Under the leadership of Etienne de Villiers, who took over as CEO in 2005, the tour has instituted significant changes to make it more viewer-friendly for television broadcasts. Tournaments now start on Sundays instead of Mondays to attract more weekend fans, for example. Also, five-set matches, which often took four hours, have been replaced by best-of-three matches.

The United States Tennis Association (USTA, www.usta.com) is the governing body for tennis in the United States. With more than 700,000 individual members and 7,000 organizational members, USTA is the largest tennis organization in the world. USTA manages the US Open – the world’s largest attended annual sporting event – and the recently launched US Open Series, which links 10 summer tournaments to the US Open. It also oversees three professional tour events, 94 Pro Circuit events nationwide, and all operations of the USTA National Tennis Center, the world’s largest public tennis facility and home of the US Open. USTA also manages and selects the U.S. teams for Davis Cup, Fed Cup, the Olympics, and the Paralympic Games. In 2006, USTA acquired partial ownership of The Tennis Channel.

83.2 Highest-Earning Tennis Players
Forbes (March 2017) ranks the highest-earning men’s tennis players as follows:

<table>
<thead>
<tr>
<th>Player</th>
<th>Winnings</th>
<th>Endorsements</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roger Federer</td>
<td>$ 9.3 million</td>
<td>$45.0 million</td>
<td>$54.3 million</td>
</tr>
<tr>
<td>Rafael Nadal</td>
<td>$ 7.4 million</td>
<td>$25.0 million</td>
<td>$32.4 million</td>
</tr>
<tr>
<td>Novak Djokovic</td>
<td>$10.3 million</td>
<td>$ 9.5 million</td>
<td>$29.8 million</td>
</tr>
<tr>
<td>Andy Murray</td>
<td>$ 5.0 million</td>
<td>$ 7.0 million</td>
<td>$12.0 million</td>
</tr>
<tr>
<td>Andy Roddick</td>
<td>$ 0.8 million</td>
<td>$ 8.0 million</td>
<td>$ 8.8 million</td>
</tr>
</tbody>
</table>

83.3 Grand Slam Tournaments
Generally recognized as the most important tennis events each year, the four Grand Slam tournaments (also called the Majors) are as follows:

SPORTS MARKETING 2018-2019
• 421 •
• The Australian Open
• The French Open
• The US Open
• Wimbledon

The French Open is played on clay, Wimbledon is played on grass, and the other two tournaments are played on hard courts.

83.4 APT World Tour

According to SportsBusiness Journal, ATP World Tour annual revenue is $107.1 million.

The 2017 ATP World Tour had 60 events (www.atpworldtour.com), with tournaments classified as 1000 Series (nine events), 500 Series (11 events), and 250 Series (40 events).

Twelve of the 60 events were held in the U.S. and Canada, as follows:

• February 13-19: Memphis Open (Memphis, TN)
• February 20-26: Delray Beach Open (Delray Beach, FL)
• March 9-19: BNP Paribas Open (Indian Wells, CA)
• March 22-April 2: Miami Open Presented by Itaú
• April 10-16: Fayez Sarofim & Co. US Men's Clay Court (Houston, TX)
• July 17-23: Dell Technologies Hall of Fame Tennis Championships (Newport, RI)
• July 24-30: BB&T Atlanta Open (Atlanta, GA)
• July 31-August 6: Citi Open (Washington, DC)
• August 4-13: Rogers Cup presented by National Bank (Montreal and Toronto, Canada)
• August 13-20: Western & Southern Open (Cincinnati, OH)
• August 19-26: Winston-Salem Open (Winston-Salem, NC)
• August 28-September 9: 2017 US Open (USTA Billie Jean King National Tennis Center, Flushing Meadows, NY)

ATP Media has international and domestic TV rights for the ATP 1000 Series, international rights for the ATP 500 Series, and international rights for the Davis Cup Quarterfinals, Semifinals, and Finals. Host venues for the 500 Series and 250 Series control domestic TV rights.

SportsBusiness Journal estimates that ATP Media garners $60 million in revenue from rights fees and online purchases of streamed matches, a figure that has grown 500% since 2006.

ATP World Tour sponsors are Corona Extra, Emirates Airline, FedEx, Infosys, Moët & Chandon, Ricoh, Rolex, and Vixlet.
“There is not a comparable entity that does what they do for their sport. They represent their rights globally and understand the markets throughout the world. And then they help make it an efficient production, pivoting between the tournament, the ATP and then the broadcasters. It is one-stop shopping.”

SportsBusiness Journal

83.5 US Open Series
The US Open Series (www.usopenseries.com) is a summer tennis season comprised of five ATP World Tour events, culminating with the US Open. The USTA launched the Series in 2004.

The men’s events of the 2017 US Open Series are as follows:
Men’s
- July 22-30: BB&T Atlanta Open (Atlanta, GA)
- August 4-13: Rogers Cup (Montreal and Toronto, Canada)
- August 12-20: Western & Southern Open (Cincinnati, OH)
- August 19-26: Winston-Salem Open (Winston-Salem, NC)
- August 31-September 13: 2017 US Open (USTA Billie Jean King National Tennis Center, Flushing Meadows, NY)

US Open Series matches are broadcast by CBS Sports, ESPN, ESPN2, NBC, and Tennis Channel.

83.6 Market Resources
Association of Tennis Professionals (ATP Americas), 201 ATP Tour Boulevard, Ponte Vedra Beach, FL 32082. (904) 285-8000. (www.atpworldtour.com)

United States Tennis Association, 70 West Red Oak Lane, White Plains, NY 10604. (914) 696-7000. (www.usta.com)
84

WOMEN’S TOURS

84.1 Overview
The Women’s Tennis Association (WTA, www.wtatennis.com), the organizing body for women’s professional tennis, organizes the WTA Tour, the worldwide professional tennis tour for women.

84.2 Highest-Earning Tennis Players
Forbes (March 2017) ranks the highest-earning female tennis players as follows:

<table>
<thead>
<tr>
<th>Winnings</th>
<th>Endorsements</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maria Sharapova:</td>
<td>$5.1 million</td>
<td>$22.0 million</td>
</tr>
<tr>
<td>Li Na:</td>
<td>$1.4 million</td>
<td>$17.0 million</td>
</tr>
<tr>
<td>Serena Williams:</td>
<td>$5.3 million</td>
<td>$11.0 million</td>
</tr>
<tr>
<td>Caroline Wozniacki:</td>
<td>$2.7 million</td>
<td>$11.0 million</td>
</tr>
<tr>
<td>Victoria Azarenka:</td>
<td>$6.7 million</td>
<td>$ 6.0 million</td>
</tr>
</tbody>
</table>

84.3 WTA Tour
According to SportsBusiness Journal, WTA tour annual revenue is $69.7 million. The 2017 WTA Tour (www.wtatennis.com) had 70 events, 53 of which were held outside the U.S.

84.4 Grand Slam Tournaments
WTA recognizes eight Grand Slam tournaments as follows:

- Australian Open (Melbourne)
- BNP Paribas Open (Indian Well, CA)
- China Open (Beijing)
- French Open (Paris)
- Miami Open Presented by Itaú (Key Biscayne, FL)
- Mutua Madrid Open (Madrid, Spain)
- US Open (Flushing Meadows, NY)
- Wimbledon (London)
84.5 US Open Series

The US Open Series (www.usopenseries.com) is a summer tennis season that culminates with the US Open. The USTA launched the Series in 2004.

The women’s events of the 2017 US Open Series are scheduled as follows:

• July 31-August 6: Bank of the West Classic (Stanford, CA)
• August 4-13: Rogers Cup (Montreal and Toronto, Canada)
• August 12-20: Western & Southern Open (Cincinnati, OH)
• August 18-26: Connecticut Open (New Haven, CT)
• August 31-September 13: 2017 US Open (USTA Billie Jean King National Tennis Center, Flushing Meadows, NY)

US Open Series matches are broadcast by CBS Sports, ESPN, ESPN2, NBC, and Tennis Channel.

84.6 Sponsors

WTA Tour sponsors for 2017 were Dubai Duty Free, iQIYI, SAP, and USANA Health Sciences.

84.7 Market Resources

Women’s Tennis Association, 100 Second Avenue S, Suite 1100-S, St. Petersburg, FL 33701. (727) 895-5000. (www.wtatennis.com)
MAJOR TOURNAMENTS

85.1 BNP Paribas Open

The BNP Paribas Open (www.bnpparibasopen.com), also called the Indian Wells Masters, has been played at the Indian Wells Tennis Garden (Indian Wells, CA) since 1974. The tournament is a Masters 1000 event on the men’s tour and is a Premier Mandatory event on the women’s tour. Indian Wells Tennis Garden is the second-largest permanent tennis stadium in the world. The tournament is one of the most lavish events among all sports competitions.

BNP Paribas Open attendance has been as follows:

- 2009: 332,498
- 2010: 339,657
- 2011: 350,086
- 2012: 370,406
- 2013: 382,227
- 2014: 431,527
- 2015: 456,672
- 2016: 438,058
- 2017: 439,261

BNP Paribas was the Premier Sponsor for 2017. Sponsors were Audi, City of Indian Wells, Emirates Airline, Fila, Head, Masimo, Oracle, Penn, and Steve Furgal’s International Tennis Tours. Champions Sponsors were Marracuda, Jeffrey Scott Fine Magnetics, Michelob Ultra, Moët & Chandon, Rum Chata, and Tennis Warehouse. Contributing Sponsors were Baccarat, Eisenhower Medical Center, Hertz, LavAzza, Melissa’s, Pepsi, Plexipave, and The Desert Sun.

The 2018 BNP Paribas Open is scheduled for March 5-18.

85.2 Davis Cup

The Davis Cup (www.daviscup.com), sanctioned by the International Tennis Federation (ITF, www.itftennis.com), is the most important international tournament between national teams in men’s tennis. The tournament was launched in 1900.

The 2017 Davis Cup by BNP Paribas, the 117\textsuperscript{th} of the tournament, was as follows:
- February 3-5: First Round
- April 7-9: Quarter Finals
- September 15-17: Semifinals
- September 17-19: Finals

In 2015, ITF signed a seven-year rights agreement with beIN Media Group to provide global television and digital coverage of the Davis Cup and Fed Cup. The tournament is streamed live at www.daviscup.tv. Sponsors for 2017 were Adecco, Head, and BNP Paribas.

85.3 Fed Cup
The Fed Cup (www.fedcup.com), sanctioned by the ITF, is the most important international tournament between national teams in women’s tennis. The tournament was launched in 1963.

The 2017 Fed Cup by BNP Paribas, the 55th edition of the tournament, was scheduled at various locations as follows:
- February 11-12: World Group and World Group II first round
- April 22-23: World Group semifinals, World Group/World Group II, playoffs
- November 11-12: World Group finals

Sponsors are Adecco and BNP Paribas.

85.4 Miami Open
Held each March in Key Biscayne, Florida, the two-week combined men’s and women’s Miami Open Presented by Itaú (www.miamiopen.com) has become one of the top sporting events in the U.S. for corporate hospitality. IMG (www.img.com) owns the Miami Open.

There are catered events in hospitality tents throughout the Crandon Park Tennis Center, which hosts the event. There are also nightlife activities. The matches include “night tennis,” which integrates tennis, players using reflective gear under ultraviolet lights, and music. The tournament includes on-site fashion shows and pyrotechnics.

Attendance was 300,952 over 24 sessions/14 days in 2016. The Open annually generates an economic impact of over $380 million for Miami-Dade County.

In 2016, the tournament was televised in the United States on ESPN, ESPN2, and Tennis Channel, with 106.5 hours of recorded coverage. The tournament was also broadcast to 193 territories around the world and received an estimated 12,000 hours of global television coverage.

Miami Open Presented by Itaú attendance has been as follows:
- 2009: 293,228
- 2010: 312,386
Itaú became the title sponsor in 2015; Sony was the previous sponsor. Host
sponsors in 2017 were Acordis International Corporation, Bacardi, Baptist Health South
Florida, The British Virgin Islands, Emirates Airline, FedEx, Head, Juan Valdez Cafe,
Lacoste, Lenox, Lexus, Miami Herald, Penn, Peugeot, Rolex, Stella Artois, and Steve
Furgal's International Tennis Tours. Gold sponsors are AT&T, Cambria, Faberg Tours,
Great Performances, Greater Miami Convention & Visitors Bureau, Grey Goose, IMG
Bollettieri Tennis Academy, Laykold, Moët & Chandon, Ocean Drive Magazine, Spain
Tourism, Stearns Weaver Miller Weissler Alhadeff & Sitterson, TennisPlaza, and USTA.
The 2018 event will be held March 18-April 1.

85.5 US Open

The US Open (www.usopen.org) is the final event of the US Open Series. The
main court for the event is the 22,547-seat Arthur Ashe Stadium, located at the USTA
Billie Jean King National Tennis Center in Flushing Meadows, New York.

US Open attendance has been as follows:

- 2009: 721,059
- 2010: 712,976
- 2011: 658,664
- 2012: 710,803
- 2013: 713,026
- 2014: 713,642
- 2015: 691,280

The 2016 US Open set records for day session attendance, night session
attendance, and total single-day attendance on Day 5: 40,280 for the day, 25,006 in the
evening, and 65,286 total.

An $825 million, 11-year broadcast rights agreement between the US Open and
ESPN began in 2015. CBS had previously broadcast the US Open for the previous
46 years.

The 2016 men’s final between Stan Wawrinka and Novak Djokovic drew 1.7
million viewers (on ESPN), compared to approximately 2.3 million in 2015 for the final
between Djokovic and Roger Federer. The 2016 women’s final between Angelique
Kerber and Karolína Plíšková earned 1.5 million viewers (on ESPN), down from 1.6
million in 2015 for Flavia Pennetta and Roberta Vinci and down also from 4.3 million (on
CBS) in 2014 for the final between Serena Williams and Caroline Wozniacki.

“The US Open, which attracts over 700,000 visitors per year, offers brands access to a relatively well-educated and affluent demographic and, unlike many sporting events, has an audience that’s split equally between men and women.”

*SportsBusiness Journal*

The 2017 US Open was held August 28 - September 10.

**85.6 Wimbledon**

Since the first championships in 1877, Wimbledon’s (www.wimbledon.org) history, elegance, and timeless grass-court setting have held a special place in sports. Wimbledon is jointly hosted by The All England Tennis and Croquet Club and The Lawn Tennis Association.

In 2011, the All England Tennis and Croquet Club awarded broadcast rights to the Wimbledon Championships through 2024 to ESPN. *The New York Times* estimated the value of the deal, which ended NBC’s 43-year run of coverage of the event, at $500 million. The 2016 Women’s Finals had a 1.9 million U.S. TV audience. The 2016 Men’s Finals had 2.7 million viewers in the U.S.

Wimbledon is the most-watched TV sports event in the United Kingdom. Broadcast by BBC, The 2016 Gentlemen’s Singles Final peaked at 13.3 million with a 69% peak share. The 2016 Ladies’ Singles Final audience peak was 4.8 million. On the BBC website there were 10.2 million unique browsers and 1.9 million requests for the Wimbledon live stream. The Mixed Doubles Final peaked at 2.8 million and the Gentlemen’s Wheelchair Singles Final on BBC2 peaked at 1.1 million.

Attendance at Wimbledon is limited by the capacity and fluctuates only slightly year-to-year. Attendance crossed and has stayed over the 400,000 mark since 1997, reaching more than 500,000 once. Attendance was 493,928 in 2016.
Wimbledon sponsors in 2017 were Evian, Häagen-Dazs, HSBC, IBM, Jaguar, Lanson, LavAzza, Polo Ralph Lauren, Robinsons, Slazenger, and Stella Artois. The 131st Wimbledon Championships were held July 3-16, 2017.
86

ESPORTS MARKET ASSESSMENT

86.1 Overview
Esports, defined as video game competitions in which players compete in front of live audiences, have been popular in Asia for several years and are rapidly gaining popularity in the United States.

“The growth of competitive esports has been anything but an overnight phenomenon, with the market swelling from humble fighting and shooting games in the 1990s, when tournament prizes would be a few hundred dollars, to an industry that generates hundreds of millions of dollars annually. The global championships for games like Dota 2 and League of Legends, whose tournament prize pools are in the millions of dollars, currently see their finales pack arenas worldwide.”

The New York Times, 12/11/16

86.2 Newzoo Assessment
The 2017 Global Esports Market Report, by Newzoo (www.newzoo.com), assesses the esports global market as follows:

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td>$266 million</td>
<td>$665 million</td>
</tr>
<tr>
<td>Media rights</td>
<td>$ 95 million</td>
<td>$340 million</td>
</tr>
<tr>
<td>Advertising</td>
<td>$155 million</td>
<td>$224 million</td>
</tr>
<tr>
<td>Merchandise and tickets</td>
<td>$ 64 million</td>
<td>$135 million</td>
</tr>
</tbody>
</table>

SPORTS MARKETING 2018-2019
• 432 •
• Game publisher fees: $116 million $133 million
• Total: $696 million $1.49 billion

‘Esports Enthusiasts’ are defined by Newzoo as frequent viewers and active participants of esports. This group numbers 58.4 million globally and is 71% male; 50% are ages 21-to-35.

Total prize money was $93.7 million in 2016, with a 56% share generated in North America. The largest pool was awarded by The International, with a record $20.8 million. The Legends World Championship, which allows consumer contributions, had prize money of more than $5 million.

86.3 SuperData Research Assessment

Esports - The 2016 Report, by SuperData Research (www.superdataresearch.com), estimated the global esports market at $892 million. Advertising and sponsorships comprise 74% of the total, or $660 million. There were 214 million viewers worldwide in 2016.

“The biggest money makers are advertisements and sponsorships, which means companies are paying big bucks to put their logos and products on streams and their names on tournaments.”

SuperData Research, 7/20/16

By region, esports markets are as follows:
• Asia: $328 million
• North America: $275 million
• Europe: $269 million

The most-watched and highest-grossing esport is League of Legends (LoL). In the first half of 2016, LoL averaged 96 million viewers monthly; LoL generates $737 million a year.

Overwatch, launched in 2016, earned $269 million in the first month of its release and had an average user base of 10 million.

Along with sponsorships and advertising, esports’ value comes from tournament prize pools, small tournaments, live event ticket sales, merchandise, and wagering.

Despite large attendance at a few major tournaments, ticket sales for esports is
a relatively small market because few events throughout the year draw a crowd above 10,000. Some tournaments aren’t even publically announced – competitors just play from their homes and there is no way for fans to watch the action in person.

SuperData Research forecasts the market at $1.23 billion by 2019, with viewership increasing to 303 million.

“As more people become interested in watching esports, new tournaments will pop up in existing games to meet the demand of fans. New games like Overwatch and Rocket League are steadily cultivating fanbases who want to watch pro matches. More games will come out over the next few months that continue to grow the esports audience, and their growing presence on TV will only help expand their reach.”

SuperData Research, 7/20/16

86.4 Esports Fans
The Sports Fan and Engagement Study 2016, by Simmons Research (https://simmonsresearch.com), asked adults who have watched esports for the top reasons for watching. Responses were as follows (percentage of respondents):

- Game being played: 50.3%
- Quality of the event presentation: 44.4%
- Quality of the event commentators: 43.0%
- Size/importance of the tournament or event: 41.8%
- Team or players competing: 40.2%
- Number of gamers currently watching who have watched: 39.6%
- Fact that the broadcast is live: 37.9%
- Size of the prize pool: 36.0%

86.5 Investment
There have been several esports team purchases by high-level sports industry
executives.

In September 2016, Washington Wizards owner Ted Leonsis, and other partners acquired Team Liquid.

In October 2016, the Philadelphia 76ers and NextEquity, a venture capital firm, purchased a majority stake in esports franchises Team Dignitas and Team Apex.

Boston Celtics co-owner Jim Pallotta’s Raptor Group invested in Fnatic. Memphis Grizzlies co-owner Steve Kaplan holds a share in the ownership group behind Immortals.

SportsBusiness Journal reported that Dallas Mavericks owner Mark Cuban, Cleveland Cavaliers owner Dan Gilbert, and Denver Nuggets owner Josh Kroenke are looking into esports franchise ownership.

_________________________________________________________________

“NBA owners are rushing to acquire stakes in esports teams, hoping to expand their own digital empires. The ownership groups are acting independently of each other. But there is a common thread to the NBA enthusiasm. Each of the moves sees to take full advantage of some of the most robust, most deeply engaged, and fastest-growing audiences anywhere in sports or entertainment, populated heavily by hard-to-reach Millennial audiences but existing largely out of the mainstream.”

SportsBusiness Journal, 1/4/17

_________________________________________________________________

According to SportsBusiness Journal, mature esports franchises are generally valued between $5 million and $18 million, depending on their competitive strength, number of games they compete in, and their ancillary merchandising and online content business lines.

Seven- and eight-figure rounds of venture capital funding have been made into esports, according to Bloomberg Businessweek.

There have also been investments in esports facilities, including the following:

• Major League Gaming opened the 14,000 sq. ft. MLG.tv Arena in Columbus, Ohio.
• In 2016, the University of California Irvine opened a 3,500-square-foot esports arena that includes 80 custom gaming PCs and a webcasting studio capable of broadcasting matches to millions of viewers.
• An eSports Arena opened in Santa Ana, California, in 2015.
• An eSports Arena opened in Oakland, California, in 2017.
• Allied Esports (www.elcgaming.com/company/allied-esports), a network of esports venues announced plans in April 2017 for a new dedicated esports venue to be developed at Luxor Hotel and Casino. The new Esports Arena Las Vegas, scheduled to open in early 2018.

86.6 Wagering

Eilers Research (www.eilersresearch.com) estimates that fans of esports competition wagered more than $250 million on the outcome of esports events in 2015, with 590,000 paid participants for fantasy esports competitions in 2015. An estimated 1.72 million people wagered for esportsbooks.

After controversies surrounding illegitimate esports gambling sites – specifically Counter Strike: Global Offensive – Valve, one of the leading esports developers, has been sending out cease-and-desist letters to gambling websites. SuperData Research foresees that esports betting will see a sharp decline in the near future.

In November 2016, Downtown Grand, in Las Vegas, became the first U.S. sports book to take wagers on esports. The casino received approval from the Nevada Governor’s Gaming Policy Committee to accept wagers on the IEM Oakland eSports event featuring League of Legends.


87

LEAGUES & CHAMPIONSHIPS

87.1 ELeague

ELeague, a professional league for *Counter-Strike: Global Offensive*, launched in September 2015 as a joint venture of Turner Broadcasting and talent agency WME/IMG. The 24-team league has two 10-week seasons annually, with each season comprised of a regular season, playoffs, and a championship. Matches are played at the Turner Studios facility in Atlanta, Georgia, and broadcast live on TBS on Friday nights. The broadcast is simultaneously available on Twitch, an online streaming service.

Season 1 began in May 2016 and Season 2 began in October 2016. ELeague Major 2017 was held January 22 to January 29, 2017.

87.2 ESL Gaming Network

ESL Gaming Network (www.eslgaming.com), an esports production and broadcasting company, operates several high profile, branded international and national leagues and tournaments including top tier stadium-size events, as well as grassroots amateur cups, leagues and matchmaking systems. As of March 2017, ESL had operated more than 3,500 tournaments and paid out over $19 million in prize money.

Owned by Swiss media conglomerate MTG and headquartered in Cologne, Germany, ESL has a global footprint, with offices in the United States, Canada, Russia, France, Poland, Spain, and China. ESL opened its U.S. studio in Burbank, California, in 2014.

Major tournaments are the 59-event Intel Extreme Masters, the 20-event ESL One Series, and ESL National Championships. ESP also runs events for game makers, including Riot’s *League of Legends* and Blizzard Entertainment’s *Overwatch*.

ESL has filled 12 stadiums around the world – including Madison Square Garden (New York, NY) and SAP Center (San Jose, CA) – with fans for its esports tournaments. Corporate partners are BenQ, Blizzard, Intel, Red Bull, Riot, Smart Checker, Twitch, and Wargaming.net.
“The biggest tournaments are already filling entire arenas, including New York City’s Madison Square Garden. ESL’s broadcasters sit at SportsCenter-esque desks providing play-by-plays with enthusiasm levels suited to the Super Bowl, which has helped competitive gaming appeal to a broader audience. The company regularly streams esports content six or seven days a week.”

MarketWatch

87.3 League Of Legends World Championship Series

Riot Games (www.riotgames.com), publisher of League of Legends, the most popular game in the world with 100 million monthly players, has hosted the League of Legends World Championship since 2011.

Finals locations and peak viewership have been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Host City</th>
<th>Peak Viewership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>Jönköping, Sweden</td>
<td>210,000</td>
</tr>
<tr>
<td>2012</td>
<td>Los Angeles, CA</td>
<td>1.1 million</td>
</tr>
<tr>
<td>2013</td>
<td>Los Angeles, CA</td>
<td>8.5 million</td>
</tr>
<tr>
<td>2014</td>
<td>Seoul, South Korea</td>
<td>11.0 million</td>
</tr>
<tr>
<td>2015</td>
<td>Berlin, Germany</td>
<td>14.0 million</td>
</tr>
<tr>
<td>2016</td>
<td>Los Angeles, CA</td>
<td>14.7 million</td>
</tr>
<tr>
<td>2017</td>
<td>Beijing, China</td>
<td></td>
</tr>
</tbody>
</table>

In 2016, the finals were watched by 43 million people, with a peak concurrent viewership of 14.7 million viewers. Total cumulative daily unique impressions (the number of unique viewers that tuned in every day via online and television channels) reached 396 million.

In May 2017, Riot Games announced plans to award 10 permanent franchise spots in the North American League Championship Series for $10 million each. The franchises will launch when the reconstituted league starts play in 2018.
Major League Gaming (MLG, www.majorleaguegaming.com), launched in 2002, holds official video game tournaments throughout the United States and Canada. MLG operates the MLG Pro Circuit, the longest-running eSports league in North America, CWL Global Pro League, and GameBattles, the largest cross platform online gaming tournament system with 9 million registered users across the globe. MLG hosts a premium streaming service, mlg.tv, which streams competitions. Competitions have also been broadcast on ESPN.com.

In 2014, MLG opened the 14,000 sq. ft. MLG.tv Arena in Columbus, Ohio. Activision Blizzard, publisher of Call of Duty, acquired MLG in 2016 for $46 million.

The 2017 Call of Duty World League Championship was held August 9-13 in Orlando, Florida.
88

MEDIA & ADVERTISING

88.1 Esports Media
Esports media competes directly for viewer’s time with traditional sports media.

“The rising popularity of competitive video-gaming, or esports, is chipping away at viewership of traditional sports, a new study shows. About 76% of esports fans say they are spending less time watching games such as football and baseball because they are tuned in video game competitions instead, according to Newzoo.”

_The Wall Street Journal, 10/13/16_

The following is a summary of esports media:

- Online streaming service Twitch is the largest esports media company (see 88.3).
- Turner Broadcasting, in partnership with WME/IMG, formed ELeague, a professional league for _Counter-Strike: Global Offensive_, in 2015. Matches are broadcast live on TBS on Friday nights.
- In January 2017, Facebook Live secured exclusive streaming rights to Blizzard’s _Heroes of the Dorm_ tournament, which had aired on ESPN the prior two seasons.
- ESPN unveiled a newsgathering operation to cover esports in 2016.
- Major League Gaming (MLG, www.majorleaguegaming.com) operates MLG.tv, an online broadcast network for professional level competitive gaming.
- ESL Gaming Network signed a partnership in February 2017 with former Fox TV executive David Hill, who will train ESL production teams and on-air talent.
- In December 2016, Riot Games, publisher of _League of Legends_, signed a deal with MLBAM’s BAMTech subsidiary that gives the Major League Baseball spinoff...
exclusive rights to create a dedicated viewing app for fans and to sell sponsorships and ads.

- Activision Blizzard, publisher of iconic video game titles *Call of Duty*, *World of Warcraft*, *Heroes of the Storm*, and *Overwatch* operates MLG.tv.

### 88.2 ELeague Viewership

ELeague competitions are broadcast on TBS, Twitch, and YouTube. TV viewership has been as follows:

<table>
<thead>
<tr>
<th>Telecasts</th>
<th>Avg. Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Season 1 - Spring 2016: 10</td>
<td>247,000</td>
</tr>
<tr>
<td>Season 2 - Fall 2016: 6</td>
<td>257,000</td>
</tr>
</tbody>
</table>

ELeague Season 1 drew 25 million live video streams on Twitch for live-event coverage.

ELeague Major drew 1.03 million live video streams for the final on January 27, 2017. For the seven-day Major, there were 60 million video streams across Twitch, YouTube, and GOTV.

### 88.3 Twitch

Gaming networks provide a platform for gamers to play or watch games online. Twitch.tv, acquired by Amazon in 2014 for $970 million, is the most popular gaming network.

The average Twitch user spends two hours a day engaging with the site. During its peak hours, Twitch is the web’s fourth largest source of traffic, behind Netflix, Google, and Apple.

__________________________________________________________

“While new competitors are gunning for its streaming dominance, Twitch remains the destination of choice for anyone who wants to watch others play video games.”

*SportsBusiness Journal, 2/27/17*

__________________________________________________________

In total, Twitch had more than 1.5 million broadcasters and logged more than 100 million unique viewers a month in 2016, with those viewers racking up a collective 20 billion minutes of viewing time of the more than 11 million videos that are broadcast.
“Twitch boasts more than 2 million unique streamers per month, drawing 9.7 million active daily viewers with an engagement rate of 106 minutes watched per person per day. Twitch streams most of the biggest esports competitions across the globe, drawing huge audiences. The site is free, but Twitch’s secret sauce is its ad revenue model. The top 17,000 streamers, which include professional esports players, can participate in an ad-revenue-sharing program. The players, not Twitch, decide in real time when the ads run during their streaming sessions. So a top esports player might hop on Twitch to practice playing, draw thousands of viewers, and then take a quick break and ask viewers to watch an ad, noting that it will help support their career.”

Advertising Age, 4/3/17

88.4 Advertising
SuperData Research (www.superdataresearch.com) estimated the global esports advertising and sponsorships in 2016 at $660 million.

Newzoo (www.newzoo.com) estimated global sponsorship and advertising spending in 2017 at $421 million; sponsorships comprised 63% of the total. Spending is projected to increase to $889 million.

Major brands are attracted to the loyal fanbase for esports.
“The explosive growth has started catching the eye of big-spending marketers including Arby’s, Audi, Coca-Cola, PepsiCo, Gillette, and Bud Light. They are among the brands putting money into esports in hopes of reaching the sport’s demographic sweet spot: males between the ages of 21-to-35 who are increasingly hard to reach via traditional advertising. For marketers able to navigate the nascent esports landscape, which one analyst group compared to the Wild West, the paybacks can be huge because gamers have shown loyalty to brands that do it right.”

Advertising Age, 4/3/17

88.5 Sponsorships
ELeague sponsors for Season 3 (2017) were Arby’s, Buffalo Wild Wings, Credit Karma, Dell, Domino’s, G Labs, Hyper-X (headphones), and Snickers. Sponsorship fees are $2 million per season.

ESL Gaming Network Gold Partner for 2017 was Intel. Silver Partners are Legion by Lenovo, Logitech, MTN DEW League, PaySafe Card, and Xfinity. YouTube is the Streaming Partner.
### Collegiate Clubs

Esports clubs have been organized at most major U.S. universities. In 2009, the gaming club at Princeton University spearheaded the formation of the Collegiate Starleague (CSL, www.cstarleague.com). CSL hosts tournaments in some of the most popular game titles and has awarded over $250,000 in scholarship money to collegiate champions. During the 2014-2015 academic year, clubs from 450 schools participated in CSL.


“Esports have taken off on campuses across the country, including Harvard and Florida State University. More than 10,000 students now play in the biggest college league, 4,600 more than the number of men who play on Division I college basketball teams. The stakes keep climbing, too: Winning a big tournament can sometimes earn players several years' worth of tuition money.”

*The New York Times*

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Many college clubs also participate in the Ivy League of Legends (IvyLoL, www.ivylol.com), which formed in 2012. IvyLoL is organized into four Premier Leagues (East, North, South, and West) and an Open League.

### Varsity Esports Programs

Robert Morris University (Chicago, IL) created a sanctioned video game team in 2014, becoming the first college to do so.
In July 2016, seven colleges sanctioned esports programs. By April 2017, the number of collegiate varsity programs had grown to 35.

Most colleges are letting esports evolve on their own, sanctioning clubs and providing practice space but not imposing the regulations governing traditional sports. National Association of Collegiate eSports (NACE, https://nacesports.org) formed in July 2016 to coordinate in areas such as competition, eligibility, path to graduation, and scholarships. One of NACE’s first tasks was to define what makes an esports program a varsity sport. Largely, it means that the program is fully integrated into the school, receives funding, recruits, offers scholarships, has an esports-specific facility for practice and play, and provides equipment.

According to Michael Brooks, Executive Director of NACE, about 40% of varsity esports are run by athletic departments, 40% are run by student affairs or other student services departments, and 20% are managed by an academic department such as media or entertainment studies.

“Sports are intrigued by the connection with students focused on science, technology, engineering and math. Essentially, administrators see esports as another way to recruit students in their hyper-competitive landscape. In their mind, particularly the presidents, it’s become a way to engage the science, technology, engineering and math students, for whom it becomes their sport.”

Val Ackerman, President
Big East
SportsBusiness Journal, 4/24/17

Most esports team budgets start at around $200,000. Salaries, facilities, equipment, and scholarships are the main costs; many schools are able to get gaming equipment donated. NACE estimates that about $7 million in scholarships were granted for the 2017-2018 academic year.

As of June 2017, the following schools had sanctioned varsity esports teams:

• Bellevue University*
• Boise State University*
• Brescia University*
• College of St. Joseph*
• Columbia College*

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89.3 Collegiate Tournaments

Game developers play an active role in campus esports, mostly by sponsoring competitions and awarding scholarship money to winning teams.

In 2014, Riot Games launched the North American Collegiate Championship (NACC). The audience for the inaugural Championship filled Riot’s esports studio and almost 200,000 people watched online. Riot Games awarded $360,000 in scholarships to players who made the Final Four in 2015. The NACC evolved into the uLoL Campus Series in 2016 and The League of Legends College Championship (LoLCC) in 2017. Out of over 500 schools, 32 qualified for the 2017 LoLCC, which culminates in a live event at the LCS Arena in Los Angeles, May 25-28, 2017.

In 2017, NACE launched the National Invitational, a two-week event for varsity
collegiate esports teams. League of Legends was the game title of choice for the event. Maryville University won the inaugural championship, held on April 21, 2017.

89.4 Market Resources
National Association of Collegiate eSports, 1200 Grand Boulevard, Kansas City, MO 64106. (https://nacesports.org)
PART XIII: ORGANIZED SPORTS/COMPETITIONS
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AIR RACING

90.1 Overview
In air racing competitors race against the clock and complete tight turns through a slalom course consisting of pylons, or ‘air gates.’
Air races date to 1909. There are two major competitions: The Red Bull Air Race and The National Championship Air Races.

90.2 Red Bull Air Race
The Red Bull Air Race (www.redbullairrace.com), created by Red Bull and established in 2003, is a series of races held at eight venues. At each venue the top eight places earn World Championship points. The air racer with the most points at the end of the Championship becomes Red Bull Air Race World Champion.
After a three-year hiatus for safety improvements and reorganization, the Red Bull Air Race resumed in 2014.
The 2017 World Championship had the following stops:
• February 11-12: Abu Dhabi, United Arab Emirates
• April 15-16: San Diego, CA
• June 3-4: Chiba, Japan
• July 1-2: Budapest, Hungary
• July 22-23: Tatarstan, Russia
• September 16-17: Klettwitz, Germany
• October 14-15: Indianapolis, IN

The events attract large crowds and are broadcast, both live and taped, worldwide.
Sponsors for the 2017 Red Bull Air Race are BP, DHL, Hamilton Watch, Hartzell Propeller, and Rauch.

90.3 Reno Air Races
The National Championship Air Races, commonly known as the Reno Air Races (http://airrace.org), began in 1964 and take place each September at the Reno Stead Airport.
The Reno Air Races include several days of qualifying followed by four and a half days of multi-aircraft heat racing culminating in the Unlimited Class Gold Race.
Sponsors for the 2017 races are AeroShell, Air Capital Insurance, Amador Stage Lines, Benziger Family Winery, Circus Circus Reno, City of Reno, Click Bond, Dassault Falcon, DP Air Corporation, Eldorado Resort Casino, Embraer, Epic, ExxonMobile, GOV Planet, Grand Sierra Resort and Casino, Grocery Outlet, Hardy Aviation Insurance, Heritage Bank of Nevada, Hooker Creek, Insurance Technologies and Programs, Jose Cuervo, Ladd Gardner Insurance, Lincoln Military Housong, Model Dairy, New Amsterdam Vodka, Nugget Casino Resort, Peppermill Reno, Pepsi, Reno Airport, Sierra Office Solutions, Silver Legacy Resort Casino, State of Nevada, TruMoo, and Van de Pol Petroleum.
91.1 Overview
America’s Cup (www.americascup.com), held every four years, is the most famous and most prestigious regatta and match race in sailing. The Louis Vuitton Cup regattas of the America’s Cup are a challenge-driven yacht series that consist of a best-of-nine series of match racing (a duel between two boats).

Held around the world, over six million people attend regattas each year. The regattas are among the most extravagant social events in all of sports.

Among sporting competitions, the America’s Cup is the most costly for participants. The average cost for entry is a minimum $200 million.

“Though the America’s Cup is less familiar to Americans than other major global sports properties like Formula One and the UEFA Champions League, it is considered alongside FIFA’s World Cup and the Olympics to be one of the world’s largest sporting events.”

SportsBusiness Journal

91.2 The 34th America’s Cup
Each America’s Cup winner gets to pick the venue and set the rules for the next competition. Such control is unique among sports events; America’s Cup does not have an organizing body. Typically, each winning team sets up its own event organizer to review and select potential host cities, sell broadcast rights, and negotiate sponsorships.

Oracle Racing owner Larry Ellison, winner of the 33rd America’s Cup, which was held in Spain, chose to bring the 34th America’s Cup to San Francisco. Hosted by the Golden Gate Yacht Club, the America’s Cup Finals were held September 7-22, 2013.
The 34\textsuperscript{th} America’s Cup was designed to reshape professional sailing. America’s Cup Race Management was established to oversee the competition and America’s Cup Event Authority was set up to sell and promote the event. Both independent organizations were developed to give the sailing championship the type of organizational stability it lacked in the past when winners maintained complete control of the subsequent event.

Races of the 34\textsuperscript{th} America’s Cup were formatted to optimize spectator viewing, media coverage, and value to sponsors. The biggest change from previous America’s Cups is that all teams sailed a boat of uniform design, the AC72 catamaran. This promoted racing that emphasized sailing skills rather than technology. Winged sails make it possible to sail the boat with great maneuverability at speeds of up to 50 mph. This creates fast-paced action with more passes during races and allows racing just off the shoreline and in view of spectators. Past races were held nearly 20 miles from shore.

Ten America’s Cup World Series regattas were added as a prelude to the 34\textsuperscript{th} America’s Cup. Regattas were held in San Francisco, CA; San Diego, CA; Newport, RI; Cascais, Portugal; Plymouth, United Kingdom; Naples, Italy; and Venice, Italy.

There were over one million visitors to the official public sites in San Francisco at America’s Cup Park and America’s Cup Village. Hundreds of thousands more viewed the racing from the waterfront.

Oracle Team USA won the 34th America’s Cup in a winner-take-all 19th race, defeating challenger Emirates Team New Zealand by 44 seconds.

\subsection*{91.3 Television Broadcasts and Web-Streamed Video}

The 34\textsuperscript{th} America’s Cup was televised in 190 countries. A global cumulative television audience of more than one billion watched live, delayed, and Internet broadcasts. There was live coverage in the U.S., Europe, Australia, and New Zealand, among other countries, along with a live Internet feed. NBC and NBC Sports Network were the broadcast partners in the U.S.

Over 25\% of the population of New Zealand watched the racing broadcast live during the America’s Cup Finals.

There were over 5 million unique visitors to AmericasCup.com in September 2013 and over 45 million page views during the Summer of Racing (July 1 to September 26).

There were 24.8 million views of America’s Cup videos on YouTube.

There were over 320,000 downloads of the America’s Cup app.

\subsection*{91.4 Sponsors and Hospitality}

Sponsorship rights were in the $3 million to $4 million range, according to \textit{SportsBusiness Journal}.
Louis Vuitton was the presenting partner of the Challenger Series of the 34th America’s Cup.


Waterfront hospitality chalets for the 34th America’s Cup, which held about 60 guests, were priced from $75,000 for a single America’s Cup race to $395,000 for the full series of the two-week competition. America’s Cup Event Authority reported nearly 10,000 hospitality guests.

91.5 The 35th America’s Cup

The 35th America’s Cup took place June 2017 in Great Sound, Hamilton, Bermuda. The races were conducted using hydrofoiling America’s Cup Class yachts, which are slightly larger than the AC45F yachts used in the world series.

Oracle Team USA, representing Golden Gate Yacht Club, was the defender of the America’s Cup. Challenging clubs were as follows:

- Artemis Racing (Kungliga Svenska Segelsällskapet, Sweden)
- Emirates Team New Zealand (Royal New Zealand Yacht Squadron)
- Groupama Team France (France Yacht Club de France)
- Land Rover BAR (United Kingdom Royal Yacht Squadron)
- Softbank Team Japan (Japan Kansai Yacht Club)

Emirates Team New Zealand won the 2017 Louis Vuitton Cup and challenging the defender, Oracle Team USA, won the America’s Cup with a score of 7 to 1.[citation needed]

91.6 Market Resources

America’s Cup Headquarters, Pier 23, Suite 100, San Francisco, CA 94111.
(www.americascup.com)

Golden Gate Yacht Club, One Yacht Road, San Francisco, CA 94123.
(415) 346-2628. (www.ggyc.org)
BASS FISHING & SPORTFISHING

92.1 Overview

Bass, indigenous to the waters of every state except Alaska, are the most pervasive sport fish in the U.S. And bass prove to be a worthy opponent even for pro anglers. In the cult-like devotion it inspires, bass fishing is similar to NASCAR. In fact, many bass fishermen are NASCAR fans.

According to *Sports Illustrated*, 30 million Americans fish for bass every year.

The average amateur angler spends about $200 a month on equipment, which adds up to a $40 billion industry, according to B.A.S.S. (Bass Anglers Sportsman Society, www.bassmaster.com). That is more than is spent on tennis or biking.

American Sportfishing Association (ASA, www.asafishing.org) assesses that the fishing industry generates $31 billion in U.S. retail sales. Including travel and other expenses such as equipment, licensed anglers spend $46 billion annually.

Several bass fishing competitions are held across the U.S., the largest of which are hosted by B.A.S.S, FLW Outdoors (www.flwoutdoors.com) and Western Outdoor News Bass (WON BASS, www.wonbass.com).

92.2 Bass Anglers Sportsman’s Society

B.A.S.S., primarily a conservation and advocacy group, has about 600,000 members. Founded by Ray Scott in 1967, B.A.S.S. manages more than 30 national fishing tournaments annually. ESPN paid an estimated $35 million to $40 million in 2001 to buy the family-run operation. B.A.S.S. was sold to private investors in 2010.

The top 50 anglers compete in 12 annual events. The top prize in the Bassmaster Classic is $500,000.

The Bassmaster Tournament Trail consists of four series, as follows:
• Academy Sports + Outdoors B.A.S.S. Nation Series
• Bassmaster Elite Series
• Bassmaster Opens
• Costa Bassmaster High School Series presented by Dick’s Sporting Goods

The 2017 Bassmaster Tournament Trail schedule is as follows:
• March 16-18: GeicoICO Bassmaster Classic presented by Dick’s Sporting Goods (Lake Hartwell, Greenville, SC)
• April 19-21: Academy Sports + Outdoors B.A.S.S. Nation Western Regional presented by Magellan (Lake Shasta, Redding, CA)
• April 19-21: 2017 Carhartt Bassmaster College Western Conference Regional California presented by Bass Pro Shops (Lake Shasta, Redding, CA)
• April 20-22: 2017 Bass Pro Shops Southern Open #2 (Lake Chickamauga, Dayton, TN)
• April 27-30: Academy Sports + Outdoors Bassmaster Elite at Ross Barnett (Ross Barnett Reservoir, Ridgeland, MS)
• April 29: 2017 Costa Bassmaster High School Southern Open presented by Dick’s Sporting Goods (Lake Chickamauga, Dayton, TN)
• May 11-13: 2017 Carhartt Bassmaster College Eastern Conference Regional presented by Bass Pro Shops (Lake Cherokee, Dandridge, TN)
• May 17-21: Toyota Bassmaster Texas Fest benefitting the Texas Parks and Wildlife Department (Lake Sam Rayburn, Lufkin, TX)
• June 2-5: GoPro Bassmaster Elite at Dardanelle presented by Econo Lodge (Lake Dardanelle, Russellville, AR)
• June 8-10: 2017 Carhartt Bassmaster College Wildcard presented by Bass Pro Shops (Lay Lake, Shelby County, AL)
• June 14-16: Academy Sports + Outdoors B.A.S.S. Nation Eastern Regional presented by Magellan (Upper Chesapeake Bay, North East, MD)
• June 15-17: 2017 Bass Pro Shops Central Open #2 (Sabine River, Orange, TX)
• June 29-July 1: 2017 Bass Pro Shops Northern Open #1 (Oneida Lake, Syracuse, NY)
• July 20-23: HUK Bassmaster Elite at St. Lawrence presented by Go RVing (St. Lawrence River, Waddington, NY)
• July 27-30: Bassmaster Elite at Champlain presented by Dick Cepek Tires & Wheels (Lake Champlain, Plattsburgh, NY)
• August 3-5: 2017 Bass Pro Shops Northern Open #2 (James River, Richmond, VA)
• August 24-27: Advance Auto Parts Bassmaster Elite at St. Clair (Lake St. Clair, Macomb County, MI)
• September 7-9: 2017 Bass Pro Shops Northern Open #3 (Douglas Lake, Dandridge, TN)
• September 14-17: 2017 Toyota Bassmaster Angler of the Year Championship (Mille Lacs Lake, Mille Lacs, MN)
• September 19-22: Bassmaster Classic Bracket (Pokegama Lake, Grand Rapids, MN)
• September 28-30: 2017 Bass Pro Shops Southern Open #3 (Smith Lake, Jasper, AL)
• October 5-7: 2017 Bass Pro Shops Central Open #3 (Grand Lake O’ the Cherokees, Grove, OK)
Premier B.A.S.S. sponsors for 2017 were Bass Pro Shops, Berkley Fishing, Huk, Hummingbird, Mercury, Minn-Kota Sports, Nitro Performance Bass Boats, Power-Pole, Shell Rotella, Skeeter Fishing Boats, Toyota Trucks, Triton Boats, and Yamaha.

92.3 Fishing League Worldwide

Fishing League Worldwide (www.flwfishing.com), also known as FLW, the world’s largest tournament-fishing organization, offers anglers of all skill levels the opportunity to compete for millions in prize money.

The top bass tournament on the FLW Tour, the Forrest Wood Cup, is the most lucrative tournament in professional bass fishing. Named for Forrest L. Wood, founder of Ranger Boats and developer of the modern bass-fishing boat, the Forest Wood Cup was the first to offer a $1 million prize for the winner, in 2007.

The four major tournament circuits, which offer a path to the Forrest Wood Cup, are as follows:

• FLW Tour
• Costa FLW Series
• T-H Marine Bass Fishing League
• YETI College Fishing

There is also a High School Fishing tournament circuit.

The FLW television show, broadcast to more than 564 million households worldwide, airs on the NBC Sports Network (NBCSN), the Pursuit Channel, and the World Fishing Network (WFN). Episodes are also broadcast online at FLWFishing.com and the FLW YouTube channel at YouTube.com/FLWFishing shortly after the television premiere.

Fishing League Worldwide has hosted FLW Fantasy Fishing since 2008. The Fantasy Fishing season consists of seven tournaments held in conjunction with the FLW Tour. At each event of the Tour season – six regular-season tournaments and the Forrest Wood Cup – more than $7,000 in cash and prizes are awarded to the top 50 Fantasy Fishing teams.

FLW Outdoors administers fantasy fishing competitions in conjunction with its six regular-season FLW tournaments. Players pick 10 anglers from the 155 pros who enter each tourney in the order they believe the fishermen will finish. The player with the most points at the end of each competition wins $100,000. Whoever compiles the most points over all six tournaments wins $1 million, a record fantasy-sports payout.

FLW Tour sponsors for 2017 were BoatBling.net, Buck Knives, Carrot Stix, Charlie’s Worms, Columbia PFG, Costa, Denta Stix, Duracell, Evinrude, Falcon Graphite Rods, Frabill, Gene Larew Lures, General Tire, Go Pro, Jackson Kayak, Kid Casters, Leer, Lew’s, Lipton Tea, Livingston Lures, Lowrance, Lunkerhunt Fishing Products, Motorsports Designs, Mudhole, Navionics, Old Spice, Pedigree, Plano Molding, Polaris Off-Road Vehicles, Power-Pole, Quaker State, Ranger Boats, Strike...

92.4 Western Outdoor News Bass

WON BASS is the bass fishing tournament arm of Western Outdoor News, the largest outdoor weekly newspaper. WON BASS has been the main regional circuit in the West since the 1980s.

WON BASS conducts the annual U.S. Open of Bass Fishing at Lake Mead, Nevada, a test of both angling skill and endurance as the anglers compete for 3 days in the scorching hot sun and windy conditions of the Mohave desert. Winners collect up to $500,000. The 2017 U.S. Open was held October 17-19.

WON BASS also hosts the annual California Open at Clear Lake. The 2017 even was held May 24-26.

WON BASS sponsors for 2017 were Bass Cat, Costa, Daiwz, Mercury, Plano Molding, Rich Tauber Fishing, Savage Gear, Seaguar, St. Croix Rods, and Yo-Zuri America.

92.5 Sportfishing

For a variety of reasons, bass tournaments are the biggest in the sport, but there are other fishing tournaments. Saltwater fishing offers a bluefish tournament with a $1.8 million purse. The American Carp Society (www.americancarpsociety.com) has offered purses of $1 million for its events. And there are numerous regional tournaments of all types.

The following are some of the major fishing tournaments (source: USA Today):

Alabama Deep Sea Fishing Rodeo
- Mobile, AL; held in July (www.adsfr.com)
- Started in 1929, this is the oldest ongoing fishing tournament in the U.S. More than 3,000 contestants chase tarpon, king mackerel, amberjack, and two dozen other kinds of sport fish. Prizes total $400,000.

Big Rock Blue Marlin Tournament
- Morehead City, NC; held in June (www.thebigrock.com)
- This is the most notable among several big-money ocean fishing tournaments held on the East Coast. More than 150 boats convene on the Crystal Coast of North Carolina to try for $1.8 million in prizes.

Bisbee’s Black & Blue Marlin Tournament
- Cabo San Lucas, Mexico; held in October (www.bisbees.com)
- This event is billed as the richest fishing tournament in the world. A single crew took home a check for almost $4 million one year.

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Brainerd Jaycees $150,000 Ice Fishing Extravaganza
• Brainerd, MN; held in January (www.icefishing.org)
• Some 20,000 holes are drilled in the ice and 9,000 bundled-up anglers brave the freezing weather for this annual three-hour contest. Acclaimed as the largest ice-fishing tournament in the world, the first-place prize is a pickup truck. The Brainerd Jaycees are the event sponsors.

Okie Noodling Tournament
• Pauls Valley, OK; held in July (www.okienoodling.com)
• Entrants in this contest catch catfish bare-handed. Participants prowl the lakeshores and riverbanks in search of catfish holes, then reach in and try to pull out the fish.

Martha’s Vineyard Striped Bass & Bluefish Derby
• Martha’s Vineyard, MA; held in September (www.mvderby.com)
• Fishing enthusiasts spend five weeks chasing stripers and bluefish while competing for more than $250,000 in cash and prizes. To a Vineyder, winning the derby is like slipping on the green jacket at the Masters.

S. Tokunaga Store Ulua Challenge
• Hilo, HI; held in June (www.tokunagastore.com)
• In a unique feature among ocean-fishing tournaments, all participants must fish from shore. The quarry is the ulua, or giant trevally, which can top 100 pounds.

92.6 Collegiate
In 2011, B.A.S.S. created a national title for the best two-person collegiate bass team. Also, one angler is recognized as the College Fisherman of the Year. Teams compete in the Carhartt Bassmaster College Series presented by Bass Pro Shops to qualify for the championship.

Most schools sanction fishing teams as a club sport. Bethel University (McKenzie, TN) has elevated bass fishing to team sport status, providing coaching support and scholarships.

Unlike NCAA athletes, collegiate anglers can accept prize money and equipment from sponsors.
“Bass fishing offers a glimpse of college sports without the supervision – or the insistence on amateurism – of the NCAA, which scrutinizes revenue-producing football and basketball programs and monitors athletes who play without pay. Companies are eagerly reeling in talent to showcase their brands in front of fans of the fastest-growing school competition most people have never heard of. Some universities have even begun offering fishing scholarships and paying coaches.”

_Bloomberg Businessweek_
BOWLING

93.1 Participation
According to 2017 Sports, Fitness And Leisure Activities Topline Participation Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 45.9 million people bowl at least once each year, 10.1 million bowl 13 or more times. According to the National Federation of State High School Associations (www.nfhs.org), 29,588 boys and 25,881 girls competed in bowling in the 2015-2016 academic year.

93.2 United States Bowling Congress
Recognized by the United States Olympic Committee, the United States Bowling Congress (USBC, www.bowl.com) is the national sanctioning body for bowling. USBC was formed in 2005 by a merger of the American Bowling Congress, Women’s International Bowling Congress, Young American Bowling Alliance, and USA Bowling.

More than 2 million compete regularly in league play certified by the USBC.

93.3 Professional Bowlers Association
The Professional Bowlers Association (PBA, www.pba.com) is the major governing body for professional bowling in the United States. Membership, which numbers over 4,300, includes pro shop owners and staff, teaching professionals, and bowlers who compete in the various events hosted by the PBA.

G. Chris Peters, a former Microsoft executive, bought the beleaguered PBA for $5 million in 2001. The PBA appeared headed for extinction before being revived by Mr. Peters.

The PBA oversees competition between professional bowlers as follows:

PBA Tour
• The PBA Tour is an annual calendar of events running from September to April. The premier event, the PBA World Series of Bowling VII, was held November 28-December 11, 2016, in Reno, Nevada.

PBA Women’s Series
• Select PBA Tour events include a series for female professionals. The PBA Women’s Series, broadcast on ESPN, marked a return to televised women’s
bowling for the first time since the Professional Women’s Bowling Association (PWBA) folded in 2003. The Women’s Series has eight events.

**PBA 50**
- PBA members 50 years and older compete in events through the PBA Senior Tour.

**PBA Regional Tour**
- Developed to allow members and amateurs to compete in weekend events, the PBA Regional Tour consists of seven regions: Central, East, Midwest, Northwest, South, Southwest, and West.

In 2003, ESPN began televising PBA events on Sunday afternoons and Tuesday evenings. ABC had dropped the league in 1996 after a 35-year run.

Professional Bowlers Association sponsors for 2017 were Barbasol, Brunswick, Geico, HotelPlanner.com, and the United States Bowling Congress.

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### 93.4 Professional Women’s Bowling Association


Broadcast on ESPN2, the national PWBA Tour schedule features seven regular-season events and three nationally televised majors, concluding with the PWBA Tour Championship tournament in September.

Each PWBA Tour event includes a pro-am experience where amateurs bowl in a competition paired with PWBA players.

The PWBA Tour provides an opportunity for collegiate bowling stars to continue playing professionally.

### 93.5 Collegiate Teams

Collegiate bowling has grown in popularity under the USBC Collegiate programs. The programs include men’s and women’s teams at the club, National Association of Intercollegiate Athletics (NAIA), National Junior College Athletic Association (NJCAA) levels, and women’s varsity teams with the National Collegiate Athletic Association (NCAA).

More than 3,500 student-athletes on 200 college and university intercollegiate bowling teams compete in more than 80 certified tournaments each year. Approximately 100 colleges and universities across the country offer bowling scholarships.

USBC Collegiate oversees and conducts the Intercollegiate Team and Singles Championships. The country’s top 80 men’s and top 64 women’s collegiate teams compete in regional events for the right to advance to the annual Intercollegiate Team Championship, a nationally-televised tournament.
“We have 63 schools across the country now where the bowling program is now a part of the athletic department. The NCAA championships took place in April and it was just natural for these ladies to graduate from that program onto our tour. There is also a nice pipeline in place from an athlete perspective that we will see realized in the next decade.”

Chad Murphy, Co-Commissioner
Professional Women’s Bowling Association
*SportsBusiness Journal*, 4/25/16

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**93.6 World Bowling Association**

World Bowling ([www.worldbowling.org](http://www.worldbowling.org)) governs the sport of bowling throughout the world. PBA coordinates events with World Bowling.

There are over 100 million bowlers worldwide; 10 million take part in World Bowling tournaments, leagues, and championships.

World Single Championships – men and women – are held once every four years. The most recent Championships were held in December 2016 in Doha, Qatar. The next Championship will be played in 2020 in Tokyo, Japan.

World Championships – men and women – are held every four years. The 2013 World Championships were held in Henderson, Nevada. The next Championships will be held in 2017 in Kuwait.

World Tenpin Bowling Championships for men are held once every four years. The next Championships will be held in 2018 in Hong Kong.

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**93.7 Market Resources**

Professional Bowlers Association, 615 Second Avenue, Suite 680, Seattle, WA 98104. (206) 332-9688. ([www.pba.com](http://www.pba.com))

Professional Women’s Bowling Association. ([www.pwba.com](http://www.pwba.com))

United States Bowling Congress, 621 Six Flags Drive, Arlington, TX 76011. (800) 514-2695. ([www.bowl.com](http://www.bowl.com))
COMPETITIVE CHEERLEADING

94.1 Overview
Long recognized as an activity to generate fan spirit at sports competitions, cheerleading itself began to be recognized as a sport in the early 1980s when cheerleading squads not associated with schools or sports leagues and whose main objective was competition began to emerge.

Competitive cheerleading, also called competitive cheer and all-star cheerleading, has an estimated 1.5 million participants in the United States and about 100,000 abroad.

According to the National Federation of State High School Associations (www.nfhs.org), 125,531 girls and 3,322 boys competed in competitive spirit competitions during the 2015-2016 academic year.

ESPN has broadcast various competitive cheer events since 1997.

94.2 Sanctioning Organizations
The National Cheerleaders Association (NCA, http://nca.varsity.com/), founded in 1948, sponsors cheerleading competitions and camps throughout the United States. The following are the three major national competitions:

NCA Senior and Junior High School National Championship
• January 21-22, 2017: Kay Bailey Hutchison Convention Center (Dallas, TX)

NCA All-Star National Championship
• February 24-25, 2018: Kay Bailey Hutchison Convention Center (Dallas, TX)

NCA & NDA Collegiate Cheer and Dance Championship
• April 5-9, 2017: The Band Shell/Ocean Center/Peabody Auditorium (Daytona Beach, FL)

NCA sponsors for 2017 were Gatorade and Varsity.com (Varsity Brands).

The Universal Cheerleaders Association (UCA, http://uca.varsity.com), founded in 1974, provides training for college and high school cheerleaders through summer camps and clinics on college campuses.

Several organizations host their own state and national competition. These include AmeriCheer (www.americheer.com), America’s Best Championships.
In 2003, the NCA, UCA, and several competition hosting organizations formed the U.S. All Star Federation (USASF, www.usasf.net) to unify competitive cheerleading as a sport. The founding organizations continue to exist in their original capacities but work through USASF to develop a standard set of safety rules and competition regulations. USASF hosts the annual Cheerleading Worlds, the largest event in the field.

In 2006, USASF created the International All-Star Federation (IASF), the first international governing body for the sport of cheerleading.

94.3 Collegiate Competitive Cheer

In 2010, a federal court ruled that competitive cheerleading is not an official sport that colleges can use to meet gender-equality requirements mandated by Title IX, the 1972 federal law that requires equal opportunities for men and women in athletics.

“The competitive cheer may, some time in the future, qualify as a sport under Title IX. Today, however, the activity is still too underdeveloped and disorganized to be treated as offering genuine varsity participation opportunities for students.”

The Honorable Stefan R. Underhill
United States District Judge

The National Collegiate Athletic Association (NCAA, www.ncaa.org) does not officially recognize competitive cheerleading as a sport.

94.4 Market Resources

National Cheerleaders Association, 2010 Merritt Drive, Garland, TX 75041. (800) 622-2946. (http://nca.varsity.com)

U.S. All Star Federation, 8275 Tournament Drive, Suite 325, Memphis, TN 38125. (901) 231-1952. (www.usasf.net)
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CRICKET

95.1 Overview

Cricket, which dates to the 15th century when it was first played in England, is the world’s second-most-popular sport, after soccer.

The International Cricket Council (ICC, http://icc-cricket.yahoo.net/), the governing body for the sport, has 104 member countries. Australia, Bangladesh, England, India, New Zealand, Pakistan, South Africa, Sri Lanka, West Indies, and Zimbabwe are Full Members. There are 35 Associates Members, including the United States, and 59 Affiliate Members.

Smithsonian estimates that 30,000 Americans play or watch cricket annually.

Cricket was popular in the U.S. during the 18th and 19th centuries, but the rise of baseball displaced cricket as the favored pastime.

“Cricket holds its position on the global business stage as the world’s second largest sport economy but its share in the U.S. sports industry has been insignificant despite having rich history, including the honor to host the first international cricket match in 1844. However, thanks to an emerging commitment from the International Cricket Council to develop the sport in the States, cricket could find its way back into American favor.”

SportsBusiness Journal, 8/22/16

There are several variations in the length of a game of cricket – ranging from Test Cricket, which is played over five days, to Twenty20 (T20), which places a limit of 20 overs per side and takes about three hours.
Professional cricket is most active in India, where some players earn salaries of $400,000. The sport was reorganized in India in 2008 with the formation of the Indian Premier League (IPL, www.iplt20.com). Brand Finance (www.brandfinance.com) values the league at $4.1 billion. Franchises have sold for as much as $370 million.

95.2 Organized Cricket in the United States

The USA Cricket Association (USACA, www.usaca.org) is the governing body for cricket in the United States and is recognized by the International Cricket Council.

There is currently no professional cricket league in the United States. Pro Cricket organized in 2004 and disbanded after playing only one season. Major League Cricket was organized in 2000 but disbanded in 2007 without playing a season. Neither league was sanctioned by the USACA.

USACA recognizes 40 leagues, each of which has eight or more teams. Leagues are as follows:

- American Cricket Conference (Chicago; www.accleague.org)
- American Cricket League (New York; www.newyorkcricket.com)
- Arizona Cricket Association (www.dreamcricket.com/azcricket/)
- Atlanta-Georgia Cricket Conference (www.atlantacricket.com)
- Bay Area Cricket Alliance (California; www.bayareacricketc.org)
- California Cricket Academy (www.calcricket.org)
- Central Florida Cricket Association (www.centralfloridacricket.com)
- Central Texas Cricket League (www.centraltxcricket.org)
- Colorado Cricket League (www.coloradocricket.org)
- Cricket League of New Jersey (www.dreamcricket.com/clnj)
- Eastern American Cricket Association (New York; www.newyorkcricket.com)
- Florida Southeast Cricket League (www.fsclcricket.org)
- Garden State Cricket League (New Jersey; www.dreamcricket.com/gsclnj)
- Great Lakes Cricket Conference (www.greatlakescricket.org)
- Houston Cricket League (www.houstoncricket.org)
- International Cricket Management League (www.dreamcricket.com/icml/)
- Massachusetts State Cricket League (www.mscl.org)
- Metropolitan Cricket League (New York; www.newyorkcricket.com)
- Michigan Cricket Association (www.michca.org)
- Midwest Cricket Conference (www.midwestcricket.org)
- Millennium Cricket League (New Jersey; www.millenniumcricketleague.com)
- Minnesota Cricket Association (www.minneostcricket.com)
- Nassau New York Cricket Association (www.newyorkcricket.com)
- National Cricket League (New York; www.newyorkcricket.com)
- New Jersey Cricket Association (www.dreamcricket.com/njca)
- New Jersey State Cricket & Umpire’s Association (www.njscua.com)
- New York Cricket League (www.newyorkcricket.com)
- New York Metropolitan and District Association League (no website)
- North Texas Cricket Association (www.ntcricket.com)

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• Northern California Cricket Association (www.ncalcricket.org)
• NorthWest Cricket League (Washington; www.nwcl.org)
• NYPD Cricket League (New York; no website)
• Orange County Cricket Association (www.occricket.com)
• Sacramento Cricket Association (www.sca.hitscricket.com)
• San Diego Cricket Association (www.sandiegocricket.com)
• South Florida Cricket Association (www.southfloridacricket.com)
• Southern California Cricket Association (www.sccacricket.org)
• Southern Connecticut Cricket Association (www.dreamcricket.com/sctca/)
• Washington Cricket League (District of Columbia; www.wclinc.com)
• Washington Metro Cricket League (District of Columbia; www.wmcl.net)

The USACA selects a national cricket team to compete in the ICC Americas Championship.

The Staten Island Cricket Club (www.statenislandcc.org), established in 1872, is believed to be the oldest continuous cricket club in the United States.

A few colleges – Boston University, Carnegie Mellon University, Montgomery College, University of Miami, University of South Florida, among others – have cricket clubs; they exist primarily as social clubs. The National Collegiate Athletic Association (NCAA, www.ncaa.org) does not officially recognize cricket.

Cricket is popular in New York City, where about 10% of the city’s residents are of South Asian or West Indian descent. There are 18 dedicated cricket fields in the Bronx, 16 in Brooklyn, and 13 in Queens. A complex of 10 cricket fields in the Bronx’s Cortlandt Park that opened in 2013 is considered the best facility in the United States.

In 2015, a three-match tour of international cricket stars called Cricket All Stars (www.cricketallstars2015.com) played at Citi Field (New York, NY), Minute Maid Park (Houston, TX), and Dodger Stadium (Los Angeles, CA). Playing T20, the tour drew combined crowd of over 60,000. The exhibition was discontinued after the inaugural games.

India-West Indies exhibition matches in August 2016 drew a capacity audience of 15,000 at Central Broward Regional Park (Lauderhill, Florida). Broward County opened the $10-million, taxpayer-funded stadium there in 2008, noting a growing Caribbean population in the region.

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"Tickets have been selling briskly despite eye-opening prices: $100 to $150 for bleachers and grandstand seating, $75 for standing room. The games ... were televised in prime time in India, where they were viewed by millions."

Sun Sentinel, 8/23/16

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95.3 **Cricket World Cup**

The ICC Cricket World Cup, organized by the International Cricket Council, is the premier international championship of men’s One Day International (ODI) cricket. Held every four years, the tournament is the world’s fourth-most-viewed sporting event.

The 11th ICC Cricket World Cup (www.icc-cricket.com/cricket-world-cup), won by Australia, took place February 14 to March 29, 2015, in Australia and New Zealand. The 2015 World Cup was broadcast by 44 licensees and in seven languages across 220 territories. The global television viewership was estimated at 2.2 billion. It was estimated that over a billion people tuned into the Cricket World Cup game between India and Pakistan.

The 2019 Cricket World Cup will be hosted by England and Wales.

95.4 **ICC World Twenty20**

The ICC World Twenty20, or World T20, is the international championship of Twenty20 cricket organized by the ICC. The tournament currently consists of 16 teams, comprising all ten ICC full members and six other associate or affiliate members chosen through the World Twenty20 Qualifier. The event has generally been held biennially. The 6th tournament, held March-April 2016, was hosted by India.

Competing in the 2016 tournament were Afghanistan, Australia, Bangladesh, England, Hong Kong, India, Ireland, Netherlands, New Zealand, Oman, Pakistan, Scotland, South Africa, Sri Lanka, West Indies, and Zimbabwe. West Indies won the ICC World Twenty20 final.

In India alone, the cumulative in-house viewership for the event was 730 million. In the U.S., more than 1.4 million households tuned in to Willow TV during odd hours to watch the Twenty20. On Twitter, the tournament generated 5.75 billion impressions of tweets related to ICC World Twenty20. For comparison, Super Bowl 50 generated 4.3 billion impressions on Twitter.

South Africa will host the 2018 tournament and Australia will host in 2020.

95.5 **Television Broadcasts**

ESPN Star Sports, a 24-hour channel dedicated to cricket, launched in 2007. The network is reported to have paid $1.1 billion for the broadcast rights for a package of games that includes two Cricket World Cups.

In 2015 during the ICC World Cup, ESPN sold more than 100,000 direct-to-consumer subscriptions in the U.S. for $100 apiece.

NBC Sports Network has carried Cricket Australia’s Big Bash League matches live since January 2017.
95.6 Market Resources
International Cricket Council, Street 69, Dubai Sports City, Sh Mohammed Bin Zayed Road, Dubai, PO Box 500 070, United Arab Emirates. Tel. +971 4 3828800. (www.icc-cricket.com)

USA Cricket Association, 8461 Lake Worth Road, Suite B-1-185, Lake Worth, FL 33467. (561) 839-1888. (www.usaca.org)
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Cycling

96.1 Overview

Bicycle racing, generally referred to as cycling, encompasses many formats in which bicycles are used for competition, including road bicycle racing, cyclo-cross, mountain bike racing, track cycling, BMX, bike trials, and cycle speedway. Among these competitions, road bicycle races are most recognized.

In addition to road races in which all riders start simultaneously, individual time trial and team time trial events are also held on road-based courses.

Criteriums, a popular form of road racing in North America, are races based on circuits typically less than a mile in length and sometimes run for a set time (generally 60 minutes or 90 minutes) rather than a specific distance.

Cycling is governed internationally by the Union Cycliste Internationale (UCI, www.uci.ch), or the International Cycling Union, which sponsors UCI World Championships to determine world champion cyclists. The championships take place annually and are organized around nations rather than trade teams.

There are three major European professional cycling stage races, referred to as the Grand Tour: Tour de France (Tour of France), Giro d'Italia (Tour of Italy), and Vuelta a España (Tour of Spain).

96.2 USA Cycling

Recognized by the United States Olympic Committee and the Union Cycliste Internationale, USA Cycling is the official governing body for all disciplines of competitive cycling in the United States, including road, track, mountain bike, BMX, and cyclo-cross.

USA Cycling, with 63,000 members and 2,750 clubs, sanctioned over 3,000 events in 2017. Club activities generally focus on touring and club rides and do not involve racing.

Sponsors in 2017 were ASSOS of Switzerland, Chobani, KT Tape, Mavic, Nationwide Insurance, Science in Sport, Shimano, Sierra Nevada, and United Airlines.

96.3 Major U.S. Races

The 2017 USA Cycling National Championship Schedule is as follows:
• January 3-8: USA Cycling Cyclocross National Championships (Hartford, CT)
• January 28: USA Cycling Fat Bike National Championships presented by Rocky Mountain Bikes (Grand Rapids, MI)
• March 10-12: USA Cycling Collegiate BMX National Championship (West Monroe, LA)
• March 31-April 2: USA Cycling Elite BMX National Championships (Rock Hill, SC)
• April 27-30: USA Cycling Collegiate & Para-Cycling Road National Championships (Grand Junction, CO)
• May 7: USA Cycling Marathon Mountain Bike National Championships (Arkadelphia, AR)
• June 1-4: USA Cycling Masters Road National Championships (Augusta, GA)
• June 24-25: USA Cycling Pro Road & TT National Championships (Knoxville, TN)
• June 27-July 2: USA Cycling Masters Track National Championships (Rock Hill, SC)
• June 29- July 2: USA Cycling Amateur Road National Championships presented by Papa John (Louisville, KY)
• June 29- July 2: USA Cycling Pro Criterium & Team Time Trial National Championships (Louisville, KY)
• July 18-23: USA Cycling Mountain Bike National Championships (Snowshoe, WV)
• July 31-August 6: USA Cycling Elite & Junior Track National Championships (Carson, CA)
• August 12: USA Cycling Hill Climb National Championships (Colorado Springs, CO)
• September 14-16: USA Cycling Collegiate Track National Championships (Indianapolis, IN)
• October 20-22: USA Cycling Collegiate Mountain Bike National Championships (Missoula, MT)
• October 19-21: USA Cycling Madison Track National Championships (Detroit, MI)

The 2017 UCI World Tour (www.uciworldtour.com), launched internationally in 2009, included five races in the United States, as follows:
• April 19-23: Tour of the Gila (Silver City, NM; www.tourofthegila.com)
• May 12-20: Amgen Tour of California (14 host cities; www.amgentourofcalifornia.com)
• May 27-29: Winston-Salem Cycling Classic (Winston-Salem, NC; www.winstonsalem cycling.com)
• July 31-August 6: Larry H. Miller Tour of Utah (www.tourofutah.com)
• September 13: Thompson Bucks County Classic (Bucks County, PA; http://buckscountyclassic.com)

Philadelphia International Cycling Classic and USA Pro Cycling Challenge (held in Colorado) were not held in 2017.

According to SportsBusiness Journal, the major races (Amgen Tour of California and Larry H. Miller Tour of Utah) have annual operating budgets of $10 million to $12 million; none are profitable. The Tour de France, for comparison, has an estimated operating budget of $100 million and nets $30 million to $50 million, primarily from television rights.

The major U.S. events endure because of the personal commitment of event owners.

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“It takes private investment for an event like this to succeed. If we were publically funded, we wouldn’t have made it past the first year.”

Shawn Hunter, CEO
USA Pro Cycling Challenge
SportsBusiness Journal

The 88th UCI Road World Championships were held in Richmond, Virginia, in September 2015. Richmond Times-Dispatch estimated attendance for the 10-day event at 645,000 and the economic impact at $161 million.

96.4 Velodrome Bicycle Racing

Cycling arenas, or velodromes, have steeply banked oval tracks consisting of two 180° circular bends connected by two straights that transition to the circular turn through a moderate easement curve. Races are held throughout the year.

There are 29 active velodromes in the United States, as follows:

• Alkek Velodrome (Houston, TX; www.houstonycling.org)
• Alpenrose Velodrome (Gresham, OR; www.obra.org/track)
• Asheville Mellowdrome (Asheville, NC; www.ashevillecycling.com/track.html)
• Baton Rouge Velodrome (Baton Rouge, LA; www.battonrougebikeclub.com/BRBC_Web_Site/Velodrome.htm)
• Boulder Valley Velodrome (Boulder, CO; www.bouldervalleyvelodrome.com)
• Brian Piccolo Park Velodrome (Cooper City, FL; www.flavelo.org)
• Chicago Velo Campus (Chicago, IL; www.chicagovelocampus.com)
Worldwide, there are 80 indoor velodromes in 32 countries.

96.5 World Cycling League

Plans for the World Cycling League (WCL, www.worldcyclingleague.com), a velodrome bicycle racing circuit, were announced in 2015. WCL headquarters will be located at the National Velodrome and Events Center at Albright College (Reading, PA), currently under construction and budgeted at $20 million.

There are six teams, as follows:
- California Wave (Carson, CA)
- Colorado Cyclone (Colorado Springs, CO)
- Connecticut Nor’Easters (New Haven, CT)
- Dublin Thunder (Dublin, Ireland)
- Mexico Heat (Mexico City, Mexico)
- Pennsylvania Lightning (Trexlertown, PA)
A premiere event was held at the Velo Sports Center (Carson, CA) in March 2016 as a showcase to possible sponsors, investors, velodrome owners, fans and media partners.

The WCL hopes to launch a season in 2018. Meets will pit six teams against each other in a series of 12 races, with each race contributing points toward a final score. The distances range from a six-rider, 500-meter sprint to a 24-rider, 12,000-meter endurance race, with the overall meet lasting about 2½ hours.

By 2019, league owners envision a 12-team international league organized into three conferences, each anchored by a velodrome.

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“Cycling remains a niche spectator sport in the U.S. despite its growth as a fitness pastime, but the WCL thinks a highly produced, indoor series in a league format could change that.”

SportsBusiness Journal, 2/15/17

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96.6 Tour de France

The Tour de France (www.letour.fr), a 22-day, 20-stage road race run over more than 3,000 km, is the world’s premier cycling race. The time taken to complete each stage becomes a cumulative total to decide the winner at the end of the Tour. The race consists of 20 to 22 teams each with nine riders. The Tour de France is a familiar sporting name around the globe, even to those not generally interested in cycling.

Sponsorship is key to the Tour de France. Few images of the Tour don’t feature a company name emblazoned on a bicycle, jersey, helmet, or team van. Each team is known by the name of its sponsor.
“As much as cycling is about sport, it is also about advertising. And the Tour de France, more than any other event, is the time when companies hope to reap the benefit of the millions of dollars they spend each year supplying teams with salaries, uniforms, bikes, hotel rooms, and all manner of luxury. The presence of advertising at the Tour can hardly be overstated. Each of the main prizes in the race – for the overall winner, the best mountain climber, the best sprinter and so forth – conforms to the colors or logo of its corporate sponsor. The race is preceded each day over its entire route by a publicity caravan, a mile-long parade of 45 corporate floats.”

The New York Times

The level of television exposure during the tour is significant, particularly for companies doing business in France. The television broadcast of the Tour regularly reaches more than 4.5 million viewers in France, nearly half of the global television audience.

Most stages are in mainland France, although since the 1960s stages in nearby countries have been common. The 104th Tour de France began with an individual time trial in Düsseldorf, Germany, on July 1, 2017, and concluded with the Champs-Élysées stage in Paris on July 23, 2017. The 21-stage, 3,516 km (2,185 mile) race featured 22 cycling teams with a total of 198 riders.

96.7 Market Resources
USA Cycling, 210 USA Cycling Point, Suite 100, Colorado Springs, CO 80919. (719) 434-4200. (www.usacycling.org)
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DEW TOUR

97.1 Overview
The Dew Tour was formed in 2005 as a joint venture between NBC Sports and Live Nation. The Enthusiasts Network (TEN, www.enthusiastsnetwork.com) acquired the operating rights in 2016. NBC Sports remains the broadcast partner.

At its peak, the Dew Tour had seven stops with a full slate of action options. TEN revamped the Dew Tour, cutting the tour to one skateboarding event and one ski/snowboarding event, and instead putting emphasis on original editorial coverage of action sports, user-generated content from action sports aficionados, and brand content from Mountain Dew and other sponsors.

“Born in a more broadcast-oriented era, the Dew Tour’s ratings and sponsor interest had been flagging for years. The Dew Tour is now more of a website than a tour, and organizers are betting sponsors are just fine with that. The action sports property has a shrunken event schedule, a new branded competition format and a digital content strategy designed to meet fans where they live: online, all the time, rather than in front of a television or in person a few times a year.”

SportsBusiness Journal

97.2 Events
The revamped Dew Tour launched with a summer skateboarding event, Dew Tour Team Challenge Presented By Transworld Skateboarding. The inaugural event was held at Long Beach, California on July 24, 2016.
The 2016 winter Dew Tour was held at Breckenridge, Colorado, December 8-11. Overall, ratings were up 36% across all Dew Tour telecasts. The two NBC network broadcasts of the Breckenridge event drew a combined 1.62 million viewers, according to Nielsen, more than doubling the viewership from the prior year. Livestream unique views were 16 times 2015 levels. Social media impressions across the year more than quintupled.

97.3 Sponsors

PepsiCo, which owns the Mountain Dew brand, pays about $8 million a year for title sponsor rights.

Along with Mountain Dew, sponsors in 2017 were Adaptive Action Sports, Breck, Bud Light, Circle K, Motorola Moto Z Droid, Toyota, Ubisoft's video game STEEP, U.S. Army, and Verizon.

“One year after the Dew Tour changed hands amid declining interest, sponsors, agents and even the TV ratings indicate new owner The Enthusiast Network has given the action sports property a fresh head of steam. Sponsors, especially PepsiCo, say they’re reaching many more customers today than a year earlier, validating the tour’s pivot toward digital publishing.”

SportsBusiness Journal, 1/16/17

97.4 Market Resources

Dew Tour, 2052 Corte Del Nogal, Suite 100, Carlsbad, CA 92011. (www.dewtour.com)
DOG SHOWS

98.1 Overview
Dog shows, or conformation shows, are competitions in which a judge evaluates individual purebred dogs for how well the dogs conform to the individual breed standard.

Among hundreds of dog shows held annually in the United States, championships hosted by recognized national kennel clubs are the most prestigious. The Westminster Kennel Club Dog Show, the National Dog Show, and AKC/Eukanuba National Championship, each of which are televised nationally, rank as the top American dog shows.

98.2 Westminster Kennel Club Dog Show
The Westminster Kennel Club Dog Show, the largest and most prestigious dog show in the U.S., was established in 1877 and is the second longest continuously held sporting event in America. The two-day show is held annually at Madison Square Garden (New York, NY).

Fox Sports and the Westminster Kennel Club announced a 10-year worldwide, multi-platform rights agreement to bring the show to Fox Sports 1 and Nat Geo WILD beginning in 2017. USA Network, in conjunction with NBC, had broadcast the Westminster Kennel Club Dog Show since 1984.

In 2017, the 141st Westminster Kennel Club Dog Show averaged 970,000 viewers the first night of primetime coverage on FS1, over 400,000 viewers less than the previous year on CNBC.

The 142nd Westminster Kennel Club Dog Show will be held February 12-13, 2018.

98.3 National Dog Show
The National Dog Show (http://nds.nationaldogshow.com), inaugurated in 1879, is sponsored by The Kennel Club of Philadelphia. The show is held at the Greater Philadelphia Expo Center at Oaks.

The National Dog Show is televised on NBC on Thanksgiving Day immediately after the Macy’s Thanksgiving Day Parade as part of a five-hour block of family programming. The broadcast had 10.3 million viewers in 2016; record viewership is
10.7 million in 2013.

Purina is the presenting sponsor of the National Dog Show; Petco also sponsors the event.

98.4 AKC/Eukanuba National Championship

The AKC/Eukanuba National Championship (www.akc.org/events/aenc/), sponsored by the American Kennel Club, has been held annually in December since 2005. Over 3,000 dogs compete; seven go to the Best In Show competition.

The 17th Championship will be held December 16-17, 2017 in Orlando, Florida. Sponsors are Bounty, Duracell, Jonart, Kurgo, and Petco.

The event is streamed at http://live.eukanuba.com.
99.1 Overview

Equestrian includes a wide range of activities, from horseback riding to racing, show competitions to trail riding, and more. Competitive sports involving horses include dressage, endurance riding, eventing, reining, show jumping, tent pegging, vaulting, polo, horse racing, driving, and rodeo.

There are three equestrian events in the Summer Olympics, as follows:
• Dressage - horses carrying a rider perform natural movements while running loose
• Show jumping - a timed event where the horse and rider jump over a series of obstacles
• Eventing, or combined training - combines dressage, show jumping, and cross-country jumping, where horses jump over fixed obstacles on a course

According to the Sports & Fitness Industry Association (SFIA, www.sfia.org), 8.4 million people (ages six and older) ride at least once each year; 2.8 million ride 13 times or more.

According to the American Quarter Horse Association (www.aqha.com), the U.S. equestrian industry includes 9.2 million horses and 4.6 million people (1.2 million of which are employed in the sector) and contributes $102 billion in economic impact.

99.2 Horse Shows

The following are the major organizations managing equestrian events in the United States:
• American Quarter Horse Association (www.aqha.com)
• National Cutting Horse Association (www.nchacutting.com)
• United States Dressage Federation (www.usdf.org)
• United States Equestrian Federation (www.usef.org)
• United States Eventing Association (www.useventing.com)

The following are among the major annual horse shows:

Adequan Select (http://aqha.com/selectworld)
• This eight-day event at the Amarillo (Texas) National Center hosts 1,290 riders.
Bank of America Amateur World Show and the FedEx Open World Show (http://aqha.com/worldshow)
- The two events are held concurrently over 14 days every November in Oklahoma City.
- There are 2,000 horses and 100,000 spectators at the events.

- This nine-day event is held in October at Expo Square fairgrounds in Tulsa, OK.
- Approximately 1,800 Arabian horses compete in the show.
- The estimated economic impact is $33 million.

99.3 Polo

According to MediaLife Magazine, polo has the most affluent audience among all sports. Nearly a quarter of those attending matches make more than $500,000 a year; the average net worth of a polo fan is $4.68 million.

The United States Polo Association (USPA, www.uspolo.org) is the national governing body for the sport of polo in the United States.

There are 250 sanctioned polo clubs in the United States. The following are the most prominent (source: National Geographic):
- Eldorado Polo Club (Indio, CA; www.eldoradopolo.com)
- Santa Barbara Polo & Racquet Club (Carpinteria, CA; www.sbpolo.com)
- The International Polo Club Palm Beach (Wellington, FL; www.internationalpoloclub.com)
- Will Rogers Polo Club (Pacific Palisades, CA; www.willrogerspolo.com)

In 2016, USPA sanctioned 98 tournaments, the largest of which was the 112th U.S. Open Polo Championship, held in April in Wellington, Florida. Broadcast by NBC Sports, the Championship had 366,000 viewers.

Among the elite polo tournaments is the Miami Beach Polo World Cup (www.miamipolo.com), inaugurated in 2005. Teams from Argentina, Brazil, Germany, and the United States compete for the La Martina Trophy during the four-day event. Annual attendance is about 10,000 people. Sponsors are E! Entertainment, Heys, Lufthansa Private Jet, Maserati, and The Raleigh.

The World Polo Championship, organized by the Federation of International Polo (FIP, www.fippolo.com) and held every three or four years, is polo’s major competition between countries. The event was last held in the United States in 1998, when Santa Barbara, California, hosted the 5th edition of the Championship. The 10th edition of the Championship took place in Santiago, Chile, in 2015.
### 99.4 Rodeos

Rodeos are assessed in Chapter 109 of this handbook.

### 99.5 World Equestrian Games

The World Equestrian Games (WEG), administered by Fédération Equestre Internationale (www.fei.org) and held every four years, are the major international championships for equestrianism. The WEG include eight disciplines: combined driving, dressage, endurance riding, eventing, paraequestrianism, reining, show jumping, and vaulting.

The World Equestrian Games were held at Kentucky Horse Park in Lexington, Kentucky, in 2010, the first time WEG were held outside of Europe. There were 507,022 attendees.

The 2018 World Equestrian Games will be held in Bromont, Quebec, Canada.

### 99.6 Market Resources

American Quarter Horse Association, 1600 Quarter Horse Drive, Amarillo, TX 79104. (806) 376-4811. [www.aqha.org](http://www.aqha.org)


United States Polo Association, 9011 Lake Worth Road, Lake Worth, FL 33467. (800) 232-8727. [www.uspolo.org](http://www.uspolo.org)
EVENTS FOR ATHLETES WITH DISABILITIES

100.1 Overview
According to U.S. Paralympics (www.usparalympics.org), there are 21 million individuals in the United States who are living with a disability. One in 10 take part in fitness activities on a daily basis.

U.S. Paralympics, a division of the U.S. Olympic Committee formed in 2001, sanctions paralympic sports in the United States. The group’s activities extend beyond hosting teams for international competitions, and through a range of sports programs strives to make a difference in the lives of physically disabled people.

Special Olympics (www.specialolympics.org) is the world’s largest organization for people with intellectual disabilities. Like the International Paralympic Committee, the Special Olympics organization is recognized by the International Olympic Committee; however, Special Olympics World Games are not held in the same year or in conjunction with the Olympic Games.

100.2 Summer and Winter Paralympic Games
The Summer and Winter Paralympic Games, hosted by the International Paralympic Committee (www.paralympic.org), are Olympic-equivalent competitions for individuals with disabilities and are recognized by the International Olympic Committee (www.ioc.org). There are national and international competitions in alpine and nordic skiing, track and field, volleyball, swimming, cycling, and powerlifting, along with various other sports.

The Summer and Winter Paralympic Games are held every four years, immediately following their respective Olympic Games. The Summer Paralympic Games comprise the second-largest international series of multi-sport events, trailing only the Summer Olympic Games.

The 2014 Winter Paralympics, held in Sochi, Russia, featured five sports, as follows:
- Alpine skiing
- Biathlon
- Cross-country skiing
- Sledge hockey
- Wheelchair curling
NBC Sports Network aired 50 hours of live coverage of the Paralympics in Sochi. The 15th Summer Paralympic Games, in Rio de Janeiro, Brazil, September 7-18, 2016, featured 20 sports, as follows:

- Archery
- Athletics
- Boccia
- Cycling
- Equestrian
- Football 5-a-side
- Football 7-a-side
- Goalball
- Judo
- Powerlifting
- Rowing
- Sailing
- Shooting
- Swimming
- Table tennis
- Volleyball
- Wheelchair basketball
- Wheelchair fencing
- Wheelchair rugby
- Wheelchair tennis

“Following Rio, one thing we’ve noticed is the growth of the Paralympic movement in scale and reach. Television ratings quadrupled in the United States for 2016 over London 2012. Best of all, a few Paralympians ... are taking on celebrity-level followings and could potentially score some major endorsement deals in the future. Add to this the fact that many countries have drastically increased their investment and interest in Paralympic sports over the past decade or so.”

SportsBusiness Journal, 2/6/17

U.S Paralympic sponsors are 24 Hour Fitness, Adecco, Allstate, AT&T, BMW, BP, Deloitte, GE, Hilton Hotels, Liberty Mutual Insurance, McDonald’s, Nike, Oroweat, Procter & Gamble, Samsung, The Hartford, United Airlines, and Visa.
International Paralympic sponsors are Allianz, Atos, BP, Ottobock, Panasonic, Samsung, Toyota, and Visa.
### Special Olympics

More than 5.3 million athletes of all ages are involved in Special Olympics sports training and competition worldwide. There are national, regional, and local Special Olympics competitions in over 170 countries. There are more than 108,000 events a year, 19,000 of which are in the United States.

The major global competitions are the Special Olympics World Games, which alternate between summer and winter games. Special Olympics World Games are held every two years, most recently in Los Angeles, California, July 25-August 2, 2015. It was the largest event in Los Angeles since the 1984 Olympic Games. ESPN provided daily coverage.

The most recent Special Olympics World Winter Games were held in Graz, Schladming and Ramsau in Austria, March 14-25, 2017.

The quadrennial Special Olympics USA National Games have been held since 2006. Host cities have been, and will be, as follows:
- 2006: Ames, IA
- 2010: Lincoln, NE
- 2014: Newark, NJ
- 2018: Seattle, WA


### Disabled Sports USA

Disabled Sports USA (DS/USA, [www.disabledsportsusa.org](http://www.disabledsportsusa.org)), a national nonprofit organization established in 1967 by disabled Vietnam Veterans, offers sports rehabilitation programs to anyone with a permanent disability. Activities include winter skiing, water sports, summer and winter competitions, and fitness and special sports events. Participants include those with visual impairments, amputations, spinal cord injury, dwarfism, multiple sclerosis, head injury, cerebral palsy, and other neuromuscular and orthopedic conditions.


Silver Sponsors are BAE Systems, Battelle Science & Technology International, Burr, Pilger & Mayer, CVS Caremark Charitable Trust, Fournier Family Foundation,


100.5 Market Resources
Athletes with Disabilities Network, 2845 Crooks Road, Rochester Hills, MI 48309. (248) 829-8353. (www.adnpage.org)

Challenged Athletes Foundation, 9591 Waples Street, San Diego, CA 92191. (858) 866-0959. (www.challengedathletes.org)

Disabled Sports USA, 451 Hungerford Drive, Suite 100, Rockville, MD 20850. (301) 217-0960. (www.disabledsportsusa.org)

Special Olympics, 1133 19th Street NW, Washington, DC 20036. (202) 628-3630. (www.specialolympics.org)

U.S. Paralympics Division, United States Olympic Committee, 27 South Tejon, Colorado Springs, CO 80909. (719) 866-2030. (www.usparalympics.org)
101

FIGURE SKATING

101.1 Overview

Figure skating is a sport in which individuals, pairs, or groups perform spins, jumps, footwork, and other intricate moves on ice. There are local, national, and international competitions. Figure skating is an official event in the Winter Olympic Games.

According to an ESPN Sports Poll, 45% of adults who follow sports are fans of figure skating; 10% say they are avid fans.

NBC drew 25 million viewers for its evening telecasts of figure skating at the 2014 Winter Olympics in Sochi, Russia. For comparison, NBC attracts an average of 21 million viewers for its Sunday NFL coverage.

Among those who regularly watched figure skating, 67.4% were women and 32.6% were men, according to International Demographics (www.themediaaudit.com).

“Figure skating is the most popular of all the sports in the [Winter] Olympic Games. It attracts a family audience, with a female focus.”

Kevin Collins, Senior V.P.
Initiative Media Agency

101.2 Sanctioning Organization

International Skating Union (ISU, www.isu.org) sanctions international figure skating competitions. These include the Winter Olympic Games, the World Championships, the World Junior Figure Skating Championships, the European Figure Skating Championships, the Four Continents Figure Skating Championships, and the ISU Grand Prix of Figure Skating.
The United States Figure Skating Association (USFS, www.usfigureskating.org) is responsible for figure skating in the United States. USFS is recognized by the United States Olympic Committee and organizes the U.S. team for the Winter Olympics. With more than 170,000 members, USFS is composed of more than 700 member clubs, collegiate clubs, school-affiliated clubs, individual members, Friends of Figure Skating, and more than 900 Basic Skills programs.

The USFS Basic Skills Program, created in 1968, has taught more than 1.5 million people how to skate. The program has 946 skating schools throughout the United States.

Skaters represent the USFS in world level figure skating competitions including the World Figure Skating Championships and Four Continents. USFS sanctions competitions and testing for pairs, singles, and ice dance skating in the United States, and executes programs like the Special Olympics programs and collegiate programs for members.

*Skate America* and other international and made-for-television competitions are produced each year by the association.

USFSA hosts the World Figure Skating Museum & Hall of Fame in Colorado Springs, Colorado, which is toured by more than 15,000 visitors annually.

The USFSA annual budget is approximately $16 million.

United States Figure Skating Association 2017 Partners are Consumer Cellular, J.M. Smucker Co., Lumber Liquidators, Procter & Gamble, Progressive, Toyota, and Viking River Cruises.

### 101.3 Skate America

*Skate America* (www.2017skateamerica.com), launched in 1979, is an annual senior-level figure skating competition hosted by U.S. Figure Skating. Medals are awarded in four disciplines: men’s singles, ladies’ singles, pair skating, and ice dancing. Progressive is the title sponsor for the competition.

Skate America is sanctioned as an event of the ISU Grand Prix of Figure Skating. Other sanctioned Grand Prix competitions are held in Canada, China, France, Japan, and Russia.

Host cities for Skate America have been as follows:

- **2008**: Everett, WA
- **2009**: Lake Placid, NY
- **2010**: Portland, OR
- **2011**: Ontario, CA
- **2012**: Kent, OH
- **2013**: Detroit, MI
- **2014**: Chicago, IL
- **2015**: Milwaukee, WI
- **2016**: Chicago, IL
- **2017**: Lake Placid, NY
101.4 Team Challenge Cup
Van Wagner Sports & Entertainment (www.vanwagner.com) and U.S. Figure Skating present the Kosé Team Challenge Cup (www.teamchallengecup.com), a biennial, Ryder Cup-style competition between continents. The event pits 14-member teams from North America, Europe, and Asia. Each continental team is composed of two pairs teams, two ice dance teams, three male singles, and three female singles. All but one of the singles competitors are determined by ISU rankings; the final slot is filled by a fan vote.

The inaugural Team Challenge Cup was held April 22-24, 2016, in Spokane, Washington.
USFS and Van Wagner each own 50% of Team Challenge Cup.

101.5 Market Resources
International Skating Union, Chemin de Primerose 2, 1007 Lausanne, Switzerland.
+41 (21) 612 66 66. (www.isu.org)

U.S. Figure Skating, 20 First Street, Colorado Springs, CO 80906. (719) 635-5200.
(www.usfigureskating.org)
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FITNESS & STRENGTH COMPETITIONS

102.1 Profiles of Major Events

Several annual events feature athletes in specialized fitness and strength competitions. Typically designed for televised broadcasting, the following are the most prominent among such events:

- American Ninja Warrior is a contest in which competitors attempt to complete a four-stage obstacle course. The competition is a spin-off of Japan-based Sasuke. The series launched in 2009 and airs on NBC and G4TV.

**America’s Strongest Man** ([www.strongmancorporation.com](http://www.strongmancorporation.com))
- America’s Strongest Man, established in 1997, is an annual strongman competition featuring only American athletes. The event is held at Hollywood Casino (St. Louis, MO).

**CrossFit Games** ([http://games.crossfit.com](http://games.crossfit.com))
- The CrossFit Games, a series of competitions held annually since 2007, are designed to recognize the fittest men and women in the world. There are three stages of the CrossFit Games: worldwide Opens, with several thousand competitors, 17 Regionals, and the annual Reebok CrossFit Games, where 100 athletes compete in three days of events. At each stage, athletes engage in a series of challenges unknown to them until just before the competition. Final events are televised on ESPN. Reebok is the title sponsor; other sponsors are FRS, GNC, Rogue Fitness, and Vita Coco.

**Lumberjack World Championship** ([www.lumberjackworldchampionships.com](http://www.lumberjackworldchampionships.com))
- The Lumberjack World Championships, where men and women compete in timber sport events, have been held annually in Hayward, Wisconsin, since 1960. Over 100 athletes compete in 21 events including log rolling, pole climbing, sawing, and wood chopping. The championship has been featured on major television networks and ESPN. John Deere and Nortrax are title sponsors.

**North America’s Strongest Man** ([www.strongmancorporation.com](http://www.strongmancorporation.com))
- North America’s Strongest Man, established in 1992, is an annual strongman competition featuring American and Canadian athletes.
The World’s Strongest Man (www.theworldsstrongestman.com)
- The World’s Strongest Man, launched in 1997, is an annual event of strength athletics. Competitors qualify based on top placings at the World’s Strongest Man Super Series events or are invited based on a top placing in national or international competitions. Thirty contestants take part across five heats; the top two in each heat compete in the 10-man finals. The competition is organized by Trans World International, a division of IMG Media (www.imgworld.com). Met-RX is the event sponsor.

Ultimate Beastmaster (www.netflix.com/title/80095299)
- Ultimate Beastmaster is a competition with twelve contestants who run an obstacle course known as The Beast; the winner is crowned “Beastmaster”. The competition is broadcast as a reality show that premiered on Netflix on February 24, 2017.
GYMNASTICS

103.1 Overview
According to 2017 Sports, Fitness And Leisure Activities Topline Participation Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 1.8 million people in the U.S. participate in gymnastics on a weekly basis; 5.4 million participate at least once each year.

Gymnastics is recognized as an official sport for both men and women by the National Collegiate of Athletic Association (NCAA, www.ncaa.org).

More than 550 gymnastics camps are held each summer throughout the U.S.

103.2 Sanctioning Organizations
The Fédération Internationale de Gymnastique (FIG, www.fedingym.com), or International Federation of Gymnastics (IFG), is the governing body of competitive gymnastics.

USA Gymnastics (www.usa-gymnastics.org), recognized by the U.S. Olympic Committee and FIG, is the sole national governing body for the sport of gymnastics in the United States. The organization has programs in men’s and women’s artistic gymnastics, rhythmic gymnastics, trampoline and tumbling, and acrobatic gymnastics. USA Gymnastics has more than 90,000 athletes registered in competitive programs, as well as more than 20,000 professionals, instructors, and club members. Approximately 3,500 competitions and events throughout the U.S. are sanctioned annually.

103.3 Major Events
The following are the major gymnastics competitions for 2017:

- March 3: 2017 Nastia Liukin Cup (Prudential Center; Newark, NJ)
- March 4: 2017 AT&T American Cup (Prudential Center; Newark, NJ)
- April 7-9: 2017 USA Gymnastics Women’s Collegiate National Championships (Brougham Pavilion; Seattle, WA)
- April 8-10: 2017 Pacific Rim Gymnastics Championships (Xfinity Arena; Everett, WA)
- June 27-July 2: 2017 USA Gymnastics Championships (BMO Harris Bradley Center and Wisconsin Center; Milwaukee, WI)
- July 29: 2017 U.S. Classic (Sears Centre Arena; Hoffman Estates, IL)
103.4 Sponsors
USA Gymnastics sponsors for 2017 were A-1 Awards, AAI, AT&T, Chobani, GK Elite, Hershey’s, Kellogg’s, KT Tape, NBC, Procter & Gamble, St. Vincent’s Sports Performance, Thorne Research, and Under Armour.

103.5 Market Resources
International Federation of Gymnastics, Ave de la Gare 12, 1003 Lausanne, Switzerland. Tel: +41 21 321 5510. (www.fedintgym.com)

USA Gymnastics, 132 East Washington Street, Suite 700, Indianapolis, IN 46204. (317) 237-5050. (www.usagym.org)
There are 96 horse racetracks (excluding tracks at county fairs) in the U.S. There were 4,669 race days at these tracks in 2016, a 1.7% drop from the prior year. Purses were $1.08 billion in 2016, 0.9% lower than in 2015.

There is live horse racing with parimutuel wagering in 36 states. According to Equibase Corporation (www.equibase.com), wagering on U.S. thoroughbred races, or handle, totaled $10.73 billion in 2016, up slightly from $10.67 billion a year prior. Handle on horse racing peaked in 2003 at $15.2 billion. Approximately 10% of race wagers are made at the track site of live racing; the bulk is bet off-track through simulcast races and online.

“Average daily wagering on Thoroughbred races in the United States rose 2.4% in 2016 while the number of races continues tracking downward. The trend downward in races is expected to continue.”

*BloodHorse*, 1/7/17

Top-earning jockeys are as follows (source: *Forbes*, June 2016):

<table>
<thead>
<tr>
<th>Total Purse</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Javier Castellano</td>
<td>$28.1 million</td>
</tr>
<tr>
<td>Irad Ortiz, Jr.</td>
<td>$23.5 million</td>
</tr>
<tr>
<td>Victor Espinoza</td>
<td>$15.7 million</td>
</tr>
<tr>
<td>John Velazquez</td>
<td>$20.4 million</td>
</tr>
<tr>
<td>Joel Rosario</td>
<td>$17.3 million</td>
</tr>
</tbody>
</table>
104.2 Triple Crown
The Triple Crown consists of the Kentucky Derby (www.kentuckyderby.com), held at Churchill Downs (www.churchilldowns.com) in Louisville, Kentucky; the Preakness Stakes (www.preakness.com), held at Pimlico Race Course (www.pimlico.com) in Baltimore; and the Belmont Stakes (www.belongstakes.com), held at Belmont Park (www.nyra.com/belmont) in Elmont, New York.

The Kentucky Derby is assessed in Chapter 32 of this handbook. The Preakness Stakes and Belmont Stakes are assessed in this chapter.

104.3 Preakness Stakes
Preakness Stakes, inaugurated in 1873, is the second race of the Triple Crown.

Attendance at the Preakness Stakes has been as follows (source: Pimlico Race Course):
• 2010: 96,760
• 2011: 118,356
• 2012: 121,309
• 2013: 117,203
• 2014: 123,469
• 2015: 131,680
• 2016: 136,256
• 2017: 140,327

The Preakness Stakes are broadcast by NBC Sports. Viewership has been as follows (source: Nielsen [www.nielsen.com]):
• 2010: 8.4 million
• 2011: 8.8 million
• 2012: 8.1 million
• 2013: 9.7 million
• 2014: 9.6 million
• 2015: 8.9 million
• 2016: 9.4 million
• 2017: 7.9 million

Sponsors of the 2017 Preakness Stakes were BMW, Budweiser, DeKuyper, Effen Vodka, Jagermeister, Kind Snacks, MJC Mobile presented by Mbet, New Amsterdam Vodka, Pepsi, Sagamore Spirit, Vivid Seats, and XpressBet.

104.4 Belmont Stakes
Belmont Stakes, inaugurated in 1867, is the final race of the Triple Crown. Attendance at the race and television broadcast viewership surge when an entry has won both the Kentucky Derby and Preakness Stakes and is making a Triple Crown
Attendance at the Belmont Stakes has been as follows (source: Belmont Park):

- 2010: 45,243
- 2011: 55,779
- 2012: 85,811
- 2013: 47,562
- 2014: 102,199
- 2015: 90,000 (capped; no tickets sold at gate)
- 2016: 60,144
- 2017: 57,729

The Belmont Stakes are broadcast by NBC Sports. Viewership has been as follows (source: Nielsen):

- 2010: 4.7 million
- 2011: 6.8 million
- 2012: 7.7 million
- 2013: 7.0 million
- 2014: 20.4 million
- 2015: 22.0 million
- 2016: 5.8 million
- 2017: 4.9 million

Sponsors of the 2017 Belmont Stakes were Avon Tequila, Bow River Fine Equestrian Jewelry, Coors Light, Cornell Ruffian Equine Specialists, F. Gorevic & Son Antiques & Fine Art, G.H. Mumm Champagne, Kendall-Jackson, Kind Snacks, Longines, Mohegan Sun, NBC Sports, and Woodford Reserve.

104.5 Kentucky Oaks

The Kentucky Oaks, the premier and most lucrative race for 3-year old fillies – female horses – is held each year on the day before the Kentucky Derby.

Attendance has been as follows:

- 2010: 116,046
- 2011: 110,122
- 2012: 112,552
- 2013: 113,280
- 2014: 113,071
- 2015: 123,763
- 2016: 124,589
- 2017: 105,100
“The Oaks is regularly the third-largest day of racing by crowd size, trailing only the Derby and Preakness Stakes.”

USA Today

Longines is the title sponsor of the Kentucky Oaks.

104.6 Breeders’ Cup

The Breeders’ Cup World Championships (www.breederscup.com) was created in 1984 by the National Thoroughbred Racing Association (www.ntra.com) in conjunction with other racing organizations as a year-end championship for thoroughbred racing. The location of the race changes each year. With $20 million in prize money, the final day of the Breeders’ Cup is the richest day in sports.

The Breeders’ Cup was expanded in 2007 from a one-day, seven-event meeting to a two-day event with 15 races plus a host of surrounding events and parties.

The Breeders’ Cup is generally held at Santa Anita Park (Arcadia, CA), although the meet was moved to Churchill Downs in 2010 and 2011, and was held in Keenland Race Course (Lexington, KY) in 2015. The 2017 Breeders’ Cup will be held November 4-5 in Santa Anita Park.

Attendance for Friday and Saturday meets have been as follows:

<table>
<thead>
<tr>
<th></th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>41,614</td>
<td>72,739</td>
</tr>
<tr>
<td>2011</td>
<td>40,677</td>
<td>65,143</td>
</tr>
<tr>
<td>2012</td>
<td>34,619</td>
<td>55,123</td>
</tr>
<tr>
<td>2013</td>
<td>35,833</td>
<td>58,795</td>
</tr>
<tr>
<td>2014</td>
<td>37,105</td>
<td>61,114</td>
</tr>
<tr>
<td>2015</td>
<td>44,947</td>
<td>50,155</td>
</tr>
<tr>
<td>2016</td>
<td>45,673</td>
<td>72,811</td>
</tr>
</tbody>
</table>

The Breeders’ Cup has been televised by NBC since 2012; ESPN was the prior broadcaster. Viewership for the Breeders’ Cup Classic, run on Saturday, has been as follows:

- 2010: 4.1 million
- 2011: 1.6 million
- 2012: 3.1 million
- 2013: 2.1 million
- 2014: 2.6 million
• 2015: 3.9 million
• 2016: 2.2 million

Viewership of the 2016 Breeders’ Cup Classic on NBC during prime-time Saturday night dropped significantly from the 2015 race, which featured Triple Crown winner American Pharoah in his career finale.

NBC and NBC Sports Network televise the Breeders’ Cup Challenge Series, a series of 11 races from June through October. Winners of these races earn a spot in one of 14 races that comprise the Breeders’ Cup.

Sponsors of the 2016 Breeders’ Cup were 1/4 Hands Winery, Adequan, America’s Best Racing, Aston Martin, Calument Farm, Christina Lombardi, Claiborne, Coolmore, E*Trade, Equibase, Fasig-Tipton, Fenwick Equestrian Products, John Deere, Keenland Race Track, Kendall-Jackson, Lane’s End, Las Vegas Convention & Visitors Authority, Latin American Racing Channel, Longines, Maker’s Mark, Rood Riddle Equine Hospital, Pegasus World Cup, Ralph’s Grocery, Sentient Jet, Stella Artois, Three Chimneys, Tito’s Handmade Vodka, twinspires.com, and WinStar Farm.

104.7 Saratoga

The Saratoga Race Course opened in 1863 and is the oldest organized sporting venue of any kind in the United States. Its six-week meet in upstate New York has long been recognized among the premier upscale social events in the country.

Total paid attendance has been as follows:
• 2010: 878,284
• 2011: 871,772
• 2012: 901,033
• 2013: 867,182
• 2014: 972,018
• 2015: 1,065,625

Travers Stakes, dating to 1864 and often referred to as Saratoga’s Midsummer Derby, is the most popular racing day during the Saratoga meet. Attendance has been as follows:
• 2010: 45,764
• 2011: 43,050
• 2012: 46,528
• 2013: 47,597
• 2014: 46,577
• 2015: 50,000

NetJets, a private jet company, is one of four title sponsors for Saratoga races. Three thoroughbred businesses, Fasig/Tipton, Shadwell, and Three Chimneys, also sponsor races.
104.8 Pegasus World Cup

The Pegasus World Cup, a thoroughbred race at Gulfstream Park (Hallandale Beach, FL), was first run on January 28, 2017. With a purse of $12 million for its inaugural running, the Pegasus World Cup is the richest horse race in the world. The first-place purse was $7 million.

Total handle on the inaugural race was $15.68 million, according to Equibase (www.equibase.com). The all-sources handle on the entire 12-race card was $40.2 million, a record for a single program at Gulfstream Park.

The 90-minute broadcast of the the 2017 Pegasus World Cup drew more than 1.5 million viewers, the highest for a non-Triple Crown race since the 2015 Breeders’ Cup Classic, which featured Triple Crown winner American Pharoah.

NBC, which broadcast the inaugural running of the Pegasus World Cup, extended its contract through the 2019 race.

The Stronach Group (www.stronachgroup.com) owns the Pegasus World Cup.

104.9 Market Outlook

Thoroughbred breeders and race tracks, working through The Jockey Club (www.jockeyclub.com), are working hard to promote racing to Millennials.

America’s Best Racing (ABR, www.americasbestracing.net), a multimedia fan development and awareness-building platform funded by The Jockey Club, has invited social media influencers to race tracks to generate enthusiasm about racing. ABR has also built up social media followings on Facebook, Instagram, and Twitter, and has posted video of young people enjoying a day at the races on YouTube.

_________________________________________________________________

“Horse racing was once the most popular sport in America, but it has suffered from declining attendance and an aging fan base. Getting Millennials to take notice of horse racing tops the priority list for many tracks and racing organizations around the country.”

SportsBusiness Journal, 5/1/17

_________________________________________________________________

An April 2017 survey by Turnkey Sports & Entertainment (www.turnkeyse.com) asked senior-level sports industry executives what they see as the biggest deterrent to drawing Millennials to the sport of horse racing. Responses were as follows:
• Lack of personalities: 40%
• Limited media coverage of non-Triple Crown events: 18%
• Use/treatment of animals: 17%
• Short duration of events: 7%
• Gambling aspect: 2%

When asked what strategies would most help grow the popularity of horse racing, responses were as follows:
• Mobile betting apps: 35%
• Including a form of team competition: 12%
• Global series/competition: 10%
• Online streaming or races: 9%

104.10 Market Resources

BloodHorse, 3101 Beaumont Centre Circle, Suite 300, Lexington, KY 40513. (800) 582-5604. (www.bloodhorse.com)

Equibase Corporation, 821 Corporate Drive, Lexington, KY 40503. (800) 333-2211. (www.equibase.com)

National Thoroughbred Racing Association, 2525 Harrodsburg Road, Lexington, KY 40504. (859) 223-5444. (www.ntra.com)
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INTERNATIONAL CHAMPIONS CUP

105.1 Overview
In 2013, U.S.-based Relevent Sports (www.releventsports.com) created the
International Champions Cup (ICC, www.internationalchampionscup.com), a North
America-based preseason soccer tour of European football clubs.
In 2015, ICC expanded to editions in Australia and China as well as North
America. The North American edition is branded as International Champions Cup
North America (ICCNA) Presented by Heineken.

105.2 North American Tours
The 2013 inaugural edition featured eight clubs: Real Madrid, Juventus, Chelsea
FC, Inter Milan, AC Milan, Valencia, Everton, and the LA Galaxy.
The 2014 International Champions Cup expanded to 13 cities in the United
States and Canada. European clubs Real Madrid, Manchester United, Liverpool,
Manchester City, A.C. Milan, Roma, Inter Milan, and Olympiacos played three matches
each in a new round-robin format. More than 631,000 fans attended the tournament,
with a global audience of over 80 million tuned in throughout 150 countries. The match
at Michigan Stadium (Ann Arbor, MI) had an attendance of 109,318 fans, the largest
soccer match in U.S. history.
International Champions Cup North America 2015, held across 15 cities,
included Manchester United, FC Barcelona, Chelsea FC, SL Benfica, ACF Fiorentina,
Club América, the LA Galaxy, the New York Red Bulls, the San Jose Earthquakes, and
eventual champions Paris Saint-Germain.
International Champions Cup North America 2016, held across 15 cities,
included teams AC Milan, Celtic FC, Chelsea FC, FC Barcelona, FC Bayern Munich,
FC Internazionale, Leicester City FC, Liverpool FC, Paris Saint-Germain, and Real
Madrid C.F. Ticket sales were reported at nearly 800,000.
International Champions Cup North America 2017 is scheduled as follows:
• July 19: Paris Saint-Germain vs. AS Roma (Comerica Park; Detroit, MI)
• July 20: Manchester United vs. Manchester City (NRG Stadium; Houston, TX)
• July 22: Barcelona vs. Juventus (MetLife Stadium; East Rutherford, NJ)
• July 22: Tottenham Hotspur vs. Paris Saint-Germain (Camping World Stadium;
Orlando, FL)
• July 23: Manchester United vs. Real Madrid (Levi’s Stadium; Santa Clara, CA)
• July 25: Tottenham Hotspur vs. AS Roma (Red Bull Arena, Harrison, NJ)
• July 26: Manchester United vs. Barcelona (FedExField; Landover, MD)
• July 26: Paris Saint-Germain vs. Juventus (Hard Rock Stadium; Miami, FL)
• July 26: Real Madrid vs. Manchester City (Los Angeles Memorial Coliseum; Los Angeles, CA)
• July 29: Manchester City vs. Tottenham Hotspur (Nissan Stadium; Nashville, TN)
• July 29: Real Madrid vs. Barcelona (Hard Rock Stadium; Miami, FL)
• July 30: Juventus vs. AS Roma (Gillette Stadium; Foxborough, MA)

105.3 Sponsors
Heineken has been Title Sponsor since 2015; Guinness was Title Sponsor for the first two years of the tour.
ICCNA 2017 Premier Sponsors were Ally Financial, Aon, Chevrolet, Nike, and Visit Orlando. Official Sponsors were Gatorade, Groupon, XYience Energy Drink, and Vivid Seats.

105.4 Market Resources
Relevent Sports, 423 West 55th Street, New York, NY 10019.
(www.releventsports.com)
106.1 Overview
Lacrosse is North America’s oldest sport. Its origin stretches back to the 15th century, when Native Americans played matches with hundreds of players that lasted over several days on mile-long fields.

According to 2017 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 2.1 million people in the U.S. play lacrosse each year; 938,000 million play monthly.

106.2 Sanctioning Organization
US Lacrosse (www.uslacrosse.org) was founded in 1998 as the national governing body of men’s and women’s lacrosse. In 2017, there were 450,000 members and 68 chapters in 45 states.

US Lacrosse National Partners for 2017 were Greenfields, Nationwide Insurance, Sports Force Parks, and Sweat X.

106.3 Growth of Lacrosse in the United States
The SFIA estimates that participation in lacrosse among children ages six and older increased 118% during the past decade, ranking it as the most rapidly growing youth sport in the U.S.

Lacrosse participation has expanded nationwide from a base that had previously existed only in prep schools around Baltimore and parts of New York State and New England.

Rick Burton, Ph.D., the David B. Falk Professor of Sport Management at Syracuse University, identifies the following market drivers for lacrosse:
• Lacrosse is a relatively easy game to learn and understand. It sets up easily on a football or soccer field.
• Lacrosse is generally a high-scoring game that is played and enjoyed by both men and women.
• Lacrosse helps NCAA athletic departments comply with gender equality mandates because the sport is popular with women and team sizes are large.
• Lacrosse can be played in a low-cost way. The full competition game requires a helmet/eye guard and some padding, but other than the stick and a ball, the game
can be played recreationally on any area of grass with two makeshift nets. A decent game can be played with as few as six people, and two people can play a game of catch almost anywhere.

- Lacrosse has caught the attention of big-time sports apparel and equipment companies who are helping grow the game while extending their businesses.

Approximately 520,000 people play lacrosse as members of high school and college varsity or intramural teams.

There are more than 300 women’s and more than 240 men’s college lacrosse teams playing in Divisions I, II, and III.

According to the National Federation of State High School Associations (www.nfhs.org), 109,522 boys and 88,050 girls competed in lacrosse during the 2015-2016 school year. Approximately 2,700 high schools have lacrosse teams.

106.4 Major Events

The following are the major lacrosse events for 2017:

- May 10-13: WCLA National Championships (Regional Athletic Complex; Salt Lake City, UT)
- May 27-28: Women’s National Tournament (Yale University; New Haven, CT)
- July 28-30: US Lacrosse Nationals (River City Sportsplex; Richmond, VA)

106.5 Market Resources

US Lacrosse, 113 West University Parkway, Baltimore, MD 21210. (410) 235-6882. (www.uslacrosse.org)
107

MARATHONS & ENDURANCE EVENTS

107.1 Participation

According to Running USA (www.runningusa.org), the number of running event finishers have been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Female</th>
<th>Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>6.9 million</td>
<td>6.1 million</td>
<td>13.0 million</td>
</tr>
<tr>
<td>2011</td>
<td>7.7 million</td>
<td>6.3 million</td>
<td>14.0 million</td>
</tr>
<tr>
<td>2012</td>
<td>8.7 million</td>
<td>6.8 million</td>
<td>15.5 million</td>
</tr>
<tr>
<td>2013</td>
<td>10.8 million</td>
<td>8.2 million</td>
<td>19.0 million</td>
</tr>
<tr>
<td>2014</td>
<td>10.7 million</td>
<td>8.1 million</td>
<td>18.8 million</td>
</tr>
<tr>
<td>2015</td>
<td>9.8 million</td>
<td>7.3 million</td>
<td>17.1 million</td>
</tr>
<tr>
<td>2016</td>
<td>9.7 million</td>
<td>7.3 million</td>
<td>17.0 million</td>
</tr>
</tbody>
</table>

Running races had 16,957,100 finishers in 2016. Race finishers by distance were as follows:

- 5K: 8.3 million
- Half-marathon: 2.0 million
- 10K: 1.4 million
- Marathon: 550,600
- Other: 6.4 million

“For the third straight year, the number of road race finishers declined in the United States, as 16,957,100 runners crossed a finish line in 2016, a 1% decrease from the 17,114,800 finishers in 2015. Despite the decline, the finisher total leveled off from the 9% decline seen in 2015, while the 2016 finisher total ranks as the fourth largest in history.”

Running USA, 3/23/17
107.2 Major Events

According to Running USA, there were 30,400 organized running events in 2016. Races by distance were as follows:

- **5K**: 17,000
- **10K**: 4,200
- **Half-marathon**: 2,800
- **8K/5 mile**: 1,200
- **Marathon**: 1,100
- **Other**: 4,100

Ranked by number of race finishers, the top 20 running events in 2016 were as follows:

- AJC Peachtree Roadrace 10K (Atlanta, GA): 56,993
- TCS New York City Marathon (New York, NY): 51,267
- Bolder Boulder (Boulder, CO): 44,671
- Lilac Bloomsday Run (Spokane, WA): 42,206
- Bank of America Chicago Marathon (Chicago, IL): 40,523
- Blue Cross Broad Street Run (Philadelphia, PA): 34,237
- Bay to Breakers (San Francisco, CA): 28,009
- Brooklyn Half Marathon (Brooklyn, NY): 27,428
- Cooper River Bridge Run (Charleston, SC): 26,804
- Boston Marathon (Boston, MA): 26,640
- OneAmerica 500 Festival Mini-Marathon (Indianapolis, IN): 24,768
- Army Ten Miler (Washington, DC): 24,008
- Bank of America Shamrock Shuffle (Chicago, IL): 23,379
- Ukrop’s Monument Avenue 10K (Richmond, VA): 23,127
- Rock ‘n’ Roll Las Vegas (Las Vegas, NV): 22,086
- Walt Disney World Marathon Weekend (Lake Buena Vista, FL): 21,495
- Across the Bay 10K (Annapolis, MD): 20,908
- Los Angeles Marathon (Los Angeles, CA): 20,608
- 12th Annual Pat’s Run (Tempe, AZ): 20,385
- United Airlines NYC Half (New York, NY): 20,140

107.3 Economic Impact

Marathon races are recognized as more than niche sports events as they have become major tourist destinations. The following are economic impacts of select marathons (sources: U.S. Travel Association [www.ustravel.org] and Advertising Age):

- TCS New York City Marathon: $250 million
- Honolulu Marathon: $100 million
- Boston Marathon: $95 million
- Chicago Marathon: $80 million
- Asics Los Angeles Marathon: $60 million
<table>
<thead>
<tr>
<th>Marathon</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>P.F. Chang’s Rock ‘n’ Roll Arizona Marathon</td>
<td>$ 41 million</td>
</tr>
<tr>
<td>Miami Marathon</td>
<td>$ 35 million</td>
</tr>
<tr>
<td>Marine Corps Marathon (Washington, DC)</td>
<td>$ 20 million</td>
</tr>
<tr>
<td>Shamrock Run (Portland, OR)</td>
<td>$ 15 million</td>
</tr>
<tr>
<td>Baltimore Marathon</td>
<td>$ 15 million</td>
</tr>
<tr>
<td>Chevron Houston Marathon</td>
<td>$ 12 million</td>
</tr>
<tr>
<td>AJC Peachtree Roadrace (Atlanta, GA)</td>
<td>$ 10 million</td>
</tr>
</tbody>
</table>

“Cities are embracing marathons for the economic upswing. One of the benefits of a marathon of any size is that it brings people to your city, it showcases your city, it brings people back.”

Running USA

107.4 Business Assessment

Among U.S. marathons, the New York City Marathon is the top revenue generator, bringing in $50 million annually. About half of the revenue comes from runners’ entry fees, and approximately $10 million is from sponsorships. The remainder comes from licensing, merchandise sales, and TV broadcast rights. The entry fee for the race ranges between $125 and $210. The race turns away about 50,000 applicants a year. New York Road Runners (NYRR, www.nyrr.org) owns the race. Like many corporations, NYRR is aggressively looking to expand its business.

By contrast, the Boston Marathon, the oldest marathon in the country, pulls in around $7 million annually in revenue and has a negligible profit. According to Guy Morse, executive director of the Boston Athletic Association (www.baa.org), which owns the race, the promoters don’t go overboard in overly commercializing the race. Runners must qualify for the Boston race, and therefore only about half the number of runners as in New York compete.
“Organized racing [is] a $1.4 billion-and-growing industry (shoe sales not included), as race organizers and sponsors alike increasingly clamor for a piece of the growing world of participatory sports.”

Fortune

### 107.5 Sponsors

The following are title sponsors of major marathons in 2016:

- **Broad Street Run (Philadelphia):** Blue Cross
- **Charlottesville Marathon:** Miller Lite
- **Chicago Marathon:** Bank of America
- **Columbus Marathon:** Nationwide Children’s Hospital
- **Corporate Challenge Boston:** JPMorgan Chase
- **Corporate Challenge Central Park:** J.P. Morgan
- **Corporate Challenge Rochester:** JPMorgan Chase
- **Corporate Run Miami:** Mercedes Benz
- **Detroit Marathon:** Talmer Bank
- **Falmouth (MA) Road Race:** New Balance
- **Georgia Marathon:** Publix
- **Houston Marathon:** Chevron
- **Knoxville Marathon:** Covenant Health
- **Miami Marathon:** Life Time Fitness
- **Minneapolis Marathon:** Ortho
- **New York City Half Marathon:** United Airlines
- **New York City Marathon:** TATA Consultancy Services (TCS)
- **New York Mini 10K:** Oakley
- **Orlando Marathon:** Disney Princess
- **Peachtree Road Race:** Atlanta Journal-Constitution (AJC)
- **Rock ‘n’ Roll Arizona Marathon:** P.F. Chang’s
- **Rock ‘n’ Roll Nashville Marathon:** St. Jude’s
- **San Francisco Women’s Marathon:** Nike
- **Shamrock Shuffle (Chicago):** Bank of America
- **Silicon Valley Turkey Trot (San Jose):** Applied Materials
- **Tacoma City Marathon:** Michelob Ultra
An appeal for marketers of marathon sponsorships is the high-end demographic of race participants.

“You have an average household income of $160,000. It is an affluent group that spends, and from a marketer’s perspective, it is a very attractive demographic.”

*SportsBusiness Journal*

### 107.6 Market Resources

New York Road Runners, 9 East 89th Street, New York, NY 10128. (212) 860-4455. ([www.nyrr.org](http://www.nyrr.org))

Running USA, 3450 N. Ridgewood Street, Suite 311, Wichita, KS 67220. (313) 408-3655. ([www.runningusa.org](http://www.runningusa.org))
108.1 Overview

Mountain bike racing dates to the mid-1970s. The Union Cycliste International (UCI, www.uci.ch), the world governing body for sports cycling which oversees international competitive cycling events, sanctioned its first mountain bike competition, the UCI Mountain Bike Cup, in 1990.

Cross-country mountain biking events were added to the Summer Olympic Games in 1996.

108.2 UCI Events

The UCI Mountain Bike World Cup (http://www.uci.ch/mountain-bike/) has been held annually since 1991. In 2017, eight Mountain Bike World Cup events were held April though September in Andorra, Australia, Austria, Canada, France (two events), Germany, and Great Britain. Events are broadcast live and globally on Red Bull TV.

The UCI Mountain Bike & Trials World Championships (www.uci.ch/mountain-bike/ucievents/2016-mountain-bike-uci-mountain-bike-trials-world-championships/351392716/), held annually since 1991, are considered the most prestigious competition in mountain bike racing. Events include the disciplines of cross country, downhill, four-cross, cross-country eliminator, and trials. The 2017 World Championships were held in Cairns, Australia. UCI Mountain Bike World Championships will be held in Lenzerheide, Switzerland, and Mont-Sainte-Anne, Canada, in 2018 and 2019, respectively.

UCI Official Partners for 2017 are GoPro, Shimano, and Tissot Swiss Watches.

108.3 USA Cycling Mountain Bike National Championships

USA Cycling (www.usacycling.org) hosts the USA Cycling Mountain Bike National Championships, considered to be the premier event mountain bike racing event in the U.S. The 2017 Championships were held in Snowshoe, West Virginia, July 19-23.

USA Cycling also hosts two other major mountain bike racing events, as follows:
• USA Cycling Collegiate Mountain Bike National Championships, held October 20-22, 2017, in Missoula, Montana

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• 511 •
USA Cycling Marathon Mountain Bike National Championships, held May 7, 2017, in Arkadelphia, Arkansas

USA Cycling sponsors for 2017 are ASSOS of Switzerland, Bonk Breaker Nutrition Bars, Chobani, KT Tape, Mavic, Nationwide Insurance, Sierra Nevada, and Volkswagen.

108.4 Sea Otter Classic
The Sea Otter Classic (www.seaotterclassic.com), held annually at Mazda Raceway Laguna Seca (Monterey, California) since 1991, is the world's largest cycling festival.

The festival includes mountain bike races, road bike racing, recreational rides, a kids' carnival, and outreach activities for women and girls. The Sea Otter Classic also includes the largest consumer bike exposition in North America, with more than 450 vendors representing nearly 800 brands displaying their products.

The four-day event draws approximately 10,000 professional and amateur athletes and 70,000 fans.

Sea Otter Classic Partners are SRAM and Subaru. Sponsors for 2017 are Bosch, Chain Reaction Cycles, Haibihe, Kenda, Primal, and Specialized.

108.5 Market Resources
Sea Otter Classic, 215 West Franklin Street, Suite 214, Monterey, CA 93940.
(831) 373-2331. (www.seaotterclassic.com)

USA Cycling, 210 USA Cycling Point, Suite 100, Colorado Springs, CO 80919.
(719) 434-4200. (www.usacycling.org)
109

RODEO

109.1 Overview

According to The Economist, the popularity of rodeos appears to be increasing, as are the opportunities to participate. Children start young, compete in high school championships, win college scholarships, and hone their skills at rodeo schools. For farming families, rodeo is a way of life. Others are attracted to its western flavor and appreciate the athletic skills of people who can leap from a horse and wrestle a steer to the ground in a few seconds flat, or survive a wild ride on a bucking bronco. Its loyal following makes rodeo a strong marketing platform.

“The strength of rodeo is that it really is a grassroots opportunity to engage consumers at a local level. Rodeo is the iconic sport for our industry.”

Louis Russo, Brand Manager
Justin Boots
SportsBusiness Journal

109.2 Professional Rodeo Cowboys Association

Over 600 professional rodeos are sanctioned annually by the Professional Rodeo Cowboys Association (PRCA, www.prorodeo.com). An estimated 22 million people attend PRCA events annually, and another 40 million watch from home. About 2,500 cowboys and cowgirls participate in PRCA events.

The primary circuit of the PRCA is the Wrangler National Finals Rodeo, which hosted 26 events for the 2017 season. Held each December in Las Vegas, Nevada, the event is attended annually by approximately 170,000 people.
“PRCA is one of the larger, better-kept secrets in U.S. sports. No other sport is structured as rodeo is.”

SportsBusiness Journal

ESPN/ESPN2, which has broadcast the finals for 16 years, attracts over 9 million viewers for their 10-round broadcasts.
The top PRCA events began airing in 2012 on Great American Country, a channel that reaches about 60 million homes. The channel airs all 10 days of the National Finals, bracketed by a pre- and post-rodeo studio show each day. It also airs four other major PRCA tour events during the year, as well as the nine events on the PRCA’s Xtreme Bulls Tour.
In 1975, the PRCA created the Dodge Circuit System for circuit cowboys – those who typically work normal jobs and compete in only a few local rodeos on weekends. Designed for cowboys who might never qualify for a Wrangler National Finals Rodeo, it consists of 12 geographic regions, and cowboys compete throughout the year for points within their circuit. Each circuit’s top cowboys qualify for that circuit’s Finals at the end of the season. After all 12 circuit Finals are completed, the top regular-season cowboys in each event and the winners of the circuit Finals qualify for the Dodge National Circuit Finals Rodeo.
PRCA sponsors for 2017 were American Quarter Horse Association, B&W Custom Truck Beds, Coors Brewing Co., Dodge, Dude Ranchers Association, Geico, Justin Boots, Las Vegas Convention & Visitors Authority, Las Vegas Events, Mirage Las Vegas, Montana Silversmiths, Pendleton Whiskey, Priefert Rodeo & Ranch Equipment, Restol Hats, South Point Hotel Casino & Spa, Super 8, and Wrangler.

109.3 Professional Bull Riders
Professional Bull Riders (PBR) was created in 1992 when a group of bull riders broke away from the Professional Rodeo and Cowboys Association and started a circuit for bull riders only. WME-IMG (www.wmeimg.com) acquired PBR in 2015 for a reported $100 million.
More than 600 bull riders compete in more than 300 bull riding events each year on either the Built Ford Tough Series, the BlueDEF Velocity Tour, or the Touring Pro Division.
The PBR’s premier circuit tour is the Built Ford Tough Series (BFTS, www.pbr.com/en/bfts/schedule.aspx), which is comprised of the top 35 bull riders. The BFTS season opens in January and makes 28 stops before the PBR World Finals, with
the winner receiving the World Championship belt buckle and a $1 million dollar bonus. PBR designated four events leading up to the World Finals as “Majors.” The Major events are held in Arlington, Texas; Las Vegas, Nevada; Nashville, Tennessee; and New York, New York. The seven-session PBR World Finals are held in Las Vegas at the 16,700-seat Thomas & Mack Center. The 2017 Built Ford Tough World Finals were held in Las Vegas, November 1-5.

“Following the example of horse racing’s Triple Crown or golf’s four majors, PBR’s four featured events – outside of the year-ending World Finals – award more prize money and more points in PBR’s world standings than other events.”

SportsBusiness Journal

The Built Ford Tough Series is televised weekly on CBS, CBS Sports Network, and networks around the world. Viewership averaged 1.3 million in 2016, a 12% increase over the prior year. Annual attendance at PBR tour events is more than 3 million. The Built Ford Tough Series attendance averaged about 8,500 in 2016; the Majors averaged 13,000. There are also tours in Australia, Brazil, Canada, and Mexico. PBR sponsors for 2017 were Ariat, B&W Trailer Hitches, Bad Boy Movers, Bass Pro Shops, BlueDEF, Boot Barn, Caterpillar, City of Las Vegas, Cooper Tires, DeWalt Flex Volt, Express Employment Professionals, Ford, Jack Daniel’s, Kawasaki, Lincoln Welders, Lucas Oil Products, Matador Jerky, MGM Grand Las Vegas, Monster Energy, Montana Silversmiths, Priefert Rodeo & Ranch Equipment, Rocky Mountain Elk Foundation, Stanley Tools, Ticket Galaxy, Wrangler, and YETI. PBR sponsors receive signage, event title sponsorship, and television units on rodeo events broadcast by NBC and NBC Sports Network. Since the sport is new to TV, sponsorship fees are relatively low. National packages, which can include ringside signs, tour title sponsorships, and media time, cost $1 million to $2 million. On the lower end, an advertiser might buy local exposure for $500,000 or less.
109.4 Major Events

Attendance at select major rodeo and western lifestyle events is as follows:

- Houston Livestock Show & Rodeo (Houston, TX; www.rodeohouston.com): 2.1 million
- San Antonio Stock Show & Rodeo (San Antonio, TX; www.sarodeo.com): 1.1 million
- Fort Worth Stock Show and Rodeo (Fort Worth, TX; www.fwssr.com): 920,000
- National Western Stock Show (Denver, CO; www.nationalwestern.com): 633,000
- Cheyenne Frontier Days (Cheyenne, WY; www.cfdrodeo.com): 583,000
- Greeley Independence Stampede (Greeley, CO; www.greeleystampede.org): 448,000

109.5 Fan Demographics

Cities with the highest percentages of adults that are pro rodeo fans are as follows (sources: Scarborough Sports Marketing [www.scarborough.com] and SportsBusiness Journal):

- Oklahoma City, OK: 18.9%
- Tulsa, OK: 16.5%
- Spokane, WA: 15.2%
- Albuquerque/Santa Fe, NM: 14.7%
- Salt Lake City, UT: 14.5%
- Las Vegas, NV: 13.3%
- Bakersfield, CA: 12.6%
- Denver, CO: 11.9%
- Little Rock/Pine Bluff, AR: 11.6%
- Houston, TX: 10.8%
- San Antonio, TX: 10.6%

Demographics of professional rodeo fans are as follows (source: Scarborough):

Gender
- Male: 55%
- Female: 45%

Age
- 18-to-24: 12%
- 25-to-34: 17%
- 35-to-44: 18%
- 45-to-54: 21%
- 55-to-64: 15%
- 65 and older: 16%
Household Income
• Below $35,000: 14%
• $35,000 to $49,999: 22%
• $50,000 to $74,999: 21%
• $75,000 and higher: 28%
• $100,000 and higher: 14%

Education
• High school graduate: 40%
• Some college: 31%
• College graduate: 16%

109.6 Market Resources

Professional Rodeo Cowboys Association, 101 ProRodeo Drive, Colorado Springs, CO 80919. (719) 593-8840. (www.prorodeo.com)
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ROLLER DERBY

110.1 Overview
Roller derby dates to the mid-1930s. Popularity peaked in the 1940s when more than 5 million spectators watched the sport in about 50 cities across the U.S. The popularity of roller derby faded in the second half of the 20th century.

Dominated by all-female amateur leagues, roller derby experienced a revival in the early 2000s. There are also male, co-ed, and junior leagues.

At year-end 2016, there were approximately 1,000 amateur roller derby leagues in the United States and about the same number abroad.

Roller derby audiences at larger venues in the U.S. are reported at 4,000 to 7,000.

Roller derby is one of eight sports being considered by the 123rd International Olympic Committee for inclusion in the 2020 Olympic Summer Games.

110.2 Women’s Flat Track Derby Association
The Women’s Flat Track Derby Association (WFTDA, www.wftda.org), established in 2004, is the governing body for women’s roller derby leagues. WFTDA had 400 Full Member Leagues and 50 Apprentice Leagues at year-end 2016.

WFTDA developed formal rules for roller derby game play that are followed by most non-member leagues as well as members. Derby News Network estimates that more than 98% of roller derby competitions worldwide are conducted under WFTDA rules.

WFTDA announces monthly team rankings and hosts an annual series of playoffs and a championship for member leagues. The top 40 teams as of June 30 compete in four Division 1 Playoff Tournaments and the WFTDA Championship Tournament.

WFTDA sponsors in 2017 were Atom Skates, Radar Wheels, Ridell, S1 Helmet Co., and Triple Eight.

110.3 Other Leagues
Established in 2007, the Men’s Roller Derby Association (MRDA, www.mensrollerderbyassociation.com) is the governing body for male-only amateur (skater-owned and -operated) leagues. As of January 2016, MRDA had 60 member
leagues, 19 of which were based outside the U.S.

The Junior Roller Derby Association (JRDA, www.juniorrollerderby.org), established in 2009, is the governing body for leagues with players ages 18 and younger. There are 151 junior roller derby leagues, 42 of which are based outside the U.S.

JRDA sponsors in 2017 were FiveOnFive, Hertz, Positive Coaching, S1 Helmet Co., and Vapur.

110.4 Market Resources
Junior Roller Derby Association, 3255 NW 94th Avenue, Suite 8932, Coral Springs, FL 33075. (www.juniorrollerderby.org)

Women’s Flat Track Derby Association, P.O. Box 14100, Austin, TX 78761. (www.wftda.org)
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ROWING

111.1 Overview
Rowing, sometimes referred to as crew, is one of the oldest collegiate sports in the United States. Approximately 6,700 women and 1,800 men compete in crew as members of college teams. Approximately 2,200 boys and 2,100 girls compete on high school rowing teams. Rowing is also one of the oldest Olympic sports.

In the U.S. races are referred to as regattas. Competition is limited because not all universities have access to suitable bodies of water and because of the status of rowing as an amateur sport.

The North American Rowing Association (www.noara.org) organizes regattas outside of college and high schools competitions.

111.2 Intercollegiate Rowing
There are two collegiate rowing team categories: heavyweight (or openweight) and lightweight.

Men’s rowing (neither heavyweight or lightweight) has never had a national organizing body. Women’s heavyweight rowing is organized through the National Collegiate Athletic Association (NCAA, www.ncaa.org). The NCAA does not sponsor women’s lightweight rowing championships.

An annual championship regatta is hosted by the American Collegiate Rowing Association (www.americancollegiaterowing.com).

Regattas are coordinated by 13 conferences, as follows:

Big Ten Conference
• Men’s crew: none
• Women’s crew: Indiana University, Michigan State University, Ohio State University, University of Iowa, University of Michigan, University of Minnesota, University of Wisconsin

Colonial Athletic Association
• Men’s crew: none
• Women’s crew: Drexel University, George Mason University, Old Dominion University, Northeastern University, SUNY at Buffalo, University of Delaware
Conference USA
- Men’s Crew: none
- Women’s crew: California State University Sacramento, Kansas State University, San Diego State University, University of Alabama, University of Kansas, University of Oklahoma, University of Tennessee, University of Texas at Austin, West Virginia University

Eastern Association of Rowing Colleges
- Men’s crew: Boston University, Brown University, College of the Holy Cross, Columbia University, Cornell University, Dartmouth College, George Washington University, Georgetown University, Harvard University, Massachusetts Institute of Technology, Princeton University, Rutgers University, Syracuse University, United States Naval Academy, University of Delaware, University of Pennsylvania, University of Wisconsin, Yale University
- Women’s crew: Boston College, Boston University, Brown University, Columbia University, Cornell University, Dartmouth College, George Washington University, Georgetown University, Harvard (Radcliffe), Massachusetts Institute of Technology, Northeastern University, Princeton University, Rutgers University, Syracuse University, United States Naval Academy, University of Delaware, University of Pennsylvania, Yale University

Eastern Colleges Athletic Conference/Metro League
- Men’s crew: none
- Women’s crew: Colgate, Fordham University, University of Buffalo, University of Delaware, University of Massachusetts, University of New Hampshire, University of Rhode Island, Villanova University, West Virginia University

Liberty League Conference
- Men’s crew: Hamilton College, Hobart College, Rochester Institute of Technology, Skidmore College, St. Lawrence University, Union College, Vassar College
- Women’s crew: Hamilton College, Rochester Institute of Technology, Skidmore College, St. Lawrence University, Union College, Vassar College, William Smith College

Metro Atlantic Athletic Conference
- Men’s crew: Fairfield University, Iona College, Jacksonville University, Manhattan College, Marist College
- Women’s crew: Canisius College, Drake University, Fairfield University, Iona College, Jacksonville University, Loyola University Maryland, Manhattan College, Marist College, Robert Morris University, Sacred Heart University, Stetson University

Mid-Atlantic Rowing Conference
- Men’s crew: Franklin & Marshall College, North Park University, Richard Stockton College, Rutgers University Camden, University of Mary Washington, Washington
College
- Women’s crew: Bryn Mawr College, Franklin & Marshall College, Marietta College, North Park University, Richard Stockton College, Rutgers University Camden, University of Mary Washington, Washington College

New England Rowing Conference
- Men’s crew: Amherst College, Bates College, Brandeis University, Boston College, Bowdoin College, Clark University, Colby College, Connecticut College, Franklin Pierce University, Massachusetts Maritime Academy, Middlebury College, Trinity College, Tufts University, United States Coast Guard Academy, University of Massachusetts Amherst, University of Massachusetts Lowell, University of New Hampshire, University of Rhode Island, University of Vermont, Wesleyan University, Williams College, Worcester Polytechnic Institute
- Women’s crew: Amherst College, Bates College, Brandeis University, Bowdoin College, Clark University, Colby College, College of the Holy Cross, Connecticut College, Franklin Pierce University, Middlebury College, Mount Holyoke College, Simmons College, Smith College, Trinity College, Tufts University, United States Coast Guard Academy, University of Massachusetts Lowell, University of New Hampshire, University of Vermont, Wellesley College, Wesleyan University, Williams College

Northwest Collegiate Rowing Conference
- Men’s crew: Humboldt State University, Lewis & Clark College, Pacific Lutheran University, Seattle Pacific University, University of Puget Sound, Western Washington University, Willamette University
- Women’s crew: Humboldt State University, Lewis & Clark College, Pacific Lutheran University, Seattle Pacific University, University of Puget Sound, Western Washington University, Willamette University

Pac 12 Conference
- Men’s crew: Oregon State University, Stanford University, University of California, University of California Los Angeles, University of Southern California, University of Washington, Washington State University
- Women’s crew: Oregon State University, Stanford University, University of California, University of California Los Angeles, University of Southern California, University of Washington, Washington State University

Patriot League
- Men’s crew: none
- Women’s crew: Boston University, Bucknell University, Colgate University, College of the Holy Cross, Lehigh University, Massachusetts Institute of Technology, United States Naval Academy
Western Intercollegiate Rowing Association

- Men’s crew: Arizona State University, California State University - Humboldt, California State University - Long Beach, California State University - Sacramento, Chapman University, Gonzaga University, Lewis & Clark College, Loyola Marymount University, Orange Coast College, Pacific Lutheran University, Portland State University, San Diego State University, Santa Clara University, Seattle University, Seattle Pacific University, Sonoma State University, St. Mary’s College, University of California Berkeley, University of California Davis, University of California Irvine, University of California San Diego, University of California Santa Barbara, University of Colorado, University of Portland, University of Puget Sound, University of San Diego, University of the Pacific, Washington State University, Western Washington University, Willamette University

- Women’s crew: Arizona State University, California State University - Humboldt, California State University - Long Beach, California State University - Sacramento, Chapman University, Evergreen State College, Gonzaga University, Lewis & Clark College, Loyola Marymount University, Mills College, Orange Coast College, Pacific Lutheran University, Portland State University, San Diego State University, Santa Clara University, Seattle University, Seattle Pacific University, Sonoma State University, St. Mary’s College, Stanford University, University of California Berkeley, University of California Davis, University of California Irvine, University of California San Diego, University of California Santa Barbara, University of Colorado, University of Portland, University of Puget Sound, University of San Diego, University of the Pacific, Washington State University, Western Washington University, Willamette University

The following are the major collegiate regattas:

Dad Vail Regatta

- Held annually in Philadelphia, the Dad Vail Regatta is recognized as the national championship for smaller men’s college rowing teams unable to compete at the IRA Championship Regatta. It is the largest collegiate race in the nation.

Eastern Sprints

- The Eastern Sprints is the annual rowing championship for the men’s teams of the Eastern Association of Rowing Colleges. Since 1946, the Rowe Cup has been awarded to the college whose heavyweight men’s crews score the highest combined total number of points in the varsity, junior varsity, and freshman races. The Women’s Eastern Sprints have been held as part of the event since 1974.

Harvard-Yale Regatta

- The Yale-Harvard Regatta, America’s oldest collegiate athletic competition, has been held annually between Yale University and Harvard University since 1852.

IRA Championship Regatta

- The IRA Championship Regatta (www.row2k.com/ira) is considered the United
States’ collegiate national championship of rowing. The Intercollegiate Rowing Association, of which Columbia, Cornell, Pennsylvania, Navy, and Syracuse are members, organizes the championship events. The five member schools invite other colleges to participate. The regatta includes both men’s and women’s (lightweight) events for sweep boats of all sizes.

**NCAA Rowing Championship**
- Since 1997, the NCAA has hosted an invitational rowing championship for women. There are championships for Division I, Division II, and Division III colleges.

### 111.3 Rowing At The Summer Olympic Games
Rowing has been part of the Summer Olympic Games since 1900. The following 14 events were held at the 2016 Summer Olympic Games in Rio de Janeiro, Brazil:
- Men: Quad sculls, Double sculls, Single sculls, Eight, Coxless four, Coxless pair
- Lightweight Men: Coxless four, Double sculls
- Women: quad sculls, Double sculls, Single sculls, Eight, Coxless pair
- Lightweight Women: Double sculls

Olympic rowing events fall under the jurisdiction of the International Rowing Federation (FISA, www.worldrowing.com).

### 111.4 The World Rowing Championships
The World Rowing Championships, organized by FISA, is a week-long international rowing regatta. Held annually since 1974, the championships include men’s open weight and lightweight events, women’s open weight and lightweight events, and adaptive rowing events for athletes with disabilities. The Junior World Rowing Championships are held concurrently with the events.

The 2016 World Rowing Championships were held in Rotterdam, Netherlands. Future events are scheduled as follows:
- 2017: Sarasota, FL
- 2018: Plovdiv, Bulgaria
- 2019: Linz-Ottensheim, Austria

The World Rowing Championships were last hosted in the United States in 1994, when the event was held at Eagle Creek Park in Indianapolis, Indiana.

### 111.5 Market Resources
North American Rowing Association, 6 Essex Road, Suite 4, Ipswich, MA 01938. (978) 238-9005. (www.noara.org)
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RUGBY

112.1 Overview

Rugby, also called rugby football, is one of the world’s most popular sports. The sport has only modest popularity in the United States. The global popularity of rugby can be traced to its English roots and the spread of the game throughout Europe and the Commonwealth nations. The popularity of rugby in England is similar to that of American football in the United States. It is the national sport in New Zealand, South Africa, Wales, Fiji, Samoa, Tonga, and Madagascar.

A full-contact team sport, rugby has several formats, the most popular of which are rugby union, rugby sevens, and rugby league.

Rugby union, played with 15 players per side, is administered by World Rugby (www.worldrugby.org) and is the most popular form of rugby globally.

Rugby sevens, also known as seven-a-side, is a variant of rugby union in which teams are made up of seven players, instead of the usual 15, and play shorter matches.

Rugby league, played with 13 players per side, is administered by the Rugby League International Federation (www.rlif.org). Rugby league is most prominent in Australia, England, New Zealand, France, Fiji, and Papua New Guinea.

According to 2017 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 1.6 million people in the U.S. play rugby each year; 460,000 play eight or more times.

112.2 Growth In Popularity

Rugby has been growing in popularity far beyond its traditional base in Western Europe. In China, for example, e-commerce and media company Alibaba entered into a broadcast rights deal with World Rugby and launched an initiative with the goal of getting one million Chinese to play by 2026. In Brazil, seven times more people watched the 2015 rugby World Cup than four years prior. And the African Rugby Confederation has grown to 32 nations from six in 1986.

In the U.S., the popularity of rugby is spreading beyond its traditional base of East Coast college campuses and prep schools.
“Over the past decade, American rugby officials have made a concerted effort to court football players, sprinters, and other athletes with translatable skills – a push that coincided with a burgeoning college sevens league whose championship is televised by NBC Sports.”

Time, 7/4/16

Since 2009, when rugby secured a spot in the 2016 Summer Olympics, rugby participation doubled worldwide, to 7.7 million players, according to World Rugby. Women’s participation increased fivefold, to almost 2 million.

112.3 USA Rugby League


The 2017 USARL season opened with the following 14 clubs:

- Atlanta Rhinos (Atlanta, GA)
- Boston Thirteens (Boston, MA)
- Brooklyn Kings (Brooklyn, NY)
- Bucks County Sharks (Bucks County, PA)
- Central Florida Warriors (DeLand, FL)
- D.C. Slayers (Washington, DC)
- Delaware Black Foxes (New Castle, DE)
- Jacksonville Axemen (Jacksonville, FL)
- New York Knights (New York, NY)
- Northern Virginia Eagles (Nokesville, VA)
- Philadelphia Fight (Conshohocken, PA)
- Rhode Island Rebellion (Providence, RI)
- Tampa Mayhem (Tampa, FL)
- White Plains Wombats (White Plains, NY)

The season launched June 4, 2017 and ended with the Championship on August 27, 2017.
112.4 USA Rugby Series

USA Rugby launched two series in 2016-2017, as follows:

The Rugby Weekend Presented by AIG

- November 4, 2016: USA Men’s Eagles vs. New Zealand Maori All Blacks (Toyota Park; Bridgeview, IL)
- November 5, 2016: New Zealand All Blacks vs. Ireland National Football Team (Soldier Field; Chicago, IL)

Emirates Airline Summer Series

- June 10, 2017: USA Men’s Eagles vs. Ireland National Football Team (Red Bull Stadium; Harrison, NJ)
- June 17, 2017: USA Men’s Eagles vs. Republic of Georgia National Football Team (Fifth Third Bank Stadium; Kennesaw, GA)

More than 80,000 people attended The Rugby Weekend Presented by AIG; venues were sold out for both matches.

112.5 Rugby in the Summer Olympic Games

The International Olympic Committee reinstated rugby sevens as an Olympic sport in the 2016 Summer Olympics, held in Rio de Janeiro, Brazil. Both men’s and women’s teams competed. Rugby had previously last played in the Summer Olympic Games in 1924, when fifteen-a-side version of rugby union was played. Rugby will again be played in the 2020 Olympics, to be held in Tokyo, Japan.

“The Olympic gold medal is considered to be the pinnacle of our sport.”

Bernard Lapasset, President
International Rugby Board

112.6 Six Nations Championship

The RBS Six Nations, Europe’s Premier International Rugby Tournament (www.rbs6nations.com), is the largest rugby tournament in Europe. England, France, Ireland, Italy, Scotland, and Wales play in the annual tournament.

Matches for the tournament, held in February and March, are played in the following stadiums:
Capacity

- Twickenham Stadium (London, England): 82,000
- Stade de France (Paris, France): 81,338
- Principality Stadium (Cardiff, Wales): 74,500
- Stadio Olimpico (Rome, Italy): 72,698
- Murrayfield Stadium (Edinburgh, Scotland): 67,144
- Aviva Stadium (Dublin, Ireland): 51,700

An assessment commissioned by MasterCard found that the games deliver a $632.8 million total economic impact for the six competing nations.

Royal Bank of Scotland has been the title sponsor since 2004. Partners are Accenture, Guinness, and Tissot.

The current champions are England, having won the 2017 tournament.

112.7 Rugby World Cup

The Rugby World Cup is assessed in Chapter 36 of this handbook.

112.8 Market Resources

USA Rugby League, 39 Broadway, 12th Floor, New York, NY 10006. (www.usarl.com)

World Rugby, Huguenot House, 35-38 St Stephen’s Green, Dublin 2 Ireland.
Tel. (+00 353) 1 240 9200. (www.worldrugby.org)
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SENIOR GAMES

113.1 Overview
The National Senior Games Association (NSGA, www.nsga.com) organizes and presents the biennial Summer National Senior Games, also known as The Senior Olympics. The Summer National Senior Games is the largest multi-sport event in the world for seniors. Participants must be over 50 years of age.

NSGA serves as the umbrella for member state organizations across the United States that host State Senior Games or Senior Olympics. There are Senior Games in 49 states; only North Dakota is without games. Athletes must place in State Senior Games to qualify for participation in the National Senior Games. State games qualify 25,000 to 30,000 athletes; about 12,000 actually participate in the national games.

There are 19 medal sports in the National Senior Games and most state senior games, as follows: archery, badminton, basketball, bowling, cycling, golf, horseshoes, pickleball, race walk, racquetball, road race, shuffleboard, softball, swimming, table tennis, tennis, track and field, triathlon, and volleyball. Demonstration sports include equestrian, fencing, lawn bowling, rowing, sailing, soccer, and water polo.

NSGA’s overall mission is to assist seniors in achieving greater value and quality in their lives by staying healthy, active, and fit. Some 250,000 senior athletes participate in NSGA-sponsored events.

113.2 State Games
Alabama
• Alabama Senior Olympics (http://physicalfitness.alabama.gov/Sports.aspx)

Alaska
• Alaska International Senior Games (www.alaskaisg.org)

Arizona
• Arizona Senior Olympics (www.seniorgames.org)

Arkansas
• Arkansas Senior Olympics (www.srsports.org)
California
• California Senior Games (www.californiaseniorgames.org)

Colorado
• Rocky Mountain Senior Games (www.rockymountainseniorgames.com)

Connecticut
• Connecticut Masters Games (www.ctmastersgames.org)

Delaware
• Delaware Senior Olympics (www.delawareseniorolympics.org)

District of Columbia
• DC Senior Games (http://dpr.dc.gov/DC/DPR)

Florida
• Florida Senior Games (www.flasports.com/senior-games/senior-games-home.html)

Georgia
• Georgia Golden Olympics (www.georgiagoldenolympics.org)

Hawaii
• Hawaii Senior Olympics (http://hawaii.fuesport.com)

Idaho
• Idaho Senior Games (www.idahoseniorgames.org)

Illinois
• Illinois Senior Games (www.ilsenoly.org)

Indiana
• Indiana Senior Games (www.indiana.fusesport.com)

Iowa
• Iowa Senior Games (www.iowaseniorgames.com)

Kansas
• Kansas Senior Olympics (http://kansasseniorgames.fusesport.com)

Kentucky
• Kentucky Senior Games (www.kentuckyseniorgames.com)
Louisiana
• Louisiana Senior Olympic Games (www.lsog.net)

Maine
• Maine Senior Games (www.smaaa.org)

Maryland
• Maryland Senior Olympics (www.mdseniorolympics.org)

Massachusetts
• Massachusetts Senior Games (www.maseniorgames.org)

Michigan
• Michigan Senior Olympics (www.michiganseniorolympics.org)

Minnesota
• Minnesota Senior Games (www.mnseniorgames.com)

Mississippi
• Mississippi Senior Olympics (www.msseniorolymp.org)

Missouri
• Missouri State Senior Games (www.smsg.org/senior_games/)

Montana
• Montana Senior Olympics (www.montanaseniorolympics.org)

Nebraska
• Nebraska Senior Games (www.nebraskaseniorgames.com)

Nevada
• Nevada Senior Games (www.nevadaseniorgames.com)

New Hampshire
• Granite State Senior Games, Inc. (www.nhseniorgames.org)

New Jersey
• New Jersey Senior Olympics (www.njseniorolympics.com)

New Mexico
• New Mexico Senior Olympics (www.nmseniorgames.org)
New York
• Empire State Senior Games (www.nyseniorgames.com)

North Carolina
• North Carolina Senior Games (www.ncseniorgames.org)

North Dakota
• no state games

Ohio
• Ohio Senior Olympics (www.ohioseniorolympics.org)

Oklahoma
• Oklahoma Senior Games (no website)

Oregon
• Oregon Senior Games (www.visitbend.com)

Pennsylvania
• Pennsylvania Senior Games (www.keystonegames.com/sportsenior.html)

Rhode Island
• Ocean State Senior Games (www.riseniorolympics.org)

South Carolina
• South Carolina Senior State Games (www.scseniorgames.com)

South Dakota
• South Dakota Senior Games (www.southdakotaseniorgames.org)

Tennessee
• Tennessee Senior Olympics (www.tnseniорolympics.com)

Texas
• Texas Senior Games (www.tsga.org)

Utah
• Huntsman World Senior Games (www.seniorgames.net)

Vermont
• Vermont Senior Games (www.vermontseniorgames.org)
Virginia
• Virginia Senior Games (www.virginiaseniorgames.org)

Washington
• Washington State Senior Games (www.washingtonseniorgames.com)

West Virginia
• West Virginia Senior Sports Classic (www.wvssc.com)

Wisconsin
• Wisconsin Senior Olympics (www.wisenirowlympics.com)

Wyoming
• Wyoming Senior Olympics (www.wysenirowlympics.com)

113.3 Biennial Summer Games
National Senior Games participation has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1987</td>
<td>St. Louis, MO</td>
<td>2,500</td>
</tr>
<tr>
<td>1989</td>
<td>St. Louis, MO</td>
<td>3,400</td>
</tr>
<tr>
<td>1991</td>
<td>Syracuse, NY</td>
<td>5,000</td>
</tr>
<tr>
<td>1993</td>
<td>Baton Rouge, LA</td>
<td>7,200</td>
</tr>
<tr>
<td>1995</td>
<td>San Antonio, TX</td>
<td>8,200</td>
</tr>
<tr>
<td>1997</td>
<td>Tucson, AZ</td>
<td>10,300</td>
</tr>
<tr>
<td>1999</td>
<td>Orlando, FL</td>
<td>12,000</td>
</tr>
<tr>
<td>2001</td>
<td>Baton Rouge, LA</td>
<td>8,900</td>
</tr>
<tr>
<td>2003</td>
<td>Hampton Roads, VA</td>
<td>10,700</td>
</tr>
<tr>
<td>2005</td>
<td>Pittsburgh, PA</td>
<td>12,000</td>
</tr>
<tr>
<td>2007</td>
<td>Louisville, KY</td>
<td>12,100</td>
</tr>
<tr>
<td>2009</td>
<td>San Francisco, CA</td>
<td>10,000</td>
</tr>
<tr>
<td>2011</td>
<td>Houston, TX</td>
<td>10,000</td>
</tr>
<tr>
<td>2013</td>
<td>Cleveland, OH</td>
<td>10,700</td>
</tr>
<tr>
<td>2015</td>
<td>Minneapolis/Saint Paul, MN</td>
<td>12,000</td>
</tr>
<tr>
<td>2017</td>
<td>Birmingham, AL</td>
<td>12,000</td>
</tr>
</tbody>
</table>

113.4 Winter Senior Games
In 2000, the first Winter National Senior Games were staged. More than 350 senior competitors came to Lake Placid, New York, for alpine skiing, cross-country skiing, curling, ice hockey, and snowshoeing. National winter games were discontinued after the inaugural event.
California (www.calwintergames.com), Michigan (www.michiganseniorolympics.org), and Wyoming (www.wyswintergames.com) have Winter Senior Games for residents of their states.

113.5 Sponsors
Humana is the presenting sponsor for the Summer National Senior Games. AstraZeneca is the gold medal sponsor. Post and Wilson are silver medal sponsors.

113.6 Market Resources
National Senior Games Association, P.O. Box 82059, Baton Rouge, LA 70884. (225) 766-6800. (www.nsga.com)
114.1 Overview

The two general types of skiing are as follows:

Alpine
• Alpine skiing is the sport of downhill skiing, straight racing, and slalom racing around a series of markers on skis with fixed-heel bindings.

Nordic
• Nordic skiing is the sport of cross-country racing, jumping, and biathlon where the heel of the boot is not fixed to the ski.

Both Alpine skiing and Nordic skiing are Winter Olympic sports.

Snowboarding is a hybrid of skateboarding, skiing, and surfing. Snowboarding was developed in the U.S. in the 1960s and became a Winter Olympic sport in 1998.

114.2 Participation

According to the Sports & Fitness Industry Association (www.sfia.org), 11.5 million people in the U.S. (age 6 and older) participate at least once per year in downhill skiing and 8.2 million snowboard.

According to the National Ski Areas Association (NSAA, www.nsaa.org), the U.S. ski industry recorded 53.9 million visits for the 2015-2016 season, up 0.6% from the previous year.

The National Federation of State High School Associations (www.nfhs.org) reported that 5,093 boys and 4,271 girls competed in alpine skiing in the 2015-2016 academic year.

114.3 Governing Organizations

The U.S. Ski and Snowboard Association (USSA, http://ussa.org), founded in 1905, is the national governing body for Olympic skiing and snowboarding. The USSA is composed of over 30,000 athletes, officials and coaches, with a network of over 100,000 parents, volunteers, and supporters helping to create opportunities for young athletes. There are 425 member clubs.
The USSA and its local clubs coordinate programs in seven Olympic sports: alpine, cross country, disabled, freestyle, ski jumping, Nordic combined, and snowboarding.

International Ski Federation (FIS, www.fis-ski.com), based in Switzerland, is the governing body for international winter sports, including the Olympic disciplines of Alpine skiing, cross-country skiing, ski jumping, Nordic combined, freestyle skiing, and snowboarding.

114.4 Winter Olympic Events

The following were skiing and snowboarding events of the 2014 Winter Olympic Games:

- Alpine Skiing
- Biathlon
- Cross Country Skiing
- Freestyle Skiing
- Nordic Combined
- Ski Jumping
- Snowboard

The International Olympic Committee added big air snowboarding and an alpine skiing team event for the 2018 Winter Olympic Games, to be held in Pyeongchang, South Korea.

__________________________________________________________

“Big air snowboarding, in which athletes compete for distance, height and trick execution while launching off a man-made jump, also can be contested in contained, urban areas. That means they can sell tickets in the city rather than ask spectators to go to mountain resorts. It lets us get into some new markets.”

Luke Bodensteiner
Executive Vice President
USSA
SportsBusiness Journal

__________________________________________________________

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114.5 **FIS World Championships**  
FIS conducts three biennial World Championships, as follows:

**FIS Alpine World Ski Championships**  
- The FIS Alpine World Ski Championships have been held since 1931.  
- The 2017 FIS Alpine World Ski Championships were held in Vail and Beaver Creek, Colorado, in February. The Championships were broadcast on NBC, NBC Sports, and Universal Sports Network.

**FIS Nordic World Ski Championships**  
- The FIS Nordic World Ski Championships have been held since 1925 for men and since 1954 for women. Championship events include cross-country skiing, ski jumping, and Nordic combined (a combination sport consisting of both cross-country and ski jumping).  
- The 2017 FIS Nordic World Ski Championships were held in Lahti, Finland.

**FIS Ski Flying World Championships**  
- FIS Ski Flying World Championships takes place in ski jumping hills, with K-spots over 185 meters. Unlike traditional ski jumping, the Ski Flying World Champion is determined after four jumps. Forty jumpers qualify for the competition and jump the first round, 10 are eliminated, and the 30 remaining jumpers compete in the last three rounds. The person with the most points combined after four jumps is declared the World Champion. There is also a team event between National teams of four jumpers, with two jumps each.  
- The 2017 FIS Ski Flying World Championships were held in Planica, Slovenia.

114.6 **USSA Grand Prix Series**  
The major series for freeskiing and snowboarding is the Toyota U.S. Freeskiing Grand Prix (http://usfreeskiing.com/events/sprint-us-grand-prix-0). The three events of the 2016-2017 series were as follows:

- **December 15-17, 2016**: Copper Mountain, CO  
- **January 20-22, 2017**: Solitude Mountain Resort, UT  
- **February 1-4, 2017**: Mammoth Mountain, CA

2017 sponsors were CLIF, Ice Breakers, L.L. Bean, Paul Mitchell, Rockin’ Refuel, Spyder, The North Face, Toyota, USANA Health Sciences, and Visa.

114.7 **Market Resources**  
International Ski Federation (FIS), Marc Hodler House, Blochstrasse 2, 3653 Oberhofen Thunersee, Switzerland. Tel. +41 (0)33 244 6161. (www.fis-ski.com)
SOCCER

115.1 Overview
With over 3.5 billion fans worldwide, soccer, generally called football outside the United States, is the world’s most popular sport. The FIFA World Cup, which is assessed in Chapter 30 of this handbook, is the world’s most popular sports event.

The Federation Internationale de Football Association (FIFA, www.fifa.com) is soccer’s global governing body.

Founded in 1913, the United States Soccer Federation (www.ussoccer.com) is the governing body of soccer in all its forms in the United States.

Soccer is recognized as an official sport for both men and women by the National Conference of Athletic Association (NCAA, www.ncaa.org).

Major League Soccer is assessed in Chapter 44 of this handbook.

115.2 Growth of Soccer in the United States
Soccer has seen significant growth in the United States, both in participation and as a spectator sport.

The number of youth soccer players in the United States has doubled to 4.0 million players since 1990, according to the United States Soccer Federation.

2017 Sports, Fitness And Leisure Activities Topline Participation Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), reported that 11.9 million people participate in outdoor soccer at least once a year; 5.6 million people play 26 or more times. Indoor soccer sees annual participation of 5.1 million people.

According to the National Federation of State High School Associations (www.nfhs.org), 440,322 boys and 381,529 girls competed in soccer during the 2015-2016 school year. Approximately 12,000 high schools have soccer teams.

The number of women’s collegiate teams has increased 115% since the United States hosted the Women’s World Cup in 1994, and the number of men’s teams rose 28% over the same period, according to the NCAA.

With a growing number of soccer channels available through cable and satellite television providers, U.S. fans are also following England’s Premier League, Spain’s La Liga, and other international leagues.
115.3 Sponsors
U.S. Soccer Federation sponsors in 2017 were AT&T, Budweiser, Century 21, Coca-Cola, Continental Tire, Cutter, Johnson & Johnson, Liberty Mutual Insurance, Nike, Powerade, TAG Heuer, Thorne, and Volpi Foods.

115.4 Market Resources
Fédération Internationale de Football Association, Strasse 20, P.O. Box 8044, Zurich, Switzerland. +41 (0) 43 222 7777. (www.fifa.com)

U.S. Soccer Federation, 1801 South Prairie Avenue, Chicago, IL 60616. (312) 808-1300. (www.ussoccer.com)
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SOFTBALL

116.1 Overview

According to 2017 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 7.7 million people play slow pitch softball at least once each year; 4.3 million play 13 or more times. Also, 2.8 million people play fast pitch softball; 1.3 million play 26 or more times.

According to the National Federation of State High School Associations (www.nfhs.org), 366,685 girls played on high school softball teams during the 2015-2016 academic year.

The National Collegiate Athletic Association (NCAA, www.ncaa.org) recognizes women’s softball as an official sport and has hosted the Women’s College World Series since 1982.

Women’s softball was played in the Summer Olympic Games from 1996 to 2008. The sport was dropped for the 2012 Games.

National Pro Fastpitch (NPF, www.profastpitch.com), the women’s professional softball league, is assessed in Chapter 57 of this handbook.

116.2 Amateur Softball Association


The ASA has registered over 230,000 softball teams comprising over three million players annually. The ASA runs competitions in every state through a network of 76 state associations and conducts over 100 National Championships in which 30,000 players compete.

Annually, the ASA registers over 83,000 youth girls’ fast pitch softball teams comprising over 1.2 million girls.

ASA sponsors for 2017 were Combat Sports, DeMarini, Dudley, Easton, Leaguer, Liberty Mutual, Miken, Mizuno, Musco Lighting, Nike, Rawlings, Schutt Sports, Softball Factory, Stabilizer Solutions, Thorne, United Airlines, Wilson, and Worth.
116.3 Market Resources
Amateur Softball Association of America, 2801 NE 50th Street, Oklahoma City, OK 73111. (405) 424-5266. (www.asasoftball.com)

National Softball Association, P.O. Box 7, Nicholasville, KY 40340. (859) 887-4114. (www.playnsa.com)
SPORT CLIMBING

117.1 Overview

Sport climbing competitions are usually held indoors on climbing walls. There are three categories of climbing competition, as follows:

Lead Climbing
• In lead climbing, the most popular discipline of sport climbing, competitors climb a route within a certain time frame, clipping into pre-placed quickdraws along the route.

Speed Climbing
• Competitors climb a slightly overhanging IFSC-certified vertical piste; the person or team that can climb a route the fastest is the winner.

Bouldering
• The bouldering competition consists of climbing without belay ropes on short walls. This discipline is marked by high difficulty concentrated into a short route, limited competition time, and close proximity to the spectators. The climber can attempt a route more than once. The score is determined by the overall number of routes sent by the competitor and the number of attempts needed.

Sport climbing will be included in the 2020 Summer Olympic Games in Tokyo, Japan.

117.2 Participation


117.3 USA Climbing

USA Climbing (www.usaclimbing.org) is the official governing body of climbing competitions in the United States.

There are three national championships, as follows:
Bouldering National Cup
- The Bouldering National Cup Series consists of four bouldering competitions across the country culminating in the Bouldering Open National Championships. A total of $50,000 is awarded to competitive climbers over the course of the season through this series. The 2016-2017 regional events were held at Stone Age Climbing Gym (Albuquerque, NM), Mesa Rim Training Center (San Diego, CA), High Point Climbing & Fitness (Birmingham, AL), and Metrorock Climbing (Boston, MA). The 2017 Bouldering Open National Championships were held in Salt Lake City, Utah, February 3-4.

Sport & Speed Open National Championships
- The 2017 Sport & Speed Open National Championships were held at Movement Climbing + Fitness (Denver, CO), March 10-11.

Collegiate National Championships
- A participant must be a student at a four-year university, must compete in one local competition (October through February), and must compete in one regional competition (held late-March through early April). The 2017 championship was held at Mesa Rim Climbing & Fitness Centers (San Diego, CA), April 28-29.

There are also Bouldering Youth National Championships and Sport & Speed Youth National Championships.

117.4 International Federation of Sport Climbing
- The International Federation of Sport Climbing (IFSC, www.ifsc-climbing.org) is the international governing body for the sport of competitive climbing.

There are two international championships, as follows:

Climbing World Championship
- The IFSC Climbing World Championship is a competition held biennially. This event determines the male and female world champions in the three disciplines of sport climbing. IFSC World Championships 2016 were held in Paris, France, September 14-18. There were 533 registered athletes, more than 20,000 spectators, and more than 500,000 online video views. IFSC World Championships 2018 will be held in Innsbruck, Austria, September 6-16.

Climbing World Cup
- The IFSC Climbing World Cup is a series of competitions held annually. The athletes compete in three disciplines: lead, bouldering, and speed. The number of competitions and venues vary from year to year. There were two World Cup competitions in 2016: Xiamen, China (October 22-23) and Kranj, Slovenia (November 26-27).
117.5 Market Resources
International Federation of Sport Climbing, Via Carlo Matteucci 4, 10143 Torino, Italy.
Tel. +39 011 385 3995. (www.ifsc-climbing.org)

USA Climbing, 4665 Nautilus Court, Suite 502A, Boulder, CO 80301. (303) 499-0715.
(www.usaclimbing.org)
118.1 Overview

Thirty-one states conduct statewide sports festivals known as State Games, which are modeled after the Olympic Games. Nationwide more than 90 sports are offered each year in State Games, with competitions held in 536 communities for participants from over 6,000 cities and towns. Both recreational and competitive, State Games events have been the first step for many Olympic and professional athletes.

State Games competitions include Olympic or Pan American sports such as basketball, bowling, diving, figure skating, ice hockey, road races, soccer, softball, swimming, tae kwon do, tennis, track & field, and volleyball, as well as a wide variety of local favorites such as arm wrestling, equestrian, field hockey, horseshoes, mountain biking, and more.

Each year nearly 500,000 athletes of all ages, backgrounds, and skill levels take part in State Games competitions nationwide. An additional 1.2 million spectators attend State Games events, all made possible by the work of thousands of coaches, parents, officials, sponsors, and more than 100,000 volunteers.

118.2 Profiles of State Games

Alabama
Alabama Sports Festival (www.alagames.net)
- Summer Games: June

Arizona
Grand Canyon State Games (www.gcsg.org)
- Summer Games: June
- Winter Games: January - April

California
California State Games (www.calstategames.org)
- Summer Games: July-August
- Winter Games: February-March
Colorado
Rocky Mountain State Games (www.coloradospringssports.com)
• Summer Games: July

Connecticut
Nutmeg State Games (www.nutmegstategames.org)
• Summer Games: July-August

Florida
Sunshine State Games (www.flasports.com)
• Summer Games: April-June

Georgia
Georgia Games (www.georgiagames.org)
• Summer Games: July

Iowa
Iowa Games (www.iowagames.org)
• Summer Games: July
• Winter Games: January-February

Kansas
Sunflower State Games (www.sunflowergames.com)
• Summer Games: July

Kentucky
Bluegrass State Games (www.bluegrassstategames.org)
• Summer Games: July

Maine
Maine Games (www.mainegames.org)
• Summer Games: March-July

Massachusetts
Bay State Games (www.baystategames.org)
• Summer Games: July
• Winter Games: January

Michigan
State Games of Michigan (www.stategamesofmichigan.com)
• Summer Games: June
Minnesota
Star of the North State Games (www.starofthenorthgames.org)
  • Summer Games: June

Mississippi
State Games of Mississippi (www.stategamesofms.org)
  • Summer Games: June

Missouri
Show-Me State Games (www.smsg.org)
  • Summer Games: July

Montana
Big Sky State Games (www.bigskygames.org)
  • Summer Games: April, July

Nebraska
Cornhusker State Games (www.cornhuskerstategames.com)
  • Summer Games: July

New Mexico
New Mexico State Games (www.newmexicogames.org)
  • Summer Games: May, July

New York
Empire State Games (www.empirestategames.org)
  • Summer Games: July
  • Winter Games: February

North Carolina
State Games of North Carolina (www.ncsports.org)
  • Summer Games: June

North Dakota
Prairie Rose State Games (www.prairierose.org)
  • Summer Games: July

Oklahoma
Sooner State Games (www.soonerstategames.org)
  • Summer Games: June
  • Winter Games: January-March
Oregon
State Games of Oregon (www.stategamesoforegon.org)
• Summer Games: July

Pennsylvania
Keystone State Games (www.premiersportingevents.com)
• Summer Games: July
• Winter Games: January

Texas
Games of Texas (www.taafl.com)
• Summer Games: July
• Winter Games: January

Utah
Utah Summer Games (www.utahsummergames.org)
• Summer Games: June

Virginia
Commonwealth Games of Virginia (www.commonwealthgames.org)
• Summer Games: July

Washington
Washington Games (www.washingtongames.org)
• Summer Games: August-September

Wisconsin
Badger State Games (www.sportsinwisconsin.com)
• Summer Games: June
• Winter Games: January-February

118.3 State Games Of America
The State Games of America is a biennial Olympic-style event featuring competition between State Games medal winners (gold, silver, bronze) from across the nation.

The 2017 State Games of America were held August 3-6, in Grand Rapids, Michigan.

118.4 Market Resources
National Congress of State Games, 171 Monroe Avenue NW, Suite 700, Grand Rapids, MI 49503. (616) 233-3563. (www.stategames.org)
119

SURFING

119.1 Overview

According to the 2017 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 2.8 million people surf; 1.0 million do so eight or more times each year.

The World Surf League (WSL, www.worldsurfleague.com) is the governing body for professional surfers. The WSL changed its name in 2015 from the Association of Surfing Professionals.

WSL sanctions eight tours, as follows:

• WSL Men’s Championship Tour
• WSL Women’s Championship Tour
• WSL Men’s Qualifying Series
• WSL Women’s Qualifying Series
• WSL Men’s Longboard Championships
• WSL Women’s Longboard Championships
• WSL Junior Championships
• WSL Big Wave Tour

119.2 Championship Tours

The 2017 Men’s Samsung Galaxy Championship Tour was as follows:

• March 14-25: Quiksilver Pro Gold Coast (Gold Coast, Queensland, Australia)
• March 29-April 9: Drug Aware Margaret River Pro (Margaret River, Western Australia)
• April 12-24: Rip Curl Pro Bells Beach (Bells Beach, Victoria, Australia)
• May 9-20: Rio Pro (Barra da Tijuca, Rio de Janeiro, Brazil)
• June 4-16: Fiji Pro (Namotu, Tavarua, Fiji)
• July 12-23: Corona Open J-Bay (Jeffreys Bay, Eastern Cape, South Africa)
• August 11-22: Billabong Pro Teahupo’o (Teahupo’o, Tahiti, French Polynesia)
• September 6-17: Hurley Pro at Trestles (Lower Trestles, CA)
• October 3-14: Quiksilver Pro France (Landes, Aquitaine, France)
• October 17-28: Meo Rip Curl Pro Portugal  
  (Peniche/Cascais, Portugal)  
• December 8-20: Billabong Pipe Masters  
  (Banzai Pipeline, Oahu, HI)

The 2017 Women’s Samsung Galaxy Championship Tour was as follows:

• March 14-25: Roxy Pro Gold Coast  
  (Gold Coast, Queensland, Australia)  
• March 29-April 9: Women’s Drug Aware Margaret River Pro  
  (Margaret River, Western Australia)  
• April 12-24: Rip Curl Women’s Pro Bells Beach  
  (Bells Beach, Victoria, Australia)  
• May 9-20: Rio Women’s Pro  
  (Barra da Tijuca, Rio de Janeiro, Brazil)  
• May 28-June 2: Fiji Women’s Pro (Namotu, Tavarua, Fiji)  
• July 31-August 6: Women’s Vans US Open of Surfing  
  (Huntington Beach, CA)  
• September 6-17: Swatch Trestles Women’s Pro  
  (Lower Trestles, CA)  
• September 21-October 3: Cascais Women’s Pro (Cascais, Portugal)  
• October 3-14: Roxy Pro France (Landes, Aquitaine, France)  
• November 25-December 6: Maui Women’s Pro (Honolua Bay, Maui, HI)

119.3 Market Resources  
World Surf League, 149 Bay Street, Santa Monica, CA 90405. (310) 450-1212.  
(www.worldsurfleague.com)
120

SWIMMING, DIVING & WATER POLO

120.1 Overview
An estimated 300,000 people swim competitively in the United States. An additional seven million swim for recreation and fitness.

Club swimming in the U.S. has two major seasons. During the short-course season, from September to the end of March, swimmers swim in 25-yard pools. The long-course season is swum in 50-meter Olympic pools and lasts from April to the end of August.

According to the National Federation of State High School Associations (www.nfhs.org), 166,747 girls and 133,470 boys competed in swimming and diving during the 2015-2016 school year.

Swimming, diving, and water polo are recognized as official sports for both men and women by the National College Athletic Association (NCAA, www.ncaa.org).

120.2 Sanctioning Organizations
United States Aquatic Sports (USAS, www.usaaquaticsports.com) is the national federation for aquatic sports which represents the United States in FINA. Five separate national governing bodies make up USAS: USA Swimming (www.usaswimming.org), USA Diving (www.usadiving.org), United States Synchronized Swimming (www.usasynchro.org), USA Water Polo (www.usawaterpolo.org), and United States Masters Swimming (USMS, www.usms.org). Of the five, only USMS is not a member of the United States Olympic Committee. USMS’s main focus is adult swimming, exclusive of Olympic-swimming, which is the domain of USA Swimming. USAS exists as an umbrella organization because FINA regulations limit countries to a single national federation.

USA Swimming, the national governing body for the sport in the U.S., sanctions over 4,000 events each year. Membership, comprised of swimmers from the age-group level to the Olympic Team as well as coaches and volunteers, is approximately 300,000.

USA Diving offers a variety of programs for divers of all ages and skill levels. The most visible annual events run by USA Diving are the AT&T National Diving
championships, the AT&T USA Diving Grand Prix, and the Junior and Age Group National Diving Championships.

U.S. Synchronized Swimming, also known as USA Synchro and Synchro Swimming USA, was established in 1977 as the national governing body for synchronized swimming.

USA Water Polo, the governing body for the sport, has approximately 500 registered clubs across the United States.

U.S. Masters Swimming, founded in 1971, organizes swimming programs for adults that range from lap swimming to international competition. Membership numbers more than 50,000 and programs are open to all adult swimmers (fitness, triathlete, competitive, non-competitive). There are more than 500 local and regional competitions for adult swimmers around the country each year. Almost half of USMS members compete in meets. USMS holds two national championship meets each year. The spring championships are held in April or May and are contested in a short course venue. The summer championships are held in August and are contested in a long course venue.

Swimming is governed internationally by the Fédération Internationale de Natation (FINA, www.fina.org). FINA organizes swimming, diving, synchronized swimming, and water polo competitions at the Summer Olympics.

120.3 Sponsors

Sponsors for swimming, diving, and water polo are as follows:

U.S. Masters Swimming

USA Diving
• AT&T, Colorado Time Systems, Hilton Hhonors, Li-Ning, Ludus Tours, Sport Graphics, and St. Vincent Sports Performance

USA Swimming
• AT&T, BMW, CeraVe, ConocoPhillips, Marriott, Mutual of Omaha, Myrtha Pools, Omega, Speedo, and VISA

USA Synchro
• Clark Synthesis Tactile Sound, Colorado Time Systems, E-Synchro, Sports Graphics, and United Airlines
USA Water Polo
• AQUAhydrate, Big Fish Payroll Services, Clubspaces, Colorado Time Systems, Kaenon Polarized, Kitasa, KT Tape, Sea Air Federal Credit Union, S&R Sport, United Airlines, and Vistaprint

120.4 Market Resources
Fédération Internationale de Natation (FINA), Avenue de l’Avant-Poste 4, CH - 1005 Lausanne, Switzerland. Tel. +41 21 310 4710. (www.fina.org)

U.S. Masters Swimming, 655 North Tamiami Trail, Sarasota, FL 34236. (800) 550-7946. (www.usms.org)

United States Synchronized Swimming, 132 E. Washington Street, Suite 820, Indianapolis, IN 46204. (317) 237-5700. (www.usasynchro.org)

USA Aquatic Sports, One Olympic Plaza, Colorado Springs, CO 80909. (719) 866-4578. (www.usaaquaticsports.org)

USA Diving, 132 East Washington Street, Suite 850, Indianapolis, IN 46204. (317) 237-5252. (www.usadiving.org)

USA Swimming, One Olympic Plaza, Colorado Springs, CO 80909. (719) 866-4578. (www.usaswimming.org)

USA Water Polo, 2124 Main Street, Suite 240, Huntington Beach, CA 92648. (714) 500-5445. (www.usawaterpolo.org)
121

TRACK & FIELD

121.1 Overview

There are more than 30 million adult runners in the United States. This figure includes those who run for recreation and fitness as well as those who compete in events.

According to 2017 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 4.1 million people in the U.S. participate in track & field activities at least once each year; 2.2 million participate at least twice per month.

According to the National Federation of State High School Associations (www.nfhs.org), 591,133 boys and 485,969 girls competed in track & field during the 2015-2016 school year.

Track & field is recognized as an official sport for both men and women by the National College Athletic Association (NCAA, www.ncaa.org).

Among television broadcasts of Summer Olympic events, track & field has the highest viewership.

121.2 Sanctioning Organization

USA Track & Field (USATF, www.usatf.org) is the governing body for track and field, long-distance running, and race walking in the United States.

USATF has approximately 100,000 members. Member organizations include the U.S. Olympic Committee (www.teamusa.org), NCAA, National Association of Intercollegiate Athletics (www.naia.org), NFSHSA, Road Runners Club of America (www.rrca.org), and Running USA (www.runningusa.org).

Fifty-seven USATF-affiliated associations oversee the sport and its 2,500 clubs at the local level.

121.3 Major Events

USATF sponsors a U.S. team (i.e. Team USA) in several events each year. The 2017 Team USA Events were as follows:

- January 7: Great Edinburgh Cross Country
- March 4: NACAC Cross Country Championships
- March 19-25: WMA Indoor Championships
• March 26: IAAF World Cross Country Championships
• April 22-23: IAAF World Relays
• May 13-14: Pan American Race Walk Championships
• July 1-31: Thorpe Cup (USA vs Germany Multi)
• July 3-4: Capital Cup Combined Events Championships
• July 20-23: NCCWMA Championships
• July 21-23: Pan American Junior Championships
• August 4-13: IAAF World Championships
• August 20: USA-Canada Junior Race Walk Championship

USA Track & Field sponsors for 2017 were Chobani, Garden of Life, Hershey, Nike, and University of Phoenix.

121.4 IAAF Diamond League
IAAF Diamond League (www.diamondleague.com), sanctioned by the International Association of Athletics Federations, is an annual international series of track and field meetings launched in 2010.

There are 14 meetings each year, with one held in the United States. In 2017, the Prefontaine Classic was held at Hayward Field (Eugene, Washington), May 27, 2017.

121.5 TrackTown USA
TrackTown USA (www.gotracktownusa.com), a non-profit organization, hosts track & field events with the goal of inspiring the next generation of track and field athletes and fans. The organization is responsible for organizing the 2014 IAAF World Junior Championships, the 2015 USA Track & Field Outdoor Championships, the 2016 IAAF World Indoor Championships in Portland, the 2016 U.S. Olympic Track & Field Team Trials, and the 2021 IAAF World Track & Field Championships.

121.6 TrackTown Summer Series
TrackTown Summer Series (www.gotracktownusa.com/events/tracktown-summer-series/), a circuit of professional track and field meets, launched in 2016.

The 2017 TrackTown Summer Series Presented by Beynon included 140 athletes competing on four teams, as follows:
• New York Empire
• Philadelphia Force
• Portland Pulse
• San Francisco Surge
There were three meets, as follows:

- June 29: Angell Field at Stanford University (Palo Alto, CA)
- July 2: Mt. Hood Community College (Portland, OR)
- July 6: Icahn Stadium (New York, NY)

Meets were televised live on ESPN. Prize money and additional benefits were in excess of a half-million dollars.

Beynon, A Tarkett Sports Company, was the title sponsor for the 2017 TrackTown Summer Series. Sponsors were Deschutes Brewery, ElliptiGO, Finish Line, Gatorade, HyperIce, JackRabbit, Kind Snacks, Krave, Polar, Uber, and UNation.

121.7 Market Resources
Tracktown USA, 2350 Oakmont Way, Suite 201, Eugene, OR 97401. (541) 343-6129. (www.gotracktownusa.com)

USA Track & Field, 132 East Washington Street, Suite 800, Indianapolis, IN 46204. (317) 261-0500. (www.usatf.org)
122

TRIATHLONS

122.1 Overview
A triathlon is a racing event consisting of swimming, cycling, and running components over various distances. Triathlon has grown significantly in recent years and now includes thousands of races with hundreds of thousands of competitors worldwide.

In 2017, USA Triathlon (www.usatriathlon.org) had more than 950 local clubs with 550,000 members.

USA Triathlon Partners for 2017 were 2XU, Active Network, Ashford Awards, Body Glide, boom!, Competitor Group, CompuTrainer, Fuel Belt, Garmin, Gatorade Endurance, Jaybird, KT Tape, Normatec, OGIO, Pearl iZUMi, Quintana Roo, Roka, Rudy Project, Self Grip, Thorne, Training Peaks, and US Timing Authority.

An estimated 2.5 million people complete a triathlon each year. USA Triathlon sanctioned 4,300 races in 2017.

122.2 Demographics
According to USA Triathlon, the average triathlete is a married 38-year-old with an income of $126,000. Forty-four percent (44%) have children living at home; 60% are male.

The 60,000 subscribers of Triathlete magazine have a median income of $122,600; 93.4% earn more than $100,000.

The sport attracts a disproportionate share of entrepreneurs, executives, physicians, and attorneys, many with a willingness to spend thousands of dollars annually on entry fees, travel, and top-of-the-line equipment and training. Average income among athletes competing in the 22 official Ironman events: nearly $160,000.

“The demographics are intriguing. Factor in the explosive growth the sport is seeing, and it’s enough to make any marketer look twice.”

Advertising Age
122.3 **Major Events**

The following are the major annual triathlon events:

**Escape From Alcatraz**
- Escape from Alcatraz (www.escapefromalcatraztriathlon.com) is a non-standard-length race that begins with a 1.5 mile swim in frigid San Francisco Bay waters from Alcatraz Island to shore, followed by an 18-mile bicycle and eight-mile run in the extremely hilly terrain of the San Francisco Bay area. The run includes the notorious Sand Ladder – a 400-step staircase climb up a beachside cliff. The 37th Escape from Alcatraz Triathlon was held June 11, 2017.

**Iron Girl**
- Launched in 2004 with just two events, Iron Girl (www.irongirl.com) has grown to now include 9 events nationwide, varying in distance from 5K, 10K, ½ marathon, and triathlon. The following are 2017 events:
  - April 9: Clearwater Half Marathon & 5K (Clearwater, FL)
  - August 6: Syracuse Sprint Triathlon (Syracuse, NY)
  - August 13: Pleasant Prairie Sprint Triathlon (Pleasant Prairie, WI)
  - August 13: Grimsby, Canada Sprint Triathlon (Grimsby, ON)
  - August 13: Columbia Half Marathon & Family Fun 5K (Columbia, MD)

- Iron Girl Event Series Partners for 2017 were FinisherPix, GreenLayer, and Milestone Sports Jewelry & Apparel.

**Ironman**
- The World Triathlon Corporation (www.ironman.com) sanctions and organizes a series of Ironman and Ironman 70.3 distance races each year. These races serve as qualifying events for the World Championship, held annually in Kailua-Kona, Hawaii (October), and the Ironman World Championship 70.3 in Clearwater, Florida (November). In 2014, GoPro Cameras began title sponsorship of the Ironman World Championship.
- Sales of licensed Ironman products are $500 million annually, according to *SportsBusiness Journal*.

**Life Time Fitness Triathlon**
- The Life Time Fitness Triathlon (www.lifetimetri.com) hosts the Life Time Tri Series, which in 2017 consisted of eight events, as follows:
  - April 3: Miami Beach, FL
  - May 29: Austin, TX
  - July 8: Minneapolis, MN
  - July 16: New York, NY
  - August 27: Chicago, IL
  - September 17: Tempe, AZ
  - September 24: Miami, FL
  - October 15: San Diego, CA
St. Anthony’s Triathlon
• St. Anthony’s Triathlon (www.satriathlon.com) attracts more than 4,000 competitors and is viewed by many as the kickoff to the triathlon season. The April 28-30, 2017 event was the 34th annual. St. Anthony’s Triathlon, held in St. Petersburg, Florida, is sponsored by St. Anthony’s Health Care.

Tri-California
• Tri-California (www.tricalifornia.com), a distance race held on or near May 1st at Lake San Antonio in Southern California, has been held since 1983. Known for a particularly hilly course, it has expanded to include three races of different lengths. It is one of the largest triathlon events in the world, with over 8,000 athletes competing each year.

Major international triathlon events that draw athletes from the U.S. include the Norseman Xtreme Triathlon (www.nxtri.com), the Michelob ULTRA London Triathlon (www.londontriathlon.com), and the Ironman France (http://eu.ironman.com).

122.4 Market Resources
Life Time Fitness Triathlon, 2902 Corporate Place, Chanhassen, MN 55317. (952) 947-0000. (www.lifetimetri.com)

USA Triathlon, 5825 Delmonico Drive, Suite 200, Colorado Springs, CO 80919. (719) 597-9090. (www.usatriathlon.org)

World Triathlon Corporation, 2701 North Rocky Point Drive, Suite 1250, Tampa, FL 33607. (813) 868-5940. (www.ironman.com)
123

VOLLEYBALL

123.1 Overview

According to 2017 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), participation in volleyball is as follows:

<table>
<thead>
<tr>
<th>Activity</th>
<th>One or more times</th>
<th>13 or more times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Court Volleyball</td>
<td>6.2 million</td>
<td>3.4 million</td>
</tr>
<tr>
<td>Beach Volleyball</td>
<td>5.5 million</td>
<td>1.5 million</td>
</tr>
<tr>
<td>Grass Volleyball</td>
<td>4.3 million</td>
<td>1.1 million</td>
</tr>
</tbody>
</table>

According to the National Federation of State High School Associations (www.nfhs.org), 15,755 high schools had volleyball competition for girls during the 2015-2016 academic year; 436,309 girls participated on high school volleyball teams. Also, 55,417 boys participated on volleyball teams at 2,333 high schools.

Volleyball is recognized as an official sport for both men and women by the National Collegiate Athletic Association (NCAA, www.ncaa.org).

Volleyball is a sport of the Summer Olympic Games.

123.2 Sanctioning Organization

USA Volleyball (USAV, www.teamusa.org/usa-volleyball.aspx) is the national governing body for the sport of volleyball in the United States and is recognized as such by the Federation International de Volleyball (FIVB, www.fivb.org) and the United States Olympic Committee (USOC).

Federation (www.usdeafsports.org), and the Volleyball Hall of Fame (www.volleyball.org).

123.3 AVP Pro Beach Volleyball

AVP Pro Beach Volleyball (www.avp.com), organized in 2001, ceased operations in 2010. Over one million people attended an AVP event as recently as 2008 and the circuit reported annual revenue of $25 million.

In 2011, AVP announced a reorganization and events were again hosted in 2012.

The 2017 schedule included eight events, as follows:

- May 4-7: Huntington Beach Open (Huntington Beach, CA)
- May 18-21: Austin Open (Austin, TX)
- June 8-11: New York City Open (New York, NY)
- June 22-25: Seattle Open (Seattle, WA)
- July 6-9: San Francisco Open (San Francisco, CA)
- July 20-23: Hermosa Beach Open (Hermosa Beach, CA)
- August 17-20: Manhattan Beach Open (Manhattan Beach, CA)
- August 31-September 3: AVP Championships (Chicago, IL)

123.4 Market Resources

AVP Pro Beach Volleyball, 560 Newport Circle, Corona CA 92881. (949) 679-3599. (www.avp.com)

USA Volleyball, 4065 Sinton Road, Suite 200, Colorado Springs, CO 80907. (719) 228-6800. (www.teamusa.org/USA-Volleyball.aspx)
124

WORLD BEACH GAMES

124.1 Overview
In 2015, Association of National Olympic Committees (www.acnolympic.org), based in Lausanne, Switzerland, announced the formation of the World Beach Games. The competitions include 22 games held over 10 days. Sports include surfing, volleyball, jet ski, beach wrestling, triathlon, and esports.

The concept is based on the Asian Beach Games series which launched in 2008.

124.2 San Diego 2019
The inaugural World Beach Games will be hosted in San Diego, California, in 2019 (www.worldbeachgamessandiego.org). A budget of $150 million will be funded through sponsorship and media rights.

It is anticipated that between 3,000 to 5,000 athletes from 200 countries will participate in the games. Events will be contested in the sand beaches, water, and streets of the 62-acre Mission Beach district.
125

X GAMES

125.1 Overview

The X Games (http://xgames.espn.go.com/), owned by Walt Disney Company and managed by ESPN, includes the Summer X Games (held in June or July) and Winter X Games (held in January or February).

Summer X Games were inaugurated in 1995. Competitions include five sports: freestyle BMX (three events), MotoX (six events), skateboard (six events), surfing (two events), and rallying.

Winter X Games launched in 1997. There are day and evening events including skiing, snowboarding, and snowmobiling.

Summer and Winter X Games combine concerts and other entertainment with the competitions.

125.2 Summer X Games

Attendance at Summer X Games has been as follows:

- 1995: Newport/Providence, RI 198,000
- 1996: Newport/Providence, RI 201,000
- 1997: San Diego, CA 177,500
- 1998: San Diego, CA 231,450
- 1999: San Francisco, CA 222,886
- 2000: San Francisco, CA 179,132
- 2002: Philadelphia, PA 221,652
- 2003: Los Angeles, CA 186,641
- 2004: Los Angeles, CA 170,471
- 2005: Los Angeles, CA 122,614
- 2006: Los Angeles, CA 138,672
- 2007: Los Angeles, CA 122,402
- 2008: Los Angeles, CA 109,725
- 2009: Los Angeles, CA 111,200
- 2010: Los Angeles, CA 138,525
- 2011: Los Angeles, CA 141,500
- 2012: Los Angeles, CA 144,700
- 2013: Los Angeles, CA 92,000
125.3 Winter X Games

Attendance at Winter X Games has been as follows:

- 1997: Big Bear Lake, CA   29,800
- 1998: Crested Butte, CO   25,500
- 1999: Crested Butte, CO   23,500
- 2000: Mount Snow, VT   83,500
- 2001: Mount Snow, VT   85,00
- 2002: Aspen, CO   36,300
- 2003: Aspen, CO   48,700
- 2004: Aspen, CO   66,500
- 2005: Aspen, CO   66,750
- 2006: Aspen, CO   69,650
- 2007: Aspen, CO   76,150
- 2008: Aspen, CO   72,500
- 2009: Aspen, CO   68,100
- 2010: Aspen, CO   81,400
- 2011: Aspen, CO   114,200
- 2012: Aspen, CO   108,000
- 2013: Aspen, CO   114,500
- 2014: Aspen, CO   116,600
- 2015: Aspen, CO   115,500
- 2016: Aspen, CO   102,600

125.4 Television Viewership

The X Games are broadcast on ESPN and ABC. Winter X Games viewership has been as follows:

<table>
<thead>
<tr>
<th>Telecasts</th>
<th>Avg. Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005:</td>
<td>7 1.00 million</td>
</tr>
<tr>
<td>2006:</td>
<td>9 1.30 million</td>
</tr>
<tr>
<td>2007:</td>
<td>9 1.13 million</td>
</tr>
<tr>
<td>2008:</td>
<td>11 1.34 million</td>
</tr>
<tr>
<td>2009:</td>
<td>11 1.39 million</td>
</tr>
<tr>
<td>2010:</td>
<td>8 1.19 million</td>
</tr>
<tr>
<td>2011:</td>
<td>8 998,000</td>
</tr>
<tr>
<td>2012:</td>
<td>11 1.28 million</td>
</tr>
<tr>
<td>2013:</td>
<td>9 1.06 million</td>
</tr>
<tr>
<td>2014:</td>
<td>7 1.03 million</td>
</tr>
</tbody>
</table>
• 2015: 6 942,000
• 2016: 6 900,000

125.5 Sponsors
Sponsors for 2016 Summer X Games were AT&T, Coors Light, Fruit of the Loom, Harley-Davidson, Intel, LifeProof, Monster Energy, Skype, TNT’s Animal Kingdom, Torchy’s Tacos, Toyota, and U.S. Navy.
Sponsors for 2017 Winter X Games were AT&T, Coors Light, GEICO, GoPro, Harley-Davidson, Jeep, LifeProof, Monster Energy, Polaris, and U.S. Navy.
APPENDIX A

ACADEMIC CENTERS

Center for Sport and the Law
University of Baltimore, School of Law, 1420 N. Charles Street, Baltimore, MD 21201. (https://law.ubalt.edu/centers/csl/)

Center for Sport Leadership
Virginia Commonwealth University, 1300 West Broad Street, P.O. Box 842003, Richmond, VA 23284. (www.sportleadership.vcu.edu/contact/index.html)

Center for Sport Management
George Mason University, 4400 University Drive, Bull Run Hall Room 218, Fairfax, VA 22030. (http://csm.gmu.edu/)

Center for Sports Administration
Ohio University, College of Business, Department of Sports Administration, CSC 0011, Athens, OH 45701. (www.sportsad.ohio.edu/home/)

Center for Sports Business & Research
The Pennsylvania State University, Smeal College of Business, 433 Business Building, University Park, PA 16802. (www.smeal.psu.edu/csbr/)

Center for Sports Law & Policy
Duke University, School of Law, 210 Science Drive, P.O. Box 90362, Durham, NC 27708. (https://law.duke.edu/sportscenter/)

Shirley Povich Center for Sports Journalism
University of Maryland, 1100 Knight Hall, College Park, MD 20742. (www.povichcenter.com)

Sports Business Institute
University of Southern California, Marshall School of Business, 3660 Trousdale Parkway, Los Angeles, CA 90089. (www.marshall.usc.edu/faculty/centers/sbi)

Sports Industry Research Center
Temple University, School of Tourism & Hospitality Management, 1810 N. 13th Street, Speakman Hall 111 (006-68), Philadelphia, PA 19122. (http://sthm.temple.edu/sirc/)
APPENDIX B

ANALYSTS

Hookit, 731 S. Highway 101, Solana Beach, CA 92075. (888) 874-3375. (www.hookit.com)

IEG, 350 North Orleans Street, Suite 1200, Chicago, IL 60654. (312) 944-1727. (www.sponsorship.com)

International Demographics, 10333 Richmond Avenue, Suite 200, Houston, TX 77042. (713) 626-0333. (www.themediaaudit.com)

Kantar Media, 11 Madison Avenue, 12th Floor, New York, NY 10010. (212) 991-6000. (www.kantarmedia.com)

Plunkett Research, P.O. Drawer 541737, Houston, TX 77254. (713) 932-0000. (www.plunkettresearch.com)

Richard K. Miller & Associates, 2413 Main Street, Suite 331, Miramar, FL 33025. (888) 928-7562. (www.rkma.com)

Simmons Research, 29 Broadway, 10th Floor, New York, NY 10006. (866) 256-4468. (www.simmonresearch.com)


The Marketing Arm, 150 Fifth Avenue, 3rd Floor, New York, NY 10011. (646) 335-0147. (www.themarketingarm.com)


The NPD Group, 900 West Shore Road, Port Washington, NY 11050. (516) 625-0700. (www.npd.com)

Turnkey Sports & Entertainment, 9 Tanner Street, Suite 8, Haddonfield, NJ 08033. (856) 685-1450. (www.turnkeysports.com)
APPENDIX C

ASSOCIATIONS

National Association of Sports Commissions, 9916 Carver Road, Suite 100, Cincinnati, OH 45242. (513) 281-3888. (www.sportscommissions.org)

National Sporting Goods Association, 1601 Feehanville Drive, Suite 300, Mt. Prospect, IL 60056. (847) 296-6742. (www.nsga.org)

North American Society for Sport Management, 135 Winterwood Drive, Butler, PA 16001. (724) 482-6277. (www.nassm.com)

Sports & Fitness Industry Association (SFIA), 962 Wayne Avenue, Suite 300, Silver Spring, MD 20910. (301) 495-6321. (www.sfia.org)
APPENDIX D

PERIODICALS

ESPN The Magazine, Plaza Bristol, CT 06010. (http://insider.espn.go.com/insider/espn-the-magazine/)

Journal of Sport Management, P.O. Box 5076, Champaign, IL 61825. (800) 747-4457. (http://journals.humankinetics.com/JSM)

SportBusiness, 2nd Floor, 5 Thomas More Square, London, E1W 1YW, United Kingdom. +44 (0) 20 7954 3514. (www.sportbusiness.com)


Sports Illustrated, 1271 Avenue Of The Americas, New York, NY 10020. (212) 522-1212. (www.si.com)
Alabama
Alabama Sports Foundation, 100 Grandview Place, Suite 110, Birmingham, AL 25243. (www.brunoeventteam.com/alabama-sports-foundation.php)

Mobile Sports Authority, 301 Government Street, Suite 204, Mobile, AL 36602. (www.mobilesportsauthority.com)

Arizona
Arizona Sports & Entertainment Commission, 2120 East 6th Street, Suite 4, Tempe, AZ 85281. (http://azsportsent.com)


California
Bay Area Sports Organizing Committee, 2275 East Bayshore Road, Suite 115, Palo Alto, CA 94303. (www.basoc.org)

L.A. Sports & Entertainment Commission, 333 S. Hope Street, 18th Floor, Los Angeles, CA 90071. (www.lasec.net)

L.A. Sports Council, 350 S. Bixel Street, Suite 250, Los Angeles, CA 90017. (www.lasports.org)

Sacramento Sports Commission, 1030 15th Street, Suite 200, Sacramento, CA 95814. (www.sacsports.com)


San Jose Sports Authority, 345 Park Avenue, MS A9-432, San Jose, CA 95110. (www.sjsa.org)
Colorado
Denver Sports Commission, 1555 California Street, Suite 300, Denver, CO 80202. (www.denver.org/sports-commission/)

Connecticut
Fairfield County Sports Commission, 1 University Place, Stamford, CT 06901. (http://fairfieldcountysports.com)

Florida
Central Florida Sports Commission, 400 W Church Street, Suite 205, Orlando, FL 32801. (www.centralfloridasports.org)
Tallahassee Sports Council, 106 E. Jefferson Street, Tallahassee, FL 32301. (www.visittallahassee.com/industry/sports-council/)
Gainesville Sports Commission, 300 E. University Avenue, Suite 100, Gainesville, FL 32601. (www.gainesvillesportscommission.com)
JEDC Sports & Entertainment, 1 W. Adams Street, Suite 200, Jacksonville, FL 32202
Lee County Sports Authority, 2305 Broadway, Fort Myers, FL 33901
Miami-Dade Sports Commission, 8491 NW 17th Street, Suite 109, Doral, FL 33126
Palm Beach Sports Commission, 1555 Palm Beach Lake Boulevard, Suite 930, West Palm Beach, FL 33401. (www.palmbeachsports.com)
Pensacola Sports Association, 101 W. Main Street, Pensacola, FL 32502. (www.pensacolasports.com)
Polk County Sports Marketing, 2701 Lake Myrtle Park Road, Auburndale, FL 33823. (www.centralfloridasports.com)
Sarasota County Sports Commission, 766 Hudson Avenue, Suite A, Sarasota, FL 34236. (http://sports.visitsarasota.org)
Tampa Bay Sports Commission, 401 E. Jackson Street, Suite 2100, Tampa, FL 33607 (www.tampabaysports.org)

Georgia
Atlanta Sports Council, 235 Andrew Young Boulevard NW, Atlanta, GA 30303. (www.metroatlantachamber.com/business/sports)
Greater Augusta Sports Council, 1450 Greene Street, Suite 110, Augusta, GA 30901. (www.augustasportscouncil.org)

Sports Council Columbus Georgia, P.O. Box 1519, Columbus, GA 31902. (www.columbusga.com/sportscouncil/)

Indiana
Hoosier Sports Corp., 2855 N. Walnut Street, Bloomington, IN 47404. (www.hoosiersports.org)

Indiana Sports Corp., 201 S. Capitol Avenue, Suite 1200, Indianapolis, IN 46225. (www.indianasportscorp.org)

Illinois
Chicago Sports Commission, 72 East Randolph Street, 3<sup>rd</sup> Floor, Chicago, IL 60601. (www.choosechicago.com/sports-commission/)

Quad Cities Sports Commission, 1601 River Drive, Suite 110, Moline, IL 61265. (www.visitquadcities.com/sports/sports-planners)

Kansas
Greater Wichita Area Sports Commission, 515 S. Main, Suite 115, Wichita, KS 67202. (www.wichitasports.com)

Kentucky
Kentucky Sports Authority, 500 Metro Street, 24<sup>th</sup> Floor, Frankfort, KY 40601. (www.teamkentucky.com)

Louisville Sports Commission, 401 W. Main Street, Suite 2200, Louisville, KY 40202. (www.louisvillesports.org)

Michigan
Detroit Metro Sports Commission, 211 W. Fort Street, Suite 1000, Detroit, MI 48226. (www.detroitsports.org)

Minnesota
Minnesota Amateur Sports Commission, 1700 105<sup>th</sup> Avenue NE, Blaine, MN 55449. (www.mnsports.org)

Rochester Sports Commission, 30 Civic Center Drive SE, Suite 200, Rochester, MN 55904. (www.rochsports.org)
Missouri
Joplin Sports Authority, 3301 W. 1st Street, Joplin, MO 64801. (www.joplinsports.org)

St. Louis Sports Commission, 308 N. 21st Street, Suite 501, St. Louis, MO 63103. (http://stlspors.org)

Nebraska
Omaha Sports Commission, 11235 Davenport Street, Suite 106, Omaha, NE 68154. (www.omahasports.org)

Nevada
Las Vegas Sports Committee, 1820 Cypress Greens Avenue, Henderson, NV 89012. (www.lvspotrs.org)

New Jersey
New Jersey Sports and Exposition Authority, 50 State Route 120, East Rutherford, NJ 07073. (www.njsea.com)

New York
Cortland Regional Sports Council, 37 Church Street, Cortland, NY 13045. (www.cortlandsports.org)

Monroe County Sports Commission, 400 Andrews Street, Suite 100, Rochester, NY 14604. (www.monroecountysports.org)

North Carolina
Charlotte Regional Sports Commission, 333 E. Trade Street, Charlotte, NC 28202. (www.charlottesports.org)

Greater Raleigh Sports Council, 800 South Salisbury Street, Raleigh, NC 27602. (www.thesportscouncil.org)

Jacksonville-Onslow Sports Commission, P.O. Box 207, Jacksonville, NC 28541. (www.jacksonvilleonslowsports.org)

Ohio
Greater Cincinnati Sports Corp., 9514 Kenwood Road, Cincinnati, OH 45242. (www.cincysports.org)

Greater Cleveland Sports Commission, 334 Euclid Avenue, Suite 100, Cleveland, OH 44114. (www.clevelandsports.org)

Greater Columbus Sports Commission, 155 W. Nationwide Boulevard, Suite 125, Columbus, OH 43215. (www.columbussports.org)
Oklahoma
Oklahoma City All Sports Association, 211 N. Robinson Avenue, Suite 250, Oklahoma City, OK 73102. (www.okcallsports.org)

Tulsa Sports Commission, 2 West Second Street, Tulsa, OK 74103. (www.tulsasports.org)

Oregon
Oregon Sports Authority, 1888 S.W. Madison Street, Portland, OR 97205. (www.oregonsports.org)

Pennsylvania
Berks County Sports Commission, 2525 N. 12th Street, Suite 101, Reading, PA 19605. (www.gogreaterreading.com)

Discover Lehigh Valley Sports, 840 Hamilton Street, Suite 200, Allentown, PA 18101. (http://sports.discoverlehighvalley.com)

Erie Area Sports Commission, 208 E. Bayfront Parkway, Suite 103, Erie, PA 16507. (www.visiteriepa.com)

Philadelphia Sports Congress, 1700 Market Street, Suite 3000, Philadelphia, PA 19103. (www.philadelphiasportscongress.org)

Sport York, 155 West Market Street, York, PA 17401. (www.sportyork.org)

South Carolina
Charleston Area Sports Commission, 423 King Street, Charleston, SC 29403. (www.charlestonsports.org)

Columbia Regional Sports Commission, 1010 Lincoln Street, Columbia, SC 29201. (www.columbiacvb.com/about/contact-us/sports-council/)

Tennessee
Nashville Sports Council, 414 Union Street, Suite 500, Nashville, TN 37219. (www.nashvillesports.com)

Texas
Austin Sports Commission, 111 Congress Avenue, Suite 700 Austin, TX 78701. (www.austintexas.org/sports-commission)

El Paso Sports Commission, 4100 E. Saisano Drive, El Paso, TX 79905. (www.elpasosports.org)
San Antonio Sports Foundation, 100 Montana Street, San Antonio, TX 78203. (www.sanantoniosports.org)

Utah
Utah Sports Commission, 201 S. Main, Suite 2125, Salt Lake City, UT 84111. (www.utahsportscommission.com)

Virginia
Hampton Roads Sports Commission, 500 E. Main Street, Suite 700, Norfolk, VA 23501. (www.hamptonroadssports.org)

Metro Richmond Sports Backers, 100 Avenue of the Champions, Suite 300, Richmond, VA 23230. (www.sportsbackers.org)

Washington
Seattle Sports Commission, 701 Pike Street, Suite 800, Seattle, WA 98101. (www.seattlesports.org)


Tacoma-Pierce County Sports Commission, 1119 Pacific Avenue, Suite 500, Tacoma, WA 98402 (www.tacomasports.org)

Wisconsin
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Chapter 13: Game Promotions

Chapter 14: Licensed Merchandise


Chapter 16: Sporting Goods


Chapter 17: Sports Halls of Fame & Museums
Lefton, Terry, “Pro Football Hall of Fame Project Starting To Take Place,” SportsBusiness Journal, November 21, 2016, pp 1, 43.

Chapter 19: Stadiums & Arenas


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