

Sports Marketing 2016-2017



Richard K. Miller & Associates
— since 1972 —

SPORTS MARKETING 2016-2017

17th EDITION

RKMA MARKET RESEARCH HANDBOOK SERIES

By: Richard K. Miller and Kelli Washington

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PART I: THE U.S. SPORTS MARKET

MARKET ASSESSMENT

1.1 Annual Revenue

Richard K. Miller & Associates (RKMA, www.rkma.com) estimates annual revenue of the entire U.S. sports industry at \$325.0 billion. Major components of this spending are as follows:

• Sporting goods (see Chapter 16):	\$43.2 billion
• Sports advertising and marketing (see Chapter 8):	\$30.0 billion
• Professional sports (see Chapter 3):	\$28.8 billion
• Fitness and health clubs (see Chapter 12):	\$25.0 billion
• Sports travel (see Chapter 18):	\$24.0 billion
• Golf (National Golf Foundation):	\$19.7 billion
• Gate revenue (see 1.3):	\$18.3 billion
• Media rights (see 1.4):	\$16.6 billion
• Tennis (National Tennis Foundation):	\$16.0 billion
• Concessions (see Chapter 10):	\$15.0 billion
• Sponsorships (see 8.4):	\$15.0 billion
• Licensing (see Chapter 14):	\$14.0 billion
• Athlete income (see Chapter 4):	\$11.7 billion
• Horse racing (see Chapter 97):	\$10.6 billion
• NCAA sports (see Chapter 57):	\$10.5 billion
• Motorsports (see Part X):	\$ 9.0 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
• Stadium and arena construction (see 19.1):	\$ 2.7 billion
• Sports periodicals (see Chapter 24):	\$ 2.2 billion
• Fantasy sports (see Chapter 11):	\$ 1.7 billion

1.2 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.

1.3 Gate Revenue

PricewaterhouseCoopers (PwC, www.pwc.com) assesses total sports gate revenue as follows:

- 2009: \$15.78 billion
- 2010: \$16.18 billion
- 2011: \$16.12 billion
- 2012: \$15.76 billion
- 2013: \$17.33 billion
- 2014: \$17.83 billion
- 2015: \$18.26 billion
- 2016: \$18.72 billion
- 2017: \$19.33 billion
- 2018: \$19.74 billion

The 2009-2018 compound annual growth rate is 2.6%.

1.4 Media Rights

PwC assesses total sports media rights revenue as follows:

- 2009: \$ 8.81 billion
- 2010: \$ 9.48 billion
- 2011: \$10.93 billion
- 2012: \$11.81 billion
- 2013: \$12.50 billion
- 2014: \$14.84 billion
- 2015: \$16.59 billion

- 2016: \$17.26 billion
- 2017: \$18.67 billion
- 2018: \$19.35 billion

The 2009-2018 compound annual growth rate is 9.1%.

SPORTS FANS

2.1 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%

2.2 Favorite Sports

According to a January 2015 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%

2.3 Avid Fans

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

	Fan	Avid Fan
• National Football League (NFL):	66%	32%
• NCAA Football:	58%	23%
• Major League Baseball (MLB):	57%	19%
• NCAA Basketball:	48%	16%
• National Basketball Association (NBA):	48%	16%
• Extreme/action sports:	46%	11%
• Figure skating:	45%	10%
• Boxing:	37%	10%
• Mixed martial arts:	36%	14%
• NASCAR:	36%	11%
• National Hockey League (NHL):	35%	8%
• PGA Tour (golf):	33%	8%
• Horse racing:	30%	5%
• Women's Tennis Association Tour (WTA):	30%	5%
• Women's National Basketball Association (WNBA):	30%	4%
• 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

2.4 Fan Base By Gender

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

College Basketball

- Men: 67%
- Women: 32%

College Football

- Men: 68%
- Women: 32%

Major League Baseball

- Men: 65%
- Women: 35%

NASCAR

- Men: 64%
- Women: 36%

National Basketball Association

- Men: 65%
- Women: 35%

National Football League

- Men: 66%
- Women: 34%

National Hockey League

- Men: 70%
- Women: 30%

PGA Tour

- Men: 71%
- Women: 29%

2.5 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:

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

2.6 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%

2.7 Average Age By Sport

The following is the average age of people who say they are fans of particular sports (source: ESPN Sports Poll):

- Major League Baseball: 45
- Major League Soccer: 37
- Mixed martial arts: 36
- NASCAR: 44
- National Basketball Association: 39
- National Football League: 42
- National Hockey League: 41
- PGA Tour (golf): 47
- Summer Olympics: 45
- Winter Olympics: 47

The following are the average ages of TV viewers of major sports events (source: The Nielsen Company):

2.8 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:

2.9 Fan Base By Income

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

College Basketball

College Football

- Less than \$35,000: 23%
- \$35,000 to \$49,999: 18%
- \$50,000 to \$74,999: 18%
- \$75,000 to \$99,999: 16%
- \$100,000 to \$249,999: 22%
- \$250,000 and higher: 3%

Major League Baseball

- Less than \$35,000: 24%
- \$35,000 to \$49,999: 18%
- \$50,000 to \$74,999: 17%
- \$75,000 to \$99,999: 16%
- \$100,000 to \$249,999: 22%
- \$250,000 and higher: 4%

NASCAR

- Less than \$35,000: 32%
- \$35,000 to \$49,999: 21%
- \$50,000 to \$74,999: 16%
- \$75,000 to \$99,999: 14%
- \$100,000 to \$249,999: 14%
- \$250,000 and higher: 2%

National Basketball Association

- Less than \$35,000: 31%
- \$35,000 to \$49,999: 20%
- \$50,000 to \$74,999: 16%
- \$75,000 to \$99,999: 14%
- \$100,000 to \$249,999: 17%
- \$250,000 and higher: 3%

National Football League

- Less than \$35,000: 25%
- \$35,000 to \$49,999: 18%
- \$50,000 to \$74,999: 17%
- \$75,000 to \$99,999: 16%
- \$100,000 to \$249,999: 21%
- \$250,000 and higher: 3%

National Hockey League

- Less than \$35,000: 21%
- \$35,000 to \$49,999: 17%

- \$50,000 to \$74,999: 16%
- \$75,000 to \$99,999: 15%
- \$100,000 to \$249,999: 27%
- \$250,000 and higher: 4%

PGA Tour

- Less than \$35,000: 20%
- \$35,000 to \$49,999: 18%
- \$50,000 to \$74,999: 17%
- \$75,000 to \$99,999: 15%
- \$100,000 to \$249,999: 24%
- \$250,000 and higher: 4%

2.10 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%

2.11 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:

	Fan	Avid Fan
• National Football League:	75%	43%
• National Basketball Association:	74%	39%
• NCAA Basketball:	66%	25%
• NCAA Football:	65%	27%
• 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%

2.12 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:

	Hispanic- Americans	All Adults
• Boxing:	62%	33%
• World Cup Soccer:	61%	n/a
• MLB:	59%	58%
• NBA:	56%	50%
• Mexican Soccer League:	56%	n/a
• NFL:	50%	69%
• Action sports:	48%	45%
• NASCAR:	40%	43%
• NHL:	24%	28%
• PGA Tour:	22%	36%

PROFESSIONAL SPORTS

3.1 Professional League Revenue

Revenue for the four major professional sports leagues is \$28.8 billion, distributed as follows:

- National Football League (2014-2015 season): \$12.00 billion
- Major League Baseball (2014 season): \$ 7.86 billion
- National Basketball Association (2013-2014 season): \$ 4.79 billion
- National Hockey League (2014-2015 season): \$ 4.20 billion

3.2 Sports Teams

Forbes (September 2015) assesses the world's most valuable sports teams as follows:

- Real Madrid (soccer): \$3.26 billion
- Dallas Cowboys (football): \$3.20 billion
- New York Yankees (baseball): \$3.20 billion
- Barcelona (soccer): \$3.16 billion
- Manchester United (soccer): \$3.10 billion
- Los Angeles Lakers (basketball): \$2.60 billion
- New England Patriots (football): \$2.60 billion
- New York Knicks (basketball): \$2.50 billion
- Los Angeles Dodgers (baseball): \$2.40 billion
- Washington Redskins (football): \$2.40 billion
- Bayern Munich (soccer): \$2.35 billion
- Boston Red Sox (baseball): \$2.10 billion
- New York Giants (football): \$2.10 billion
- Chicago Bulls (basketball): \$2.00 billion
- San Francisco Giants (baseball): \$2.00 billion
- Houston Texans (football): \$1.85 billion
- Chicago Cubs (baseball): \$1.80 billion
- New York Jets (football): \$1.80 billion
- Philadelphia Eagles (football): \$1.75 billion
- Boston Celtics (basketball): \$1.70 billion
- Chicago Bears (football): \$1.70 billion
- Los Angeles Clippers (basketball): \$1.60 billion

- San Francisco 49ers (football): \$1.60 billion
- Baltimore Ravens (football): \$1.50 billion
- Brooklyn Nets (basketball): \$1.50 billion
- Denver Broncos (football): \$1.45 billion
- Indianapolis Colts (football): \$1.40 billion
- St. Louis Cardinals (baseball): \$1.40 billion
- Green Bay Packers (football): \$1.38 billion

3.3 Minor League Sports

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.

ATHLETES

4.1 Favorite Athletes

In a 2015 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 NFL 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 2015 or 2015-2016 season were are follows:

	Salary Cap/Threshold	Avg. Salary	Total Payroll
--	-----------------------------	--------------------	----------------------

Combined total payroll for the four professional sports leagues in 2015 was \$11.7 billion.

4.3 Highest Paid Athletes

Forbes ranks the world's male athletes by total income in 2015 as follows:

	Total	Salary/Winings	Endorsements
--	--------------	-----------------------	---------------------

• Derrick Rose (basketball):	\$ 33.9 million	\$ 18.9 million	\$15.0 million
• Sebastian Vettel (racing):	\$ 33.0 million	\$ 32.0 million	\$ 1.0 million
• Rafael Nadal (tennis):	\$ 32.5 million	\$ 4.5 million	\$28.0 million
• Mahendra Singh Dhoni (cricket):	\$ 31.0 million	\$ 4.0 million	\$27.0 million
• Neymar (soccer):	\$ 31.0 million	\$ 14.0 million	\$17.0 million
• Carmelo Anthony (basketball):	\$ 30.5 million	\$ 22.5 million	\$ 8.0 million
• Carson Palmer (football):	\$ 29.0 million	\$ 28.5 million	\$ 0.5 million
• James Rodriguez (soccer):	\$ 29.0 million	\$ 24.5 million	\$ 4.5 million
• J.J. Watt (football):	\$ 27.9 million	\$ 20.9 million	\$ 7.0 million
• Robinson Cano (baseball):	\$ 27.6 million	\$ 24.1 million	\$ 3.5 million
• Dwyane Wade (basketball):	\$ 27.2 million	\$ 15.2 million	\$12.0 million
• Peyton Manning (football):	\$ 27.0 million	\$ 15.0 million	\$12.0 million
• Kimi Raikkonen (racing):	\$ 27.0 million	\$ 25.0 million	\$ 2.0 million
• Clayton Kershaw (baseball):	\$ 26.9 million	\$ 25.7 million	\$ 1.2 million
• Wayne Rooney (soccer):	\$ 26.9 million	\$ 19.9 million	\$ 7.0 million
• Gerald McCoy (football):	\$ 26.7 million	\$ 26.5 million	\$ 150,000
• Chris Paul (basketball):	\$ 26.1 million	\$ 20.1 million	\$ 6.0 million
• Radamel Falcao (soccer):	\$ 25.9 million	\$ 21.9 million	\$ 4.0 million
• Albert Pujols (baseball):	\$ 25.9 million	\$ 23.4 million	\$ 2.5 million
• Ryan Howard (baseball):	\$ 25.6 million	\$ 25.0 million	\$ 600,000
• Dwight Howard (basketball):	\$ 25.5 million	\$ 21.5 million	\$ 4.0 million
• Cliff Lee (baseball):	\$ 25.2 million	\$ 25.0 million	\$ 200,000
• Miguel Cabrera (baseball):	\$ 25.1 million	\$ 22.1 million	\$ 3.0 million
• Amar'e Stoudemire (basketball):	\$ 25.0 million	\$ 22.0 million	\$ 3.0 million
• Sergio Aguero (soccer):	\$ 24.9 million	\$ 17.9 million	\$ 7.0 million
• Blake Griffin (basketball):	\$ 24.7 million	\$ 17.7 million	\$ 7.0 million
• Prince Fielder (baseball):	\$ 24.3 million	\$ 24.0 million	\$ 300,000
• Joe Johnson (basketball):	\$ 24.2 million	\$ 23.2 million	\$ 1.0 million
• Joe Mauer (baseball):	\$ 24.0 million	\$ 23.0 million	\$ 1.0 million
• CC Sabathia (baseball):	\$ 23.9 million	\$ 23.0 million	\$ 900,000
• Chris Bosh (basketball):	\$ 23.8 million	\$ 20.8 million	\$ 3.0 million
• Zack Greinke (baseball):	\$ 23.7 million	\$ 23.7 million	\$ 50,000
• Eli Manning (football):	\$ 23.7 million	\$ 15.7 million	\$ 8.0 million
• Dale Earnhardt, Jr. (racing):	\$ 23.6 million	\$ 14.6 million	\$ 9.0 million
• Justin Verlander (baseball):	\$ 23.4 million	\$ 22.7 million	\$ 0.8 million
• Andy Dalton (football):	\$ 23.3 million	\$ 22.3 million	\$ 1.0 million
• Masahiro Tanaka (baseball):	\$ 23.0 million	\$ 22.0 million	\$ 1.0 million
• Mark Teixeira (baseball):	\$ 23.0 million	\$ 22.5 million	\$ 500,000
• Felix Hernandez (baseball):	\$ 22.9 million	\$ 22.7 million	\$ 200,000
• Cole Hamels (baseball):	\$ 22.7 million	\$ 22.5 million	\$ 200,000
• Jimmie Johnson (racing):	\$ 22.7 million	\$ 16.2 million	\$ 6.5 million
• Wladimir Klitschko (boxing):	\$ 22.5 million	\$ 19.0 million	\$ 3.5 million
• Andy Murray (tennis):	\$ 22.3 million	\$ 6.3 million	\$16.0 million
• Matt Kemp (baseball):	\$ 22.2 million	\$ 21.0 million	\$ 1.2 million

• LeSean McCoy (football):	\$ 22.1 million	\$ 21.3 million	\$ 900,000
• Drew Brees (football):	\$ 22.0 million	\$ 11.0 million	\$11.0 million
• Tony Romo (football):	\$ 22.0 million	\$ 17.0 million	\$ 5.0 million
• Adrian Gonzalez (baseball):	\$ 21.5 million	\$ 21.1 million	\$ 400,000
• Jacoby Ellsbury (baseball):	\$ 21.4 million	\$ 21.1 million	\$ 300,000
• Tyron Smith (football):	\$ 21.4 million	\$ 21.1 million	\$ 250,000
• Deron Williams (basketball):	\$ 21.3 million	\$ 19.8 million	\$ 1.5 million
• Usain Bolt (track):	\$ 21.0 million	\$ 15.0 million	\$21.0 million
• Luis Suarez (soccer):	\$ 21.0 million	\$ 16.5 million	\$ 4.5 million
• Matt Cain (baseball):	\$ 20.8 million	\$ 20.4 million	\$ 400,000
• David Wright (baseball):	\$ 20.8 million	\$ 20.0 million	\$ 800,000
• Carl Crawford (baseball):	\$ 20.7 million	\$ 20.4 million	\$ 300,000
• Jayson Werth (baseball):	\$ 20.6 million	\$ 20.4 million	\$ 200,000
• Cesc Fabregas (soccer):	\$ 20.3 million	\$ 15.3 million	\$ 5.0 million
• Hanley Ramirez (baseball):	\$ 20.3 million	\$ 20.0 million	\$ 300,000
• Russell Westbrook (basketball):	\$ 20.3 million	\$ 15.8 million	\$ 4.5 million
• Justin Rose (golf):	\$ 20.2 million	\$ 8.2 million	\$12.0 million
• Yaya Touré (soccer):	\$ 20.0 million	\$ 17.0 million	\$ 3.0 million
• Rudy Gay (basketball):	\$ 19.9 million	\$ 19.3 million	\$ 600,000
• Jordan Spieth (golf):	\$ 19.8 million	\$ 8.8 million	\$11.0 million
• Adam Wainwright (baseball):	\$ 19.8 million	\$ 19.7 million	\$ 150,000
• Frank Lampard (soccer):	\$ 19.7 million	\$ 15.7 million	\$ 4.0 million
• Kevin Love (basketball):	\$ 19.7 million	\$ 15.7 million	\$ 4.0 million
• David Ortiz (baseball):	\$ 19.7 million	\$ 15.7 million	\$ 4.0 million
• Eden Hazard (soccer):	\$ 19.6 million	\$ 16.1 million	\$ 3.5 million
• Alex Smith (football):	\$ 19.6 million	\$ 19.1 million	\$ 0.5 million
• Kei Nishikori (tennis):	\$ 19.5 million	\$ 4.5 million	\$15.0 million
• Devin McCourty (football):	\$ 19.3 million	\$ 19.1 million	\$ 250,000
• Mesut Ozil (soccer):	\$ 19.3 million	\$ 12.8 million	\$ 6.5 million
• Aaron Rodgers (football):	\$ 19.1 million	\$ 11.6 million	\$ 7.5 million
• Billy Horschel (golf):	\$ 19.0 million	\$ 16.0 million	\$ 3.0 million
• Jeremy Lin (basketball):	\$ 18.9 million	\$ 14.9 million	\$ 4.0 million
• Maurkice Pouncey (football):	\$ 18.9 million	\$ 18.8 million	\$ 100,000
• Max Scherzer (baseball):	\$ 18.9 million	\$ 18.7 million	\$ 150,000
• James Harden (basketball):	\$ 18.8 million	\$ 14.8 million	\$ 4.0 million

The following women athletes had the highest total income in 2015
(source: *Forbes*):

	Total	Salary/Winnings	Endorsements
• Maria Sharapova (tennis):	\$ 29.7 million	\$ 6.7 million	\$23.0 million
• Serena Williams (tennis):	\$ 24.6 million	\$ 11.6 million	\$13.0 million
• Caroline Wozniacki (tennis):	\$ 14.6 million	\$ 3.6 million	\$11.0 million
• Danica Patrick (racing):	\$ 13.9 million	\$ 7.9 million	\$ 6.0 million
• Ana Ivanovic (tennis):	\$ 8.3 million	\$ 1.8 million	\$ 6.5 million

- Petra Kvitova (tennis): \$ 7.7 million \$ 5.9 million \$ 1.8 million
- Simona Halep (tennis): \$ 7.8 million \$ 5.3 million \$ 1.5 million
- Ronda Rousey (mixed martial arts): \$ 6.5 million \$ 3.0 million \$ 3.5 million
- Stacy Lewis (golf): \$ 6.4 million \$ 2.4 million \$ 4.0 million
- Agnieszka Radwanska (tennis): \$ 6.0 million \$ 2.0 million \$ 4.0 million

4.4 Athlete Endorsements

The following are the largest athlete brand endorsement deals (source: *International Business Times*):

- Kevin Durant (Oklahoma City Thunder): \$265 million dollars over 10 years (Under Armour)
- James Harden (Houston Rockets): \$200 million over 13 years (Adidas)
- Maria Sharapova (women's Tennis): Estimated \$70 million over eight years (Nike)
- Damian Lillard (Portland Trail Blazers): Estimated \$100 million over 10 years (Adidas)
- Dwyane Wade (Miami Heat): Estimated \$100 million over 10 years (Li-Ning)
- David Beckham (former soccer player): \$160 million, lifetime contract (Adidas)
- George Foreman (former boxing champion): Estimated \$200 million over life of deal (Salton, Inc.)
- Rory McIlroy (golf): Estimated \$100 million over 10 years (Nike)
- Kobe Bryant (Los Angeles Lakers) \$15 million per year (Nike)
- Derrick Rose (Chicago Bulls): \$185 million guaranteed over 14 years (Adidas)
- LeBron James (Cleveland Cavaliers): Estimated \$30 million per year (Nike)
- Michael Jordan (Charlotte Hornets owner): More than \$100 million in 2014 (Nike)

4.5 Athlete Celebrities

Annually, *Forbes* ranks the worlds top 100 celebrities based on annual earnings. The 2015 list included 28 athletes, as follows:

	Earnings	Overall Rank
• Floyd Mayweather (boxing; United States):	\$300 million	#1
• Manny Pacquiao (boxing; Philippines):	\$160 million	#2
• Cristiano Ronaldo (soccer; Portugal):	\$ 80 million	#10
• Lionel Messi (soccer; Argentina):	\$ 74 million	#13
• Roger Federer (tennis; Switzerland):	\$ 67 million	#16
• LeBron James (basketball; United States):	\$ 65 million	#18
• Kevin Durant (basketball; United States):	\$ 54 million	#30
• Phil Mickelson (golf; United States):	\$ 51 million	#36

• Tiger Woods (golf; United States):	\$ 51 million	#37
• Kobe Bryant (basketball, United States):	\$ 49 million	#39
• Ben Roethlisberger (football; United States):	\$ 49 million	#40
• Rory McIlroy (golf; United Kingdom):	\$ 48 million	#41
• Novak Djokovic (tennis; Serbia):	\$ 48 million	#42
• Zlatan Ibrahimović (soccer; Sweden):	\$ 39 million	#55
• Lewis Hamilton (auto racing; United Kingdom):	\$ 39 million	#56
• Ndamukong Suh (football; United States):	\$ 39 million	#57
• Fernando Alonso (soccer; Spain):	\$ 36 million	#65
• Gareth Bale (soccer; United Kingdom):	\$ 35 million	#67
• Jon Lester (baseball; United States):	\$ 34 million	#69
• Derek Rose (basketball; United States):	\$ 34 million	#69
• Sebastian Vettel (auto racing; Germany):	\$ 33 million	#73
• Rafael Nadal (tennis; Spain):	\$ 33 million	#76
• Mahendra Dhoni (cricket; India):	\$ 31 million	#82
• Neymar (soccer; Brazil):	\$ 31 million	#82
• Carmelo Anthony (basketball; United States):	\$ 31 million	#86
• Maria Sharapova (tennis; Russia):	\$ 30 million	#88
• Carson Palmer (football; United States):	\$ 29 million	#89
• James Rodriguez (soccer; Columbia):	\$ 29 million	#89

4.6 Market Resources

Sports Salaries Database, SportingIntelligence.

(www.sportingintelligence.com/finance-biz/sports-salaries/)

PARTICIPATION & RECREATION

5.1 Conditioning and Fitness

According to the *2015 Sports, Fitness And Leisure Activities Topline Participation Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), among those ages six and older, total participation (at least once) and core participation (50 or more times) in conditioning and fitness activities in 2014 were as follows (change from previous year in parenthesis):

	Total	Core
• Abdominal machine/device:	19.1 million (3.4%)	10.8 million (3.1%)
• Aerobics (high impact):	19.7 million (14.0%)	9.5 million (14.0%)
• Aquatic exercise:	9.1 million (7.5%)	3.2 million (0.6%)
• Barre:	3.2 million (10.3%)	638,000 (2.0%)
• Boot camp style cross-training:	6.8 million (-2.0%)	2.3 million (-3.2%)
• Calisthenics/bodyweight exercise:	22.4 million (n/a)	13.4 million (n/a)
• Cardio cross trainer:	7.5 million (37.8%)	3.2 million (18.9%)
• Cardio kickboxing:	6.7 million (6.9%)	2.2 million (-1.5%)
• Cross-training style workouts:	11.3 million (n/a)	5.6 million (n/a)
• Dance/other exercise to music:	21.5 million (n/a)	7.5 million (n/a)
• Elliptical motion trainer:	28.0 million (3.3%)	14.3 million (4.7%)
• Free weights (barbells):	25.6 million (-0.1%)	16.0 million (-0.3%)
• Free weights (dumbbells):	30.8 million (-4.5%)	19.1 million (-7.2%)
• Free weights (hand weights):	41.7 million (-3.5%)	24.8 million (-3.3%)
• Kettlebells:	10.2 million (n/a)	4.3 million (n/a)
• Pilates training:	8.5 million (5.4%)	3.4 million (2.6%)
• Rowing machine:	9.8 million (-3.6%)	4.2 million (-4.7%)
• Running/jogging:	51.1 million (-5.6%)	28.0 million (-6.0%)
• Stair climbing machine:	13.2 million (4.5%)	5.5 million (4.9%)
• Stationary cycling (group):	8.4 million (1.7%)	3.1 million (1.3%)
• Stationary cycling (upright/recumb.):	35.7 million (1.3%)	17.4 million (3.0%)
• Stretching:	35.6 million (-1.6%)	26.0 million (-1.7%)
• Swimming (fitness/competition):	25.3 million (-4.0%)	8.8 million (-6.3%)
• Tai Chi:	3.4 million (-0.7%)	1.4 million (-3.9%)
• Treadmill:	50.2 million (4.3%)	27.7 million (4.9%)
• Walking for fitness:	112.6 million (-4.1%)	76.9 million (-3.7%)
• Weight/resistance machine:	35.8 million (-1.2%)	21.2 million (-0.7%)
• Yoga:	25.3 million (3.9%)	10.4 million (2.7%)

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):

	Total	Core #	Core Participation
• Adventure racing:	2.4 million (13.0%)	2+	1.3 million (14.3%)
• Archery:	8.4 million (10.3%)	26+	1.4 million (8.0%)
• Bowling:	46.6 million (0.9%)	13+	10.5 million (0.5%)
• Boxing for competition:	1.3 million (12.7%)	13+	204,000 (34.2%)
• Boxing for fitness:	5.1 million (-2.6%)	13+	2.7 million (-1.4%)
• Golf:	24.7 million (-0.1%)	-	n/a
• Ice skating:	10.6 million (-0.3%)	13+	1.7 million (5.3%)
• Martial arts:	5.3 million (0.9%)	13+	3.7 million (-0.4%)
• Mixed martial arts (comp.):	1.2 million (26.4%)	13+	257,000 (19.5%)
• Mixed martial arts (fitness):	2.5 million (8.8%)	13+	1.2 million (13.0%)
• Roller skating (2x2 wheels):	6.9 million (4.8%)	13+	1.3 million (-3.0%)
• Roller skating (inline):	6.1 million (-1.1%)	13+	1.9 million (-0.7%)
• Skateboarding:	6.5 million (3.7%)	26+	2.7 million (2.0%)
• Trail running:	7.5 million (10.9%)	-	n/a
• Triathlon (off-road):	1.4 million (1.5%)	2+	921,000 (-5.3%)
• Triathlon (traditional/road):	2.2 million (-2.6%)	2+	1.4 million (-5.4%)

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):

	Total	Core #	Core Participation
• Badminton:	7.2 million (0.4%)	13+	2.1 million (-8.2%)
• Cardio tennis:	1.6 million (5.0%)	-	n/a
• Racquetball:	3.6 million (-6.0%)	13+	1.2 million (-7.6%)
• Squash:	1.6 million (12.9%)	8+	388,000 (16.7%)
• Table tennis:	16.4 million (-4.1%)	13+	4.6 million (-3.4%)
• Tennis:	17.9 million (1.3%)	-	n/a

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):

	Total	Core #	Core Participation
• Baseball:	13.1 million (-1.0%)	13+	8.9 million (-2.5%)
• Basketball:	23.1 million (-2.5%)	13+	15.7 million (-5.5%)
• Cheerleading:	3.4 million (6.8%)	26+	1.6 million (3.1%)
• Field hockey:	1.6 million (5.6%)	8+	764,000 (2.3%)

• Football (touch):	6.5 million (-7.8%)	13+	2.8 million (-10.3%)
• Football (flag):	5.8 million (-1.8%)	13+	2.6 million (-4.6%)
• Football (tackle):	5.9 million (-3.0%)	26+	3.4 million (-4.9%)
• Swimming (team):	2.7 million (4.1%)	50+	1.4 million (-1.4%)
• Gymnastics:	4.6 million (-7.1%)	50+	1.7 million (-4.2%)
• Ice hockey:	2.4 million (1.2%)	13+	1.3 million (-0.6%)
• Lacrosse:	2.0 million (11.9%)	13+	1.0 million (12.3%)
• Paintball:	3.4 million (-4.2%)	8+	996,000 (-5.0%)
• Roller hockey:	1.7 million (33.7%)	13+	555,000 (21.3%)
• Rugby:	1.7 million (7.9%)	8+	440,000 (3.0%)
• Soccer (indoor):	4.5 million (-5.7%)	13+	2.6 million (-7.8%)
• Soccer (outdoor):	12.6 million (-1.1%)	26+	6.0 million (-3.6%)
• Softball (fast pitch):	2.4 million (-3.0%)	26+	1.3 million (-8.3%)
• Softball (slow pitch):	7.1 million (3.0%)	13+	4.3 million (1.7%)
• Track and field:	4.1 million (0.8%)	26+	2.3 million (2.0%)
• Ultimate frisbee:	4.5 million (-10.8%)	13+	1.1 million (-20.6%)
• Volleyball (beach):	4.6 million (-2.5%)	13+	1.5 million (-2.1%)
• Volleyball (court):	6.3 million (-2.0%)	13+	3.5 million (-4.7%)
• Volleyball (grass):	3.9 million (-4.6%)	13+	1.0 million (-2.9%)
• Wrestling:	1.9 million (3.4%)	26+	950,000 (7.8%)

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):

	Total	Core #	Core Participation
• Backpacking (overnight):	10.1 million (11.4%)	-	n/a
• Bicycling - BMX:	2.3 million (8.4%)	13+	1.1 million (10.2%)
• Bicycling - mountain:	8.0 million (-5.8%)	13+	4.3 million (-9.5%)
• Bicycling - road/paved:	39.7 million (-2.8%)	26+	20.5 million (-4.5%)
• Birdwatching (>¼ mile):	13.2 million (-6.9%)	-	n/a
• Camping (<¼ mile):	28.7 million (-2.1%)	-	n/a
• Camping (RV):	14.6 million (0.5%)	8+	7.6 million (13.5%)
• Climbing (sport/indoor):	4.5 million (-4.4%)	-	n/a
• Climbing (traditional):	2.5 million (5.9%)	-	n/a
• Fishing (fly):	5.8 million (-0.6%)	8+	2.2 million (4.1%)
• Fishing (freshwater):	37.8 million (0.1%)	8+	18.0 million (1.4%)
• Fishing (saltwater):	11.8 million (0.2%)	8+	4.8 million (1.9%)
• Hiking (day):	36.2 million (5.4%)	-	n/a
• Hunting (bow):	4.4 million (8.2%)	8+	2.1 million (12.2%)
• Hunting (handgun):	3.1 million (-3.4%)	8+	1.1 million (-0.7%)
• Hunting (rifle):	10.1 million (2.9%)	13+	2.8 million (2.2%)
• Hunting (shotgun):	8.2 million (4.1%)	8+	3.4 million (11.1%)
• Shooting (sport clays):	4.6 million (3.7%)	8+	1.5 million (4.0%)

• Shooting (trap/skeet):	3.8 million (1.4%)	8+	1.4 million (5.7%)
• Target shooting (handgun):	14.4 million (0.4%)	8+	8.0 million (-0.2%)
• Target shooting (rifle):	13.9 million (0.1%)	8+	5.4 million (0.5%)
• Wildlife viewing (>¼ mile):	21.1 million (-1.2%)	-	n/a

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):

	Total	Core
• Boardsailing/windsurfing:	1.6 million (18.0%)	285,000 (21.8%)
• Canoeing:	10.0 million (-1.1%)	n/a
• Jet skiing:	6.4 million (-0.9%)	1.8 million (-9.8%)
• Kayaking (recreational):	8.9 million (1.6%)	n/a
• Kayaking (sea touring):	2.9 million (8.1%)	n/a
• Kayaking (white water):	2.3 million (9.6%)	n/a
• Rafting:	3.8 million (-1.4%)	n/a
• Sailing:	3.9 million (0.2%)	1.2 million (-0.6%)
• Scuba diving:	3.1 million (-0.9%)	893,000 (8.5%)
• Snorkeling:	8.8 million (0.6%)	1.8 million (0.6%)
• Stand-up paddling:	2.8 million (38.1%)	n/a
• Surfing:	2.7 million (2.4%)	1.1 million (4.5%)
• Wakeboarding:	3.1 million (-5.8%)	926,000 (-8.4%)
• Water skiing:	4.0 million (-4.7%)	1.1 million (-3.3%)

5.7 Market Resources

Sports & Fitness Industry Association (SFIA), 8505 Fenton Street, Suite 211, 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.themediiaudit.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 Attending Spectator Sports Events

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. Erie, 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

SPORTS BRANDS

7.1 Overview

Forbes (November 2015) 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.

7.2 Athlete Brands

The following are the most valuable athlete brands:

- Tiger Woods: \$30.0 million
- Phil Mickelson: \$28.0 million
- LeBron James: \$27.0 million
- Roger Federer: \$27.0 million
- Mahendra Singh Dhoni: \$21.0 million
- Usain Bolt: \$18.0 million
- Kevin Durant: \$18.0 million
- Cristiano Ronaldo: \$16.0 million
- Rory McIlroy: \$12.0 million
- Floyd Mayweather: \$11.5 million

7.3 Business Brands

The following are the most valuable business brands:

- Nike: \$26.00 billion
- ESPN: \$17.00 billion
- Adidas: \$ 6.20 billion
- Under Armour: \$ 5.00 billion
- Sky Sports: \$ 4.60 billion
- MLB Advanced Media: \$ 2.00 billion
- YES: \$ 1.30 billion
- Reebok: \$ 830 million
- NESN: \$ 700 million
- UFC: \$ 460 million

7.4 Event Brands

The following are the most valuable event brands:

- Super Bowl: \$580 million
- Olympic Summer Games: \$348 million
- Olympic Winter Games: \$285 million
- FIFA World Cup: \$229 million
- Wrestlemania: \$170 million
- NCAA Men's Final Four: \$150 million
- Daytona 500: \$136 million
- UEFA Champions League: \$127 million
- College Football Playoff: \$106 million
- World Series: \$101 million

7.5 Team Brands

The following are the most valuable team brands:

- New York Yankees: \$661 million
- Los Angeles Lakers: \$521 million
- Dallas Cowboys: \$497 million
- New England Patriots: \$465 million
- Real Madrid: \$464 million
- Manchester United: \$446 million
- Barcelona: \$437 million
- Bayern Munich: \$375 million
- Los Angeles Dodgers: \$373 million
- New York Knicks: \$361 million

PART II: SPORTS MARKET SEGMENTS

ADVERTISING & SPONSORSHIPS

8.1 Market Assessment

Annual spending for sports advertising and marketing in the U.S. is approximately \$30 billion.

8.2 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:

	Sports Ad Spending	Pct. of Total Ad Spending
• Verizon:	\$345.4 million	23%
• Anheuser-Busch:	\$299.7 million	66%
• AT&T Mobility:	\$296.9 million	23%
• Ford:	\$263.5 million	19%
• Chevrolet:	\$249.8 million	24%
• Toyota:	\$218.6 million	20%
• MillerCoors:	\$203.0 million	56%
• Sprint:	\$171.1 million	31%
• Southwest Airlines:	\$165.5 million	69%
• Geico Direct:	\$163.5 million	21%
• Nissan:	\$153.2 million	26%
• DirecTV:	\$137.9 million	39%
• McDonald's:	\$127.1 million	13%
• State Farm:	\$125.3 million	24%
• Warner Bros. Entertainment:	\$123.8 million	19%
• Lexus:	\$120.6 million	37%
• Mercedes-Benz:	\$101.4 million	35%
• Chrysler:	\$ 96.9 million	24%
• Subway:	\$ 96.2 million	19%
• Apple:	\$ 95.1 million	28%
• Honda:	\$ 94.1 million	15%
• Volkswagen:	\$ 93.3 million	24%
• Hyundai:	\$ 88.2 million	17%
• Coca-Cola:	\$ 86.6 million	36%

• Capital One Bank:	\$ 85.6 million	25%
• Audi:	\$ 85.5 million	34%
• T-Mobile:	\$ 84.8 million	19%
• Taco Bell:	\$ 84.6 million	33%
• Pfizer:	\$ 83.3 million	13%
• Universal Pictures:	\$ 73.7 million	18%
• Lowe's:	\$ 73.0 million	21%
• Allstate:	\$ 71.7 million	18%
• NFL:	\$ 70.8 million	78%
• JPMorgan Chase:	\$ 70.5 million	13%
• Cadillac:	\$ 67.5 million	25%
• Microsoft:	\$ 67.2 million	19%
• Paramount Pictures:	\$ 66.5 million	13%
• Buick:	\$ 66.5 million	30%
• GMC Trucks:	\$ 65.9 million	33%
• Jeep:	\$ 65.3 million	19%
• Home Depot:	\$ 65.2 million	15%
• Dodge:	\$ 61.8 million	18%
• Best Buy:	\$ 60.0 million	21%
• Unilever:	\$ 59.5 million	18%
• Burger King:	\$ 58.9 million	22%
• Pizza Hut:	\$ 58.6 million	25%
• Ram:	\$ 58.5 million	22%
• E*Trade:	\$ 57.8 million	45%
• Acura:	\$ 56.2 million	27%
• AT&T Inc.:	\$ 55.3 million	13%

8.3 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)
- MMB (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)
- TBWA\Chiat\Day (www.tbwachat.com)
- The Martin Agency (www.martinagency.com)
- The Richards Group (www.richards.com)
- Wieden + Kennedy (www.wk.com)
- Y&R (www.yr.com)

8.4 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

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

8.5 Naming Rights

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

8.6 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*):

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

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

The four major professional sports leagues (MLB, NBA, NFL, and NHL) have each considered the potential of jersey ads.

An assessment by Horizon Media (www.horizonmedia.com) placed the annual jersey-sponsorship value for the four major sports leagues at \$371 million. Valuations by league are as follows:

- NFL: \$231 million
- MLB: \$101 million

- NBA: \$ 31 million
- NHL: \$ 8 million

Former NBA Commissioner David Stern estimated the potential revenue from jersey rights significantly higher, at \$100 million per season, or an average of about \$3 million per team. Some NBA teams have marketing plans in place in anticipation that the league will eventually allow sponsor logos on uniforms.

The Nike logo will be 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 will be on NBA All-Star game jerseys in 2016 and 2017.

8.7 Market Resources

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

IEG Sponsorship Report and *IEG Sponsorship Sourcebook*, published by IEG, 350 North Orleans Street, Suite 1200, Chicago, IL 60654. (312) 944-1727.
(www.sponsorship.com)

SportsBusiness Journal, 112 South Tryon Street, Suite 1600, Charlotte, NC 28284.
(704) 371-3100. (www.sportsbusinessjournal.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 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 2015 as follows:

- Scott Boras (baseball): \$1.9 billion
- Tom Condon (football): \$1.3 billion
- Arn Tellem (basketball): \$1.3 billion
- Sam and Seth Levinson (baseball): \$1.2 billion
- Don Meehan (hockey): \$1.1 billion
- David Dunn (football): \$1.1 billion
- Drew Rosenhaus (football): \$1.1 billion
- Ben Dorga (football): \$1.0 billion
- Dan Fegan and Happy Walters (basketball): \$1.0 billion
- Casey Close (baseball): \$1.0 billion

The following ranked as the top agencies in 2015:

- Creative Artists Agency: \$5.4 billion
- Octagon: \$2.0 billion
- Boras Corporation: \$1.9 billion
- Relativity Sports: \$1.9 billion
- Wasserman Media Group: \$1.5 billion
- Excel Sports Management: \$1.4 billion
- Newport Sports Management: \$1.2 billion
- Athletes First: \$1.1 billion
- Rosenhaus Sports Representation: \$1.1 billion
- Lagardère Unlimited: \$1.0 billion
- Priority Sports & Entertainment: \$ 790 million

- ACES: \$ 660 million
- The Legacy Agency: \$ 640 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>)

CONCESSIONS

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. Even as attendance at games has decreased since the recession – down 7% from 2007 – the snacks have become a draw on their own.”

Bloomberg Businessweek, 4/2/15

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. Per cap spending was \$94.50 at the 2014 Super Bowl, at MetLife Stadium. Spending dropped to \$72.14 for the 2015 Super Bowl, at University of Phoenix Stadium. Still, with more than \$5 million in spending for food and beverage, it was an all-time record for the stadium. The total included some catered functions on plazas and an adjacent park as well as general concessions and premium dining at the stadium.

“This year’s average spending was down significantly in large part because of fewer premium spaces at the facility. MetLife ... has about 150% more than the Glendale venue.”

SportsBusiness Journal, 2/9/15

10.2 Concessionaires

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

Stadiums	General	Premium
• Aramark (www.aramark.com):	27.0%	24.0%
• Delaware North Sportservice (www.delawarenorth.com):	24.3%	21.3%
• Centerplate (www.centerplate.com):	21.6%	16.0%
• Levy Restaurants (www.levyrestaurants.com):	14.9%	21.3%
• Legends Hospitality (www.legends.net):	4.1%	4.0%
• Others:	8.1%	13.3%

Arenas	General	Premium
• Levy Restaurants (www.levyrestaurants.com):	41.3%	47.9%
• Aramark (www.aramark.com):	30.4%	20.8%
• Delaware North Sportservice (www.delawarenorth.com):	13.0%	10.4%
• Centerplate (www.centerplate.com):	6.5%	6.3%
• Savor (www.savormg.com):	6.5%	6.3%
• Others:	2.2%	8.3%

10.3 Best Food At Stadiums And Arenas

The Daily Meal (www.thedaily meal.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)
- Jeld-Wen Field (Portland, OR)
- Wells Fargo Center (Philadelphia, PA)
- Saratoga Race Track (Saratoga, NY)
- Wrigley Field (Chicago, IL)
- Nationals Field (Washington, DC)

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

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)

Hot dogs remain a favorite at ball parks. The Hot Dog & Sausage Council (www.hot-dog.org) estimated that 21.46 million hot dogs were consumed in major league stadiums during the 2014 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 a study for the Fantasy Sports Trade Association (FSTA, www.fsta.org) by Ipsos Public Affairs (www.ipsos.com), 56.8 million people in the U.S. and Canada played fantasy sports in 2014, a 40% increase from 40.6 million who played in 2013. The increase reflects the popularity of daily fantasy sports.

“After 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, 3/16/15

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, 9/14/15

Several states have challenged the classification of daily fantasy sports as non-wagering. In October 2015, Nevada ruled that daily fantasy is a form wagering and prohibits sites from operating without gaming licenses. 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.

In 2014, 1.5 million people paid 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) in 2014.

Net spending (i.e., total entry fees minus prizes) for daily fantasy sports has been as follows (source: *SportsBusiness Journal*):

- 2011: \$ 2.3 million
- 2012: \$ 10.0 million
- 2013: \$ 36.6 million
- 2014: \$174.6 million
- 2015: \$660.0 million

11.4 Demographics

According to ESPN Sports Poll (<http://espn.go.com/sportsnation/polls>), the percentages of people by age and gender who played online fantasy sports daily in 2014 are as follows:

	Men	Women
• 12-to-17:	6.8%	1.0%
• 18-to-34:	8.0%	1.7%
• 35-to-54:	8.4%	1.1%

The following percentages played online fantasy sports weekly:

	Men	Women
• 12-to-17:	12.5%	5.1%
• 18-to-34:	13.5%	3.0%
• 35-to-54:	8.4%	1.5%

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:

	Participation	Spending
• Football:	93%	48%
• Baseball:	70%	33%
• Basketball:	35%	12%
• Hockey:	24%	3%
• NASCAR:	23%	3%

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 products, 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, in 2015.

The high stakes of daily fantasy sports have 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 of the first half of the 2015 Major League Baseball season 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 2015 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, 9/14/15

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.

“Three-year-old DraftKings and six-year-old FanDuel are each valued at more than \$1 billion following new rounds of investment from the likes of Major League Baseball, the National Hockey League, NBC Sports, Fox Sports, Madison Square Garden, and Comcast.”

Bloomberg Businessweek, 9/14/15

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):

	# Clubs	Membership
• 2005:	26,830	41.3 million
• 2006:	29,069	42.7 million
• 2007:	29,357	41.5 million
• 2008:	29,636	45.5 million
• 2009:	29,750	45.3 million
• 2010:	29,890	50.2 million
• 2011:	29,960	51.4 million
• 2012:	30,500	50.2 million
• 2013:	32,150	52.9 million
• 2014:	34,460	54.1 million

In total, 63.0 million adults used a health club in 2014; 14% were non-members.

Members utilized the health club for an average of 102 days. Males members visited their health clubs for an average of 104 days in 2014; 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 34,460 clubs.

Fitness Centers Industry Profile, a July 2015 report by First Research (www.firstresearch.com), estimates sector revenue at \$25 billion.

Gym, Health & Fitness Clubs in the U.S., published in April 2015 by IBISWorld (www.ibisworld.com), assesses revenue is \$30 billion.

Surveys by International Demographics (www.themediiaudit.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 practiced boot-camp-style cross-training in 2014; 2.3 million were core participants, participating 50 or more times.

12.3 Market Leaders

IHRSA Global 25, published in June 2015, 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

Fitness Centers Industry Profile, First Research, July 2015.
(www.firstresearch.com/Industry-Research/Fitness-Centers.html)

Gym, Health & Fitness Clubs in the U.S., IBISWorld, April 2015.
(www.ibisworld.com/industry/default.aspx?indid=1655)

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

Sports & Fitness Industry Association, 8505 Fenton Street, Suite 211, 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 2015 season (source: *SportsBusiness Journal*):

	No. of Teams	No. of Dates
• Bobblehead:	29	133
• T-shirt:	26	112
• Headwear/cap:	27	86
• Retail coupon:	14	71
• Wall hanging:	19	70
• Backpack/bag:	29	49
• Magnetic schedule:	25	43
• Figurine:	21	34
• Jersey:	15	32
• Toy:	16	30

“MLB clubs in 2015 were once again more likely to use a bobblehead to entice fans to the ballpark than any other game-day giveaway.”

SportsBusiness Journal, 11/30/15

13.3 Promotions and Events

The following promotions were used by MLB clubs during the 2015 season (source: *SportsBusiness Journal*):

	No. of Teams	No. of Dates
• Concessions discount:	12	218
• Fireworks:	26	211
• Charitable causes:	19	159
• Autographs:	7	141
• Run the bases:	16	133
• Festival:	17	119
• Ticket discount:	11	112
• Student day:	12	89
• Family day:	13	88
• Kids day:	14	80

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.

LICENSING

14.1 Professional Sports Properties

According to *The Licensing Letter*, retail sales of professional sports-licensed merchandise are \$14 billion.

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 (2015 season)

- Kris Bryant (Chicago Cubs)
- Madison Bumgarner (San Francisco Giants)
- Buster Posey (San Francisco Giants)
- Clayton Kershaw (Los Angeles Dodgers)
- Mike Trout (Los Angeles Angels)
- Bryce Harper (Washington Nationals)
- Hunter Pence (San Francisco Giants)
- Anthony Rizzo (Chicago Cubs)
- Matt Harvey (New York Mets)
- Andrew McCutchen (Pittsburgh Pirates)

NBA (2014-2015 season)

- LeBron James (Cleveland Cavaliers)
- Stephen Curry (Golden State Warriors)
- Kobe Bryant (Los Angeles Lakers)
- Kevin Durant (Oklahoma City Thunder)
- Derrick Rose (Chicago Bulls)
- Kyrie Irving (Cleveland Cavaliers)
- Tim Duncan (San Antonio Spurs)
- Carmelo Anthony (New York Knicks)
- Dwyane Wade (Miami Heat)
- Blake Griffin (Los Angeles Clippers)

NFL (2014-2015 season)

- Russell Wilson (Seattle Seahawks)
- Peyton Manning (Denver Broncos)
- Colin Kaepernick (San Francisco 49ers)
- Tom Brady (New England Patriots)
- Aaron Rodgers (Green Bay Packers)
- Dez Bryant (Dallas Cowboys)
- Johnny Manziel (Cleveland Browns)
- Drew Brees (New Orleans Saints)
- Jason Witten (Dallas Cowboys)
- J.J. Watt (Houston Texans)

NHL (2014-2015 season)

- Patrick Kane (Chicago Blackhawks)
- Sidney Crosby (Pittsburgh Penguins)
- Jonathan Toews (Chicago Blackhawks)
- Henrik Lundqvist (New York Rangers)
- Alex Ovechkin (Washington Capitals)
- Evgeni Malkin (Pittsburgh Penguins)
- Claude Giroux (Philadelphia Flyers)
- Patrice Bergeron (Boston Bruins)
- Pavel Datsyuk (Detroit Red Wings)
- Anze Kopitar (Los Angeles Kings)

WNBA (2015 season)

- Brittney Griner (Phoenix Mercury)
- Skylar Diggins (Tulsa Shock)
- Elena Delle Donne (Chicago Sky)
- Maya Moore (Minnesota Lynx)
- Candace Parker (Los Angeles Sparks)
- Diana Taurasi (Phoenix Mercury)
- Seimone Augustus (Minnesota Lynx)
- Tamika Catchings (Indiana Fever)
- Nneka Ogwumike (Los Angeles Sparks)
- Becky Hammon (San Antonio Stars)

14.3 Top-Selling Professional Sports Team Merchandise

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

MLB (2014 season)

- Kansas City Royals
- Baltimore Orioles
- New York Yankees

- St. Louis Cardinals
- San Francisco Giants

NBA (2014-2015 season)

- Chicago Bulls
- Cleveland Cavaliers
- Golden State Warriors
- Los Angeles Lakers
- Oklahoma City Thunder

NFL (2014-2015 season)

- Seattle Seahawks
- Denver Broncos
- San Francisco 49ers
- Dallas Cowboys
- New England Patriots

WNBA (2014 season)

- Atlanta Dream
- Tulsa Shock
- Minnesota Lynx
- Phoenix Mercury
- Chicago Sky

14.4 Collegiate Properties

According to *The Licensing Letter*, annual retail sales of licensed collegiate merchandise are \$3.6 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 \$4.3 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. The distribution of licensed apparel merchandise is as follows:

- T-shirts: 24%
- Women's fleece: 16%
- Men's/unisex fleece: 14%
- Headwear: 13%
- Other: 33%

The 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 from July 2014 through March 2015 were 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
- Louisiana State University
- Florida State University
- University of North Carolina

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

14.5 Market Resources

The Licensing Letter, Plain Language Media, P.O. Box 509, New London, CT 06320. (604) 210-4580. (www.thelicensingletter.com)

License! Global, 641 Lexington Avenue, New York, NY 10022. (212) 951-6600. (www.licensemag.com)

Licensing Industry Merchandisers' Association, 350 Fifth Avenue, Suite 4019, New York, NY 10118. (212) 244-1944. (www.licensing.org)

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., 9706 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)
- Legendary Auctions, 17542 Chicago Avenue, Lansing, MI 60438. (708) 889-9380. (www.legendaryauctions.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 7256, Watchung, NJ 07069. (908) 226-9900. (www.robertedwardauctions.com)
- SCP Auctions, 32451 Golden Lantern, Suite 308, Laguna Niguel, CA 92677. (800) 350-2273. (www.scpauctions.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 2014 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

SPORTING GOODS

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: \$37.05 billion
- 2009: \$37.14 billion
- 2010: \$38.28 billion
- 2011: \$40.31 billion
- 2012: \$43.95 billion
- 2013: \$44.15 billion
- 2014: \$43.22 billion

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

Sales in 2014 were distributed by month as follows:

- January: \$ 2.62 billion
- February: \$ 2.68 billion
- March: \$ 3.39 billion
- April: \$ 3.35 billion
- May: \$ 3.49 billion
- June: \$ 3.74 billion
- July: \$ 3.66 billion
- August: \$ 4.18 billion
- September: \$ 3.34 billion
- October: \$ 3.27 billion
- November: \$ 3.77 billion
- December: \$ 5.70 billion

16.2 Sporting Goods Category Spending

The National Sporting Goods Association (NSGA, www.nsga.org) estimated spending in 2014 for sporting goods at \$64 billion. The distribution by category was as 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 2014 were \$6.1 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), 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): \$6.2 billion
- Bass Pro Shops (www.basspro.com): \$3.8 billion

- The Sports Authority (www.thesportsauthority.com): \$3.4 billion
- Academy Sports & Outdoors (www.academy.com): \$2.7 billion
- Cabela's, Inc. (www.cabelas.com): \$2.4 billion
- Gander Mountain (www.gandermountain.com): \$1.1 billion
- Big 5 Sporting Goods (www.big5sportinggoods.com): \$ 900 million
- Hibbett Sports (www.hibbett.com): \$ 600 million
- Sport Chalet (www.sportchalet.com): \$ 400 million

16.6 Market Resources

National Bicycle Dealers Association, 3176 Pullman Street, #117, Costa Mesa, CA 92626. (949) 722-6909. (www.nbda.com)

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

Sports & Fitness Industry Association (SFIA), 8505 Fenton Street, Suite 211, Silver Spring, MD 20910. (301) 495-6321. (www.sfia.org)

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.ms fame.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.hoopshall.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.usoccer.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.ncaahallofchampions.org)
- Negro Leagues Baseball Museum (Kansas City, MO; www.nlbm.com)
- New England Ski Museum (Cannon Mountain, NH; www.skimuseum.org)
- 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-fame)
- 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.texasrodecowboy.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)

SPORTS TRAVEL

18.1 Market Assessment

Richard K. Miller & Associates (RKMA, www.rkma.com) estimates 2015 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 2014 survey of 500 cities and towns nationwide, the National Association of Sports Commissions (www.sportscommissions.org) found \$9.0 billion was spent for sports travel in 2014, an increase from \$8.3 billion in 2012.

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.insideseq.com)
- Palms Travel Express (www.palmstravel.com)
- Roadtrips (www.roadtrips.com)
- Sports Travel and Tours (www.sportstravelandtours.com)
- Sports World Tours (www.sportsworldtours.com)

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

Spending for professional sports venues in 2016 includes \$4.9 billion for major league stadiums and \$1.0 billion for major league arenas.

College sports venue spending in 2016 is \$2.4 billion, of which \$2.0 billion is allocated for stadiums and \$400 million for arenas.

Professional and college sports venue spending follows lulls in recent years and are 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 from five years ago when most large-scale sports developments came to a standstill during the Great Recession.”

SportsBusiness Journal

19.2 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):

Stadium	Team	Seating Capacity	Year Opened
Anaheim, California			
• Angel Stadium of Anaheim:	Angels (MLB)	45,050	1966
• Honda Center:	Ducks (NHL)	17,174	1993
Atlanta, Georgia			
• Georgia Dome:	Falcons (NFL)	71,228	1992
• Philips Arena:	Hawks (NBA)	18,750	1999
	Dream (WNBA)	18,750	
• Turner Field:	Braves (MLB)	50,097	1996
Baltimore, Maryland			
• M&T Bank Stadium:	Ravens (NFL)	71,008	1998
• Oriole Park at Camden Yards:	Orioles (MLB)	48,876	1992
Boston/Foxboro, Massachusetts			
• Fenway Park:	Red Sox (MLB)	37,402	1912
• Gillette Stadium:	Patriots (NFL)	68,756	2002
	Revolution (MLS)	22,385	
• TD Garden:	Bruins (NHL)	17,565	1995
	Celtics (NBA)	18,624	
Brooklyn, New York			
• The Barclays Arena:	Nets (NBA)	18,103	2012
Buffalo, New York			
• HSBC Arena:	Sabres (NHL)	18,690	1996
• Ralph Wilson Stadium:	Bills (NFL)	73,967	1973
Calgary, Alberta, Canada			
• Pengrowth Saddledome:	Flames (NHL)	19,289	1983
Charlotte, North Carolina			
• Bank of America Stadium:	Panthers (NFL)	73,778	1996
• Time Warner Cable Arena:	Hornets (NBA)	19,568	2005

Chicago, Illinois

• Soldier Field:	Bears (NFL)	61,500	1924
• Toyota Park:	Fire (MLS)	20,000	2006
• U.S. Cellular Field:	White Sox (MLB)	40,615	1991
• United Center:	Bulls (NBA)	20,917	1994
	Blackhawks (NHL)	19,717	
• Wrigley Field:	Cubs (MLB)	41,160	1914

Cincinnati, Ohio

• Great American Ball Park:	Reds (MLB)	42,271	2003
• Paul Brown Stadium:	Bengals (NFL)	65,790	2000

Cleveland, Ohio

• First Energy Stadium:	Browns (NFL)	68,200	2015
• Progressive Field:	Indians (MLB)	45,199	1994
• Quicken Loans Arena:	Cavaliers (NBA)	20,562	1994

Columbus, Ohio

• Columbus Crew Stadium:	Crew (MLS)	20,455	1999
• Nationwide Arena:	Blue Jackets (NHL)	18,144	2000

Dallas/Arlington, Texas

• American Airlines Center:	Mavericks (NBA)	19,200	2001
	Stars (NHL)	18,532	
• Cowboys Stadium:	Cowboys (NFL)	80,000*	2009
• Pizza Hut Park:	FC Dallas (MLS)	21,193	2005
• Rangers Ballpark In Arlington:	Rangers (MLB)	49,170	1994

Denver/Commerce City, Colorado

• Coors Field:	Rockies (MLB)	50,445	1995
• Dick's Sporting Goods Park:	Rapids (MLS)	18,086	2007
• Invesco Field at Mile High:	Broncos (NFL)	76,125	2001
• Pepsi Center:	Avalanche (NHL)	18,007	1999
	Nuggets (NBA)	19,309	

Detroit/Auburn Hills, Michigan

• Comerica Park:	Tigers (MLB)	41,982*	2000
• Ford Field:	Lions (NFL)	64,500	2002
• Joe Louis Arena:	Red Wings (NHL)	20,066	1979
• The Palace of Auburn Hills:	Pistons (NBA)	22,076	1988

Edmonton, Alberta, Canada

• Rexall Place:	Oilers (NHL)	16,839	1974
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Ft. Lauderdale/Sunrise, Florida

• BankAtlantic Center:	Panthers (NHL)	19,250	1998
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Green Bay, Wisconsin

• Lambeau Field:	Packers (NFL)	72,928	1957
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Houston, Texas

• Minute Maid Park:	Astros (MLB)	40,950	2000
• Reliant Stadium:	Texans (NFL)	71,500	2002
• Robertson Stadium:	Dynamo (MLS)	32,000	1941
• 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
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Kansas City, Missouri

• Arrowhead Stadium:	Chiefs (NFL)	77,000	1972
• Community America Ballpark:	Wizards (MLS)	10,345	2003
• Kauffman Stadium:	Royals (MLB)	39,000	1973

Los Angeles, California

• Dodger Stadium:	Dodgers (MLB)	56,000	1962
• Staples Center:	Clippers (NBA)	19,060	1999
	Kings (NHL)	18,118	
	Lakers (NBA)	18,997	
	Sparks (WNBA)	18,997	
• The Home Depot Center:	C.D. Chivas USA (MLS)	27,000	2003
	Galaxy (MLS)	27,000	

Memphis, Tennessee

• FedEx Forum:	Grizzlies (NBA)	18,165	2004
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Miami/Miami Gardens, Florida

• American Airlines Arena:	Heat (NBA)	19,600	1999
• Sun Life Stadium:	Dolphins (NFL)	75,192	1987
• Marlins Park:	Marlins (MLB)	36,742	2012

Milwaukee, Wisconsin

• Bradley Center:	Bucks (NBA)	18,717	1988
• Miller Park:	Brewers (MLB)	41,900	2001

Minneapolis/St. Paul, Minnesota

• Mall of America Field at Hubert H. Humphrey Metrodome:	Vikings (NFL)	64,121	1982
• Target Field:	Twins (MLB)	39,504*	2010
• Target Center:	Lynx (WNBA)	20,500	1990
	Timberwolves (NBA)	20,500	
• Xcel Energy Center:	Wild (NHL)	18,064	2000

Montreal, Ontario, Canada

• Bell Centre:	Canadiens (NHL)	21,273	1996
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Nashville, Tennessee

• Bridgestone Arena:	Predators (NHL)	17,113	1996
• LP Field:	Titans (NFL)	69,143	1999

New Orleans, Louisiana

• Mercedes-Benz Superdome:	Saints (NFL)	72,928	1975
• New Orleans Arena:	Pelicans (NBA)	18,500	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
	Liberty (WNBA)	19,743	
	Rangers (NHL)	16,250	
• Nassau Veterans Memorial Coliseum:	Islanders (NHL)	16,250	1972
• New Meadowlands Stadium:	Giants (NFL)	82,566	2010
	Jets (NFL)	82,566	
• Red Bull Arena:	Red Bulls (MLS)	25,189	2010
• Yankee Stadium:	Yankees (MLB)	50,086*	2009

Newark, New Jersey

• Prudential Center:	Devils (NHL)	17,625	2007
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Oakland, California

• Oakland-Alameda County Coliseum:	Athletics (MLB)	35,067*	1966
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Oklahoma City, Oklahoma

• Ford Center:	Thunder (NBA)	18,203	2002
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Orlando, Florida			
• Amway Arena:	Magic (NBA)	17,248	1989
Ottawa, Ontario, Canada			
• Scotiabank Place:	Senators (NHL)	19,153	1996
Philadelphia, Pennsylvania			
• Citizens Bank Park:	Phillies (MLB)	43,647	2004
• Lincoln Financial Field:	Eagles (NFL)	69,144	2003
• PPL Park:	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
• Jobing.com 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			
• Consol Energy Center:	Penguins (NHL)	18,087	2010
• Heinz Field:	Steelers (NFL)	65,050	2001
• PNC Park:	Pirates (MLB)	38,496	2001
Portland, Oregon			
• Rose Garden:	Trail Blazers (NBA)	19,980	1995
Raleigh, North Carolina			
• RBC Center:	Hurricanes (NHL)	18,680	1999
Salt Lake City/Sandy, Utah			
• EnergySolutions Center:	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
• Qualcomm Stadium:	Chargers (NFL)	71,294	1967

San Francisco/Oakland, California

• AT&T Park:	Giants (MLB)	42,271*	2000
• Candlestick Park:	49ers (NFL)	70,207	1960
• Oakland-Alameda County Coliseum:	Athletics (MLB)	35,067*	1966
	Raiders (NFL)	63,026	
• Oracle Arena:	Warriors (NBA)	19,596	1996

San Jose, California

• Buck Shaw Stadium:	Earthquakes (MLS)	10,300	1962
• HP Pavilion at San Jose:	Sharks (NHL)	17,562	1993

Sacramento, California

• ARCO Arena:	Kings (NBA)	17,317	1988
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Seattle, Washington

• Qwest Field:	Seahawks (NFL)	67,000*	2002
	Sounders FC (MLS)	35,700	
• Key Arena:	Storm (WNBA)	17,072	1962
• Safeco Field:	Mariners (MLB)	47,116	1999

St. Louis, Missouri

• Busch Stadium:	Cardinals (MLB)	43,975*	2006
• Edward Jones Dome:	Rams (NFL)	66,965	1995
• Scottrade Center:	Blues (NHL)	19,150	1994

Tampa/St. Petersburg, Florida

• Raymond James Stadium:	Buccaneers (NFL)	65,857*	1998
• St. Pete Times Forum:	Lightning (NHL)	28,153	1990
• Tropicana Field:	Blue Rays (MLB)	36,973*	1990

Toronto, Ontario, Canada

• Air Canada Centre:	Raptors (NBA)	19,800	1989
	Maple Leafs (NHL)	18,800	1999
• BMO Field:	Toronto FC (MLS)	21,800	2007
• Rogers Centre:	Blue Jays (MLB)	49,539	2009

Vancouver, British Columbia, Canada

• Rogers Arena:	Canucks (NHL)	18,800	1995
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Washington, D.C./Landover, Maryland

• FedEx Field:	Redskins (NFL)	91,704	1997
• Nationals Park:	Nationals (MLB)	41,888	2008
• RFK Stadium:	D.C. United (MLS)	23,865	1961

• Verizon Center:	Mystics (WNBA)	20,173	1997
	Wizards (NBA)	20,173	
	Capitals (NHL)	18,277	

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

19.3 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*, \$6.1 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.

“Overall, nearly \$1 billion in naming-rights agreements were signed in 2015 in the major leagues.”

SportsBusiness Journal, 12/14/15

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

• Barclays Center (Brooklyn, NY):	\$400 million; 20 years ending 2031
• Citi Field (New York, NY):	\$400 million; 20 years ending 2028
• Mercedes-Benz Stadium (Atlanta, GA):	\$324 million; 27 years ending 2044
• Reliant Stadium (Houston, TX):	\$300 million; 30 years ending 2032
• Gillette Field (Foxboro, MA):	\$240 million; 15 years ending 2031
• FedEx Field (Landover, MD):	\$207 million; 27 years ending 2025
• Philips Arena (Atlanta, GA):	\$185 million; 20 years ending 2019
• American Airlines Center (Dallas, TX):	\$195 million; 30 years ending 2030
• Minute Maid Park (Houston, TX):	\$178 million; 28 years ending 2029
• University of Phoenix Stadium (Glendale, AZ):	\$154 million; 20 years ending 2025

- Bank of America Stadium (Charlotte, NC): \$140 million; 20 years ending 2023
- Lincoln Financial Field (Philadelphia, PA): \$140 million; 20 years ending 2022
- Nationwide Arena (Columbus, OH): \$135 million; indefinite
- Invesco Field at Mile High (Denver, CO): \$120 million; 20 years ending 2027
- Lucas Oil Stadium (Indianapolis, IN): \$122 million; 20 years ending 2027
- TD Garden (Boston, MA): \$119 million; 20 years ending 2025
- Staples Center (Los Angeles, CA): \$116 million; 20 years ending 2019
- Prudential Center (Newark, NJ): \$105 million; 20 years ending 2027
- Citizens Bank Park (Philadelphia, PA): \$ 95 million; 25 years ending 2029
- Toyota Center (Houston, TX): \$ 95 million; 20 years ending 2023
- FedEx Forum (Memphis, TN): \$ 90 million; 22 years ending 2024

19.4 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)

- Baltimore Ravens, Carolina Panthers, Chicago Bears, Cincinnati Bengals, Cleveland Browns, Dallas Cowboys, Green Bay Packers, New York Giants, New York Jets, Houston Texans, Philadelphia Eagles, Pittsburgh Steelers, Seattle Seahawks, St. Louis Rams, Tennessee Titans

National Hockey League (2)

- Columbus Blue Jackets, Toronto Maple Leafs

19.5 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.

The new Yankee Stadium has 68 suites, while Dallas Cowboys 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

20

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

• Phoenix International Raceway (Avondale, AZ):	76,800
• Pocono Raceway (Long Pond, PA):	76,800
• Portland International Raceway (Portland, OR):	86,000
• Richmond International Raceway (Richmond, VA):	121,000
• Road America (Elkhart Lake, WI):	50,000
• Rockingham Speedway (Rockingham, NC):	34,500
• Sebring International Raceway (Sebring, FL):	varies
• Sonoma Raceway (Sonoma, CA):	47,000
• Talladega Superspeedway (Talladega, AL):	175,000
• Texas Motor Speedway (Fort Worth, TX):	191,100
• Watkins Glen International (Watkins Glen, NY):	41,000

TICKETING

21.1 Market Assessment

Consumers spend roughly \$26 billion annually for tickets to sporting events. The primary ticket market is approximately \$20 billion; the secondary ticket market is estimated at \$6 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.

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%

21.2 Secondary Ticketing

The online secondary ticketing market is estimated at \$6 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:

- Coast to Coast Tickets (www.coasttocoasttickets.com)
- eBay (www.ebay.com)
- Go Tickets (www.gotickets.com)
- RazorGator (www.razorgator.com)
- StubHub (www.stubhub.com)
- TickCo (www.tickco.com)
- Ticket Liquidator (www.ticketliquidator.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.

StubHub pays MLB Advanced Media (MLBAM) more than half of the fees and commissions it collects on its baseball sales; MLBAM, in turn, sends a portion of these proceeds to the teams. *SportsBusiness Journal* estimates that StubHub pays MLBAM about \$60 million annually.

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.

Qcye 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.

The San Francisco Giants began conducting trials with variable pricing during the 2009 season. All 30 MLB teams had adopted dynamic pricing by 2015.

Ten of the 32 NFL teams used variable pricing during the 2014-2015 season, the first time the league allowed it.

“While the three other major sports leagues have long used dynamic pricing, in some cases for more than half a decade, the NFL had resisted the pricing technique. Some of the clubs are enjoying significant, double-digit percentage increases on single-game ticket revenue as a result.”

SportsBusiness Journal, 10/26/15

21.4 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.

21.5 Mobile Ticketing

Mobile ticketing hasn't caught on for professional sports fans compared with airlines and other sectors that serve the consumer marketplace. Eleven percent (11%) of tickets sold during the 2014 MLB season were delivered via mobile; 19 of the 30 teams offered this option. Of single game tickets bought online, 25% were paperless.

“Mobile ticketing adoption rates across the sports industry are estimated in the low double-digit percentages at best, even after more than a half decade of availability. Industry experts estimate it will be at least several more years before a majority of fans use the technology.”

SportsBusiness Journal, 5/4/14

Some teams are trying to encourage, even force, customers to use mobile ticketing. The Atlanta Braves, for example, impose 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.

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, 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

SPORTS TELEVISION BROADCASTING

22.1 Sports Network Overview

Television sports networks include major sports networks (see 22.3), sport-specific networks (see 22.4), league networks (see 22.5), and regional sports networks (see 22.6).

The following number of homes were served by sports networks in 2015 (source: Nielsen [www.nielsen.com]):

- CBS Sports Network: 96.0 million
- ESPN: 94.4 million
- ESPN2: 94.4 million
- Fox Sports 1: 88.0 million
- Golf: 84.8 million
- NBC Sports Network: 81.6 million
- ESPNU: 73.6 million
- ESPNNews: 72.0 million
- NFL Network: 71.9 million
- MLB Network: 70.0 million
- NBA TV: 57.1 million
- Outdoor Channel: 35.8 million
- Fox Sports 2: 45.4 million
- Sportsman Channel: 34.1 million
- Univision Deportes: 40.0 million
- ESPN Classic: 25.5 million
- Fox Deportes: 21.8 million
- beIN Sports: 16.9 million

As the availability of sports network programming has expanded, so, too, has costs to consumers. According to SNL Kagan (www.snl.com), sports channels contribute about \$8 to the monthly bill – about \$100 annually – for each cable and satellite household in the United States.

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 Broadcast Rights Agreements

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

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

“The big-ticket rights are all under contract into the next decade, a rare and remarkable fact that leaves U.S. networks with the opportunity to take a closer look at niche sports.”

SportsBusiness Journal

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.

22.3 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

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

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

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

22.4 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

- Fuel TV rebranded as Fox Sports 2 in 2013. The network, which launched in 2003, broadcasts the Men's Association of Surfing events, Professionals World Tour, Pro Wakeboarding Tour, Ultimate Fighting Championship (UFC), Vans Triple Crown of Surfing, and Women's Association of Surfing events. Fox Sports 2 reached 45.4 million homes in 2015.

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

- The 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.

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.

22.5 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

57.1 million households in 2015.

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 eight prime-time regular-season NFL games, dubbed “The Run to the Playoffs.” NFL Network reached 71.9 million households in 2015.

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 70.0 million cable and satellite customers in 2015.

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

22.6 Regional Sports Networks

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

Fox Sports Net (FS) 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
- CHL 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 San Diego (www.foxsports.com/san-diego): 1.5 million HH

- MLB San Diego Padres

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 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): 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): 917,000 HH

- MLB Milwaukee Brewers
- NBA Milwaukee Bucks

Mid-Atlantic Sports Networks (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): 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

22.7 RSN Ratings

The following was the highest-rated RSN programming in 2015 (source: *SportsBusiness Journal*):

Major League Baseball

		Avg. Rating
• Kansas City Royals:	Fox Sports Kansas City	12.33
• St. Louis Cardinals:	Fox Sports Midwest	10.01
• Pittsburgh Pirates:	Root Sports Pittsburgh	8.33
• Detroit Tigers:	Fox Sports Detroit	6.35
• Baltimore Orioles:	MASN	5.35

National Basketball Association

• San Antonio Spurs:	Fox Sports Southwest	8.09
• Cleveland Cavaliers:	Fox Sports Ohio	7.98
• Oklahoma City Thunder:	Fox Sports Oklahoma	7.04
• Miami Heat:	Sun Sports	5.02
• Chicago Bulls:	CSN Chicago	4.69

National Hockey League

• Pittsburgh Penguins:	Root Sports	7.57
• Buffalo Sabres:	MSG	5.56
• Boston Bruins:	NESN	5.04
• Chicago Blackhawks:	CSN Chicago	4.33
• St. Louis Blues:	Fox Sports Midwest	4.05

22.8 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, GoITV, 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, ESPNNews, ESPNU, Fit TV, Fox Soccer Channel, Golf Channel, GoITV, NBA TV, NBC Sports Network, NFL Network, NHL Network, and Tennis Channel

Time Warner Cable

- CBS College Sports, ESPNNews, Fox Soccer Channel, Fox Sports Atlantic, Fox Sports Central, Fox Sports Pacific, Fuel, NBA TV, NHL Network, and Tennis Channel

22.9 College Sports Broadcasts

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

Conference	Networks	Deal	Contract Years
• ACC	ESPN/ABC	\$3.60 billion/15 years	2011-12 - 2026-27
• Big 12	ESPN/ABC	\$1.30 billion/13 years	2012-13 - 2024-25
	Fox	\$1.17 billion/13 years	2012-13 - 2024-25
• Big East	ESPN/ABC	\$ 240 million/12 years	2013-14 - 2024-25
• Big Ten	Big Ten Network	\$2.80 billion/25 years	2007-08 - 2031-32
	ESPN/ABC	\$1.00 billion/10 years	2007-08 - 2016-17
	CBS	\$ 72 million/6 years	2011-12 - 2016-17
• Pac-12	ESPN/ABC	\$3.00 billion/12 years	2011-12 - 2022-23
• SEC	ESPN/ABC	\$2.25 billion/15 years	2009-10 - 2023-24
	CBS	\$ 825 million/15 years	2009-10 - 2023-24

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.

22.10 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 than 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

SPORTS RADIO

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; 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 (www.streamingradioguide.com), there were 563 streaming AM sports radio stations and 167 streaming FM sports radio stations in the U.S. as of September 2015, distributed as follows:

	Total	AM	FM
• National sports talk:	551	442	110
• Local sports talk:	103	62	41
• Sports variety:	49	35	14
• Spanish sports:	26	24	2
• Total:	729	563	167

A list of streaming sports radio stations is available online at <http://streamingradioguide.com/streaming-radio.php?format=3&sort=&showall=on>.

The following are sports radio station groups and sports rights held (source: *SportsBusiness Journal's Resource Guide & Fact Book*):

Alabama

WJOX 690-AM (www.joxfm.com)

- Birmingham Barons (AAA)
- NFL Tennessee Titans
- University of Alabama
- University of Alabama, Birmingham

Arizona

KDUS 1060-AM (www.kdus.com)

- Arizona State University baseball
- Notre Dame University football
- University of Nebraska football

KGME 910-AM (www.xtra910.com)

- NHL Phoenix Coyotes

KTAR 620-AM (www.ktar.com)

- Arizona State University
- MLB Arizona Diamondbacks
- NBA Phoenix Suns
- NCAA Tostitos Fiesta Bowl
- NFL Arizona Cardinals

California

KCKK 1510-AM (www.milehighsports.com)

- NBA Denver Nuggets
- NHL Colorado Avalanche
- MLS Colorado Rapids
- Mountain West Conference
- U.S. Air Force Academy

KCTC 1320-AM (www.espn1320.net)

- NFL San Francisco 49ers

KHTK 1140-AM (www.khtkam.com)

- NBA Sacramento Kings
- University of California, Davis
- WNBA Sacramento Monarchs

KKFN 104.3-FM and KEPN 1600-AM (www.fm1043thefan.com, www.espnradio1600.com)

- CHL Rocky Mountain Range
- University of Wyoming football

KLAA 830-AM (www.am830.net)

- MLB Los Angeles Angels
- NFL Oakland Raiders
- NHL Anaheim Ducks
- University of Notre Dame

KLAC 570-AM (www.am570radio.com)

- MLS Los Angeles Galaxy
- NFL San Diego Chargers
- NHL Los Angeles Kings
- University of California, Los Angeles

KLSD 1360-AM (www.xtrasports1350.com)

- NFL San Diego Chargers
- University of San Diego basketball

KNBR 680-AM and KNBR 1050-AM (www.knbr.com)

- MLB San Francisco Giants
- MLS San Jose Earthquakes
- NBA Golden State Warriors
- NFL San Francisco 49ers

KSPN 710-AM (www.710espn.com)

- NBA Los Angeles Lakers
- University of Southern California

KTRB 860-AM (www.xtra860am.com)

- MLB Oakland Athletics
- Stanford University

KXDP 87.7-FM (www.877theticket.com)

- University of Denver

XEPE 1700-AM (www.sandiego1700.com)

XPRS 1090-AM (www.xxsportsradio.com)

- MLB San Diego Padres
- University of San Diego

Connecticut

WPOP 1404-AM (www.sportsradio1410.com)

Florida

WAOC 1420-AM (www.1420sports.com)

- NFL Jacksonville Jaguars
- University of Florida football

WAXY 790-AM (www.790theticket.com)

- Florida International University
- MLB Florida Marlins
- NBA Miami Heat

WDAE 620-AM (www.620wdae.com)

- MLB Tampa Bay Rays
- NFL Tampa Bay Buccaneers
- NHL Tampa Bay Lightning
- University of Florida

WFTL 640-AM (www.wftlsports.com)

- MLB New York Yankees

WFXJ 930-AM (www.930thefox.com)

- University of Florida

WHBO 1040-AM (www.espn1040.com)

- Florida State University
- MLB New York Yankees
- NBA Orlando Magic
- University of Miami

WHOO 1080-AM (www.espnflorida.com)

- Florida State University
- University of Miami

WINZ 940-AM (www.940winz.com)

- NBA Miami Heat
- NFL Miami Dolphins

WJXL 1010-AM (www.1010xl.com)

- Jacksonville University

WOCN 1450-AM (www.1450espndeportes.com)

- University of Miami

WQAM 560-AM (www.wqam.com)

- NHL Florida Panthers

- University of Miami

WQYK 1010-AM (<http://wqyk.cbslocal.com>)

- NFL Miami Dolphins
- University of South Florida

WYGM 740-AM (www.740thegame.com)

- AFL Orlando Predators
- NFL Jacksonville Jaguars
- University of Central Florida

Georgia

WCNN 680-AM, WIFN 1340-AM, WFOM 1230-AM (www.680thefan.com)

- BCS National Championship
- MLB Atlanta Braves
- NCAA Chick-fil-A College Kick-Off game
- NCAA Division I Men's Final Four
- Southeastern Conference football and basketball championship game
- The Masters
- University of Florida

WQXI 790-AM (www.790thezone.com)

- AT&T Classic (golf)
- Georgia Tech University
- NBA Atlanta Hawks
- NCAA Chick-fil-A Bowl

Idaho

KTIK 1360-AM (www.ktik.com)

Illinois

WMVP 1000-AM (www.espnradio1000.com)

- NBA Chicago Bulls

WSCR 670-AM (www.670thescore.com)

- DePaul University
- MLB Chicago White Sox
- Northern Illinois University

Indiana

WFNI 1070-AM and WHLK 97.1-FM (www.1070thefan.com)

- Indiana University
- NBA Indiana Pacers
- NFL Indianapolis Colts

- WNBA Indiana Fever

WNDE 1260-AM (www.wnde.com)

- Purdue University

WXLW 950-AM (www.xl950.com)

- Butler University
- Indianapolis Indians (AAA)
- Marian University
- MLB Cincinnati Reds

Iowa

KXNO 1460-AM (www.kxno.com)

- MLB St. Louis Cardinals
- NFL Minnesota Vikings
- University of Northern Iowa

Kansas

KCSP 610-AM (www.610sports.com)

- MLB Kansas City Royals
- University of Kansas

WHB 810-AM (www.810whb.com)

- Kansas State University
- University of Missouri, Kansas City

Kentucky

WLXG 1300-AM (www.wlxg.com)

Louisiana

WSLA 1560-AM (www.wslaradio.com)

- MLB Houston Astros

WWWL 1350-AM (www.1350espn.com)

Maryland

WJZ 1300-AM and WJZ 105.7-FM (www.espn1300.com)

- MLB Baltimore Orioles (105.7-FM only)
- University of Maryland

WNST 1570-AM (www.wnst.net)

WTEM 980-AM, WWXX 94.3-FM, WWXT 92.7-FM (www.espn980.com)

- George Mason University
- Georgetown University
- MLB Baltimore Orioles
- NFL Washington Redskins
- University of Maryland
- University of Virginia
- Virginia Tech

WVIE 1370-AM and WCBM 680-AM (www.fox1370.com)

- NBA Washington Wizards
- University of Maryland, Baltimore County
- University of Notre Dame

Massachusetts

WBZ 98.5-FM (www.985thesportshub.com)

- NFL New England Patriots
- NHL Boston Bruins

WEEI 850-AM and WEEI 103.7-FM (www.weei.com)

- Boston College
- MLB Boston Red Sox
- MLS New England Revolution
- NBA Boston Celtics

WWZN 1510-AM (www.1510thezone.com)

- AHL Lowell Devils
- Boston University
- Harvard University football
- University of Notre Dame

Michigan

WDFN 1130-AM (www.wdfn.com)

- MLB Detroit Tigers
- NFL Detroit Lions
- NHL Detroit Red Wings

WXYT 97.1-FM and WXYT 1270-AM (www.971theticket.com)

- MLB Detroit Tigers
- NBA Detroit Pistons
- NFL Detroit Lions
- NHL Detroit Red Wings

Minnesota

KFAN 1130-AM and KFXN 690-AM (www.kfan.com) and (www.thescore690.com)

- NBA Minnesota Timberwolves
- NFL Minnesota Vikings

KSTP 1500-AM (www.1500espn.com)

- MLB Minnesota Twins

Missouri

KFNS 590-AM and KSLG 1380-AM (www.fkns.com)

- Missouri Valley Conference
- St. Louis University
- University of Illinois

WXOS 101.1-FM (www.101espn.com)

- NFL St. Louis Rams
- St. Louis University

Nebraska

KOZN 1600-AM (www.1630thezone.com)

New Jersey

WENJ 97.3-FM and WENJ 1400-AM (www.1450espn.com)

- MLB Philadelphia Phillies

New York

WEPN 1050-AM (www.1050espnradio.com)

- NBA New York Knicks
- NFL New York Jets
- NHL New York Rangers

WGR 550-AM (www.wgr550.com)

- NHL Buffalo Sabres

WFAN 660-AM (www.wfan.com)

- MLB New York Mets
- NBA New Jersey Nets
- NFL New York Giants
- NHL New Jersey Devils

North Carolina

WCMC 99.9-FM, WDNC 620-AM, WCLY 1550-AM (www.espntriangle.com)

- Duke University
- Durham Bulls (AAA)

- NHL Carolina Hurricanes (99.9-FM)
- University of Notre Dame

WFNZ 610-AM and WFNA 1660-AM (www.wfnz.com)

- AHL Charlotte Checkers
- Charlotte Knights (AAA)
- University of North Carolina
- University of North Carolina, Charlotte
- Wake Forest University

WZGV 730-AM (www.foxsports730.com)

- Appalachian State University basketball and football

Ohio

WBNS 1460-AM and WBNS 97.1-FM (www.1460thefan.com)

- NHL Columbus Blue Jackets
- Ohio State University

WCKY 1530-AM (www.1530homer.com)

- NFL Cincinnati Bengals
-

WKNR 850-AM and WWGK 1540-AM (KNR2) (www.espn.cleveland.com)

- AHL Lake Erie Monsters
- Ohio State University

WSAI 1360-AM (www.1360espn.com)

- University of Cincinnati football and men's basketball
- University of Kentucky football and men's basketball
- Xavier University football and men's basketball

WYTS 1230-Am (www.progressive1230.com)

- MLB Cincinnati Reds
- Ohio University

Oklahoma

KEBC 1340-AM (www.sportsradio1340.com)

KREF 1400-AM (www.sportstalk1400.com)

- University of Oklahoma

WWLS 640-AM and WWLS 98.1-FM (www.thesportsanimal.com)

- NBA Oklahoma City Thunder
- Oklahoma State University
- University of Oklahoma

Oregon

KFXX 1080-AM (www.1080thefan.com)

- MLB Seattle Mariners

KXTG 95.5-FM (www.955thegame.com)

- MLS Portland Timbers
- NBA Portland Trailblazers
- NFL Seattle Seahawks
- University of Oregon

Pennsylvania

KDKA 94.7-FM (www.937thefan.com)

WBGW 970-AM (www.fox970.com)

- NFL Pittsburgh Steelers
- University of Pittsburgh

WEAE 1250-AM (www.1250espn.com)

- Penn State University

WIP 610-AM (www.610wip.com)

- MLB Philadelphia Phillies
- NBA Philadelphia 76ers
- NFL Philadelphia Eagles
- NHL Philadelphia Flyers

WPEN 950-AM and WNUW 97.5-FM (www.950espn.com)

- AFL Philadelphia Soul
- University of Pennsylvania
- Villanova University

WXDX 105.9-HD2 (www.1059thex.com)

- NHL Pittsburgh Penguins

South Carolina

WCOS 1400-AM (www.wcos1400.com)

Tennessee

KQPN 730-AM (www.730foxsports.com)

WHBQ 560-AM (www.sports56whbq.com)

- CHL Mississippi Riverkings
- Memphis Redbirds (AAA)
- University of Mississippi

WGFX 104.5-FM (www.1045thezone.com)

- NHL Nashville Predators
- Vanderbilt University

WNSR 560-AM (www.wnsr.com)

- Middle Tennessee State University
- Nashville Sounds (AAA)
- Vanderbilt University

WSMB 680-AM and WMFS 92.9-FM (www.680wsmb.com)

- MLB St. Louis Cardinals
- University of Tennessee

Texas

KBME 790-AM (www.790thesportsanimal.com)

- Texas A&M University
- Texas Tech University
- University of Houston

KESN 103.3-FM (www.espn1033.com)

- Baylor University football
- NBA Dallas Mavericks

KFNC 97.5-FM (www.975theticket.com)

- Rice University

KGOW 1560-AM (www.1560thegame.com)

KILT 610-AM (www.sporstradio610.com)

- NFL Houston Texans
- NHL Houston Rockets
- University of Texas

KRLD 105.3-FM (www.1053thefan.com)

- NFL Dallas Cowboys
- NHL Texas Rangers
- Texas A&M University

KTCK 1310-AM and KTDK 104.1-FM (www.theticket.com)

- NFL Dallas Cowboys
- Southern Methodist University

KTKR 760-AM (www.ticket760.com)

- AHL San Antonio Rampage
- MLB Houston Astros
- Texas A&M University
- University of Texas
- University of Texas, San Antonio
- WNBA San Antonio Silver Stars

KZDC 1250-AM (www.1250zone.com)

- University of the Incarnate Word

Utah

KALL 700-AM (www.kall70sports.com)

- MLS Real Salt Lake
- University of Utah

KFNZ 1320-AM and KJQS 1230-AM (www.thesportsfan.com)

- NBA Utah Jazz

KZNS 1290-AM (www.1280thezone.com)

- University of Utah women's basketball

Virginia

WJFK 106.7-FM (www.1067thefandc.com)

- NBA Washington Wizards

Washington

KIRO 710-AM (www.mynorthwest.com)

- MLB Seattle Mariners
- MLS Seattle Sounders FC
- NFL Seattle Seahawks

KJR 950-AM and KHHO 850-AM (www.foxsports850.com)

- University of Washington

KRKO 1380-AM (www.krko.com)

- Everett Aquasox (A)
- NHL Vancouver Canucks
- Washington State University
- WHL Everett Silvertips

Wisconsin

WAUK 540-AM (www.espn1510.com)

- Marquette University

- NASCAR
- University of Wisconsin hockey

WNFL 1440-AM (www.1440nfl.com)

- MLB Milwaukee Brewers
- NBA Milwaukee Bucks

WSSP 1250-AM (www.sportsradio1250.com)

- AL Milwaukee Admirals

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-St. 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.espn deportesradio.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)

National Public Radio (NPR, www.npr.org) and Premier Radio Networks (www.premierradio.com) also broadcast some sports programming.

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

- Men: 74%
- Women: 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 Fratrick, 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 28.4 million subscribers as of August 2015.

As of September 2015, SiriusXM had 223 sports radio channels; 206 are play-by-play channels and 17 are sports-talk format; 157 are online-only.

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:

	Flagship Station	Avg. Audience
• New York Yankees:	WCBS-AM	297,200
• San Francisco Giants:	KNBR-AM	216,200
• New York Mets:	WFAN-AM	209,100
• Detroit Tigers:	WXYZ-AM/WXYT-FM	199,700
• Philadelphia Phillies:	WPHT-AM	169,400
• Chicago Cubs:	WGN-AM	138,000
• Chicago White Sox:	WSCR-AM	135,500
• Seattle Mariners:	KIRO-AM	120,800
• Cincinnati Reds:	WLW-AM	114,800
• Texas Rangers:	KESN-FM	100,700

The following stations rank highest in average percentage of male listeners, ages 25-to-54:

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

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 2014 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 paid and verified circulation for 2014, are as follows:

- *Sports Illustrated*: 3,023,197
- *ESPN The Magazine*: 2,160,552
- *Golf Digest*: 1,661,240
- *Fitness*: 1,501,058
- *Golf Magazine*: 1,425,807

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.athleticbusiness.com)
- *Athletic Management* (www.athleticmanagement.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.bmxplussmag.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.explore-mag.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)
- *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.raceronline.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.runnertriathletenews.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.sppedwayillustrated.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 Ride 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.ultimatemmamag.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)

NEWSPAPER SPORTS SECTIONS

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:

	Fans	Avid Fans
• Newspaper* hardcopy:	41%	36%
• Team website:	29%	36%
• Newspaper* website:	15%	17%
• Other:	15%	11%

* Only local newspapers

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

	Age 12-34	Age 35-44	Age 45+
• Newspaper hardcopy:	28%	44%	58%
• Team website:	45%	23%	11%
• Newspaper website:	19%	17%	7%
• Other:	8%	16%	24%

“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.themediiaudit.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 (October 2015) for the 100 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*: Shannon Conner
- *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*: Roy Johnson
- *Boston Globe*: Joseph Sullivan
- *Boston Herald*: Hank Hryniewicz
- *Buffalo News*: Lisa Willson
- *Charleston Post and Courier*: Malcolm DeWitt
- *Charlotte Observer*: Mike Persinger
- *Chattanooga Times Free Press*: Jay Greeson
- *Chicago Tribune*: Tim Bannon
- *Chicago Sun-Times*: Chris De Luca
- *Cincinnati Enquirer*: David Niinemets
- *Cleveland Plain Dealer*: Dave Campbell
- *Colorado Springs Gazette*: Jim O'Connell
- *Columbus Dispatch*: Ray Stein
- *Contra Costa Times*: Mike Lefkow
- *Dallas Morning News*: Garry Leavell
- *Dayton Daily News*: John Boyle
- *Daytona Beach News-Journal*: Burke Noel
- *Delaware News Journal*: Jason Levine
- *Denver Post*: Scott Monserud
- *Des Moines Register*: James Kramer
- *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:* Jim Lefko
- *Intelligencer Journal-Lancaster New Era:* Chris Otto
- *Kansas City Star:* Jeff Rosen
- *Knoxville News Sentinel:* Phil Kaplan
- *La Opinion:* Ricardo Lopez-Juarez
- *Las Vegas Review-Journal:* Allen Leiker
- *Lexington Herald-Leader:* Gene Abell
- *Lincoln Journal Star:* Cark Grell
- *Long Beach Press-Telegram:* Tom Moore
- *Los Angeles Daily News:* Tom Moore
- *Los Angeles Times:* Angel Rodriguez
- *Louisville Courier-Journal:* (vacant)
- *Memphis Commercial Appeal:* David Williams
- *Miami Herald:* Jorge Rojas
- *Milwaukee Journal Sentinel:* Mike Davis
- *Minneapolis Star Tribune:* Glen Crevier
- *Mobile Press-Register:* Roy Johnson
- *Nashville Tennessean:* David Ammenheuser
- *New Haven Register:* Sean Barker
- *New Orleans Times-Picayune:* Marcus Carmouche
- *New York Daily News:* Teri Thompson
- *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:* (vacant)
- *Orlando Sentinel:* Steve Ruiz
- *Palm Beach Post:* Nick Moschella
- *Philadelphia Daily News:* Chuck Bausman
- *Philadelphia Inquirer:* John Quinn
- *Pittsburgh Post-Gazette:* Jerry Micco
- *Pittsburgh Tribune-Review:* Kevin Smith

- *Portland Oregonian*: Ben Sherman
- *Providence Journal*: *Michael McDermott*
- *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*: Gary Newsom
- *San Francisco Chronicle*: Alan Saracevic
- *Sarasota Herald-Tribune*: Scott Peterson
- *Seattle Times*: Don Shelton
- *South Carolina State*: Rick Millians
- *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*: Larry Graham
- *U-T San Diego*: Todd Adams
- *USA Today*: David Meeks
- *Ventura County Star*: Jon Catalini
- *Virginian-Pilot*: Tom White
- *Wall Street Journal*: Sam Walker
- *Washington Post*: Matt Vita
- *White Plains Journal News*: Sean Mayer
- *Wichita Eagle*: Kirk Seminoff
- *Wisconsin State Journal*: Greg Sprout
- *Worcester Telegram & Gazette*: Dave Nordman

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

Ranked by monthly unique visitors in April 2015, the top sports websites are as follows (sources: Alexa [www.alexa.com], Compete [www.compete.com], eBizMBA [www.ebizmba.com], and Quantcast [www.quantcast.com]):

• Yahoo! Sports (http://sports.yahoo.com):	125.00 million
• ESPN (www.espn.com):	80.00 million
• Bleacher Report (www.bleacherreport.com):	40.00 million
• CBS Sports (www.cbssports.com):	30.00 million
• Sports Illustrated (www.si.com):	20.00 million
• NBC Sports (www.nbcsports.com):	19.50 million
• SB Nation (www.sbnation.com):	19.00 million
• Fox Sports (www.foxnews.com):	18.00 million
• Rant Sports (www.rantsports.com):	13.00 million
• Dead Spin (www.deadspin.com):	12.50 million
• The Post Game (www.thepostgame.com):	11.00 million
• Sporting News (www.sportingnews.com):	10.00 million
• Scout (www.scout.com):	5.50 million
• Fan Sided (www.fansided.com):	5.00 million
• Yard Barker (www.yardbarker.com):	4.00 million

Visits to ESPN.com, one of the oldest and currently the second-most-visited sports site, reflect the growth in sports online. Average monthly unique visitors for ESPN.com have been as follows:

• 1998:	4.27 million
• 1999:	4.60 million
• 2000:	5.93 million
• 2001:	7.77 million
• 2002:	12.55 million
• 2003:	16.14 million
• 2004:	14.69 million
• 2005:	15.72 million
• 2006:	18.02 million
• 2007:	19.27 million
• 2008:	20.71 million
• 2009:	23.15 million
• 2010:	31.64 million
• 2011:	41.85 million
• 2012:	44.06 million
• 2013:	57.06 million
• 2014:	76.77 million

26.3 Sports Website Visitor 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*):

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.

Sports Media Ventures (www.thepostgame.com, www.sportsfanlive.com, and other sites)

- 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 Activities On Social Networks

Since 2010, Catalyst, an IMG company (www.catalystimg.com), has conducted a *Sports Fan Engagement Study*. The survey-based study examines sports-related social media activities among avid sports fans. The following is a summary of the 2015 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?

	Soccer	NBA	College Basketball	College Football	MLB	NFL
• Facebook:	72%	70%	71%	72%	72%	78%
• YouTube:	78%	60%	63%	51%	42%	37%
• 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%

Based on data from Hookit (www.hookit.com), *SportsBusiness Journal* (December 2015) reported league social network followers as follows:

	Facebook	Twitter	Instagram	Total
• NBA:	27.6 million	18.1 million	10.9 million	56.7 million
• NFL:	12.6 million	14.4 million	4.7 million	31.7 million
• MLB:	6.3 million	5.3 million	2.1 million	13.9 million
• NHL:	3.9 million	4.3 million	1.7 million	9.8 million
• MLS:	1.9 million	1.5 million	459,000	3.9 million

The average number of social followers per team are as follows:

- NBA: 6.2 million
- NFL: 3.9 million
- MLB: 2.7 million
- NHL: 1.6 million
- MLS: 650,000

Top teams, ranked by total number of followers on Facebook, Twitter, and Instagram, are as follows:

- NBA: Los Angeles Lakers 28.0 million
- NFL: Dallas Cowboys 11.1 million
- MLB: New York Yankees 11.1 million
- NHL: Chicago Blackhawks 4.8 million
- MLS: LA Galaxy 2.2 million

Team followers by platform are as follows:

- Facebook: 68%
- Twitter: 19%
- Instagram: 13%

In December 2015, MVPindex (www.mvpindex.com) ranked the following players as having the highest reach on social media:

NBA: LeBron James

- Facebook: 22,604,850 fans; 442 posts; 56,107 likes/post
- Twitter: 25,489,520 followers; 978 tweets; 2,144 retweets/tweet
- Instagram: 15,883,718 followers; 446 posts; 221,779 likes/photo

NFL: Odell Beckham Jr.

- Facebook: 750,638 fans; 707 posts; 7,012 likes/post
- Twitter: 570,752 followers; 1,458 tweets; 911 retweets/tweet
- Instagram: 2,739,924 followers; 1,052 posts; 72,413 likes/photo

MLB: Robinson Cano

- Facebook: 1,211,836 fans; 398 posts; 11,096 likes/post
- Twitter: 511,008 followers; 338 tweets; 152 retweets/tweet
- Instagram: 53,160 followers; 394 posts; 9,903 likes/photo

NHL: Henrik Lundqvist

- Facebook: 305,540 fans; 158 posts; 7,414 likes/post
- Twitter: 545,926 followers; 166 tweets; 722 retweets/tweet
- Instagram: 376,841 followers; 78 posts; 18,112 likes/photo

MLS: Andrea Pirlo

- Facebook: 7,771,571 fans; 116 posts; 97,628 likes/post
- Twitter: 7,773,482 followers; 54 tweets; 623 retweets/tweet
- Instagram: 1,785,747 followers; 1,392 posts; 76,750 likes/photo

PGA Tour: Rory McIlroy

- Facebook: 980,763 fans; 378 posts; 19,600 likes/post
- Twitter: 2,676,865 followers; 264 tweets; 1,848 retweets/tweet
- Instagram: 786,395 followers; 138 posts; 29,902 likes/photo

MOBILE

27.1 Sports Video Via Mobile

There was dramatic growth in consumer access of streamed video content using mobile devices in 2013 and 2014 – sports content 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. Mobile viewing of sports content increased 640% year-over-year, compared with 440% growth among all streamed video content.

“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

27.2 Enhancing The Stadium Experience

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.

In 2011, 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. The trend shifted to uploading. 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)

SportsBusiness Journal (February 2015) reported in-venue data usage at venues hosting major sports events as follows:

- College Football Playoff (2015): 6.3 terabytes
- World Series (2014 Game 4): 2.1 terabytes
- Kentucky Derby (2014): 2.0 terabytes
- NCAA Men’s Final Four (2014): 885 gigabytes
- Super Bowl (2014): 624 gigabytes
- Super Bowl (2013): 388 gigabytes
- MLB All-Star Game (2014): 253 gigabytes
- Super Bowl (2012): 215 gigabytes
- NBA Finals (2014): 177 gigabytes
- MLS All-Star Game (2014): 102 gigabytes
- Stanley Cup Final (2014): 98 gigabytes

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

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.

“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, 4/13/15

According to *2015 State Of The Stadium*, a June 2015 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 reported having 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

COLLEGE FOOTBALL PLAYOFF & BOWL GAMES

28.1 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:

Game	Venue
• Allstate Sugar Bowl	Mercedes-Benz Superdome (New Orleans, LA)
• Capital One Orange Bowl	Sun Life Stadium (Miami Gardens, FL)
• Chick-fil-A Peach Bowl	Georgia Dome (Atlanta, GA)
• Fiesta Bowl	University of Phoenix Stadium (Glendale, AZ)
• Goodyear Cotton Bowl Classic	AT&T Stadium (Arlington, TX)
• Rose Bowl Game presented by Northwestern Mutual	Rose Bowl (Pasadena, CA)

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

The permanent seating capacity for the CFP venues are as follows:

- AT&T Stadium: 80,000
- Georgia Dome: 71,228
- Mercedes-Benz Superdome: 73,208
- Rose Bowl: 92,542
- Sun Life Stadium: 75,540
- 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)

28.2 Bowl Games

Including the CFP bowls and the Championship, there are 41 bowl games, as follows:

Game	Venue
• AdvoCare Texas Bowl	NRG Stadium (Houston, TX)
• AutoNation Cure Bowl	Orlando Citrus Bowl Stadium (Orlando, FL)
• AutoZone Liberty Bowl	Liberty Bowl Memorial Stadium (Memphis, TN)
• Belk Bowl	Bank of America Stadium (Charlotte, NC)
• Birmingham Bowl	Legion Field (Birmingham, AL)
• Boca Raton Bowl	FAU Stadium (Boca Raton, FL)
• Buffalo Wild Wings Citrus Bowl	Orlando Citrus Bowl Stadium (Orlando, FL)
• Cactus Bowl	Chase Field (Phoenix, AZ)
• Camping World Independence Bowl	Independence Stadium (Shreveport, LA)
• Famous Idaho Potato Bowl	Albertsons Stadium (Boise, ID)
• Foster Farms Bowl	Levi's Stadium (Santa Clara, CA)
• Franklin American Mortgage Music City Bowl	Nissan Stadium (Nashville, TN)
• Gildan New Mexico Bowl	University Stadium (Albuquerque, NM)
• GoDaddy Bowl	Ladd Peebles Stadium (Mobile, AL)
• Hawai'i Bowl	Aloha Stadium (Honolulu, HI)
• Hyundai Sun Bowl	Sun Bowl Stadium (El Paso, TX)
• Lockheed Martin Armed Forces Bowl	Amon G. Carter Stadium (Fort Worth, TX)
• Miami Beach Bowl	Marlins Park (Miami, FL)
• Military Bowl	Navy-Marine Corps Memorial Stadium (Annapolis, MD)
• National University Holiday Bowl	Qualcomm Stadium (San Diego, CA)
• New Era Pinstripe Bowl	Yankee Stadium (Bronx, NY)
• 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)
- Royal Purple Las Vegas Bowl Sam Boyd Stadium (Whitney, NV)
- Russell Athletic Bowl Orlando Citrus Bowl Stadium (Orlando, FL)
- San Diego County Credit Union Poinsettia Bowl Qualcomm Stadium (San Diego, CA)
- 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)

The Cure Bowl was added for the 2015-2016 season. The five bowl games added for the 2014-2015 season were the Bahamas Bowl, the Boca Raton Bowl, the Camellia Bowl, the Miami Beach Bowl, and the Quick Lane Bowl.

Title sponsors may change each year.

28.3 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 was reported at \$7.3 billion.

“The story of college football’s gold rush can be told through television contracts. Under the championship playoff format that began this season, ESPN is paying \$7.3 billion over 12 years to telecast seven games a year – four major bowl games, two semifinal bowl games and the national championship game.”

SportsBusiness Journal

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

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

The TV audience for the 2015 College Football Playoff National Championship was 33.4 million people, according to Nielsen (www.nielsen.com), the all-time highest viewership on U.S. cable television and a 31% increase over the BCS game in 2014.

The TV audiences for the 2015 semifinal games, the Rose Bowl and Sugar Bowl, were 28.16 million and 28.27, respectively.

28.4 Bowl Games Payout

Payouts for the 2014-2015 season based on bowl placements were as follows:

- Power Five conferences (ACC, Big XII, Big Ten, SEC and Pac-12) received approximately \$50 million, which included \$300,000 for each school's football team meeting the NCAA's APR minimum for participation in a bowl game.
- Group of Five conferences (American, C-USA, MAC, Mountain West and Sun Belt) received \$75 million total, including \$300,000 for each school's football team meeting the NCAA's APR minimum for participation in a bowl game. The conferences decided among themselves how to divide this money; the distribution was reportedly \$60 million split evenly and the remaining \$15 million divided based on how the conferences ranked against one another based on team performance.
- Notre Dame received \$2.3 million, which was predicated on meeting the APR minimum.
- Army, Navy and BYU split a total of \$922,658.
- Each of the four teams selected for a semifinal game earned \$6 million for its conference. There was no additional payout for playing in the championship game.
- Each team selected to play in a CFP host bowl earned \$4 million for its conference. An expense payment of \$2 million was provided for each team for each CFP game (i.e., the New Year's Six and Championship), paid to the conference.
- Other FCS conferences that provide the full NCAA-allowable complement of scholarships received \$2.25 million to split. These conferences are Big Sky, Big South, Colonial, Mid-Eastern, Missouri Valley, Ohio Valley, Southern, Southland, and SWAC.

28.5 Sponsors

CFP National Sponsors for the 2015-2016 season were Allstate, AT&T, Buick, CapitalOne, Chick-fil-A, DirecTV, Dr. Pepper, Ford, Gatorade, Goodyear, Nissan, Northwestern Mutual, Reese's, and Taco Bell. CFP Game Sponsors were Ticketmaster and Wilson.

FIFA WORLD CUP

29.1 Overview

The FIFA World Cup is an international football (referred to as soccer in the United States) 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.

29.2 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. The 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. The 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.

29.3 Women's World Cup 2014

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.

“In effect, the United States women are now champions on two fronts, a testament to their enduring talent and to their appeal to an American public that increasingly seems tuned in to soccer. The audience for the women’s final exceeded those for the recent NBA finals and for last year’s World Series. In fairness, though, World Cups come along every four years and are not directly comparable to annual best-of-seven series.”

The New York Times, 7/6/15

The Women's World Cup had been previously won by the U.S. in 1999 with a victory over China. That game had a U.S. television audience of 17.9 million. The 2019 Women's World Cup will be hosted by France.

29.4 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.

According to economists, there were negative impacts on other sectors of the Brazilian economy. Some World Cup host cities declared municipal holidays on days when matches were played in local stadiums, and legions of workers skipped work to watch the Brazilian national team's seven games.

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.

29.5 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 at 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.

29.6 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

30.1 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.

30.2 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 300,000. The official attendance is not disclosed by the Indianapolis Speedway.

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*.

30.3 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

The viewership in 2015 peaked in the final half hour of the race at 7.3 million people.

“For the first time in 10 years, the Indianapolis 500 got higher TV ratings than its NASCAR counterpart, the Coca-Cola 600.”

Indianapolis Star, 5/28/15

Ranked by Nielsen ratings, the following were the highest metered markets for the 2015 Indianapolis 500:

- Indianapolis, IN: 12.7
- Dayton, OH: 9.9
- Louisville, KY: 8.7
- Milwaukee, WI: 7.5
- Albuquerque, NM: 6.5
- Oklahoma City, OK: 6.4
- Cincinnati, OH: 6.2
- Kansas City, KS/MO: 6.1
- Fort Myers, FL: 6.1
- Greenville, SC: 6.0

KENTUCKY DERBY

31.1 Overview

The Kentucky Derby (www.kentuckyderby.com), a thoroughbred race that dates to 1875, is held annually at Churchill Downs (www.churchilldowns.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 142nd running of the Kentucky Derby is scheduled for May 7, 2016.

31.2 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

31.3 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

The following were the top metered markets for the 2015 Kentucky Derby
(source: Nielsen):

- Louisville, KY: 35.0 rating/65 share
- Ft. Myers, FL: 19.7 rating/39 share
- Cincinnati, OH: 17.7 rating/38 share
- West Palm Beach, FL: 16.8 rating/32 share
- Dayton, OH: 15.8 rating/31 share
- Tampa-St. Petersburg, FL: 15.6 rating/30 share
- Indianapolis, IN: 15.6 rating/31 share
- Richmond, VA: 15.6 rating/28 share
- Orlando, FL: 14.7 rating/30 share
- Knoxville, KY: 14.6 rating/27 share
- Buffalo, NY: 14.5 rating/31 share
- Hartford, CT: 14.2 rating/28 share
- Nashville, TN: 13.6 rating/26 share
- Columbus, OH: 13.5 rating/28 share
- Boston, MA: 13.4 rating/32 share
- Denver, CO: 13.1 rating/30 share
- Albuquerque, NM: 12.9 rating/28 share
- Philadelphia, PA: 12.7 rating/28 share
- Oklahoma City, OK: 12.4 rating/25 share
- Milwaukee, WI: 11.9 rating/28 share

31.4 Sponsors

The following were 2015 Kentucky Derby sponsors: Dodge Ram, GH Mumm, Old Forester, Stella Artois, Woodford Reserve, and Yum! Brands.

NBA FINALS

32.1 Overview

The National Basketball Association (NBA) Finals is the 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 2015 NBA Finals saw the Golden State Warriors beat the Cleveland Cavaliers in six games.

32.2 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]):

	No. Games	Avg. Rating	Avg. Viewers
• 2007:	4	6.2	9.3 million
• 2008:	6	9.3	14.9 million
• 2009:	5	8.4	14.3 million
• 2010:	7	10.6	18.1 million
• 2011:	6	10.2	17.4 million
• 2012:	5	10.1	16.9 million
• 2013:	7	10.4	17.5 million
• 2014:	5	9.3	15.5 million
• 2015:	6	11.6	20.1 million

Game viewership in 2015 was as follows:

• Game 1:	17.8 million
• Game 2:	19.2 million
• Game 3:	18.8 million
• Game 4:	19.8 million
• Game 5:	20.9 million
• Game 6:	23.2 million

32.3 Economic Impact

The economic impact of the NBA Finals is approximately \$5 million per game.

In 2014, the Greater San Antonio Chamber of Commerce (www.sanchamber.org) assessed that the home games of the NBA Finals generated \$3 million to \$4 million per game.

NCAA FINAL FOUR

33.1 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:

- 2016: NRG Stadium; Houston, TX
- 2017: University of Phoenix Stadium; Glendale, AZ
- 2018: Alamodome; San Antonio, TX
- 2019: U.S. Bank Stadium; Minneapolis, MN
- 2020: Mercedes-Benz Stadium; Atlanta, GA
- 2021: Lucas Oil Stadium; Indianapolis, IN

33.2 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 |

33.3 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.

33.4 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
- 2005 (Illinois vs. North Carolina): 23.9 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

33.5 March Madness Ads

Ads for telecasts of NCAA playoff games are among the most costly on network television. According to Kantar Media, the average 30-second advertising spot in 2015 was \$1.5 million, a 5% increase from the prior year.

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

- 2007: \$ 525 million
- 2008: \$ 648 million
- 2009: \$ 598 million
- 2010: \$ 623 million
- 2011: \$ 782 million
- 2012: \$1.10 billion

- 2013: \$1.12 billion
 - 2014: \$1.13 billion
 - 2015: \$1.15 billion
-

“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, 3/9/15

33.6 Online

CBSsports.com offers all tournament games free online. The ad-supported video streams generate about \$40 million in advertiser revenue.

In 2015, NCAA March Madness Live generated several all-time records, including 80.7 million live video streams (up 17%) and 17.8 million hours of live video consumption (up 19%) during the tournament. NCAA March Madness Live also delivered all-time records for the 2015 national championship with 3.4 million live video streams and one million hours of live video consumption.

33.7 Economic Impact

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).

OLYMPIC GAMES

34.1 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:

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

* The 1998 Winter Games were telecast by CBS.

34.2 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 Atlanta: 36.3 million
- 2000 Sydney: 21.4 million
- 2004 Athens: 26.0 million
- 2008 Beijing: 30.4 million
- 2012 London: 31.1 million

Note: The rating is the percentage of all homes with televisions watching the broadcast; share is the percentage of TVs in use at the time that are tuned in.

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

- 1992 Albertville: 29.0 million
- 1994 Lillehammer: 43.2 million
- 1998 Nagano: 25.1 million
- 2002 Salt Lake City: 31.9 million
- 2006 Torino: 20.2 million
- 2010 Vancouver: 24.8 million
- 2014 Sochi: 21.3 million

34.3 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 2012 London Olympics (July 27) had an average 40.7 million viewers during the 4-hour telecast. Excluding Super Bowls, this was the highest total-viewer count for any prime-time telecast on NBC since the opening ceremony of the 2002 games held in Salt Lake City.

For comparison with 2012, 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

The 2012 London Olympics closing ceremony telecast (August 12) was watched by an average audience of 31.0 million viewers.

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.

34.4 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.

The highest spending to host Olympic Games has been as follows (source: *Business Insider*):

	Games	Location	Spending
• 2010:	Winter	Vancouver, BC, Canada	\$ 8.3 billion
• 2012:	Summer	London, England	\$14.0 billion

• 1992:	Summer	Barcelona, Spain	\$15.4 billion
• 1998:	Winter	Nagano, Japan	\$17.6 billion
• 2004:	Summer	Athens, Greece	\$18.2 billion
• 2008:	Summer	Beijing, China	\$42.6 billion
• 2014:	Winter	Sochi, Russia	\$51.0 billion

34.5 United States Olympic Committee

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 36 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

34.6 Market Resources

International Olympic Committee, Château de Vidy, Case postale 356, 1001 Lausanne, Switzerland. (+41 21) 621 61 11. (www.olympic.org)

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

RUGBY WORLD CUP

35.1 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).

35.2 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.

35.3 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 Vedioorbis.

STANLEY CUP

36.1 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.

36.2 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]):

	No. Games	Avg. Rating	Avg. Viewers
• 2008:	6	2.6	4.3 million
• 2009:	7	2.7	4.9 million
• 2010:	6	3.1	5.2 million
• 2011:	7	2.7	4.6 million
• 2012:	6	1.8	3.0 million
• 2013:	6	3.3	5.8 million
• 2014:	5	2.8	4.7 million
• 2015:	6	3.2	5.6 million

Game viewership in 2015 was as follows:

- Game 1: 3.3 million
- Game 2: 3.9 million
- Game 3: 2.2 million
- Game 4: 2.2 million
- Game 5: 3.0 million
- Game 6: 4.4 million

Matchups in championship games influence viewership in all sports, and this is particularly true with hockey. The final game of the 2015 Stanley Cup, when one of the Original Six teams played, drew a 63% higher viewership than the final game in 2012 which did not include an Original Six team. The finals of no other professional sport show this fan disparity.

36.3 Economic Impact

Prof. Victor Matheson, Ph.D., a sports economist at the College of the Holy Cross, conservatively estimates new spending of \$2 million to \$3 million in the host city per Stanley Cup game.

The Greater Boston Convention and Visitors Bureau estimated in 2013 that each Stanley Cup home game generated \$5 million of new spending for the city.

The Chicago Blackhawks won the Stanley Cup in 2010, 2013, and 2015.

Prof. Allen Sanderson, an economist at the University of Chicago, assesses that while the Blackhawk championships are a source of pride for Chicago, the economic impact of the Stanley Cup finals on the city is negligible. The value, however, is reflected in the economics of the Blackhawk franchise.

Forbes assesses that winning the Stanley Cup added \$50 million to the valuation of the Chicago club because of additional revenue from United Center operations (i.e., suites, concessions, advertising) and more advertising and carriage income from CSN Chicago.

While the Blackhawks maintain among the lowest general ticket prices of any big-market NHL team, the team has among the priciest suites (about \$200,000 per year, on average).

SUPER BOWL

37.1 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.

Future Super Bowl venues and host cities are as follows:

- 2016: Levi's Stadium; Santa Clara, CA
- 2017: NRG Stadium; Houston, TX
- 2018: U.S. Bank Stadium; Minneapolis, MN

37.2 TV Viewership

Recent television ratings have been as follows (sources: Nielsen Media Research [www.nielsen.com] and *SportsBusiness Journal*):

• Super Bowl XXXIX (2005):	41.1 (Fox)	86.4 million viewers
• Super Bowl XL (2006):	41.6 (ABC)	89.2 million viewers
• Super Bowl XLI (2007):	42.6 (CBS)	93.2 million viewers
• Super Bowl XLII (2008):	43.2 (Fox)	97.4 million viewers
• Super Bowl XLIII (2009):	43.8 (ABC)	98.7 million viewers
• Super Bowl XLIV (2010):	45.0 (CBS)	106.5 million viewers
• Super Bowl XLV (2011):	46.8 (Fox)	111.0 million viewers
• Super Bowl XLVI (2012):	46.8 (NBC)	111.3 million viewers
• 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

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.

37.3 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 Super Bowl for a 30-second spot and total ad spending have been as follows (source: Kantar Media [www.kantarmedia.com]):

	:30 Ad Cost	Spending
• 2004:	\$2.3 million	\$149.6 million
• 2005:	\$2.4 million	\$158.4 million
• 2006:	\$2.5 million	\$162.5 million
• 2007:	\$2.4 million	\$151.5 million
• 2008:	\$2.7 million	\$186.3 million
• 2009:	\$3.0 million	\$213.0 million
• 2010:	\$3.0 million	\$205.2 million
• 2011:	\$3.1 million	\$227.9 million
• 2012:	\$3.5 million	\$262.5 million
• 2013:	\$4.0 million	\$292.0 million
• 2014:	\$4.2 million	\$331.8 million
• 2015:	\$4.5 million	\$342.0 million
• 2016:	\$5.0 million	n/a

37.4 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.

WORLD SERIES

38.1 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 2015 World Series, which celebrated its 111th year, saw the Kansas City Royals beat the New York Mets in five games.

38.2 TV Viewership

The World Series has been telecast by Fox since 1996.

World Series broadcast ratings on Fox have been as follows:

	Games	Avg. Rating	Avg. Viewers
• 2003:	6	12.8	20.1 million
• 2004:	4	15.8	25.4 million
• 2005:	4	11.1	17.2 million
• 2006:	5	10.1	15.8 million
• 2007:	4	10.6	17.1 million
• 2008:	5	8.4	13.6 million
• 2009:	6	11.4	18.7 million
• 2010:	5	8.4	14.2 million
• 2011:	7	9.9	16.6 million
• 2012:	4	7.6	12.7 million
• 2013:	6	8.9	14.9 million
• 2014:	7	8.3	13.9 million
• 2015:	5	8.7	14.7 million

38.3 Economic Impact

Major League Baseball (www.mlb.com) attaches an economic benefit of up to \$250 million for the World Series.

PART V: PROFESSIONAL TEAM SPORTS

MAJOR LEAGUE BASEBALL

39.1 League Revenue

Major League Baseball (MLB, www.mlb.com) revenue has been as follows:

- 2005: \$4.73 billion
- 2006: \$5.11 billion
- 2007: \$5.48 billion
- 2008: \$5.82 billion
- 2009: \$5.90 billion
- 2010: \$6.14 billion
- 2011: \$6.34 billion
- 2012: \$6.81 billion
- 2013: \$7.10 billion
- 2014: \$7.86 billion

These figures include revenue from all sources including admission, concessions, licensing, media rights, and sponsorship.

39.2 Team Valuations

According to *Forbes* (April 2015), valuations of Major League Baseball teams are as follows:

- New York Yankees: \$3.20 billion
- Los Angeles Dodgers: \$2.40 billion
- Boston Red Sox: \$2.10 billion
- San Francisco Giants: \$2.00 billion
- Chicago Cubs: \$1.80 billion
- New York Mets: \$1.55 billion
- St. Louis Cardinals: \$1.40 billion
- Los Angeles Angels: \$1.30 billion
- Washington Nationals: \$1.28 billion
- Philadelphia Phillies: \$1.25 billion
- Texas Rangers: \$1.22 billion
- Atlanta Braves: \$1.15 billion
- Detroit Tigers: \$1.12 billion
- Seattle Mariners: \$1.10 billion

- Baltimore Orioles: \$1.00 billion
- Chicago White Sox: \$ 975 million
- Pittsburgh Pirates: \$ 900 million
- Minnesota Twins: \$ 895 million
- San Diego Padres: \$ 890 million
- Cincinnati Reds: \$ 885 million
- Milwaukee Brewers: \$ 875 million
- Toronto Blue Jays: \$ 870 million
- Colorado Rockies: \$ 855 million
- Arizona Diamondbacks: \$ 840 million
- Cleveland Indians: \$ 825 million
- Houston Astros: \$ 800 million
- Oakland Athletics: \$ 725 million
- Kansas City Royals: \$ 700 million
- Miami Marlins: \$ 650 million
- Tampa Bay Rays: \$ 625 million

39.3 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

The MLB highest player salaries for the 2015 season were as follows:

- Clayton Kershaw (Los Angeles Dodgers): \$32.6 million
- Justin Verlander (Detroit Tigers): \$28.0 million
- Josh Hamilton (Los Angeles Angels): \$25.4 million
- Ryan Howard (Philadelphia Phillies): \$25.0 million
- Zack Greinke (Los Angeles Dodgers): \$25.0 million
- Cliff Lee (Philadelphia Phillies): \$25.0 million
- Felix Hernandez (Seattle Mariners): \$24.9 million
- Robinson Cano (Seattle Mariners): \$24.0 million

- Prince Fielder (Texas Rangers): \$24.0 million
- Albert Pujols (Los Angeles Angels): \$24.0 million
- Cole Hamels (Philadelphia Phillies): \$23.5 million
- Mark Teixeira (New York Yankees): \$23.1 million
- CC Sabathia (New York Yankees): \$23.0 million
- Joe Mauer (Minnesota Twins): \$23.0 million
- Alex Rodriguez (New York Yankees): \$22.0 million
- Jose Reyes (Toronto Blue Jays): \$22.0 million
- Miguel Cabrera (Detroit Tigers): \$22.0 million
- Masahiro Tanaka (New York Yankees): \$22.0 million
- Adrian Gonzalez (Los Angeles Dodgers): \$21.9 million
- Jayson Werth (Washington Nationals): \$21.6 million

Total MLB payroll for the 2015 season was \$3.9 billion. Team payrolls ranged from \$310.6 million for the Los Angeles Dodgers to \$62.2 million for the Miami Marlins. The average player salary was \$4.17 million.

39.4 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:

	Total	Average
• 2005:	74,926,174	30,923
• 2006:	76,042,787	31,419
• 2007:	79,503,175	32,785
• 2008:	78,588,004	32,543
• 2009:	73,367,479	30,351
• 2010:	73,054,781	30,141
• 2011:	73,415,359	30,334
• 2012:	74,859,268	30,895
• 2013:	74,028,227	30,514
• 2014:	73,739,622	30,358
• 2015:	73,760,020	30,514

Average attendance for home games during the 2015 season was as follows:

• Los Angeles Dodgers:	46,479
• St. Louis Cardinals:	43,467
• San Francisco Giants:	41,677
• New York Yankees:	39,922
• Los Angeles Angels:	37,194
• Chicago Cubs:	36,540
• Boston Red Sox:	35,564
• Toronto Blue Jays:	34,504

- Detroit Tigers: 33,654
- Kansas City Royals: 33,438
- Washington Nationals: 32,343
- New York Mets: 31,725
- Milwaukee Brewers: 31,389
- Colorado Rockies: 31,334
- Pittsburgh Pirates: 30,846
- Texas Rangers: 30,763
- San Diego Padres: 30,367
- Cincinnati Reds: 29,870
- Baltimore Orioles: 29,374
- Minnesota Twins: 27,408
- Seattle Mariners: 27,081
- Houston Astros: 26,587
- Arizona Diamondbacks: 25,680
- Atlanta Braves: 25,017
- Philadelphia Phillies: 23,475
- Chicago White Sox: 21,947
- Oakland Athletics: 21,829
- Miami Marlins: 21,632
- Cleveland Indians: 17,806
- Tampa Bay Rays: 15,403

39.5 Sponsors

MLB's official sponsors for the 2015 season were Alka Seltzer, Anheuser-Busch, Bank of America, Bayer Advanced Aspirin, Church & Dwight, Firestone, Frito-Lay, Gatorade, General Motors (Chevrolet), Gillette, Head & Shoulders, Kellogg's, MasterCard International, Nike, Pepsi-Cola, Scotts, SiriusXM, T-Mobile, and Taco Bell.

39.6 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.

39.7 Franchise Transactions

The most recent MLB team sales are as follows:

	Year	Price
• Los Angeles Angels:	2003	\$ 200 million
• Los Angeles Dodgers:	2004	\$ 421 million
• Tampa Bay Rays:	2004	\$ 85 million
• Oakland Athletics:	2005	\$ 180 million
• Milwaukee Brewers:	2005	\$ 220 million
• Cincinnati Reds:	2006	\$ 270 million
• Washington Nationals:	2006	\$ 450 million
• Atlanta Braves:	2007	\$ 450 million
• Chicago Cubs:	2009	\$ 900 million
• Texas Rangers:	2010	\$ 500 million
• Houston Astros:	2011	\$ 675 million
• Los Angeles Dodgers:	2012	\$2.15 billion

39.8 MLB All-Star Game

Viewership on Fox for the MLB All-Star Game have 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

Fox sold 30-second spots for about \$550,000 for the 2015 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
- 2011 (Phoenix): \$ 60 million
- 2012 (Kansas City): \$ 60 million
- 2013 (New York City): \$192 million
- 2014 (Minneapolis): \$ 55 million
- 2015 (Cincinnati): \$ 60 million

39.9 Fan Demographics

According to an ESPN Sports Poll, MLB fan distribution is as follows:

Gender

- Men: 59%
- Women: 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%

39.10 Favorite Teams

The Harris Poll (www.theharrispoll.com) has surveyed sports fans since 2003 asking their favorite baseball team. The poll conducted during the 2015 season ranked MLB teams as follows:

1. New York Yankees
2. Boston Red Sox
3. Chicago Cubs
4. Los Angeles Dodgers
5. Detroit Tigers
6. Atlanta Braves
7. Philadelphia Phillies
8. St. Louis Cardinals
9. Minnesota Twins
10. (tie) Cleveland Indians
10. (tie) San Francisco Giants

39.11 Fan Loyalty

Brand Keys (www.brandkeys.com) assessed fan loyalty for each MLB team during the 2015 season. The following teams were ranked highest in fan loyalty:

1. St. Louis Cardinals
2. San Francisco Giants
3. Los Angeles Dodgers
4. Detroit Tigers
5. Washington Nationals

39.12 Market Resources

Major League Baseball, 245 Park Avenue, New York, NY 10167. (212) 931-7800. (www.mlb.com)

NATIONAL BASKETBALL ASSOCIATION

40.1 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

These figures include revenue from all sources including admission, concessions, licensing, media rights, and sponsorship.

40.2 Team Valuations

According to *Forbes* (February 2015), valuations of NBA teams are as follows:

- Los Angeles Lakers: \$2.60 billion
- New York Knicks: \$2.50 billion
- Chicago Bulls: \$2.00 billion
- Boston Celtics: \$1.70 billion
- Los Angeles Clippers: \$1.60 billion
- Brooklyn Nets: \$1.50 billion
- Golden State Warriors: \$1.30 billion
- Houston Rockets: \$1.25 billion
- Miami Heat: \$1.17 billion
- Dallas Mavericks: \$1.15 billion
- San Antonio Spurs: \$1.00 billion
- Portland Trail Blazers: \$ 940 million
- Oklahoma City Thunder: \$ 930 million
- Toronto Raptors: \$ 920 million

- Cleveland Cavaliers: \$ 915 million
- Phoenix Suns: \$ 910 million
- Washington Wizards: \$ 900 million
- Orlando Magic: \$ 875 million
- Denver Nuggets: \$ 855 million
- Utah Jazz: \$ 850 million
- Indiana Pacers: \$ 830 million
- Atlanta Hawks: \$ 825 million
- Detroit Pistons: \$ 810 million
- Sacramento Kings: \$ 800 million
- Memphis Grizzlies: \$ 750 million
- Charlotte Bobcats: \$ 725 million
- Philadelphia 76ers: \$ 700 million
- New Orleans Pelicans: \$ 650 million
- Minnesota Timberwolves: \$ 625 million
- Milwaukee Bucks: \$ 600 million

40.3 Player Salaries

The NBA team salary cap has been as follows:

- 2005-2006: \$49.5 million
- 2006-2006: \$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

Various exemptions to the salary cap are allowed. Teams pay a luxury tax when total payroll exceeds the salary cap.

The NBA highest player salaries for the 2015-2016 season were as follows:

- Kobe Bryant (Los Angeles Lakers): \$25.0 million
- Joe Johnson (Brooklyn Nets): \$24.9 million
- LeBron James (Cleveland Cavaliers): \$23.0 million
- Carmelo Anthony (New York Knicks): \$22.9 million
- Dwight Howard (Houston Rockets): \$22.4 million
- Chris Bosh (Miami Heat): \$22.2 million
- Chris Paul (Los Angeles Clippers): \$21.5 million
- Kevin Durant (Oklahoma City Thunder): \$20.2 million
- Derrick Rose (Chicago Bulls): \$20.1 million

- Dwyane Wade (Miami Heat): \$20.0 million
- Marc Gasol (Memphis Grizzlies): \$19.7 million
- Kevin Love (Cleveland Cavaliers): \$19.7 million
- Blake Griffin (Los Angeles Clippers): \$18.9 million
- Paul Millsap (Atlanta Hawks): \$18.7 million
- Paul George (Indiana Pacers): \$17.1 million
- Russell Westbrook (Oklahoma City Thunder): \$16.7 million
- Kawhi Leonard (San Antonio Spurs): \$16.4 million
- Enes Kanter (Oklahoma City Thunder): \$16.4 million
- Jimmy Butler (Chicago Bulls): \$16.4 million
- Tobias Harris (Orlando Magic): \$16.0 million

Total NBA payroll for the 2015-2016 season was \$2.1 billion. Payrolls ranged from \$95.0 million for the Cleveland Cavaliers to \$41.4 million for the Portland Trailblazers. The average player salary was \$4.58 million.

40.5 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:

	Total	Average
• 2005-2006:	21,586,804	17,543
• 2006-2007:	21,841,480	17,760
• 2007-2008:	21,369,686	17,311
• 2008-2009:	21,528,650	17,520
• 2009-2010:	21,094,015	17,149
• 2010-2011:	21,305,573	17,323
• 2011-2012*:	17,100,861	17,273
• 2012-2013:	21,320,299	17,348
• 2013-2014:	21,411,543	17,408
• 2014-2015:	21,926,318	17,826

* Lockout-shortened season

Average attendance for home games during the 2014-2015 season for NBA teams was as follows:

• Chicago Bulls:	21,866
• Cleveland Cavaliers:	20,562
• Dallas Mavericks:	20,188
• New York Knicks:	19,812
• Toronto Raptors:	19,752
• Miami Heat:	19,713
• Golden State Warriors:	19,596
• Portland Trail Blazers:	19,546

- Los Angeles Clippers: 19,168
- Utah Jazz: 18,831
- Los Angeles Lakers: 18,738
- San Antonio Spurs: 18,606
- Washington Wizards: 18,239
- Houston Rockets: 18,230
- Oklahoma City Thunder: 18,203
- Boston Celtics: 17,594
- Atlanta Hawks: 17,412
- Memphis Grizzlies: 17,329
- Charlotte Hornets: 17,192
- Brooklyn Nets: 17,037
- Phoenix Suns: 16,923
- Indiana Pacers: 16,864
- Orlando Magic: 16,785
- New Orleans Pelicans: 16,677
- Sacramento Kings: 16,587
- Detroit Pistons: 15,266
- Milwaukee Bucks: 14,908
- Denver Nuggets: 14,700
- Minnesota Timberwolves: 14,528
- Philadelphia 76ers: 13,935

40.6 Sponsors

NBA marketing partners for the 2015-2016 season are 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.

40.7 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):

	ABC	ESPN	TNT	NBA TV
• 2007-2008:	3.17 million	1.46 million	1.47 million	-
• 2008-2009:	3.68 million	1.68 million	1.71 million	-
• 2009-2010:	3.69 million	1.56 million	1.72 million	-
• 2010-2011:	5.11 million	1.99 million	2.40 million	253,000
• 2011-2012:	5.42 million	1.86 million	2.50 million	337,000
• 2012-2013:	4.70 million	1.77 million	2.00 million	336,000
• 2013-2014:	3.64 million	1.68 million	1.90 million	316,000
• 2014-2015:	3.59 million	1.51 million	1.67 million	291,000

40.8 Franchise Transactions

The most recent NBA team sales are as follows:

	Year	Price
• 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 Bobcats:	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

40.9 NBA All-Star Game

Recent 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

40.10 Fan Demographics

According to an ESPN Sports Poll, NBA fan distribution is as follows:

Gender

- Men: 60%
- Women: 40%

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%

40.11 Favorite Teams

Ranker (www.ranker.com) polls sports fans asking their favorite teams. The poll conducted during the 2014-2015 season ranked NBA teams as follows:

1. Chicago Bulls
2. San Antonio Spurs
3. Boston Celtics
4. Oklahoma City Thunder
5. Golden State Warriors

40.12 Fan Loyalty

Brand Keys (www.brandkeys.com) assessed fan loyalty for each NBA team during the 2014-2015 season. The following teams were ranked highest in fan loyalty:

1. Chicago Bulls
2. Los Angeles Clippers
3. San Antonio Spurs

4. Miami Heat
5. Dallas Mavericks

40.15 Market Resources

National Basketball Association, 645 5th Avenue, New York, NY 10022.
(212) 407-8000. (www.nba.com)

NATIONAL FOOTBALL LEAGUE

41.1 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

These figures include revenue from all sources including admission, concessions, licensing, media rights, and sponsorship.

41.2 Team Valuations

According to *Forbes* (September 2015), valuations of NFL teams are as follows:

- Dallas Cowboys: \$4.00 billion
- New England Patriots: \$3.20 billion
- Washington Redskins: \$2.85 billion
- New York Giants: \$2.80 billion
- San Francisco 49ers: \$2.70 billion
- New York Jets: \$2.60 billion
- Houston Texans: \$2.50 billion
- Chicago Bears: \$2.45 billion
- Philadelphia Eagles: \$2.40 billion
- Green Bay Packers: \$1.95 billion
- Denver Broncos: \$1.94 billion
- Baltimore Ravens: \$1.93 billion
- Pittsburgh Steelers: \$1.90 billion
- Indianapolis Colts: \$1.88 billion

- Seattle Seahawks: \$1.87 billion
- Miami Dolphins: \$1.85 billion
- Atlanta Falcons: \$1.70 billion
- Minnesota Vikings: \$1.59 billion
- Carolina Panthers: \$1.56 billion
- Arizona Cardinals: \$1.54 billion
- Kansas City Chiefs: \$1.53 billion
- San Diego Chargers: \$1.52 billion
- New Orleans Saints: \$1.52 billion
- Tampa Bay Buccaneers: \$1.51 billion
- Cleveland Browns: \$1.50 billion
- Tennessee Titans: \$1.49 billion
- Jacksonville Jaguars: \$1.48 billion
- St. Louis Rams: \$1.45 billion
- Cincinnati Bengals: \$1.44 billion
- Detroit Lions: \$1.44 billion
- Oakland Raiders: \$1.43 billion
- Buffalo Bills: \$1.40 billion

Valued at \$4.0 billion, the Dallas Cowboys is the most valuable professional sports team in the United States.

41.3 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

The NFL highest player salaries for the 2015 season were as follows:

- Aaron Rodgers (Green Bay Packers): \$22.0 million
- Russell Wilson (Seattle Seahawks): \$21.9 million
- Ben Roethlisberger (Pittsburgh Steelers): \$21.8 million
- Eli Manning (New York Giants): \$21.0 million
- Cam Newton (Carolina Panthers): \$20.8 million
- Matt Ryan (Atlanta Falcons): \$20.8 million

• Joe Flacco (Baltimore Ravens):	\$20.1 million
• Drew Brees (New Orleans Saints):	\$20.0 million
• Philip Rivers (San Diego Chargers):	\$19.8 million
• Ndamukong Suh (Miami Dolphins):	\$19.0 million
• Colin Kaepernick (San Francisco 49ers):	\$19.0 million
• Jay Cutler (Chicago Bears):	\$18.1 million
• Tony Romo (Dallas Cowboys):	\$18.0 million
• Matthew Stafford (Detroit Lions):	\$17.7 million
• Alex Smith (Kansas City Chiefs):	\$17.0 million
• Peyton Manning (Denver Broncos):	\$17.0 million
• Justin Houston (Kansas City Chiefs):	\$16.8 million
• J.J. Watt (Houston Texans):	\$16.7 million
• Marcell Dareus (Buffalo Bills):	\$16.6 million
• Carson Palmer (Arizona Cardinals):	\$16.5 million
• Calvin Johnson (Detroit Lions):	\$16.2 million
• Mario Williams (Buffalo Bills):	\$16.0 million
• Andy Dalton (Cincinnati Bengals):	\$16.0 million

Total NFL payroll for the 2015 season was \$3.6 billion. The average player salary was \$2.11 million.

41.4 Attendance

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:

	Total	Average
• 2005:	17,012,453	66,455
• 2006:	17,340,879	67,738
• 2007:	17,345,205	67,755
• 2008:	17,055,982	66,625
• 2009:	16,651,126	65,043
• 2010:	17,141,760	66,960
• 2011:	17,243,648	67,358
• 2012:	17,303,296	67,591
• 2013:	17,510,656	68,401
• 2014:	17,606,643	68,776

Average attendance for home games during the 2014 season for NFL teams was as follows:

• Dallas Cowboys:	90,069
• New York Giants:	78,967
• New York Jets:	78,160
• Green Bay Packers:	78,139

- Washington Redskins: 77,964
- Denver Broncos: 76,939
- Kansas City Chiefs: 74,967
- Carolina Panthers: 73,607
- New Orleans Saints: 73,112
- Atlanta Falcons: 72,130
- Houston Texans: 71,766
- Baltimore Ravens: 71,044
- San Francisco 49ers: 70,774
- Miami Dolphins: 70,035
- Philadelphia Eagles: 69,596
- Tennessee Titans: 69,143
- New England Patriots: 68,756
- Seattle Seahawks: 68,412
- Buffalo Bills: 67,522
- Cleveland Browns: 67,425
- Jacksonville Jaguars: 65,541
- San Diego Chargers: 65,432
- Indianapolis Colts: 65,375
- Detroit Lions: 63,024
- Pittsburgh Steelers: 62,226
- Arizona Cardinals: 61,979
- Chicago Bears: 61,681
- Cincinnati Bengals: 60,703
- Tampa Bay Buccaneers: 59,659
- Oakland Raiders: 57,416
- St. Louis Rams: 57,018
- Minnesota Vikings: 52,238

41.5 Sponsors

NFL sponsors for the 2015-2016 season are Anheuser-Busch, Barclays, Bose, Bridgestone, Campbell's Soup, Castrol, Dairy Management, Dannon, Extreme Network, FedEx, Frito-Lay, Gatorade, General Motors, Lenovo, Marriott, Mars Snack Food, McDonald's, Microsoft Surface/Windows, National Guard, Nationwide, NetApp, Papa John's, Pepsi, Proctor & Gamble, Quaker, SAP, TD Ameritrade, USAA, Verizon, Visa, and Xbox.

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

41.6 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:

	Network	Annual Rights Fee
• Monday Night Football Package:	ESPN	\$1.9 billion
• NFC Package:	Fox Sports	\$1.1 billion
• AFC Package:	CBS	\$ 960 million
• Sunday Night Football Package:	NBC	\$ 950 million

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.

In 2015, average regular-season, prime-time viewership was as follows:

• NBC, Sunday Night Football:	25.3 million
• CBS/NFL Network, Thursday Night Football:	19.6 million
• ESPN, Monday Night Football:	13.6 million

41.7 Franchise Transactions

Recent NFL team sales have been as follows:

	Year	Price
• Baltimore Ravens:	2004	\$ 325 million for 49% stake
• Minnesota Vikings:	2005	\$ 600 million
• Miami Dolphins:	2008	\$1.00 billion for 95% stake
• Cleveland Browns	2012	>\$1.00 billion for 70% stake
• Buffalo Bills:	2014	\$1.40 billion

41.8 Pro Bowl

The NFL Pro Bowl is held one week prior to the Super Bowl. Players from the two teams playing in the Super Bowl do not participate.

Viewership for recent games has been as follows (source: Nielsen Media Research):

• 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

The Pro Bowl is the only major all-star game that draws lower TV ratings than its regular-season games,

41.9 Fan Demographics

According to an ESPN Sports Poll, NFL fan distribution is as follows:

Gender

- Men: 59%
- Women: 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%

41.10 Favorite Teams

The Harris Poll (www.theharrispoll.com) has surveyed sports fans since 2003 asking their favorite professional football team. The poll conducted during the 2014-2015 season ranked NFL teams as follows:

1. Denver Broncos
2. New York Giants
3. Green Bay Packers
4. Dallas Cowboys
5. Pittsburgh Steelers
6. Seattle Seahawks
7. San Francisco 49ers
8. New England Patriots
9. Chicago Bear
10. New Orleans Saints

41.11 Fan Loyalty

Brand Keys (www.brandkeys.com) assessed fan loyalty for each NFL team during the 2014-2015 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

41.12 Market Resources

National Football League, 345 Park Avenue, New York, NY 10054. (212) 450-2000. (www.nfl.com)

NATIONAL HOCKEY LEAGUE

42.1 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

These figures include revenue from all sources including admission, concessions, licensing, media rights, and sponsorship.

“Not only is the NHL poised to top \$4 billion in revenue in the season ahead, it is forecasting to top \$4.5 billion by the 2017-2018 season.”

SportsBusiness Journal, 9/21/15

42.2 Team Valuations

According to *Forbes* (December 2015), valuations of NHL teams are as follows:

- New York Rangers: \$1.20 billion
- Montreal Canadiens: \$1.18 billion
- Toronto Maple Leafs: \$1.15 billion
- Chicago Blackhawks: \$ 925 million

- Boston Bruins: \$ 750 million
- Vancouver Canucks: \$ 745 million
- Philadelphia Flyers: \$ 660 million
- Detroit Red Wings: \$ 600 million
- Los Angeles Kings: \$ 580 million
- Washington Capitals: \$ 565 million
- Pittsburgh Penguins: \$ 560 million
- Edmonton Oilers: \$ 455 million
- Dallas Stars: \$ 450 million
- San Jose Sharks: \$ 445 million
- Calgary Flames: \$ 435 million
- Anaheim Ducks: \$ 400 million
- Minnesota Wild: \$ 380 million
- Ottawa Senators: \$ 370 million
- Colorado Avalanche: \$ 360 million
- Winnipeg Jets: \$ 350 million
- New Jersey Devils: \$ 330 million
- New York Islanders: \$ 325 million
- Buffalo Sabres: \$ 300 million
- St. Louis Blues: \$ 270 million
- Tampa Bay Lightning: \$ 260 million
- Nashville Predators: \$ 255 million
- Columbus Blue Jackets: \$ 226 million
- Carolina Hurricanes: \$ 225 million
- Arizona Coyotes: \$ 220 million
- Florida Panthers: \$ 186 million

42.3 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

The NHL highest player salaries for the 2015-2016 season were as follows:

- Patrick Kane (Chicago Blackhawks): \$10.5 million
- Jonathan Toews (Chicago Blackhawks): \$10.5 million
- Alex Ovechkin (Washington Capitals): \$ 9.5 million
- Evgeni Malkin (Pittsburgh Penguins): \$ 9.5 million
- P.K. Subban (Montreal Canadiens): \$ 9.0 million
- Sidney Crosby (Pittsburgh Penguins): \$ 8.7 million
- Corey Perry (Anaheim Ducks): \$ 8.6 million
- Henrik Lundqvist (New York Rangers): \$ 8.5 million
- Claude Giroux (Philadelphia Flyers): \$ 8.3 million
- Ryan Getzlaf (Anaheim Ducks): \$ 8.2 million
- Eric Staal (Carolina Hurricanes): \$ 8.2 million
- Shea Weber (Nashville Predators): \$ 7.9 million
- Rick Nash (New York Rangers): \$ 7.8 million
- Zach Parise (Minnesota Wild): \$ 7.5 million
- Ryan Suter (Minnesota Wild): \$ 7.5 million
- Jason Spezza (Dallas Stars): \$ 7.5 million
- Steven Stamkos (Tampa Bay Lightning): \$ 7.5 million
- Vladimir Tarasenko (St. Louis Blues): \$ 7.5 million
- Pavel Datsyuk (Detroit Red Wings): \$ 7.5 million
- Sergei Bobrovsky (Columbus Blue Jackets): \$ 7.4 million

Total NHL payroll for the 2015-2016 season was \$2.1 billion. The average player salary was \$2.62 million.

42.4 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:

	Total	Average
• 2005-2006:	20,853,420	16,954
• 2006-2007:	20,855,880	16,956
• 2007-2008:	21,288,840	17,308
• 2008-2009:	21,475,800	17,460
• 2009-2010:	20,006,100	17,070
• 2010-2011:	20,928,036	17,132
• 2011-2012:	21,365,425	16,737
• 2012-2013:*	12,758,849	17,721
• 2013-2014:	21,632,479	17,587
• 2014-2015:	21,528,192	17,502

* Lockout-shortened season

Average attendance for home games during the 2014-2015 season for NHL teams was as follows:

- Chicago Blackhawks: 21,769
- Montreal Canadiens: 21,286
- Detroit Red Wings: 20,027
- Philadelphia Flyers: 19,270
- Washington Capitals: 19,099
- Calgary Flames: 19,097
- Toronto Maple Leafs: 19,062
- Minnesota Wild: 19,023
- Tampa Bay Lightning: 18,823
- Vancouver Canucks: 18,710
- San Jose Sharks: 18,707
- Pittsburgh Penguins: 18,617
- Buffalo Sabres: 18,580
- St. Louis Blues: 18,545
- Los Angeles Kings: 18,265
- Ottawa Senators: 18,246
- New York Rangers: 18,006
- Boston Bruins: 17,565
- Dallas Stars: 17,350
- Anaheim Ducks: 16,874
- Nashville Predators: 16,854
- Edmonton Oilers: 16,839
- Colorado Avalanche: 16,176
- Columbus Blue Jackets: 15,511
- New York Islanders: 15,334
- New Jersey Devils: 15,189
- Winnipeg Jets: 15,037
- Arizona Coyotes: 13,345
- Carolina Hurricanes: 12,594
- Florida Panthers: 11,265

42.5 Sponsors

NHL sponsors for the 2015-2016 season are Amp Energy, Anco Wipers, Bridgestone, Canadian Tire, Captain Morgan Rum, Compuware, Coors Light, Crest, Discover Card, DraftKings, EA Sports, Enterprise Rent-A-Car, Gatorade, Geico, GoPro, Hershey's, Honda, Kellogg's Frosted Flakes, Kraft, L'Oreal, Las Vegas Convention and Visitors Authority, Lay's, McDonald's, Mondelez International, Panini, Pepsi, Reebok, Rodgers, Samsung, SAP, Scotiabank, Sheraton Hotels & Resorts, SiriusXM, Ticketmaster, Upper Deck, and York Heating & Air Conditioning.

42.6 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

* Lockout-shortened season

42.7 Franchise Transactions

Recent NHL team sales are as follows:

	Year	Price
--	-------------	--------------

* total price for sale of NHL and NBA teams, which were sold together

** includes Bell Centre Arena

*** includes Maple Leaf Sports & Entertainment network

42.8 Stanley Cup

The Stanley Cup is assessed in Chapter 36 of this handbook.

42.9 All-Star Game

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 in Sochi, Russia.
- 2014-2015: Columbus, OH

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

The official attendance at the 60th NHL All-Star Game, held January 25, 2015 at Nationwide Arena, was 18,901.

42.10 Fan Demographics

A survey by International Demographics (www.themediiaudit.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

- Men: 64%
- Women: 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%

42.11 Fan Loyalty

Brand Keys (www.brandkeys.com) assessed fan loyalty for each NHL team during the 2014-2015 season. The following teams were ranked highest in fan loyalty:

1. Chicago Blackhawks
2. (tie) New York Rangers
2. (tie) Montreal Canadiens
4. St. Louis Blues
5. Boston Bruins
6. Pittsburgh Penguins

By the NHL's count, there are some 53 million avid hockey fans in North America.

42.12 Market Resources

National Hockey League, 1185 Avenue Of The Americas, New York, NY 10036. (212) 789-2000. (www.nhl.com)

MAJOR LEAGUE SOCCER

43.1 Overview

Major League Soccer (MLS; www.mlssoccer.com) launched in 1996. The league expanded to 14 teams in 2008 with the reintroduction of a team in San Jose, and to 15 teams in 2009 with the addition of the Seattle Sounders FC. The league expanded to 16 teams for the 2010 season when Philadelphia Union began play, and to 18 teams for the 2011 season with the addition of the Portland Timbers and Vancouver Whitecaps FC. Montreal Impact was added for the 2012 season, bringing MLS to 19 teams.

Chivas USA folded following the 2014 season. New York City FC and Orlando City Soccer Club began play in 2015. An expansion Atlanta MLS team will start playing in 2017.

The regular season runs April through October.

43.2 Attendance

Each MLS team plays 17 home games. Regular-season average game attendance has been as follows:

• 1996:	17,406	• 2006:	15,390
• 1997:	14,619	• 2007:	16,770
• 1998:	14,312	• 2008:	16,459
• 1999:	14,282	• 2009:	16,120
• 2000:	13,756	• 2010:	16,675
• 2001:	14,961	• 2011:	17,872
• 2002:	15,882	• 2012:	18,807
• 2003:	14,898	• 2013:	18,611
• 2004:	15,559	• 2014:	19,147
• 2005:	15,108	• 2015:	21,574

Average attendance for home games during the 2015 season for MLS teams was as follows:

• Seattle Sounders:	44,247
• Orlando City SC:	32,847
• New York City FC:	29,016
• Toronto FC:	23,451

- LA Galaxy: 23,392
- Portland Timbers: 21,142
- San Jose Earthquakes: 20,979
- Houston Dynamo: 20,658
- Vancouver Whitecaps: 20,507
- Real Salt Lake: 20,160
- Sporting KC: 19,687
- New York Red Bulls: 19,657
- New England Revolution: 19,627
- Montreal Impact: 17,703
- Philadelphia Union: 17,451
- Columbus Crew: 16,513
- DC United: 16,244
- FC Dallas: 15,981
- Chicago Fire: 16,003
- Colorado Rapids: 15,657

43.3 Sponsors

Official sponsors of MLS for 2015 were Adidas, Advocare, Allstate, AT&T, Audi, Chipotle, Coca-Cola, Continental Tire, Draft Kings, EA Sports, Etihad Airways, Heineken, Jeld-Wen Windows & Doors, Johnson & Johnson, Kraft Heinz, Mondelēz International, Makita Tools, Microsoft Windows, Southern New Hampshire University, 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*):

	Sponsor	Annual Amount
• LA Galaxy	Herbalife	\$4.4 million
• Vancouver Whitecaps FC	Bell Canada	\$4.0 million+
• Montreal Impact	Bank of Montreal	\$4.0 million
• Seattle Sounders FC:	Microsoft Xbox	\$4.0 million
• Toronto FC	Bank of Montreal	\$4.0 million
• Philadelphia Union	Bimbo Bakeries USA	\$3.0 million
• Real Salt Lake	LifeVantage	\$3.0 million
• Sporting Kansas City	Ivy Funds	\$2.5 million
• Chicago Fire	Quaker	Undisclosed
• Colorado Rapids	Transamerica	Undisclosed
• Columbus Crew SC	Barbasol	Undisclosed
• D.C. United	Leidos	Undisclosed
• FC Dallas	AdvoCare	Undisclosed
• Houston Dynamo	BHP Billiton	Undisclosed
• New England Revolution	UnitedHealthcare	Undisclosed

- | | | |
|--------------------|-----------------|-------------|
| • New York City FC | Etihad Airways | Undisclosed |
| • Orlando City SC | Orlando Health | Undisclosed |
| • Portland Timbers | Alaska Airlines | Undisclosed |

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*):

- | | |
|---|------------------------------|
| • BMO Field (Toronto, ON, Canada): | \$2.4 million (expires 2016) |
| • BVAA Compass Stadium (Houston, TX): | \$2.0 million (expires 2021) |
| • Dick's Sporting Goods Park (Commerce City, CO): | \$2.0 million (expires 2021) |
| • Rio Tinto Stadium (Sandy, UT): | \$2.0 million (expires 2023) |
| • PPL Park (Chester, PA): | \$1.8 million (expires 2020) |

43.4 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.

The following were the 2015 matches with the highest viewership (source: *SportsBusiness Journal*):

ESPN/ESPN2

- | | |
|-------------------------------------|---------|
| • LA Galaxy-Seattle (August 9): | 549,000 |
| • Orlando City-NYCFC (March 8): | 539,000 |
| • LA Galaxy-NYCFC (August 23): | 452,000 |
| • Seattle-Portland (August 30): | 438,000 |
| • Seattle-Orlando City (August 16): | 345,000 |

Fox Sports 1

- | | |
|--------------------------------------|---------|
| • MLS All Stars-Tottenham (July 29): | 548,000 |
| • Orlando City-DC United (June 14): | 378,000 |
| • Portland-Seattle (June 28): | 371,000 |
| • NY Red Bulls-NYCFC (August 9): | 315,000 |
| • Seattle-Portland (April 26): | 309,000 |

Unimas

- San Jose-LA Galaxy (August 28): 356,000
- LA Galaxy-Chicago (March 6): 341,000
- San Jose-Houston (July 10): 330,000
- Houston-Orlando City (March 13): 310,000
- MLS All Stars-Tottenham (July 29): 285,000

43.5 Fan Demographics

According to an ESPN Sports Poll, MLS fan distribution is as follows:

Gender

- Men: 61%
- Women: 39%

Ethnicity

- Caucasian: 61%
- Hispanic-American: 23%
- African-American: 9%
- Other: 7%

43.6 Market Resources

Major League Soccer, 420 Fifth Avenue, 7th Floor, New York, NY 10018.
(212) 450-1200. (www.mlssoccer.com)

PREMIER LEAGUE

44.1 Overview

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. Several EPL clubs base their preseason in North America with participation in the International Champions Cup (see Chapter 98 of this handbook). EPL matches are televised in the United States.

44.2 Clubs

Average home attendance for the 2015 season for Premier League clubs was as follows:

• Arsenal (London Borough of Islington):	59,992
• Aston Villa (Aston, Birmingham):	34,133
• Burnley (Burnley):	19,131
• Chelsea (London Borough of Hammersmith and Fulham):	41,546
• Crystal Palace (London Borough of Croydon):	24,421
• Everton (Liverpool):	38,406
• Hull City (Kingston upon Hull):	23,557
• Leicester City (Leicester):	31,693
• Liverpool (Liverpool):	44,659
• Manchester City (Manchester):	45,365
• Manchester United (Trafford, Greater Manchester):	75,335
• Newcastle United (Newcastle upon Tyne):	50,359
• Queens Park Rangers (London Borough of Hammersmith and Fulham):	17,809
• Southampton (Southampton):	30,652
• Stoke City (Stoke-on-Trent):	27,081
• Sunderland (Sunderland):	43,157
• Swansea City (Swansea, Wales):	20,555
• Tottenham Hotspur (London Borough of Haringey):	35,728
• West Bromwich Albion (West Bromwich):	25,064
• West Ham United (London Borough of Newham):	34,871

Forbes (June 2015) assesses the EPL clubs with the highest valuation as follows:

- Manchester United: \$3.10 billion
- Manchester City: \$1.38 billion
- Chelsea: \$1.37 billion
- Arsenal: \$1.31 billion
- Liverpool: \$ 982 million
- Tottenham Hotspur: \$ 600 million
- Newcastle United: \$ 349 million
- West Ham United: \$ 309 million

44.3 U.S. Broadcast Rights And Viewership

NBC networks have broadcast EPL games since the 2013-2014 season. Viewership for the 2014-2015 season averaged 479,000, up 9% from the prior season and up 118% from 2012-2013, when EPL games aired on Fox Soccer and ESPN/ESPN2.

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 telecast 154 matches on Saturday and Sunday mornings and on Monday afternoons. NBC broadcast 20 Saturday afternoon matches. Matches were also telecast 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.

44.4 Sponsors

Barclays is the title sponsor of the Premier League. Other sponsors for the 2016 season are Carlsberg, EA Sports, Nike, and Topps.

MAJOR LEAGUE LACROSSE

45.1 Overview

Major League Lacrosse (MLL, www.majorleaguelacrosse.com), which plays games outdoors, launched its 15th season in 2015. The season consists of a total of 56 regular-season games running from April to August; each team plays seven home games.

45.2 Attendance

Regular-season attendance has been as follows:

• 2006:	4,295	• 2011:	6,417
• 2007:	4,429	• 2012:	5,608
• 2008:	4,515	• 2013:	5,069
• 2009:	5,557	• 2014:	4,757
• 2010:	5,337	• 2015:	4,383

Average attendance by team for the 2015 season 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

45.3 Broadcast Rights

CBS Sports Network is the exclusive television provider of the All-Star, Semifinals, and Championship Game.

Major League Lacrosse partnered with 17 regional sports networks to televise the 2015 MLL season nationally.

In 2013, the MLL and YouTube agreed to an exclusive 15-game schedule; MLL shares ad revenue with YouTube.

ESPN3 streamed all 56 regular-season games for the 2015 season.

45.4 Sponsors

MLL sponsors for the 2015 season are Body by Jake Global, Brine, Cascade, Coke Zero, Great Atlantic Lacrosse Company, Powerade, and Warrior Lacrosse.

45.5 Market Resources

Major League Lacrosse, 20 Guest Street, Suite 125, Boston, MA 02135.
(617) 746-2233. (www.majorleaguelacrosse.com)

NATIONAL LACROSSE LEAGUE

46.1 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 eight home games. There are nine franchises.

46.2 Attendance

NLL average regular-season game attendance has been as follows:

• 2003:	8,757	• 2010:	9,559
• 2004:	9,885	• 2011:	9,722
• 2005:	10,237	• 2012:	9,468
• 2006:	10,703	• 2013:	9,663
• 2007:	10,293	• 2014:	9,430
• 2008:	10,475	• 2015:	8,970
• 2009:	10,018		

By team, average regular-season attendance for the 2015 season was as follows:

• Colorado Mammoth:	14,787
• Buffalo Bandits:	14,316
• Calgary Roughnecks:	11,642
• Toronto Rock:	10,011
• Minnesota Swarm:	8,699
• Rochester Knighthawks:	7,051
• Edmonton Rush:	6,578
• New England Black Wolves:	3,914
• Washington Stealth:	3,734

Average attendance was 10,357 for the 10 games of the 2015 NLL Playoffs.

46.3 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.

46.4 Sponsors

NLL sponsors for the 2016 season are Dodge, New Era, Pinty's, Pointstreet Sports Technologies, Shoeless Joe's Sports Bar, and Under Armour.

46.5 Market Resources

National Lacrosse League, 53 West 36th Street, Suite 406, New York, NY 10018. (212) 764-1390. (www.nll.com)

ARENA FOOTBALL LEAGUE

47.1 Overview

The Arena Football League (AFL, www.arenafootball.com), an indoor football league, launched in 1987 and played 22 seasons. From 2000 to 2009, AFL attendance averaged between 10,000 and 13,000. The league cancelled the 2009 season and filed for Chapter 11 bankruptcy in July 2009. The league relaunched in February 2010.

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. Teams in Las Vegas, New Orleans, and Spokane disbanded after the 2015 season.

47.2 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

Average regular-season attendance by team for the 2015 season was as follows:

- Tampa Bay Storm: 12,312
- Cleveland Gladiators: 11,558
- Orlando Predators: 11,459
- Arizona Rattlers (Phoenix): 10,701
- Jacksonville Sharks: 10,006
- San Jose SaberCats: 8,814
- Philadelphia Soul: 8,491
- Portland Thunder: 8,290
- Spokane Shock: 8,034
- LA Kiss: 7,913

- Las Vegas Outlaws: 5,323
- New Orleans VooDoo: 4,066

47.3 Sponsors

Arena Football League sponsors for the 2015 season were Braingear, Fox 40, Game Day Skinz, Riddell, Russell Athletic, Smitty Official's Apparel, Spalding, The Jason Foundation, and VidSwap.

47.4 Telecasts and Online Access

CBS Sports Network became the AFL's national broadcast partner in 2013, airing 19 regular-season games, two playoff games, and the Arena Bowl. For the 2014 season, CBS aired 20 regular-season games.

ESPN became an AFL broadcast partner in 2014, with weekly games being shown on ESPN2. ESPN2 and ESPNEWS will broadcast nine regular-season games and the conference championship. Arena Bowl XXVIII was aired on ESPN on August 29, 2015.

All regular-season AFL games are streamed on ESPN3 for free viewing.

47.5 Market Resources

Arena Football League, 2340 S. River Road, Suite 310, Des Plaines, IL 60018.
(312) 465-2200. (www.arenafootball.com)

MINOR LEAGUE BASEBALL

48.1 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.americanassociationbaseball.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)

48.2 Team Valuations

In 2014, the Frisco RoughRiders, a Class AA team, sold for \$32 million, and the Dayton Dragons, a Class A team, sold for \$40 million. These valuations suggest increasing popularity of minor league baseball.

“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

48.3 Attendance

In total, Minor League Baseball drew 42,559,842 fans during the 2015 regular season. Attendance by league was as follows:

	Teams	Games	Attendance
• International League (AAA):	14	967	6,961,610
• Pacific Coast League (AAA):	16	1,111	7,230,683
• Mexican League (AAA):	16	848	3,812,514
• Eastern League (AA):	12	821	3,870,832
• Southern League (AA):	10	656	2,364,879
• Texas League (AA):	8	539	2,792,721
• California League (A):	10	684	1,551,070
• Carolina League (A):	8	526	1,946,768
• Florida State League (A):	12	775	1,172,695
• Midwest League (A):	16	1,079	4,233,904
• South Atlantic League (A):	14	926	3,053,433
• New York-Penn League (A):	8	510	1,588,913
• Northwest League (A):	14	302	1,051,265
• Appalachian League (Rookie):	10	319	347,451
• Pioneer League (Rookie):	8	289	633,622

48.4 Class AAA Leagues

Average attendance for Class AAA teams during the 2015 regular season was as follows:

International League	Attendance	Games	Average
• Charlotte Knights:	669,398	71	9,428
• Indianapolis Indians:	662,536	71	9,331
• Columbus Clippers:	622,096	69	9,016
• Lehigh Valley IronPigs:	613,815	70	8,769

• Durham Bulls:	554,788	71	7,814
• Buffalo Bisons:	551,303	67	8,228
• Toledo Mud Hens:	531,249	69	7,699
• Louisville Bats:	527,588	70	7,537
• Pawtucket Red Sox:	466,600	71	6,572
• Rochester Red Wings:	440,360	70	6,291
• Scranton/Wilkes-Barre RailRiders:	402,731	70	5,753
• Norfolk Tides:	386,402	67	5,767
• Gwinnett Braves:	270,336	71	3,808
• Syracuse Chiefs:	262,408	69	3,803

Pacific Coast League

• Sacramento River Cats:	672,354	72	9,338
• Round Rock Express:	595,012	69	8,623
• El Paso Chihuahuas:	578,952	71	8,154
• Nashville Sounds:	565,548	71	7,965
• Albuquerque Isotopes:	560,519	70	8,007
• Iowa Cubs:	504,577	67	7,531
• Oklahoma City Dodgers:	471,996	68	6,941
• Salt Lake Bees:	470,760	69	6,823
• Fresno Grizzlies:	458,431	71	6,457
• Omaha Storm Chasers:	386,141	70	5,516
• Reno Aces:	376,422	70	5,377
• Tacoma Rainiers:	352,521	71	4,965
• Las Vegas 51s:	333,520	69	4,834
• New Orleans Zephyrs:	324,973	69	4,710
• Colorado Springs Sky Sox:	300,209	65	4,619
• Memphis Redbirds:	278,579	69	4,037

Unlike the other two Class AAA circuits, Mexican League teams are not affiliated with Major League Baseball teams.

48.5 Market Resources

Minor League Baseball, 9550 16th Street N., St. Petersburg, FL 33716.
(727) 822-6937. (www.milb.com)

MINOR LEAGUE HOCKEY

49.1 Overview

There are five established minor hockey leagues, as follows:

	Founded	Teams
• American Hockey League (www.theahl.com):	1936	30
• East Coast Hockey League (www.echl.com):	1988	28
• Federal Hockey League (www.thefederalhockeyleague.com):	2010	6
• Ligue Nord-Américaine de Hockey (www.lnah.com):	1996	8
• Southern Professional Hockey League (www.thesphl.com):	2004	9

49.2 American Hockey League

The American Hockey League (AHL) is the primary developmental circuit for the National Hockey League. For the 2014-2015 season, attendance for the AHL was 6,279,281, or a per-game average of 5,508, a 2.0% increase over the previous season; each team played 38 games. Average attendance by team was as follows:

• Hershey Bears:	9,791
• Providence Bruins:	8,389
• Lake Erie Monsters:	8,331
• Lehigh Valley Phantoms:	8,163
• Grand Rapids Griffins:	8,082
• Chicago Wolves:	7,958
• San Antonio Rampage:	6,579
• Rochester Americans:	6,165
• Syracuse Crunch:	5,986
• Charlotte Checkers:	5,822
• Milwaukee Admirals:	5,809
• St. John's IceCaps:	5,778
• Wilkes-Barre/Scranton Penguins:	5,708
• Iowa Wild:	5,659
• Manchester Monarchs:	5,621
• Toronto Marlies:	5,347
• Texas Stars:	5,002
• Rockford IceHogs:	4,834
• Norfolk Admirals:	4,752
• Bridgeport Sound Tigers:	4,744

- Hartford Wolf Pack: 4,468
- Hamilton Bulldogs: 4,452
- Worcester Sharks: 3,847
- Binghamton Senators: 3,773
- Utica Comets: 3,720
- Adirondack Flames: 3,642
- Albany Devils: 3,323
- Springfield Falcons: 3,273
- Oklahoma City Barons: 3,262
- Portland Pirates: 2,963

The 2015-2016 season (October 9, 2015 through April 17, 2016) concludes with the Calder Cup Championship.

49.3 East Coast Hockey League

Attendance for the East Coast Hockey League for the 2014-2015 season was 4,635,201 million, or an average 4,598 per game, a 2.3% decline from the prior season; each team played 36 games. Average attendance by team was as follows:

- Ontario Reign: 7,802
- Fort Wayne Komets: 7,277
- Toledo Walleye: 6,440
- Orlando Solar Bears: 6,209
- Tulsa Oilers: 5,479
- Missouri Mavericks: 5,317
- Colorado Eagles: 5,289
- Florida Everblades: 5,205
- Evansville Icemen: 5,019
- Wichita Thunder: 5,007
- Gwinnett Gladiators: 4,927
- Utah Grizzlies: 4,919
- Bakersfield Condors: 4,799
- Stockton Thunder: 4,621
- Alaska Aces: 4,367
- Cincinnati Cyclones: 4,342
- Reading Royals: 4,192
- Allen Americans: 4,096
- Idaho Steelheads: 4,030
- South Carolina Stingrays: 3,979
- Quad City Mallards: 3,913
- Rapid City Rush: 3,856
- Indy Fuel: 3,720
- Greenville Road Warriors: 3,619
- Kalamazoo Wings: 2,703

- Brampton Beast: 2,572
- Elmira Hackets: 2,557
- Wheeling Nailers: 2,499

49.4 Market Resources

American Hockey League, One Monarch Place, Suite 2400, Springfield, MA 01144.
(413) 495-1035. (www.theahl.com)

East Coast Hockey League, 116 Village Boulevard, Suite 230, Princeton, NJ 08540.
(609) 452-0770. (www.echl.com)

NBA DEVELOPMENT LEAGUE

50.1 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.

50.2 Attendance

D-League attendance for the 2014-2015 regular season was 1.24 million, the 6th consecutive year that attendance has surpassed one million.

50.3 Teams

There are 17 teams for the 2015-2016 season. Teams and their NBA affiliates are as follows:

- Austin Toros: Spurs
- Bakersfield Jam: Clippers, Hawks, Jazz, Raptors, Suns
- Canton Charge: Cavaliers
- Delaware 87ers: Sixers
- Fort Wayne Mad Ants: Bobcats, Bucks, Grizzlies, Pacers, Pistons, Magic
- Idaho Stampede: Blazers
- Iowa Energy: Bulls, Nuggets, Pelicans, Timberwolves, Wizards
- Los Angeles D-Fenders: Lakers
- Maine Red Claws: Celtics
- Reno Bighorns: Kings
- Rio Grande Valley Vipers: Rockets
- Santa Cruz Warriors: Warriors
- Sioux Falls Skyforce: Heat
- Springfield Armor: Nets
- Texas Legends: Mavericks
- Tulsa 66ers: Thunder
- Winchester Knicks: Knicks

NBA clubs own six NBA-D League teams: 66ers, 87ers, Charge, D-Fenders, Toros, and Warriors. Three teams have independent ownership and multiple NBA affiliations: Energy, Jam, and Mad Ants. The other eight D-League teams have hybrid ownership deals, where funds for clubs come from an affiliated NBA team.

50.4 Media Rights

ESPN televised the entire NBA D-League 2014-2015 postseason, with the playoffs and Finals airing on ESPNU and ESPNEWS.

ESPN and the NBA announced as part of its new nine-year agreement that beginning with the 2016-2017 season, at least 20 NBA D-League games will be aired on ESPN television networks each season through 2024-2025.

NBA TV and YouTube combined to present more than 400 NBA D-League games during the 2014-2015 season, highlights, and short-form digital content.

50.5 Sponsors

Sponsors for the 2015-2016 season are BBVA, Boost Mobile, Diageo, Harman, Kaiser Permanente, Samsung, and Unilever

Nine NBA D-League teams have jersey partnerships for the 2015-2016 season: 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).

PART VI: WOMEN'S SPORT LEAGUES

WOMEN'S NATIONAL BASKETBALL ASSOCIATION

51.1 Overview

The Women's National Basketball Association (WNBA) season runs May (pre-season) through September, with each team playing 17 home games. The 2015 season began with 12 teams.

Several WNBA teams have NBA counterparts and play in the same arena.

51.2 Attendance

Regular-season average game attendance has been as follows (change from previous season in parenthesis):

• 1997:	9,669 (inaugural season)	• 2007:	7,750 (1.7%)
• 1998:	10,869 (12.4%)	• 2008:	7,948 (2.4%)
• 1999:	10,207 (-6.1%)	• 2009:	8,039 (1.1%)
• 2000:	9,072 (-11.1%)	• 2010:	7,834 (-2.6%)
• 2001:	9,075 (no change)	• 2011:	7,955 (1.5%)
• 2002:	9,228 (1.7%)	• 2012:	7,456 (-6.3%)
• 2003:	8,800 (-4.3%)	• 2013:	7,531 (1.0%)
• 2004:	8,613 (-4.1%)	• 2014:	7,578 (0.6%)
• 2005:	8,172 (-4.5%)	• 2015:	7,318 (-3.4%)
• 2006:	7,490 (-7.0%)		

In 2015, the WNBA experienced the lowest regular season average attendance in its history. The drop was, in large part, attributed to the San Antonio Stars suffering a 37% decline in attendance while playing at Freeman Coliseum as the AT&T Center underwent renovations. The Tulsa Shock, who will be moving to Arlington, Texas, for the 2016 season, also saw a significant drop-off, down 7% from the previous season.

Post-season average attendance has been as follows:

• 1997:	14,849	• 2004:	9,490
• 1998:	11,964	• 2005:	8,397
• 1999:	12,647	• 2006:	8,397
• 2000:	12,222	• 2007:	10,312
• 2001:	11,430	• 2008:	8,420
• 2002:	11,537	• 2009:	9,979
• 2003:	9,205	• 2010:	10,822

- 2011: 9,232
- 2012: 9,195
- 2013: 7,574
- 2014: 8,200
- 2015: 8,799

Average attendance for home games during the 2015 season for WNBA teams was as follows:

- Phoenix Mercury: 9,946
- Minnesota Lynx: 9,364
- New York Liberty: 9,159
- Los Angeles Sparks: 9,065
- Washington Mystics: 7,714
- Indiana Fever: 7,485
- Seattle Storm: 6,516
- Chicago Sky: 6,894
- Atlanta Dream: 6,122
- Connecticut Sun: 5,557
- Tulsa Shock: 5,167
- San Antonio Silver Stars: 4,831

51.3 Sponsors

WNBA marketing partners for the 2015 season were adidas, American Express, Anheuser-Busch InBev, BBVA Compass, Boost Mobile, Coca-Cola, Diageo, EA Sports, Gatorade, Nike, Procter & Gamble, Samsung, SAP, Spalding, and State Farm.

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.

51.4 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.

51.5 TV Viewership

TV viewership on ESPN2 has been as follows:

	Regular Season		Play offs	
	Telecasts	Avg. Viewers	Telecasts	Avg. Viewers
• 2008:	13	248,000	12	282,000
• 2009:	12	269,000	13	435,000
• 2010:	18	258,000	7	370,000
• 2011:	11	270,000	15	n/a
• 2012:	10	180,000	19	301,000
• 2013:	13	231,000	17	344,000
• 2014:	13	235,000	10	489,000
• 2015:	11	202,000		

51.6 Fan Demographics

According to an ESPN Sports Poll, WNBA fan distribution is as follows:

Gender

- Men: 60%
- Women: 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%

51.7 Market Resources

Women's National Basketball Association, 645 Fifth Avenue, New York, NY 10022.
(www.wnba.com)

LEGENDS FOOTBALL LEAGUE

52.1 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.

52.2 2016 Season

The 2016 LFL season will open April 9 with eight teams, as follows:

Team	Venue
• Atlanta Steam	Arena at Gwinnett Center (Duluth, GA)
• Austin Acoustic	Cedar Park Center (Cedar Park, TX)
• Chicago Bliss	Toyota Park (Bridgeview, IL)
• Dallas Desire	Dr. Pepper Arena (Frisco, TX)
• Los Angeles Temptation	Los Angeles Memorial Coliseum (Los Angeles, CA)
• New England Liberty	Verizon Wireless Arena (Manchester, NH)
• Omaha Heart	Ralston Arena (Omaha, NE)
• Seattle Mist	ShoWare Center (Kent, WA)

52.3 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.

In 2015, Oxygen Media premiered *Pretty. Strong.*, a reality series which focuses on the lives and careers of the Chicago Bliss.

NATIONAL PRO FASTPITCH

53.1 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.

53.2 Teams

The 2015 season opened with five teams, as follows:

- Akron Racers
- Chicago Bandits
- Dallas Charge
- Pennsylvania Rebellion
- USSSA Florida Pride

53.3 Sponsors

NPF sponsors for 2015 were Boombah, Bownet, City of Rosemont, Combat, Wilson Sporting Goods Co., and Worth Sports.

53.4 Market Resources

National Pro Fastpitch, 3350 Hobson Pike, Hermitage, TN 37076. (615) 232-2900. (www.profastpitch.com)

NATIONAL WOMEN'S HOCKEY LEAGUE

54.1 Overview

The National Women's Hockey League (NWHL, www.nwhl.co) 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 are paid a minimum of \$10,000. Teams had a \$270,000 salary cap for the 2015-2016 season.

“The NWHL began with four teams in cities that already have a lot of hockey fans: Boston, Buffalo, New York, and Stamford, Connecticut. It recruited athletes – including several Canadian league players and eight members of the U.S. Olympic team – by promising to pay them an average annual salary of \$15,000, plus a percentage of their jersey sales. It’s not a lot, but it’s more than athletes earn in some other sports. Before the NWHL started in October, there was no professional pipeline for women hockey players in the U.S.”

Bloomberg Businessweek, 11/6/15

54.2 Inaugural Season

The 18-game inaugural season, October 11, 2015 through February 2, 2016, was played with four teams, as follows:

Team	Arena
• Boston Pride	Alexander C. Bright Hockey Center (Harvard University)
• Buffalo Beauts	Harbor Center
• Connecticut Whale	Chelsea Piers Connecticut (Stamford)
• New York Riveters	Aviator Sports & Events Center

The first game, between the New York Riveters and Connecticut Whale, was a sellout. *Bloomberg Businessweek* reported that teams typically sold about 1,200 tickets per game.

The NWHL champion is awarded the Isobel Cup, named after Lady Isobel Gathorne-Hardy.

54.3 Media

ESPN contracted to broadcast all 2015-2016 season games on ESPN3. NESN broadcasts all Boston Pride home games.

54.4 Sponsors

Dunkin' Donuts signed as the first NWHL sponsor in December 2015.

NATIONAL WOMEN'S SOCCER LEAGUE

55.1 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 third season began in April 2015 with nine teams. Each team played 10 home games. The championship game, won by FC Kansas City, was played on October 1.

55.2 Attendance

Total attendance for the 90 games of the 2015 season was 454,100; average attendance was 5,046.

Average attendance for the 2015 season was as follows:

- Portland Thorns FC (Portland, OR): 15,639
- Houston Dash (Houston, TX): 6,413
- Chicago Red Stars (Lisle, IL): 4,210
- Washington Spirit (Boyd's, MD): 4,087
- Seattle Reign FC (Seattle, WA): 4,060
- FC Kansas City (Kansas City, MO): 3,091
- Boston Breakers (Boston, MA): 2,863
- Western New York Flash (Rochester, NY): 2,860
- Sky Blue FC (Piscataway, NJ): 2,189

NWSL record attendance of 19,123 was at Providence Park (Portland, OR) on August 3, 2014.

55.3 Media Rights

Fox Sports telecast 10 games during the 2015 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.

Most NWSL games are available on YouTube and team websites.

55.4 Sponsors

NWSL sponsors for the 2015 season were Coppertone Sport, Mango.org, Nike, and U.S. Soccer Foundation.

55.5 Market Resources

National Women's Soccer League, 1801 S. Prairie Avenue, Chicago, IL 60616.
(312) 808-1300. (www.nwslsoccer.com)

PART VII: COLLEGIATE & HIGH SCHOOL SPORTS

COLLEGE ATHLETIC PROGRAMS

56.1 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.astaredwolves.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.gocsucougars.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.gococcusports.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.depaulbluedeamons.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

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.fduknight.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.scarletknight.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.smcgaels.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.gozipt.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.arizonaathletics.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.hawaiiathletics.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.soonersports.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.utepathletics.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.pacifictigers.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.msnsportsnet.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

NCAA SPORTS

57.1 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 March Madness college basketball tournament sends workplaces across America into a frenzy of small-time betting. 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, 8/16/15

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.

57.2 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%.

57.3 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:

	Member Schools
• 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.ovcsports.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.

57.4 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.

57.5 Conference Revenue

Revenue of the five major conferences in 2013 (most recent data available) is as follows (source: *SportsBusiness Journal*, based on conference tax returns):

- Big Ten: \$338.9 million
- ACC: \$313.3 million
- SEC: \$325.9 million
- Big 12: \$227.7 million
- Pac-12: \$374.0 million

SportsBusiness Journal assesses combined revenue for these five conferences as follows:

- Conference TV contracts: \$1.01 billion
- BCS football playoff: \$ 471 million
- NCAA tournament: \$ 92 million

57.6 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

57.7 Athletic Department Revenue

A total of \$6 billion is spent annually by athletic departments at the 218 Division I colleges, according to an analysis of NCAA reports by *USA Today*. Among these schools, the athletic programs are self-sufficient (e.g., sports-related revenue exceeds athletic spending) at only 22 schools. With a median deficit of \$11.3 million, athletic programs at the other universities are subsidized.

Universities with self-sufficient athletic programs, ranked by total surplus, are as follows (source: *USA Today*):

- Oregon: \$41.85 million*
- Alabama: \$26.60 million
- Penn State: \$18.57 million
- Michigan: \$17.51 million
- Oklahoma State: \$16.96 million
- Iowa: \$13.77 million
- Texas: \$13.12 million
- Oklahoma: \$10.83 million
- Georgia: \$ 9.28 million
- LSU: \$ 8.70 million
- Kansas State: \$ 7.86 million
- Florida: \$ 6.87 million
- Texas A&M: \$ 6.83 million
- Arkansas: \$ 4.58 million
- Purdue: \$ 3.29 million
- Michigan State: \$ 2.03 million
- Nebraska: \$ 1.75 million
- West Virginia: \$ 1.17 million
- Indiana: \$ 1.11 million
- Virginia Tech: \$ 968,000
- Ohio State: \$ 434,000
- Washington: \$ 211,000

* Surplus is due, in part, to non-cash gift of John E. Jaqua Academic Center for Student Athletes.

57.8 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.

57.9 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 2015-2016, with sponsorships of about \$10 million annually, are Allstate, Bing, Buffalo Wild Wings, Buick, Burger King, Enterprise Rent-A-Car, fireHD, Infiniti, LG, Lowe's, Nabisco, Northwestern Mutual, Reeses, Unilever, and UPS.

57.10 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

58.1 Market Assessment

According to *SportsBusiness Journal*, based on data from the U.S. Department of Education, the following universities have the highest football program revenue:

- Texas: \$87.6 million
- Ohio State: \$68.2 million
- Florida: \$66.2 million
- Georgia: \$65.2 million
- Alabama: \$64.6 million
- Louisiana State: \$61.9 million
- Penn State: \$61.8 million
- Auburn: \$58.6 million
- South Carolina: \$57.1 million
- Notre Dame: \$56.9 million
- Nebraska: \$55.2 million
- Michigan: \$52.2 million
- Michigan State: \$43.5 million
- Tennessee: \$42.8 million
- Oklahoma: \$42.6 million
- Wisconsin: \$42.0 million
- Iowa: \$30.9 million
- Arkansas: \$38.6 million
- Texas A&M: \$38.4 million
- Clemson: \$35.2 million

Forbes estimated 2014 valuations of college football programs as follows:

- Texas Longhorns: \$131 million
- Notre Dame Fighting Irish: \$122 million
- Michigan Wolverines: \$117 million
- Alabama Crimson Tide: \$107 million
- Louisiana State Tigers: \$103 million
- Auburn Tigers: \$ 97 million
- Tennessee Volunteers: \$ 94 million
- Oklahoma Sooners: \$ 93 million
- Ohio State Buckeyes: \$ 87 million
- Georgia Bulldogs: \$ 83 million

- Florida Gators: \$ 82 million
- Penn State Nittany Lions: \$ 80 million
- Texas A&M Aggies: \$ 78 million
- Washington Huskies: \$ 77 million
- Nebraska Cornhuskers: \$ 73 million
- South Carolina Gamecocks: \$ 72 million
- Michigan State Spartans: \$ 72 million
- Arkansas Razorbacks: \$ 71 million
- USC Trojans: \$ 69 million
- Oregon Ducks: \$ 68 million

58.2 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 2014 season, 655 NCAA schools fielded football teams. Regular-season game attendance at games in 2014 was as follows:

	Teams	Games	Attendance	Average
• Division I:	246	1,559	43.68 million	28,017
• Division II:	167	915	2.99 million	3,271
• Division III:	242	1,219	2.40 million	1,970

According to the National Collegiate Athletic Association (NCAA), the following were the Division I universities with the highest average game attendance for the 2014 season:

• Ohio State:	106,296	• South Carolina:	81,381
• Texas A&M:	105,123	• Notre Dame:	80,795
• Michigan:	104,909	• Wisconsin:	79,520
• LSU:	101,723	• UCLA:	76,650
• Penn State:	101,623	• Michigan State:	74,681
• Alabama:	101,534	• Southern California:	73,272
• Tennessee:	99,754	• Iowa:	67,512
• Texas:	94,103	• Arkansas:	66,521
• Georgia:	92,746	• Missouri:	65,285
• Nebraska:	91,249	• Washington:	64,508
• Auburn:	87,451	• Ole Miss:	61,547
• Florida:	85,834	• Virginia Tech:	61,157
• Oklahoma:	85,162	• Mississippi State:	61,127
• Florida State:	82,211	• Texas Tech:	58,934
• Clemson:	81,752	• Kentucky:	57,572

58.3 College Football Playoff and Bowl Games

The College Football Playoff and bowl games are assessed in Chapter 28 of this handbook.

58.4 Fan Demographics

According to an ESPN Sports Poll, college football fan distribution is as follows:

Gender

- Men: 62%
- Women: 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%

58.5 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.

NCAA MEN'S BASKETBALL

59.1 Market Assessment

According to *SportsBusiness Journal* (November 2015), 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 2014, *Forbes* estimated valuations of college men's basketball programs as follows:

- Louisville Cardinals: \$39.5 million
- Kansas Jayhawks: \$33.0 million
- Kentucky Wildcats: \$32.5 million
- North Carolina Tar Heels: \$25.7 million
- Indiana Hoosiers: \$25.4 million
- Arizona Wildcats: \$25.2 million
- Ohio State Buckeyes: \$22.9 million
- Wisconsin Badgers: \$21.1 million
- Syracuse Orange: \$21.0 million

- Duke Blue Devils: \$18.9 million
- Michigan State Spartans: \$17.1 million
- North Carolina State Wolfpack: \$17.7 million
- Illinois Fighting Illini: \$15.8 million
- Michigan Wolverines: \$14.2 million
- Tennessee Volunteers: \$14.1 million
- Texas Longhorns: \$13.6 million
- Xavier Musketeers: \$13.4 million
- Maryland Terpins: \$11.9 million
- Minnesota Golden Gophers: \$11.6 million
- Arizona Razorbacks: \$11.0 million

59.2 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.themediiaaudit.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 2014-2015 season was as follows:

	Teams	Games	Attendance	Average
• Division I:	345	5,435	27.88 million	5,129
• Division II:	284	3,796	2.76 million	728
• Division III:	407	4,938	1.98 million	402

The following were the Division I universities with the highest average attendance:

• Syracuse:	26,253	• New Mexico:	15,212
• Kentucky:	22,964	• Iowa:	14,976
• Louisville:	21,282	• Michigan State:	14,797
• North Carolina:	18,025	• Arizona:	14,375
• Creighton:	17,896	• Iowa State:	14,192
• Indiana:	17,359	• Arkansas:	14,023
• Wisconsin:	17,104	• UNLV:	13,125
• Ohio State:	16,474	• Purdue:	12,738
• Kansas:	16,437	• Michigan:	12,698
• Memphis:	16,121	• North Carolina State:	12,641
• Brigham Young:	15,875	• Maryland:	12,557
• Tennessee:	15,475	• San Diego State:	12,414
• Nebraska:	15,419	• Dayton:	12,316
• Marquette:	15,327	• Kansas State:	12,125
• Illinois:	15,246	• Virginia:	11,684

59.3 NCAA Division I Finals

The NCAA Division I Men's Basketball Championship is assessed in Chapter 33 of this handbook.

59.4 Fan Demographics

According to an ESPN Sports Poll, college basketball fan distribution is as follows:

Gender

- Men: 63%
- Women: 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%

59.5 Favorite Teams

Sports fans responding to a March 2015 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

59.6 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.

NCAA WOMEN'S BASKETBALL

60.1 Fans and Spectators

According to the National Collegiate Athletic Association (NCAA), regular-season attendance at college women's basketball games for the 2014-2015 women's basketball season was as follows:

	Teams	Games	Attendance	Average
• Division I:	343	5,184	8.11 million	1,565
• Division II:	289	4,033	1.79 million	444
• Division III:	434	5,316	1.16 million	219

The following were the Division I universities with the highest average attendance:

• South Carolina:	12,293	• New Mexico:	5,168
• Tennessee:	10,375	• Texas A&M:	5,034
• Louisville:	9,515	• Penn State:	4,858
• Iowa State:	9,289	• Ohio State:	4,779
• Notre Dame:	8,544	• Duke:	4,590
• UConn:	8,216	• Oregon State:	4,194
• Kentucky:	6,379	• Middle Tennessee:	4,173
• Baylor:	6,341	• Wisconsin:	4,126
• Purdue:	6,279	• Kansas State:	4,039
• Michigan State:	6,119	• Minnesota:	3,846
• Nebraska:	5,857	• Texas Tech:	3,804
• Oklahoma:	5,373	• Mississippi State:	3,755
• Gonzaga:	5,366	• Toledo:	3,636
• Iowa:	5,301	• Stanford:	3,574
• Maryland:	5,236	• Vanderbilt:	3,552

60.2 Favorite Teams

Sports fans responding to a 2015 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

60.3 NCAA Women's Finals

In 2015, ESPN televised all 63 games of the NCAA Division I Women's Basketball Championship for the 11th consecutive year.

The 2015 championship game, played at Amalie Arena (Tampa, FL) 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

Upcoming tournament final games will be hosted in the following cities:

- 2016: Bankers Life Fieldhouse (Indianapolis, IN)
- 2017: American Airlines Center (Dallas, TX)
- 2018: Nationwide Arena (Columbus, OH)
- 2019: Amalie Arena (Tampa, FL)
- 2020: Smoothie King Center (New Orleans, LA)

Nielsen Media Research (www.nielsenmedia.com) reported that 63% of adult viewers of women's championship games are men.

61

HIGH SCHOOL SPORTS

61.1 Overview

According to the National Federation of State High School Associations (NFHS, www.nfhs.org), participation in high school sports has been as follows:

	Boys	Girls	Total
• 2000-2001:	3,921,069	2,784,154	6,705,223
• 2001-2002:	3,960,517	2,806,998	6,767,515
• 2002-2003:	3,988,738	2,856,358	6,845,096
• 2003-2004:	4,038,253	2,865,299	6,903,552
• 2004-2005:	4,110,319	2,908,390	7,018,709
• 2005-2006:	4,206,549	2,953,355	7,159,904
• 2006-2007:	4,321,103	3,021,807	7,342,910
• 2007-2008:	4,372,115	3,057,266	7,429,381
• 2008-2009:	4,422,662	3,114,091	7,536,753
• 2009-2010:	4,455,740	3,172,637	7,628,377
• 2010-2011:	4,494,406	3,173,549	7,667,955
• 2011-2012:	4,484,987	3,207,533	7,692,520
• 2012-2013:	4,490,854	3,222,723	7,713,577
• 2013-2014:	4,527,994	3,267,664	7,795,658
• 2014-2015:	4,519,312	3,287,735	7,807,047

According to the NFHS, attendance at high school sports events each year is approximately 500 million.

61.2 Most Popular Sports

The following are the most popular boys programs, ranked by participation during the 2014-2015 school year:

• Football:	1,083,617
• Track & field (outdoor):	578,632
• Basketball:	541,479
• Baseball:	486,567
• Soccer:	432,569
• Wrestling:	258,208
• Cross country:	250,981
• Tennis:	157,240

- Golf: 148,823
- Swimming & diving: 137,087

The following are the most popular programs for girls:

- Track & field (outdoor): 478,726
- Volleyball: 432,176
- Basketball: 429,504
- Soccer: 375,681
- Softball (fast pitch): 364,103
- Cross country: 221,616
- Tennis: 182,876
- Swimming & diving: 166,838
- Competitive spirit squads: 125,763
- Lacrosse: 84,785

61.3 Participation by Sport

Participation by sport during the 2014-2015 school year was as follows:

	Boys	Girls	Total
• Air riflery:	558	467	1,025
• Archery:	4,206	3,538	7,744
• Badminton:	4,310	12,567	16,877
• Baseball:	486,567	1,203	487,770
• Basketball:	541,479	429,504	970,983
• Bocce:	375	399	774
• Bowling:	29,105	26,110	55,215
• Canoe paddling:	1,254	1,236	2,490
• Competitive spirit squads:	2,687	125,763	128,450
• Crew:	2,621	4,074	6,695
• Cross country:	250,981	221,616	472,597
• Dance:	100	26,095	26,195
• Dancedrill:	32	7,007	7,039
• Decathlon:	253	196	449
• Drill team:	669	5,703	6,372
• Equestrian:	162	1,424	1,586
• Fencing:	2,147	1,876	4,023
• Field hockey:	138	60,549	60,687
• Football, 11-player:	1,083,617	1,565	1,085,182
• Football, 6-player:	4,403	4	4,407
• Football, 8-player:	19,423	92	19,515
• Football, 9-player:	5,112	37	5,149
• Football, flag:	838	9,059	9,897
• Golf:	148,823	72,582	221,405
• Gymnastics:	2,079	18,557	20,636

• Heptathlon:	0	76	76
• Ice hockey:	35,875	9,418	45,293
• Judo:	739	468	1,207
• Kayaking:	80	101	181
• Lacrosse:	108,450	84,785	193,235
• Mountain biking:	480	146	626
• Riflery:	1,966	2,272	4,238
• Rodeo:	135	139	274
• Rugby:	1,334	265	1,599
• Sailing:	151	130	281
• Skiing, alpine:	5,368	4,559	9,927
• Skiing, cross country:	4,510	4,955	9,465
• Snowboarding:	647	307	954
• Soccer:	432,569	375,681	808,250
• Softball, fast pitch:	1,425	364,103	365,528
• Softball, slow pitch:	28	9,789	9,817
• Surfing:	1,093	442	1,535
• Swimming & diving:	137,087	166,838	303,925
• Synchronized swimming:	35	663	698
• Tennis:	157,240	182,876	340,116
• Tennis, soft:	143	237	380
• Tennis, team:	24,990	26,337	51,327
• Track & field, indoor:	75,219	65,247	140,466
• Track & field, outdoor:	578,632	478,726	1,057,358
• Volleyball:	54,418	432,176	486,594
• Volleyball, mixed 6-coed:	281	754	1,035
• Water polo:	21,626	19,204	40,830
• Weightlifting:	19,902	10,499	30,401
• Wrestling:	258,208	11,496	269,704

61.4 Participation by State

Participation by state during the 2014-2015 school year was as follows:

	Boys	Girls	Total
• Texas:	488,224	316,374	804,598
• California:	462,401	334,700	797,101
• New York:	215,447	174,028	389,475
• Illinois:	199,595	141,377	340,972
• Ohio:	189,955	129,974	319,929
• Pennsylvania:	169,312	150,250	319,562
• Michigan:	171,027	124,633	295,660
• New Jersey:	162,919	116,458	279,377
• Florida:	154,650	113,304	267,954
• Minnesota:	121,027	114,216	235,243

• Massachusetts:	126,748	100,177	226,925
• Georgia:	118,704	78,833	197,537
• North Carolina:	111,531	82,821	194,352
• Wisconsin:	109,827	76,768	186,595
• Virginia:	99,475	73,808	173,283
• Missouri:	102,190	69,747	171,937
• Washington:	92,160	68,085	160,245
• Indiana:	90,890	61,662	152,552
• Iowa:	80,744	55,394	136,138
• Colorado:	71,593	57,007	128,600
• Alabama:	80,510	42,829	123,339
• Arizona:	71,259	50,926	122,185
• Maryland:	67,464	50,638	118,102
• Oklahoma:	59,881	54,794	114,675
• Mississippi:	67,923	45,213	113,136
• Connecticut:	60,785	50,426	111,211
• Tennessee:	69,839	39,510	109,349
• Kansas:	61,722	40,871	102,593
• Louisiana:	61,677	39,634	101,311
• Oregon:	56,577	43,599	100,176
• Kentucky:	52,529	43,996	96,525
• South Carolina:	59,719	35,671	95,390
• Nebraska:	45,716	31,421	77,137
• Arkansas:	36,876	24,387	61,263
• Utah:	35,265	24,723	59,988
• Maine:	27,592	24,032	51,624
• New Mexico:	27,349	22,364	49,713
• Nevada:	26,511	18,522	45,033
• New Hampshire:	24,191	20,837	45,028
• Idaho:	25,655	18,869	44,524
• Hawaii:	20,952	15,919	36,871
• West Virginia:	20,444	15,537	35,981
• Montana:	17,425	13,930	31,355
• Delaware:	16,705	12,960	29,665
• South Dakota:	16,892	12,268	29,160
• Rhode Island:	16,565	11,921	28,486
• North Dakota:	14,469	10,604	25,073
• Alaska:	12,438	11,936	24,374
• Wyoming:	10,802	8,218	19,020
• Vermont:	8,001	6,888	14,889
• District of Columbia:	7,160	4,676	11,836

61.5 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), in a partnership with Alloy Media, operates a social-networking website for high school athletes.
- Varsity Networks (www.varsitynetworks.com) develops online communities built around individual high school sports teams.

61.6 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."

61.7 Sponsors and Promotions

Home Team Marketing (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, 11/2/15

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%

61.8 Market Resources

National Federation of State High School Associations, P.O. Box 690, Indianapolis, IN 46206. (317) 822-5700. (www.nfhs.org)

YOUTH TEAM SPORTS

62.1 Participation

2015 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, and the five-year change in participation, as follows:

	2014	Chg. 2009-2014
• Basketball:	6.71 million	-4.3%
• Football:	9.69 million	-6.8%
• Field hockey:	370,000	-15.5%
• Football, tackle:	3.25 million	-17.9%
• Football, touch:	2.03 million	-32.4%
• Gymnastics:	2.81 million	11.9%
• Ice hockey:	743,000	43.7%
• Lacrosse:	804,000	28.8%
• Rugby:	301,000	100.7%
• Soccer, indoor:	2.17 million	-11.6%
• Soccer, outdoor:	7.65 million	-8.4%
• Softball, fast pitch:	1.00 million	1.6%
• Softball, slow pitch:	1.62 million	-11.2%
• Track and field:	2.42 million	-10.4%
• Volleyball, court:	2.68 million	-21.6%
• Volleyball, sand/beach:	652,000	22.6%
• Wrestling:	805,000	-41.9%

Among youths who participate in team sports, participation was in 2.14 sports, on average, in 2014, a 5.9% drop from five years prior.

“Disturbing research shows a serious drop in youth participation numbers. And advocates are desperately looking for answers.”

SportsBusiness Journal, 8/10/15

62.2 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 2015, 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.

Little League Baseball sponsors are Active Network, Baseball Factory, Bomb Pop, Canon, Easton Baseball/Softball, Gatorade, Heinz Ketchup, Honda, Honda Sponsorship Program, Kellogg's Frosted Flakes, Lance, Musco Sports Lighting, New Era, Russell, and Subway.

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.

62.3 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.

62.4 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.

Pop Warner National Sponsors are Active Network, Backyard Sports Rookie Rush, Bike Athletic, Chartis Insurance, H.K. Anderson, Jostens/OurHubub, Modell's Sporting Goods, Panini America (formerly Donruss), Russell Athletic, Schutt Sports, Spalding, Team Cheer, and The Sports Authority.

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.

62.5 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.

62.6 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.

American Youth Soccer Organization (www.ayso.org) coordinates participation among 650,000 kids. Sponsors are American Soccer Co./Score, Continental Tire, Dole, Fold-A-Goal, Fox Sports 1, Herbalife, Kerrygold, Nestlé Nesquik, Shutterfly, Sport Pins International, and World's Finest Chocolates.

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

BOXING

63.1 Overview

Professional boxing has four sanctioning bodies, as follows:

- World Boxing Association (WBA, www.wbaonline.com)
- World Boxing Council (WBC, www.wbcboxingusa.com)
- World Boxing Organization (WBO, www.wboboxing.com)
- International Boxing Federation-United States Boxing Association (IBF-USBA, www.ibf-usba-boxing.com)

With each of the sanctioning bodies crowning separate champions, landmark title fights have largely been absent in recent years.

The heavyweight class, once the most profitable division for televised pay-per-view (PPV) broadcasts, has failed to generate a marketable champion in recent years.

63.2 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:

	Hispanic	Non-Hisp.	U.S. Avg.
• 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%

63.3 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 to ABC Sports.

Sales of boxing PPVs distributed by HBO and Showtime have been as follows (source: *SportsBusiness Journal*):

	Events	Buys	Revenue
• 2006:	10	3.73 million	\$179.5 million
• 2007:	8	5.08 million	\$269.4 million
• 2008:	9	3.80 million	\$191.8 million
• 2009:	3	3.20 million	\$167.0 million
• 2010:	6	3.75 million	\$204.6 million
• 2011:	7	4.54 million	\$262.0 million
• 2012:	4	4.01 million	\$238.0 million
• 2013:	4	3.98 million	\$252.2 million
• 2014:	7	3.89 million	n/a

The top PPV fights ranked by number of viewing households are as follows:

Fight	Date	No. of HHs
• Floyd Mayweather, Jr. vs. Manny Pacquiao	May 2015	4.40 million
• Oscar De La Hoya vs. Floyd Mayweather Jr.:	May 2007	2.40 million
• Floyd Mayweather Jr. vs. Canelo Alvarez:	September 2013	2.20 million
• Lennox Lewis vs. Mike Tyson:	June 2002	1.98 million
• Evander Holyfield vs. Mike Tyson II:	June 1997	1.98 million
• Evander Holyfield vs. Mike Tyson I:	November 1996	1.59 million
• Mike Tyson vs. Peter McNeeley:	August 1995	1.55 million
• Floyd Mayweather vs. Miguel Cotto:	May 2012	1.50 million
• Manny Pacquiao vs. Juan Manuel Marquez:	November 2011	1.45 million
• Evander Holyfield vs. George Foreman:	April 1991	1.42 million
• Floyd Mayweather Jr. and Shane Mosley:	May 2010	1.40 million

- | | | |
|--|----------------|--------------|
| • Oscar De La Hoya vs. Felix Trinidad: | September 1999 | 1.40 million |
| • Mike Tyson vs. Frank Bruno II: | March 1996 | 1.37 million |
| • Manny Pacquiao vs. Shane Mosley: | May 2011 | 1.34 million |
| • Oscar De La Hoya vs. Manny Pacquiao: | December 2008 | 1.25 million |

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.

63.4 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 garner 400,000 to 600,000 viewers; NBC Sports Network's *Fight Night* draw about half that audience.

63.5 Promoters

The BHL Awards assessed 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

64.1 Overview

Arguably the fastest-growing sport in the U.S. over the past decade, mixed martial arts (MMA) is near to surpassing boxing as the biggest sports draw in Las Vegas. Ultimate Fighting Championship (UFC, www.ufc.com) is the premier MMA league.

Ultimate Fighting Championship is owned by Las Vegas-based Zuffa LLC. *Forbes* estimated UFC annual revenue at \$250 million, representing over 90% of the MMA business.

The rising popularity of MMA has spawned several startups in recent years, but UFC continues to dominate the sport. Zuffa LLC acquired the two largest startups, Strikeforce and World Extreme Cagefighting, in 2011.

64.2 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

- Men: 74.6%
- Women: 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%

64.3 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:

	Date	Venue	Attendance	Gate
• UFC 129:	April 2010	Rogers Centre	55,724	\$12.1 million
• UFC 189:	July 2015	MGM Grand	15,291	\$ 7.2 million
• UFC 148:	July 2012	MGM Grand	15,104	\$ 6.9 million
• UFC 168:	December 2013	MGM Grand	15,650	\$ 6.2 million
• UFC 66:	December 2006	MGM Grand	12,191	\$ 5.4 million
• UFC 187:	May 2015	MGM Grand	12,028	\$ 5.2 million

• UFC 100:	July 2009	Mandalay Bay	10,871	\$ 5.1 million
• UFC 83:	March 2008	Bell Centre	21,390	\$ 5.1 million
• UFC 79:	December 2007	Mandalay Bay	11,075	\$ 5.0 million
• UFC 97:	March 2009	Bell Centre	21,451	\$ 4.9 million
• UFC 91:	November 2008	MGM Grand	14,272	\$ 4.8 million
• UFC 183:	January 2015	MGM Grand	11,454	\$ 4.6 million
• UFC 124:	December 2010	Bell Centre	23,152	\$ 4.6 million

64.4 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):

	Date	Main Event	Buys
• UFC 100:	July 2009	Lesnar vs. Mir	1.60 million
• UFC 116:	July 2010	Lesnar vs. Carwin	1.12 million
• UFC 158:	March 2013	St-Pierre vs. Diaz	1.10 million
• UFC 168:	December 2013	Weidman vs. Silva 2	1.10 million
• UFC 66:	December 2006	Liddell vs. Ortiz II	1.05 million
• UFC 121:	October 2010	Lesnar vs. Velasquez	1.05 million
• UFC 91:	November 2008	Couture vs. Lesnar	1.01 million
• UFC 92:	December 2008	The Ultimate 2008	1.00 million
• UFC 148:	July 2012	Silva vs. Sonnen II	1.00 million
• UFC 94:	January 2009	St-Pierre vs. Penn 2	920,000

The top event in 2015 was UFC 182 (Jones vs. Cormier), which recorded 780,000 buys in January.

The 2016 PPV season began with UFC 195 on January 2.

64.5 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.

64.6 UFC Online

The UFC website averages 4 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.

UFC has more than 15.5 million fans on Facebook and more than 3.2 million followers on Twitter.

64.7 Sponsors

UFC sponsors are Alienware, Bud Light, Doritos, EA Sports, FRAM, Harley Davidson, Kraft Foods, MetroPCS, MusclePharm, Procter & Gamble, Reebok, Sky HDTV, TNT, Toyo Tires, Ultimate Poker, Unibet, Wheaties, and Xbox.

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, 4/20/15

64.8 Market Resources

Ultimate Fighting Championship, 2960 West Sahara Avenue, Suite 100, Las Vegas, NV 89102. (702) 221-4780. (www.ufc.com)

WORLD WRESTLING ENTERTAINMENT

65.1 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:

	Revenue	Operating Income
• 2005:	\$366 million	\$50 million
• 2006:	\$263 million	\$39 million
• 2007:	\$486 million	\$68 million
• 2008:	\$526 million	\$70 million
• 2009:	\$475 million	\$77 million
• 2010:	\$447 million	\$82 million
• 2011:	\$484 million	\$37 million
• 2012:	\$484 million	\$43 million
• 2013:	\$508 million	\$ 6 million
• 2014:	\$543 million	<\$42 million>

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.

65.2 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%

65.3 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.

65.4 Pay-Per-View Events

WWE produces 13 pay-per-view (PPV) events annually and is the largest provider of PPV live-event programming in the U.S.

The 2015 WWE pay-per-view schedule was as follows:

- January 25: Royal Rumble (Wells Fargo Center; Philadelphia, PA)
- February 22: Fastlane (FedExForum; Memphis, TN)
- March 29: WrestleMania 31 (Levi’s Stadium; Santa Clara, CA)
- April 26: Extreme Rules (Allstate Arena; Rosemont, IL)
- May 17: Payback (Royal Farms Arena; Baltimore, MD)
- May 31: Elimination Chamber (American Bank Center; Corpus Christi, TX)
- June 14: Money in the Bank (Nationwide Arena; Columbus, OH)
- July 19: Battleground (Scottrade Center; St. Louis, MO)
- August 23: SummerSlam (Barclays Center; Brooklyn, NY)
- September 20: Night of Champions (Toyota Center; Houston, TX)
- October 25: Hell in a Cell (Staples Center; Los Angeles, CA)
- November 22: Survivor Series (Phillips Arena; Atlanta, GA)
- December 13: TLC: Tables, Ladders and Chairs (TD Garden; Boston, MA)

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

Approximately 40% of *WrestleMania* PPV buys are international.

65.5 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.

65.6 WWE Fan Demographics

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%

65.7 Sponsors

WWE sponsors are 2K Sports, Capri Sun, Doritos, Fruity Pebbles, Got Milk, Hot Pockets, Irish Spring, Norelco, O'Reilly Auto Parts, and Totino's.

65.8 Market Resources

World Wrestling Entertainment, 1241 East Main Street, Stamford, CT 06902.
(203) 352-8600. (www.wwe.com)

PART IX: GOLF

GOLF PARTICIPATION

66.1 Participation

There are 105 million self-professed golf fans and 36 million people have played.

According to the *Golf Participation Study*, by the National Golf Foundation (NGF, www.ngf.org), there are 25 million golfers in the U.S. ages 6 and up, a figure that has remained relatively unchanged since 2012.

2015 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (www.sfia.org), assesses the number of people that played at least one round of golf as follows:

- 2008: 28.6 million
- 2009: 27.1 million
- 2010: 26.1 million
- 2011: 25.7 million
- 2012: 25.3 million
- 2013: 24.7 million
- 2014: 24.7 million

According to Golf Datatech (www.golfdatatech.com), approximately 450 million rounds of golf are played each year.

66.2 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

66.3 Golf Courses

At year-end 2015, there were approximately 16,000 golf courses in the United States, according to the NGF.

The following are the states with the most facilities:

- Florida
- California
- New York
- Michigan
- Texas

66.4 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 just 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.

66.5 Market Resources

Golf Datatech, 204 South Rose Avenue, Kissimmee, FL 34741. (888) 944-4116.
(www.golfdatatech.com)

National Golf Foundation, 1150 South US Highway One, Suite 401, Jupiter, FL 33477.
(561) 744-6107. (www.ngf.org)

MEN'S TOUR

67.1 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.

67.2 Highest Earning Golfers

Golf Digest (February 2015) ranks the highest-earning golfers as follows:

	Total	Winnings	Endorsements
• Tiger Woods:	\$55.1 million	\$ 610,000	\$54.5 million
• Phil Mickelson:	\$50.7 million	\$ 2.2 million	\$48.5 million
• Rory McIlroy:	\$49.2 million	\$14.2 million	\$35.0 million
• Arnold Palmer:	\$40.0 million	no winnings	\$40.0 million
• Jack Nicklaus:	\$22.0 million	no winnings	\$22.0 million
• Billy Horschel:	\$18.3 million	\$15.5 million	\$ 2.8 million
• Justin Rose:	\$18.2 million	\$ 7.2 million	\$11.0 million
• Sergio Garcia:	\$15.8 million	\$ 7.3 million	\$ 8.5 million
• Adam Scott:	\$15.3 million	\$ 5.8 million	\$ 9.5 million
• Bubba Watson:	\$15.2 million	\$ 9.4 million	\$ 5.8 million
• Gary Player:	\$15.0 million	no winnings	\$15.0 million
• Rickie Fowler:	\$14.6 million	\$ 5.9 million	\$ 8.7 million
• Jim Furyk:	\$14.0 million	\$ 7.8 million	\$ 6.5 million
• Matt Kuchar:	\$13.3 million	\$ 7.0 million	\$ 6.2 million
• Ernie Els:	\$12.3 million	\$ 2.4 million	\$ 9.9 million
• Jordan Spieth:	\$12.3 million	\$ 6.3 million	\$ 6.0 million
• Greg Norman:	\$12.1 million	\$ 80,000	\$12.0 million
• Henrik Stenson:	\$11.3 million	\$ 6.9 million	\$ 4.4 million

• Martin Kaymer:	\$11.1 million	\$ 6.1 million	\$ 5.0 million
• Bernhard Langer:	\$10.1 million	\$ 4.5 million	\$ 5.6 million

67.3 The PGA Tour

Events of the 2015-2016 PGA Tour are as follows:

- October 15-18: Frys.com Open (Napa, CA)
- October 22-25: Shriners Hospitals for Children Open (Las Vegas, NV)
- October 29-November 1: CIMB Classic (Kuala Lumpur, Malaysia)
- November 5-8: Sanderson Farms Championship (Jackson, MS)
- November 5-8: World Golf Championships-HSBC Champions (Shanghai, China)
- November 12-15: OHL Classic at Mayakoba (Playa del Carmen, Mexico)
- November 19-22: The McGladrey Classic (Sea Island, GA)
- December 3-6: Hero World Challenge (New Providence, Bahamas)
- December 10-12: Franklin Templeton Shootout (Naples, FL)
- January 7-10: Hyundai Tournament of Champions (Kapalua, Maui, HI)
- January 14-17: Sony Open in Hawaii (Honolulu, HI)
- January 21-24: CareerBuilder Challenge in partnership with the Clinton Foundation (La Quinta, CA)
- January 28-31: Farmers Insurance Open (San Diego, CA)
- February 4-7: Waste Management Phoenix Open (Scottsdale, AZ)
- February 11-14: AT&T Pebble Beach Pro-Am (Pebble Beach, CA)
- February 18-21: Northern Trust Open (Pacific Palisades, CA)
- February 25-28: The Honda Classic (Palm Beach Gardens, FL)
- March 3-6: World Golf Championships-Cadillac Championship (Miami, FL)
- March 10-13: Valspar Championship (Palm Harbor, FL)
- March 17-20: Arnold Palmer Invitational presented by MasterCard (Orlando, FL)
- March 24-27: Puerto Rico Open (Rio Grande, Puerto Rico)
- March 23-27: World Golf Championships-Dell Match Play (Austin, TX)
- March 31-April 3: Shell Houston Open (Humble, TX)
- April 7-10: Masters Tournament (Augusta, GA)
- April 14-17: RBC Heritage (Hilton Head, SC)
- April 21-24: Valero Texas Open (San Antonio, TX)
- April 28-May 1: Zurich Classic of New Orleans (Avondale, LA)
- May 5-8: Wells Fargo Championship (Charlotte, NC)
- May 12-15: THE PLAYERS Championship (Ponte Vedra Beach, FL)
- May 19-22: AT&T Byron Nelson (Irving, TX)
- May 26-29: Colonial National Invitation Tournament (Ft. Worth, TX)
- June 2-5: Memorial Tournament presented by Nationwide (Dublin, OH)
- June 9-12: FedEx St. Jude Classic (Memphis, TN)

- June 16-19: U.S. Open (Oakmont, PA)
- June 23-26: Quicken Loans National (Bethesda, MD)
- June 30-July 3: Barracuda Championship (Reno, NV)
- June 30-July 3: World Golf Championships-Bridgestone Invitational (Akron, OH)
- July 7-10: The Greenbrier Classic (White Sulphur Springs, WV)
- July 14-17: Barbasol Championship (Auburn/Opelika, AL)
- July 14-17: The Open Championship (Ayshire, Scotland)
- July 21-24: RBC Canadian Open (Oakville, Ontario, Canada)
- July 28-31: PGA Championship (Springfield, NJ)
- August 4-7: Travelers Championship (Cromwell, CT)
- August 11-14: Olympic Men's Golf Competition (Rio de Janeiro, Brazil)
- August 11-14: John Deere Classic (Silvis, IL)
- August 18-21: Wyndham Championship (Greensboro, NC)
- August 25-28: The Barclays (Farmingdale, NY)
- September 2-5: Deutsche Bank Championship (Norton, MA)
- September 8-11: BMW Championship (Carmel, IN)
- September 22-25: Tour Championship by Coca-Cola (Atlanta, GA)
- September 30-October 2: Ryder Cup (Chaska, MN)

Total prize money for the PGA Tour is \$280 million.

67.4 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 69 of this handbook.

67.5 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.

Average PGA Tour viewership has been as follows:

CBS (18 tournaments)

- 2011: 2.28 million
- 2012: 2.74 million

- 2013: 2.44 million
- 2014: 2.09 million

NBC (12 tournaments)

- 2011: 2.36 million
- 2012: 3.42 million
- 2013: 2.87 million
- 2014: 2.36 million

Golf Channel (early rounds)

- 2011: 659,000
- 2012: 847,000
- 2013: 789,000
- 2014: 651,000

67.6 Sponsors

USGA sponsors are American Express, IBM, Lexus, and Rolex.

PGA Tour Corporate Partners are Ace Hardware, Aflac, Astellas, Avis, BHSports, Bose, Bridgestone Tire, Carey International, CDW, Charles Schwab, Citi, Coca-Cola, EZLinks Golf, FedEx, *Fortune*, GE, Getty Images, *Golf Digest*, Grey Goose, Hawaii Tourism Authority, InterContinental Hotels Group, John Deere, Mackenzie Investments, MasterCard, MD Anderson Cancer Center, MetLife, Michelob Ultra, Mitsubishi Electric, Nature Valley, General Mills, NetJets, O'Doul's, Quicken Loans, PricewaterhouseCoopers (PwC), Rolex, ServPro, Shell Oil Company, Southern Company, Stryker, Tempur-Pedic, Tiffany & Co., TMC USA, Travelers, United Airlines, United Rentals, *USA Today Sports*, Valspar, Visionworks, William Hill Estate Winery, and Web.com.

67.7 Market Resources

National Golf Foundation, 1150 South U.S. Highway One, Suite 401, Jupiter, FL 33477. (561) 744-6006. (www.ngf.org)

PGA Tour, 112 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)

WOMEN'S TOUR

68.1 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.

68.2 Highest-Earning Golfers

The following are the active female golfers with the highest career earnings:

- Karrie Webb: \$18.5 million
- Cristie Kerr: \$15.1 million
- Se Ri Pak: \$12.3 million
- Suzann Pettersen: \$11.8 million
- Paula Creamer: \$10.8 million
- Yani Tseng: \$ 9.4 million
- Na Yeon Choi: \$ 8.7 million
- Catriona Matthew: \$ 8.4 million
- Angela Stanford: \$ 8.2 million
- Inbee Park: \$ 7.9 million

By season, leading money winners were as follows:

	Player	Win Total
• 2005:	Annika Sörenstam	\$2,588,240
• 2006:	Lorena Ochoa	\$2,592,872
• 2007:	Lorena Ochoa	\$4,364,994
• 2008:	Lorena Ochoa	\$2,754,660
• 2009:	Jiyai Shin	\$1,807,334
• 2010:	Na Yeon Choi	\$1,871,166
• 2011:	Yani Tseng	\$2,921,713
• 2012:	Inbee Park	\$2,287,080
• 2013:	Inbee Park	\$2,456,619
• 2014:	Stacy Lewis	\$2,539,039
• 2015:	Lydia Ko	\$2,800,802

68.3 The LPGA Tour

The 2015 LPGA Tour, which launched January 28, includes 31 tournaments, 14 of which are 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 2015 LPGA Tour tournaments:

- January 28-31: Coates Golf Championship Presented by R+L Carriers (Ocala, FL)
- February 5-8: Pure Silk Bahamas LPGA Classic (Paradise Island, Bahamas)
- February 19-22: ISPS Handa Women's Australian Open (Melbourne, Australia)
- February 26-March 1: Honda LPGA Thailand (Chonburi, Thailand)
- March 5-8: HSBC Women's Champions (Singapore)
- March 19-22: JTBC Founders Cup (Phoenix, AZ)
- March 26-29: Kia Classic (Carlsbad, CA)
- April 2-5: ANA Inspiration (Rancho Mirage, CA)
- April 15-28: Lotte Championship Presented by Hershey (Ko Olina, Oahu, HI)
- April 23-26: Swinging Skirts LPGA Classic Presented by CTBC (San Francisco, CA)
- April 28- May 3: Volunteers of America North Texas Shootout Presented by JTBC (Irving, TX)
- May 14-18: Kingsmill Championship Presented by JTBC (Williamsburg, VA)
- May 29-31: ShopRite LPGA Classic Presented by Acer (Galloway, NJ)
- June 4-7: Manulife LPGA Classic (Cambridge, Ontario, Canada)
- June 11-14: KPMG Women's PGA Championship (Harrison, NY)
- June 26-28: Walmart NW Arkansas Championship Presented by P&G (Rogers, AR)
- July 9-12: U.S. Women's Open Conducted by the USGA (Lancaster, PA)
- July 16-19: Marathon Classic presented by Owens Corning and O-I (Sylvania, OH)
- July 23-26: Meijer LPGA Classic presented by Kraft (Grand Rapids, MI)
- July 30-August 2: Ricoh Women's British Open (Turnberry, Scotland)
- August 13-16: Cambia Portland Classic (Portland, OR)
- August 20-23: Canadian Pacific Women's Open (Vancouver, BC, Canada)
- August 27-30: Yokohama Tire LPGA Classic (Prattville, AL)
- September 10-13: The Evian Championship (Evian-les-Bains, France)
- October 8-11: Sime Darby LPGA Malaysia (Kuala Lumpur, Malaysia)
- October 15-18: LPGA Keb Hana Bank Championship (Incheon, South Korea)
- October 22-25: Fubon LPGA Taiwan Championship (Taipei, Taiwan)

- October 29-
November 1: Blue Bay LPGA (Hainan Island, China)
- November 6-8: Toto Japan Classic (Shima-Shi, Mie, Japan)
- November 12-15: Lorena Ochoa Invitational Presented by Banamex and JTBC (Mexico City, Mexico)
- November 19-22: CME Group Tour Championship (Naples, FL)

Total prize money for the LPGA Tour is \$59.6 million.

68.4 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

68.5 Broadcast Rights

LPGA Tour events are broadcast by ESPN/ESPN2 and Golf Channel.

68.6 Sponsors

LPGA Corporate Partners in 2015 were Acer, Acushnet Company - Titleist and FootJoy, All Nippon Airways, AmorePacific, Andrews Sports Medicine & Orthopaedic Center, Arpin Van Lines, Get Real Golf Stats, Getty Images, Golfzon, J.M. Smucker Co., Kia Motors, Logi Analytics, MedjetAssist, National Car Rental, Northeastern University, Passports and Visas.com, Prudential Financial, Pure Silk, Rolex, Sparkling Ice, Tiffany & Co., and Volvik.

68.7 Market Resources

Ladies Professional Golf Association, 100 International Golf Drive, Daytona Beach, FL 32124. (386) 274-6200. (www.lpga.com)

MAJOR TOURNAMENTS

69.1 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.

69.2 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 in 2015 was 14.0 million.

69.3 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 2015 event was held June 18-21 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.

The U.S. Open is broadcast by NBC and ESPN. The final round TV audience in 2015 was 6.7 million.

69.4 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.

ESPN and TNT have broadcast rights for the Open Championship. The final round audience in 2015 was 3.4 million.

69.5 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. The 97th PGA Championship was played August 13-16, 2015 at PGA Championship Whistling Straits (Sheboygan, WI).

CBS and TNT have long-term broadcast rights contracts for the PGA Championship. The final round audience in 2015 was 6.7 million.

69.6 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.

The 40th Ryder Cup matches were held September 23-28, 2014 at Gleneagles Hotel (Perthshire, Scotland). Jermy Lawson, an economist at Standard Life Investments (www.standardlifeinvestments.com), estimated the impact on the Scottish economy at £100 million (\$150 million).

NBC contracted for broadcast rights for the 2016-2030 matches, with Friday being covered on Golf Channel and on NBC on weekends.

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:

- 2016: Hazeltine National Golf Club (Chaska, MN)
- 2020: Whistling Straits, Straits Course (Haven, WI)
- 2024: Bethpage State Park, Black Course (Farmingdale, NY)

69.7 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

INDYCAR

70.1 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 30 of this handbook.

IndyCar Races, excluding the Indianapolis 500, average more than 35,000 spectators, according to *SportsBusiness Journal*.

70.2 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 2015 racing season are Autodesk, Avis, BorgWarner Turbo Systems, Chevrolet, Clean Harbors, Dallara, Featherlite Trailers, Firestone, Holmatro, Honda, Jostens, Lincoln Electric, New Era, PerkinElmer, Racing Electronics, SiriusXM, Sunoco, TAGHeuer, Xtrac, and Verizon.

70.3 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	Avg. No. Viewers
• 2012:	15	1.22 million
• 2013:	19	953,000
• 2014:	17	1.02 million
• 2015:	16	1.16 million

“IndyCar realized its second straight year of ratings growth, this time up 13% from 2014 – which equated to a 3% increase on ABC and a 34% increase on NBCSN, which had its best season since acquiring IndyCar media rights.”

SportsBusiness Journal, 9/7/15

All IndyCar races had been broadcast on Sirius XM Satellite Radio since 2005.

70.4 Racing Teams

IndyCar teams are as follows:

- A.J. Foyt Racing (www.foytracing.com)
- Andretti Autosport (www.andrettiautosport.com)
- Bryan Herta Autosport (www.bryanhertaautosport.com)
- Chip Ganassi Racing (www.chipganassiracing.com)
- Dale Coyne Racing (www.dalecoyneracing.com)
- CFH Racing (www.cfhracing.com)
- KV Racing Technology (<http://kvracingtechnology.homestead.com>)
- Rahal Letterman Racing (www.rahall.com)
- Schmidt Peterson Motorsports (www.spmindycar.com)
- Team Penske (www.penskeracing.com)

70.5 IndyCar Series

The 25th IndyCar Series season ran from March through August 2015, as follows:

- March 29: Firestone Grand Prix Of St. Petersburg (St. Petersburg, FL)
- April 12: Indy Grand Prix of Louisiana (Avondale, LA)
- April 19: Toyota Grand Prix of Long Beach (Long Beach, CA)

- April 26: Honda Indy Grand Prix of Alabama (Birmingham, AL)
- May 9: Angie's List Grand Prix Of Indianapolis (Indianapolis, IN)
- May 24: 2015 Indianapolis 500 (Indianapolis, IN)
- May 30-31: Chevrolet Dual in Detroit Race (Detroit, MI)
- June 6: Firestone 600 (Fort Worth, TX)
- June 14: Honda Indy Toronto (Toronto, Ontario, Canada)
- June 27: MAVTV 500 (Fontana, CA)
- July 12: ABC Supply Wisconsin 250 (West Allis, WI)
- July 18: Iowa Corn 300 (Newton, IA)
- August 2: Honda Indy 200 at Mid-Ohio (Lexington, OH)
- August 23: ABC Supply 500 (Long Pond, PA)
- August 30: GoPro Grand Prix of Sonoma (Sonoma, CA)

70.6 Market Resources

IndyCar, 4551 West 16th Street, Indianapolis, IN 46222. (317) 492-6526.
www.indycar.com)

NASCAR

71.1 Overview

Total attendance in 2015 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.

“The consensus was that 2015 may have been a turning point. Reeling for years as it tried to recover from a financial recession that disproportionately ravaged arguably its biggest fan base, blue-collar workers, NASCAR saw an attendance uptick at most of its racetracks,”

SportsBusiness Journal, 12/7/15

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.

71.2 Advertising and Sponsorships

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

The following are 2015 NASCAR sponsors: 3M, 5.11, Bank of America, Camping World, Canadian Tire, Chevrolet, Coca-Cola, Coors Light, Exide Batteries, FDP, Featherlite Trailers, Ford, Freescale, Freightliner Trucks, Goodyear, Growth Energy, Hewlett-Packard, Ingersoll Rand, Janssen, K&N, M&M Mars, McLaren Electronics, Mobil 1, Nabisco, National Corn Growers Association, Nationwide Insurance, New Holland, Prevost, Safety-Kleen, Sherwin-Williams, SiriusXM, Sprint, Sunoco, Toyota, Unilever, United Technical Institute, 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

Sprint announced that it will not renew its 10-year, \$750 million title sponsorship, which ends after the 2016 racing season. NASCAR is reportedly asking \$1 billion over 10 years for the 2017-2026 title sponsorship.

71.3 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: 7.5 million

Fox telecast nine races in 2015. Fox Sports 1 telecast 7 races, with an average of 3.4 million viewers.

Average viewership for the 10-race Chase For The Sprint Cup has been as follows (source: *SportsBusiness Journal*):

	Networks	No. of Viewers
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71.4 Drivers and Racing Teams

According to *Forbes* (September 2015), the following are the NASCAR drivers with the highest annual earnings:

- Dale Earnhardt Jr. (Hendrick Motorsports): \$23.8 million
- Jimmy Johnson (Hendrick Motorsports): \$22.5 million
- Jeff Gordon (Hendrick Motorsports): \$18.6 million
- Kevin Harvick (Stewart-Haas Racing): \$15.5 million
- Denny Hamlin (Joe Gibbs Racing): \$13.2 million
- Tony Stewart (Stewart-Haas Racing): \$14.4 million
- Kyle Busch (Joe Gibbs Racing): \$14.3 million
- Danica Patrick (Stewart-Haas Racing): \$13.8 million
- Carl Edwards (Roush Fenway Racing): \$13.7 million
- Kasey Kane (Hendrick Motorsports): \$11.9 million
- Brad Keselowski (Penske Racing): \$11.8 million
- Matt Kenseth (Joe Gibbs Racing): \$11.6 million

The following are estimates of valuations for NASCAR racing teams (source: *Forbes*):

- Hendrick Motorsports (www.hendrickmotorsports.com): \$350 million
- Joe Gibbs Racing (www.joegibbsracing.com): \$201 million
- Stewart-Haas Racing (www.stewarthaasracing.com): \$186 million
- Richard Childress Racing (www.rcracing.com): \$170 million
- Roush Fenway Racing (www.roushfenway.com): \$150 million
- Penske Racing (www.penskeracing.com): \$132 million
- Michael Waltrip Racing (www.michaelwaltrip.com): \$ 70 million
- Chip Ganassi Racing (www.chipganassiracing.com): \$ 62 million
- Richard Petty Motorsports (www.pettyracing.com): \$ 49 million
- Front Row Motorsports (www.teamfrm.com): \$ 22 million

71.5 Tracks

The following are the major operators of NASCAR-sanctioned tracks:

- International Speedway Corp. (www.iscmotorsports.com): 12 tracks
- Speedway Motorsports Inc. (www.speedwaymotorsports.com): 5 tracks
- Dover Motorsports Inc. (www.dovermotorsportsinc.com): 4 tracks

According to an assessment by Washington Economics Group (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.

71.6 Sprint Cup Series

Among races of NASCAR's 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 2015 schedule for the Sprint Cup Series:

- February 22: Daytona 500 (Daytona International Speedway)
- March 1: Folds Of Honor QuikTrip 500 (Atlanta International Speedway)
- March 8: Kobalt 400 (Las Vegas Motor Speedway)
- March 15: CampingWorld.com 500 (Phoenix International Speedway)
- March 22: Auto Club 400 (Auto Club Speedway)
- March 29: STP 500 (Martinsville Speedway)
- April 11: Duck Commander 500 (Texas Motor Speedway)
- April 19: Food City 500 (Bristol Motor Speedway)
- April 26: Toyota Owners 400 (Richmond International Raceway)
- May 3: Geico 500 (Talladega Superspeedway)
- May 9: SpongeBob SquarePants 400 (Kansas Speedway)
- May 15: Sprint Showdown/NASCAR Sprint All-Star Race (Charlotte Motor Speedway)
- May 24: Coca-Cola 600 (Charlotte Motor Speedway)
- May 31: FedEx 400 Benefitting Autism Speaks (Dover International Speedway)
- June 7: Axalta "We Paint Winners" 400 (Pocono Raceway)
- June 14: Quicken Loans 400 (Michigan International Speedway)
- June 28: Toyota/Save Mart 350 (Sonoma Raceway)
- July 5: Coke Zero 400 powered by Coca-Cola (Daytona International Speedway)
- July 11: Quaker State 400 presented by Advance Auto Parts (Kentucky Speedway)
- July 19: 5-Hour Energy 301 (New Hampshire Motor Speedway)
- July 26: Crown Royal Presents The Jeff Kyle 400 at the Brickyard (Indianapolis Motor Speedway)
- August 2: Windows 10 400 (Pocono Raceway)
- August 9: Cheez-It 355 (Watkins Glen International)
- August 16: Pure Michigan 400 (Michigan International Speedway)
- August 22: Irwin Tools Night Race (Bristol Motor Speedway)
- September 6: Bojangles' Southern 500 (Darlington Raceway)
- September 12: Federated Auto Parts 400 (Richmond International Raceway)
- September 20: myAFibRisk.com 400 (Chicagoland Speedway)
- September 27: Sylvania 300 (New Hampshire Motor Speedway)
- October 4: AAA 400 (Dover International Speedway)
- October 10: Bank of America 500 (Charlotte Motor Speedway)

- October 18: Hollywood Casino 400 (Kansas Speedway)
- October 25: CampingWorld.com 500 (Talladega Superspeedway)
- November 1: Goody's Headache Relief Shot 500 (Martinsville Speedway)
- November 8: AAA Texas 500 (Texas Motor Speedway)
- November 15: Quicken Loans 500 (Phoenix International Raceway)
- November 22: Ford EcoBoost 400 (Homestead-Miami Speedway)

71.7 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.

71.8 Fan Demographics

According to an ESPN Sports Poll, NASCAR fan distribution is as follows:

Gender

- Men: 63%
- Women: 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

71.9 Market Resources

NASCAR, P.O. Box 2875, Daytona Beach, FL 32120. (386) 681-5977.
(www.nascar.com)

FORMULA ONE

72.1 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.

Formula One had a total global television audience of 425 million people for the 19 races of the 2014 season.

72.2 Formula One 2015

The 2015 racing season schedule was as follows:

- March 15: Australian Grand Prix (Melbourne)
- March 29: Malaysian Grand Prix (Kuala Lumpur)
- April 12: Chinese Grand Prix (Shanghai)
- April 19: Bahrain Grand Prix (Sakhir)
- May 10: Spanish Grand Prix (Barcelona)
- May 24: Monaco Grand Prix (Monte Carlo)
- June 7: Canadian Grand Prix (Montreal)
- June 21: Austrian Grand Prix (Spielberg)
- July 5: British Grand Prix (Silverstone)
- July 26: Hungarian Grand Prix (Budapest)
- August 23: Belgian Grand Prix (Stavelot)
- September 6: Italian Grand Prix (Monza)
- September 20: Singapore Grand Prix
- September 27: Japanese Grand Prix (Suzuka)
- October 11: Russian Grand Prix (Sochi)
- October 25: United States Grand Prix (Austin)
- November 1: Mexican Grand Prix (Mexico City)
- November 15: Brazilian Grand Prix (São Paulo)
- November 19: Abu Dhabi Grand Prix (United Arab Emirates)

72.3 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.

72.4 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.

FORMULA E

73.1 Overview

The FIA Formula E Championship, 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 1, 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, 3/5/15

73.2 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.teamchina-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)

73.3 FIA Formula E Championship 2014-2015

The calendar consisted of 11 races held in 10 different host cities: Beijing, Putrajaya, Punta del Este, Buenos Aires, Miami, Long Beach, Monte Carlo, Berlin, Moscow, and London.

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, 2015.

73.4 FIA Formula E Championship 2015-2016

The second season of the FIA Formula E Championship is as follows:

- October 24, 2015: Beijing, China
- November 7, 2015: Putrajaya, Malaysia
- December 19, 2015: Punta Del Este, Uruguay
- February 6, 2016: Buenos Aires, Argentina
- March 12, 2016: Mexico City, Mexico
- April 2, 2016: Long Beach, CA
- April 23, 2016: Paris, France
- May 21, 2016: Berlin, Germany
- June 4, 2016: Moscow, Russia
- July 12, 2016: London, United Kingdom (two rounds)

73.5 Sponsors

Formula E sponsors for 2015-2016 are 1st Round, BMW, DHL, Julius Bär, Michelin, Qualcomm, Rimac, TAG Heuer, and VISA.

NHRA DRAG RACING

74.1 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 4% in 2015, the fourth consecutive gain.

74.2 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 2016 schedule of races:

- February 5-8: Auto Club Raceway at Pomona (Pomona, CA)
- February 20-22: Wild Horse Pass Motorsports Park (Phoenix, AZ)
- March 12-15: Auto Plus Raceway At Gainesville (Gainesville, FL)
- March 27-29: zMAX Dragway (Charlotte, NC)
- April 10-12: The Strip at Las Vegas Motor Speedway (Las Vegas, NV)
- April 24-26: Royal Purple Raceway (Houston, TX)
- May 15-17: Atlanta Dragway (Atlanta, GA)
- May 22-25: Heartland Park Topeka (Topeka, KS)

- June 4-7: Old Bridge Township Raceway Park (Englishtown, NJ)
- June 12-14: New England Dragway and Motorsports Park (Epping, NH)
- June 19-21: Bristol Dragway (Bristol, TN)
- July 2-5: Summit Motorsports Park (Norwalk, OH)
- July 9-12: Route 66 Raceway (Chicago, IL)
- July 24-26: Bandimere Speedway (Denver, CO)
- July 31 - August 2: Sonoma Raceway (Sonoma, CA)
- August 7-9: Pacific Raceways (Seattle, WA)
- August 20-23: Brainerd International Raceway (Brainerd, MN)
- September 2-7: Lucas Oil Raceway at Indianapolis (Indianapolis, IN)

74.3 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 RacingSeries

74.4 Broadcast Rights

ESPN2 has provided live or same-day coverage of all races of the Mello Yello Drag Racing Series.

Average viewership has been as follows:

- 2013: 524,000
- 2014: 569,000
- 2015: 513,000

NHRA's 15-year broadcast rights deal with ESPN ended with the 2015 season. Starting in 2016 the NHRA Mello Yello Drag Racing Series will be televised by Fox Sports 1 (FS1). Four events will air on the Fox national broadcast network during each season of the long-term agreement.

74.5 Sponsors

NHRA sponsors for 2016 are Advertising Edge, AMKUS Rescue Systems, Blue Media, Buffalo Turbine, Dasani, E3, Full Throttle, GMC Trucks, Goodyear, Harley-Davidson, K&N, Kymco, Lincoln Tech, Lucas Oil, Main Gate, Mello Yello, Pegasus Race Trailers, Powerade, Sioux City Truck and Trailer, Summit Racing Equipment, Sunoco, Toyota, Traxxas, and the U.S. Army.

74.6 Market Resources

National Hot Rod Association, 2035 Financial Way, Glendora, CA 91741.
(626) 914-4761. (www.nhra.com)

UNITED SPORTSCAR CHAMPIONSHIP

75.1 Overview

American Le Mans Series presented by Tequila Patrón and Grand-Am Road Racing merged in September 2012 to form the Tudor 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.

The International Motor Sports Association (IMSA, www.imsa.com) sanctions the United SportsCar Championship. Tudor is the title sponsor.

75.2 Tudor United SportsCar Championship

The 2016 Tudor United SportsCar Championship racing season was as follows:

- January 28-31: Rolex 24 at Daytona (Daytona International Speedway; Daytona Beach, FL)
- March 17-19: Mobile 1 Twelve Hours of Sebring Fueled by Fresh From Florida (Sebring International Raceway; Sebring, FL)
- April 15-16: Tequila Patrón Sports Car Showcase At Long Beach (street circuit; Long Beach, CA)
- April 29-May 1: Continental Tire Monterey Grand Prix Powered by Mazda (Mazda Raceway; Monterey, CA)
- June 3-4: Chevrolet Sports Car Classic Presented by Metro Detroit Chevy Dealers (Raceway at Belle Isle Park; Detroit, MI)
- July 1-3: Sahlen's Six Hours of the Glen (Watkins Glen International; Watkins Glen, NY)
- July 8-10: Canadian Tire Motorsport Park (Bowmanville, ON, Canada)
- July 22-23: Northeast Grand Prix (Lime Rock Park; Lakeville, CT)
- August 5-7: Continental Tire Road Race Showcase (Road America; Elkhart Lake, WI)
- August 19-21: Oak Tree Grand Prix at VIR (Virginia International Raceway; Danville, VA)
- September 16-18: Lone Star Le Mans (Circuit of The Americas; Austin, TX)
- September 30-October 2: Petit Le Mans (Road Atlanta; Braselton, GA)

75.3 Broadcast Rights

Fox Sports 1 contracted with IMSA to televise the entire USCC season through 2018.

75.4 Sponsors

United SportsCar Championship sponsors for 2016 are Audi, *Autoweek*, Avis, BMW, Chevrolet, Coca-Cola, Continental Tire, Dekra, Featherlite Trailers, Ferrari, Ford, Game Day Merchandising, Grassroots Motorsports, Honda Racing, IHG Rewards Club, Ingersoll Rand, Konica Minolta, Lamborghini, LeMans.org, Mazda, Michelin, Nissan, OMP, Porsche, PRS Guitars, *Road & Track*, Sonic Tools, SunTrust, Tequila Patrón, Total, Tudor, Tully's Coffee, VisitFlorida.com, and VP Racing Fuels.

75.5 Market Resources

International Motor Sports Association, International Motorsports Center, One Daytona Boulevard, Daytona Beach, FL 32114. (386) 310-6500. (www.imsa.com)

WORLD OF OUTLAWS

76.1 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: World of Outlaws Sprint Car Series and World of Outlaws Late Model Series. More than 1.2 million fans attended World of Outlaws events in 2015. World of Outlaws events have been broadcast on ESPN and Speed since 2007.

76.2 Sprint Car Series

The World of Outlaws Sprint Car Series is comprised of 72 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
- 9th 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

76.3 Late Model Series

The World of Outlaws 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
- 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

76.4 Sponsors

Sponsoring partners for the Sprint Car Series are Armor All, Astro Titanium, ButlerBuilt, Cometic Gasket, Comp Cams, Fuel Safe, The Goodyear Tire & Rubber Company, Intercomp, Jakes Customs Golf Carts, JE Pistons, J&J Auto Racing, Kistler Engines, Klotz Synthetic Lubricants, KSE Racing Products, MSD Ignition, Penske Racing Shocks, Racing Electronics, Shaver Racing Engines, Speedway Engine Development, STP, Superflow, S&S Volvo, TNT Rescue, University of Northwestern Ohio, Vicci, VP Racing Fuels, Weld Racing, and WIX.

Sponsoring partners for the Late Model Series are Arizona Sport Shirts, Armor All, ButlerBuilt, Cometic Gasket, Comp Cams, Dominator Race Products, Eibach Springs, GRT Race Cars, Hoosier Racing Tire, Integra Racing Shocks, Jake's Carts, JE Pistons, Klotz Synthetic Lubricants, Longacre, MSD Ignition, Ohlins, Quarter Master, Racing Electronics, Rocket Chassis, Roush Yates Performance Parts, STP, SuperFlow, TNT Rescue, Vicci, VP Racing Fuels, Warrior Chassis, Weld Racing, WIX Filters, Wrisco Industries, and XS Power Racing Batteries.

76.5 Market Resources

World of Outlaws, 7575-D West Winds Boulevard, Concord, NC 28027.
(704) 795-7223. (www.worldofoutlaws.com)

MOTOCROSS

77.1 Overview

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).

77.2 Sponsors

Lucas Oil has held title sponsorship of the Motocross Championship since 2009; the current deal runs through 2019.

Sponsors for 2016 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.

77.3 Television Broadcast Rights

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.

77.4 AMA Motocross Championship

The 2015 Lucas Oil AMA Pro Motocross Championship schedule was as follows:

- May 16: Hangtown Motocross Classic (Sacramento, CA)
- May 23: Glen Helen National (San Bernardino, CA)
- May 30: Thunder Valley National (Lakewood, CO)

- June 6: Tennessee National (Blountville, TN)
- June 13: High Point National (Mt. Morris, PA)
- June 27: Budds Creek National (Mechanicsville, MD)
- July 4: RedBud National (Buchanan, MI)
- July 18: Spring Creek National (Millville, MI)
- July 25: Washougal National (Washougal, WA)
- August 9: Unadilla National (New Berlin, NY)
- August 15: Utah National (Tooele, UT)
- August 22: Ironman National (Crawfordsville, IN)

77.5 Market Resources

AMA Pro Racing, 525 Fentress Boulevard, Suite B, Daytona Beach, FL 32114.
(386) 492-1014. (www.amaproring.com)

MX Sports Pro Racing, 122 Vista Del Rio Drive, Morgantown, WV 26508.
(304) 284-0084. (www.mxsportsproring.com)

SUPERCROSS

78.1 Overview

Monster Energy Supercross (www.supercrosslive.com) 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.

Attendance at Supercross events has been as follows:

• 1998:	770,432	• 2007:	831,987
• 1999:	753,124	• 2008:	799,401
• 2000:	759,112	• 2009:	786,913
• 2001:	791,253	• 2010:	787,593
• 2002:	792,909	• 2011:	826,973
• 2003:	811,428	• 2012:	831,600
• 2004:	791,445	• 2013:	848,300
• 2005:	819,093	• 2014:	876,370
• 2006:	830,851		

Supercross is sanctioned by the American Motorcyclist Association (AMA, www.americanmotorcyclist.com). Feld Entertainment acquired Supercross from Live Nation Motor Sports in September 2008 for \$205 million.

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

Supercross has been broadcast on Fox Sports 1 (formerly Speed) since 2006. Eleven live races were broadcast in 2015. Average viewership is 385,000.

78.2 Sponsors

In 2007, Monster Beverage Co. was named title sponsor for the series, which was renamed Monster Energy Supercross.

Supporting sponsors for 2016 are 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.

78.3 Racing Teams

Supercross teams are as follows:

- 51 FIFTY Energy
- BTO Sports KTM
- Bud Racing Kawasaki
- CycleTrader.com Rock River Yamaha
- Discount Tire Racing
- Factory Metal Works Club MX Racing
- GEICO Honda
- JGRMX/Toyota/Yamaha
- Monster Energy Kawasaki
- Monster Energy/Pro Circuit/Kawasaki
- Moto Mafia Crew
- MotoConcepts Racing
- MotoSport.com/Crossland Racing
- MyPlash/Metal Mulisha/Star Racing Yamaha
- RCH Racing/Dodge/Sycuan Suzuki
- Red Bull KTM
- Rockstar Energy Racing KTM
- Strikt Slaton Yamaha
- Team DirtCandy Graphics
- Team Honda Muscle Milk
- Team Tedder/Monster Energy Racing
- Team Yoshimura Suzuki
- Troy Lee Designs Lucas Oil Honda

78.4 Monster Energy AMA Supercross

The 2016 Monster Energy Supercross racing season has 18 events, as follows:

- January 9: Angel Stadium (Anaheim, CA)
- January 16: PETCO Park (San Diego, CA)
- January 23: Angel Stadium (Anaheim, CA)
- January 30: O.co Coliseum (Oakland, CA)
- February 6: University of Phoenix Stadium (Phoenix, AZ)
- February 13: PETCO Park (San Diego, CA)
- February 20: AT&T Stadium (Arlington, TX)

- February 27: Georgia Dome (Atlanta, GA)
- March 5: Daytona International Speedway (Daytona, FL)
- March 12: Rogers Centre (Toronto, ON, Canada)
- March 19: Ford Field (Detroit, MI)
- April 2: Levi's Stadium (Santa Clara, CA)
- April 9: Lucas Oil Stadium (Indianapolis, IN)
- April 16: Edward Jones Dome (St. Louis, MO)
- April 23: Gillette Stadium (Foxborough, MA)
- April 30: MetLife Stadium (East Rutherford, NJ)
- May 7: Sam Boyd Stadium (Las Vegas, NV)
- October 15: 2016 Monster Energy Cup (Sam Boyd Stadium; Las Vegas, NV)

78.5 Market Resources

Feld Motor Sports, 4255 Meridian Parkway, Aurora, IL 60504. (630) 566-6100.
www.feldmotorsportsonline.com

PART XI: TENNIS

TENNIS PARTICIPATION

79.1 Participation

According to the United States Tennis Association (USTA, www.usta.com), 27 million people play tennis. In total, there are approximately 600 million play occasions each year.

According to *2015 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

79.2 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

79.3 Demographics

The following is a profile of USTA members:

Gender	Youth	Adults	Overall
• Female:	47%	57%	54%
• Male:	53%	43%	46%

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%

79.4 Market Resources

United States Tennis Association, 70 West Red Oak Lane, White Plains, NY 10604.
(914) 696-7000. (www.usta.com)

MEN'S TOURS

80.1 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.

80.2 Highest Earning Tennis Players

Forbes (March 2015) ranks the highest-earning men's tennis players as follows:

	Total	Winnings	Endorsements
• Roger Federer:	\$67.0 million	\$ 9.0 million	\$58.0 million
• Novak Djokovic:	\$48.2 million	\$17.2 million	\$31.0 million
• Rafael Nadal:	\$32.5 million	\$ 4.5 million	\$28.0 million
• Andy Murray:	\$22.3 million	\$ 6.3 million	\$16.0 million
• Kei Nishikori:	\$19.5 million	\$ 4.5 million	\$15.0 million
• Stan Wawrinka:	\$11.1 million	\$ 3.6 million	\$ 7.5 million
• Grigor Dimitrov:	\$ 7.8 million	\$ 9.3 million	\$ 5.5 million

80.3 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:

- 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.

80.4 APT World Tour

ATP World Tour revenue has been as follows (source: *SportsBusiness Journal*):

- 2005: \$ 37.6 million
- 2006: \$ 52.0 million
- 2007: \$ 60.0 million
- 2008: \$ 61.3 million
- 2009: \$ 82.0 million
- 2010: \$ 65.3 million
- 2011: \$ 81.0 million
- 2012: \$ 91.7 million
- 2013: \$ 92.0 million
- 2014: \$107.1 million

The 2015 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 9-15: Memphis Open (Memphis, TN)
- February 16-22: Delray Beach Open (Delray Beach, FL)
- March 6-16: BNP Paribas Open (Indian Wells, CA)
- March 25-April 5: Miami Open Presented by Itaú
- April 6-12: Fayez Sarofim & Co. US Men's Clay Court (Houston, TX)
- July 13-19: Hall of Fame Tennis Championships (Newport, RI)
- July 27-August 2: BB&T Atlanta Open (Atlanta, GA)
- August 3-9: Citi Open (Washington, DC)
- August 10-16: Rogers Cup presented by National Bank (Montreal and Toronto, Canada)
- August 16-23: Western & Southern Open (Cincinnati, OH)
- August 23-30: Winston-Salem Open (Winston-Salem, NC)
- August 31-September 13: 2016 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

80.5 US Open Series

The Emirates Airlines 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 2016 US Open Series are scheduled as follows:

- July 23-31: Rogers Cup presented by National Bank (Toronto, Canada)
- July 30-August 6: BB&T Atlanta Open (Atlanta, GA)
- August 13-21: Western & Southern Open (Cincinnati, OH)
- August 20-27: Winston-Salem Open (Winston-Salem, NC)
- August 31-September 13: 2016 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.

80.6 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)

WOMEN'S TOURS

81.1 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.

81.2 Highest Earning Tennis Players

Forbes (March 2015) ranks the highest-earning female tennis players as follows:

	Total	Winnings	Endorsements
• Maria Sharapova:	\$29.7 million	\$ 6.7 million	\$23.0 million
• Serena Williams:	\$24.6 million	\$11.6 million	\$13.0 million
• Caroline Wozniacki:	\$14.6 million	\$ 3.6 million	\$11.0 million
• Ana Ivanovic:	\$ 8.3 million	\$ 1.8 million	\$ 6.5 million
• Petra Kvitova:	\$ 7.7 million	\$ 5.9 million	\$ 1.8 million

81.3 WTA Tour

WTA tour revenue has been as follows (source: *SportsBusiness Journal*):

• 2005:	\$36.4 million
• 2006:	\$39.0 million
• 2007:	\$41.0 million
• 2008:	\$58.7 million
• 2009:	\$60.0 million
• 2010:	\$53.2 million
• 2011:	\$61.0 million
• 2012:	\$61.4 million
• 2013:	\$63.0 million
• 2014:	\$69.7 million

The 2015 WTA Tour (www.wtatennis.com), organized by the Women's Tennis Association, had 70 events, 53 of which were held outside the U.S.

The BNP Paribas WTA Championships were held in Singapore, October 25-November 1, 2015.

81.4 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)

81.5 US Open Series

The Emirates Airlines 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 2016 US Open Series are scheduled as follows:

- July 22-31: Rogers Cup presented by National Bank (Montreal, Canada)
- August 3-9: Bank of the West Classic (Stanford, CA)
- August 13-21: Western & Southern Open (Cincinnati, OH)
- August 20-27: New Haven Open at Yale (New Haven, CT)
- August 31-September 13: 2016 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.

81.6 Sponsors

WTA Tour sponsors are Dubai Duty Free, SAP, USANA Health Sciences, and Xerox.

81.7 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

82.1 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.

In 2015, the 40th edition of the BNP Paribas Open had an attendance of 456,672, making it the second-most attended tennis tournament in the U.S., trailing only the US Open.

Larry Ellison, the 3rd wealthiest person in the United States, according to *Forbes*, has owned the tournament since 2009 and has built it into one of the most lavish events among all sports competitions.

82.2 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 2015 Davis Cup by BNP Paribas, the 115th of the tournament, took place November 27-29 in Ghent, Belgium. The tournament was streamed live at www.daviscup.tv.

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.

Sponsors are Adecco, nH Hotels, and BNP Paribas.

82.3 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 2015 Fed Cup by BNP Paribas, the 53rd edition of the tournament, took place November 14-15 in Prague, Czech Republic.

Sponsors are Adecco and BNP Paribas.

82.4 Miami Open

Held each March in Key Biscayne, Florida, the two-week combined men's and women's Miami Open Presented by Itaú 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 306,842 over 24 sessions/14 days in 2015. The Sony Open annually generates an economic impact of over \$380 million for Miami-Dade County.

In 2015, 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.

Itaú became the title sponsor in 2015; Sony was the previous sponsor. Host sponsors are Bacardi, Baptist Health South Florida, Enel, FedEx, Head, Lacoste, LAN Airlines, Lenox, Lexus, MasterCard, Miami Herald, Michelob Ultra, Penn, Pricewaterhouse-Coopers, Radio Switzerland, SAP, and USANA Health Sciences. Gold sponsors are Arena Americas, Argentina Travel, Ecuador Travel, Faberg Tours, Great Performances, Greater Miami Convention & Visitors Bureau, Grey Goose, IMG Bollettieri Tennis Academy, Laykold, Moët & Chandon, Ocean Drive Magazine, Stearns Weaver Miller Weissler Alhadeff & Sitterson, Supergoop, TennisPlaza, Thailand Travel, and The Ritz-Carlton.

The 2016 event will be held March 21-April 3.

82.5 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: 688,162

The 2015 US Open was two days shorter than in previous years. This resulted in the lower attendance figure.

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 46 years.

US Open sponsors are American Express, Emirates Airline, Esurance, Evian, Grey Goose, Heineken, IBM, Jacobs Creek Wine, JPMorganChase, Juice Press, Lavazza, Mercedes-Benz, Mount Sinai Health System, Oreo Thins, Polo Ralph Lauren, The New York Times, Ticketmaster, Tiffany & Co., Time Warner Cable, Visit Orlando, Westin Hotels & Resorts, Wilson, and Xerox.

“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, 8/31/15

82.6 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.

The 129th Wimbledon Championships were held June 29 through July 12, 2015.

In 2011, the All England Tennis and Croquet Club awarded broadcast rights to the Wimbledon Championships through 2014 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. Broadcast rights were extended in 2015 in a three-year deal.

The 2015 Women’s Finals, won by Serena Williams, had a 1.4 million U.S. TV audience. The 2015 Men’s Finals, won by Novak Djokovic, had 2.0 million viewers in the U.S.

PART XII: ORGANIZED SPORTS/COMPETITIONS

AIR RACING

83.1 Overview

In air races competitors 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.

83.2 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 with an eight-stop series.

The 2015 World Championship had eight stops, February through November, as follows:

- Abu Dhabi, United Arab Emirates
- Chiba, Japan
- Rovinj, Croatia
- Budapest, Hungary
- Ascot, United Kingdom
- Zeltweg, Austria
- Fort Worth, TX
- Las Vegas, NV

The events attract large crowds and are broadcast, both live and taped, worldwide.

Sponsors for the 2015 Red Bull Air Race were Bose, Breitling, Cirrus Aircraft, DHL, Garmin, Hamilton Watch, Hartzell Propeller, Reon Caffeine Strips, and UBFS.

83.3 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 2015 races were Air Capital Insurance, Amador Stage Lines, Beechcraft, Breitling, Cessna, Champion Aerospace, Circus Circus Reno, Dolan Auto Group, Eldorado Resort Casino, Embry-Riddle Aeronautical University, ExpressJet, Grand Sierra Resort and Casino, Hardy Aviation Insurance, Heritage Bank, Hertz, Honda Generators, Ladd Gardner Insurance, Lancair, Model Dairy, Peppermill Reno, Pepsi, Piper, State of Nevada, Vespa, Willis Lease, and Wirtz Beverage Group.

AMERICA'S CUP

84.1 Overview

America's Cup (www.americascup.com) 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

84.2 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 34th 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 34th 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 34th 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.

84.3 Television Broadcasts and Web-Streamed Video

The 34th 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.

84.4 Sponsors and Hospitality

Sponsorship rights were in the \$3 million to \$4 million range, according to *SportsBusiness Journal*.

Louis Vuitton was the presenting partner of the Challenger Series of the 34th America's Cup.

Official Partners were Althelia Ecosphere, Charles Schwab, Garmin Ltd, Hanson Bridgett LLP, Kaiser Permanente, Lexus, Louis Vuitton Watches, Moët & Chandon, Nespresso, PricewaterhouseCoopers, PUMA, Red Bull, Sailors for the Sea, Starwood Hotels & Resorts, and The Napa Valley Vintners & Destination Council.

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.

84.5 The 35th America's Cup

Oracle Team USA is the defender of the 35th America's Cup, which will take place during 2017.

Protocol for the 35th America's Cup is currently being developed.

An advisory board to America's Cup Event Authority has suggested the creation of an international sailing league with 12 to 14 annual events, an array of corporate sponsors, and TV partners around the world.

“For us to be a global sport, we have to have a calendar that represents a global sport. We need a dozen or 14 events a year. That's the next nut we need to crack.”

Stephen Barclay, CEO
America's Cup Event Authority

84.6 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

85.1 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).

85.2 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 2015 Bassmaster Tournament Trail included 31 events, begun in February with the Bassmaster Classic (Lake Guntersville, Guntersville, AL). Four series followed:

- Bassmaster Elite Series: 9 events
- Bassmaster Opens: 9 events
- Bassmaster College Series: 6 events
- B.A.S.S. Nation Series: 6 events

Premier B.A.S.S. sponsors for 2015 were Bass Pro Shops, Berkley Fishing, Evan Williams Bourbon, Hummingbird, Mercury, Minn-Kota Sports, Nitro Performance Bass Boats, Skeeter Fishing Boats, Toyota Trucks, Triton Boats, and Yamaha. Bass Pro Shops, Carhartt, Costa, Geico, and Old Milwaukee were Series Sponsors.

85.3 FLW Outdoors

FLW Outdoors – named after Forrest L. Wood, developer of the Ranger bass-fishing boat – is the sanctioning organization for a series of sportfishing tournament tours, the most prominent of which is the Walmart FLW Tour of high-stakes bass fishing tournaments. FLW rebranded as Fishing League Worldwide in 2014.

The top bass tournament on the FLW Tour, the Forrest Wood Cup, was the first to offer a \$1 million prize for the winner, in 2007.

Events of the Walmart FLW Tour are nationally televised on Fox Sports Net.

FLW Tour sponsors for 2015 were Castrol, Chevrolet, Dingo, Dunkin' Donuts, Evinrude, Folgers, George Foreman Cooking, Ion Camera, Kellogg's, Keystone Light, LowRange, Mercury, Ranger Boats, Rayovac, Repel Insect Repellent, Scotch Blue Painter's Tape, Snickers, and Straight Talk.

85.4 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 2015 U.S. Open was held September 14-16 at Lake Mead, Nevada.

WON BASS sponsors for 2015 were Bass Pro Shops, BoatResponsibly.com, Boulder Station Casino, Canyon Plastics, Costa, Hi-Seas, Konocti Vista Casino, LowRange, Mercury, Motor Guide, Nitro, Plano Molding Company, Quality Performance Marine, Seaguar, SnugTop, Trolling Motor Doctor, and Yo-Zuri America.

85.5 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.

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 the fish out.

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 Vineyarder, 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.

85.6 Fantasy Fishing

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.

“Someone can win a million bucks by predicting (actually, more like guessing) which fisherman will hook the biggest bass. All the fantasy baseball leagues that give \$1,000 to the winner are small fry compared with the high-stakes world of fantasy fishing.”

Time

85.7 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. Eighty-three (83) teams qualified for the 2014 championship, of which 53 were from southern colleges. Schools can send multiple teams to the championship; 58 colleges were represented in the 2014 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

85.8 Market Resources

American Sportfishing Association, 1001 North Fairfax Street, Suite 501, Alexandria, VA 22314. (703) 519-9691. (www.asafishing.org)

Bass Anglers Sportsman Society (B.A.S.S.), 3500 Blue Lake Drive, Suite 330, Birmingham, AL 35243. (877) BASS-USA. (www.bassmaster.com)

FLW Outdoors, 30 Gamble Lane, Benton KY, 42025. (270) 252-1000. (www.flwoutdoors.com)

WON BASS, 185 Avenida La Pata, San Clemente, CA 92673. (949) 366-0030. (www.wonbass.com)

BOWLING

86.1 Participation

According to the *2015 Sports, Fitness And Leisure Activities Topline Participation Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 46.6 million people bowl at least once each year, 10.5 million bowl 13 or more times.

According to the National Federation of State High School Associations (www.nfhs.org), 29,105 boys and 26,110 girls competed in bowling in the 2014-2015 academic year.

86.2 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.

86.3 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 December 7-19 2015 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 2015 were AMF, Barbasol, Brunswick, Geico, HotelPlanner.com, and the United States Bowling Congress.

86.4 World Bowling Association

World Bowling (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 next Championships will be held in December 2016 in Doha, Qatar and 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.

86.5 Collegiate Teams

Collegiate bowling has grown in popularity under the USBC Collegiate programs. Those programs include men's and women's teams at the club, National Association of Intercollegiate Athletics (NAIA), and National Junior College Athletic Association (NJCAA) levels and women's varsity teams with the National Collegiate Athletics 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.

86.6 Market Resources

Professional Bowlers Association, 615 Second Avenue, Suite 680, Seattle, WA 98104.
(206) 332-9688. (www.pba.com)

United States Bowling Congress, 621 Six Flags Drive, Arlington, TX 76011.
(800) 514-2695. (www.bowl.com)

World Bowling, 2208 Brookside Drive, Arlington, TX 76012. (414) 803-9188.
(www.worldbowling.org)

COMPETITIVE CHEERLEADING

87.1 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), 125,763 girls and 2,687 boys competed in competitive spirit competitions during the in 2014-2015 academic year.

ESPN has broadcast various competitive cheer events since 1997.

87.2 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 23-24, 2016: Kay Bailey Hutchison Convention Center (Dallas, TX)

NCA All-Star National Championship

- March 19-21, 2016: Kay Bailey Hutchison Convention Center (Dallas, TX)

NCA & NDA Collegiate Cheer and Dance Championship

- April 6-10, 2016: The Band Shell/Ocean Center/Peabody Auditorium (Daytona Beach, FL)

NCA sponsors for 2015 were Action Moments, Clean & Clear, Herff Jones, Gatorade, Pbteen (Pottery Barn), Softlips, 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 (www.abchampionships.com), Cheersport (www.cheersport.net), Eastern Cheer and Dance Association (www.ecaeda.com), the JAM Brands Cheer and Dance Competitions (www.jambrands.com), Planet Spirit (www.planetspirit.com), and Universal Spirit (www.universalspirit.com).

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.

USASF partners for 2015 were 3rd Level Consulting & Business Brokerage, Action Moments, Airbak Technology Corporation, All-Sports Travel, ASO, Bash Spirit Cheer & Dance, Bowrific, LLC, Cheerbandz, CheerJudge.com, Cheerleading Stunt Stand, Cheersounds, Dollamur, GTM, Hollis Associates, Jamie Christian Photography, MASA, MEESports, Message In A Bottle, Midwest Trophy, Mo' Money Associates, Mr. Video, MyKidsCalendar, Nfinity Shoes, Party DJ, Performance Designs, Pretty Girl Cosmetics, Proforma, Ross Athletics, Sam Spotting Systems, Steel Images, The Cheerleading Agency, Twin Peaks, Varsity Spirit Fashions, Vi, and Xtreme Photography.

87.3 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.

“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.

87.4 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)

CRICKET

88.1 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.

“Though cricket counts its fans by the billion worldwide, the sport does not register a pulse in the United States. Nearly all the players are born abroad. And even though the sport had a rich history in the United States until World War II, it is still widely seen here as an obscure game played exclusively by foreigners. Most who play it here are from countries that belonged to the British Commonwealth.”

The New York Times

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.

“Has there every been a sport as willing as cricket to change itself so dramatically to keep up with the modern world? The addition of the 3-point shot in basketball was nothing compared with what cricket has done with Twenty20. In the world tournament, matches were cut from days to three hours, and there are cheerleaders and music to boot.”

SportsBusiness Journal

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.

88.2 Organized Cricket in the United States

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.bayareacricket.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.minnesotacricket.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)
- 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.

“Cricket is finally getting some respect in the Bronx. The borough of the Yankees has become a mecca for the British bat sport favored by many of New York City’s West Indian and South Asian immigrants and their children.”

The New York Times

88.3 Cricket All Stars

In November 2015, a three-match tour of international cricket stars called Cricket All Stars (www.cricketalldstars2015.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 series was a tribute to the success of America’s 4 million citizens of South Asian, chiefly Indian, descent. One of America’s fastest-growing groups, its members accounted for virtually every ticket sold, and brought more than a memory of their ancestral cricket fervor to the stadiums. As niche entertainment for the Asian diaspora, T20 could have a solid future in America.”

The Economist, 11/28/15

Sponsors of Cricket All Stars 2015 were Azur, Citibank, MasterCard, Oxigen.com, Pepsi, Sling International, State Farm, Uber, and Zaamor.

88.4 International Activities

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.

88.5 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.

88.6 Market Resources

USA Cricket Association, 8461 Lake Worth Road, Suite B-1-185, Lake Worth, FL 33467. (561) 839-1888. (www.usaca.org)

CYCLING

89.1 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).

USA Cycling (www.usacycling.org), which merged with the United States Cycling Federation in 1995, is the governing body in the United States.

There are over 2,000 cycling clubs in the United States. Club activities generally focus on touring and club rides and do not involve racing.

89.2 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 it has become common to visit nearby countries. The 102th Tour de France, which ran from July 4 through July 26, 2015, began in Utrecht, Netherlands. The 21-stage, 3,360 km (2,088 mile) race featured 22 cycling teams with a total of 198 riders.

89.3 Major U.S. Races

The 2015 UCI World Tour (www.uciworldtour.com), launched in 2003, included seven races in the United States, as follows:

- May 10-17: Amgen Tour of California (14 host cities; www.amgentourofcalifornia.com)
- May 30-31: Winston-Salem Cycling Classic (Winston-Salem, NC; www.winstonsalemcycling.com)

- June 7: Philadelphia International Cycling Classic (Philadelphia, PA; <http://philadelphiainternationalcyclingclassic.com>)
- August 3-9: Larry H. Miller Tour of Utah (www.tourofutah.com)
- August 17-23: USA Pro Cycling Challenge (9 host cities in Colorado; www.usapro cyclingchallenge.com)
- September 13: Thompson Bucks County Classic (Bucks County, PA; <http://buckscountyclassic.com>)
- September 27: UCI Road World Championships (Richmond, VA)
- October 10: Tour of the Gila (Silver City, NM; www.tourofthegila.com)

According to *SportsBusiness Journal*, the three major races (Amgen Tour of California, Larry H. Miller Tour of Utah, and USA Pro Cycling Challenge) 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. Rick Schaden, founder of Quiznos and SmashBurger restaurant chains, for example, underwrote \$18.5 million in losses of Colorado's USA Pro Cycling Challenge from 2011 through 2013.

“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, September 19-27, 2015. *Richmond Times-Dispatch* estimated attendance for the 10-day event at 645,000 and the economic impact at \$161 million.

“The figure is a significant increase over the 2003 event in Hamilton, Ontario, which was the last time the event was held in North America.”

SportsBusiness Journal, 10/5/15

89.4 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 62,828 members and 2,760 clubs, sanctioned 3,105 events in 2015.

Sponsors in 2015 were Bonk Breaker Nutrition Bars, Cuore, Endurance Conspiracy, Osmo Nutrition, Shimano, Sierra Nevada, and Volkswagen.

89.5 Velodromes

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 24 active velodromes in the United States, as follows:

- Alkek Velodrome (Houston, TX; www.houstoncycling.org)
- Alpenrose Velodrome (Portland, OR; www.obra.org/track)
- Baton Rouge Velodrome (Baton Rouge, LA; www.batonrougebikeclub.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)
- Cleveland Velodrome (Cleveland, OH; www.clevelandvelodrome.org)
- Dick Lane Velodrome (East Point, GA; www.dicklanevelodrome.com)
- Ed Rudolph Velodrome (Northbrook, IL; www.northbrookvelodrome.org)
- Encino Velodrome (Encino, CA; www.encinovelodrome.org)
- Garden State Velodrome (Wall, NJ; www.gsvelodrome.com)
- Giordana Velodrome (Rock Hill, SC; <http://riderockhill.com/track/>)
- Hellyer Park Velodrome (San Jose, CA; www.ridethetrack.com)
- International Velodrome at Bloomer Park (Rochester Hills, MI; www.ivbp.org)

- Kissena Park Velodrome (Queens, NY; www.kissena.info)
- Los Angeles Velodrome at StubHub Center (Carson, CA; www.lavelodrome.org)
- Major Taylor Velodrome (Indianapolis, IN; <http://indycycloplex.com>)
- Marymoor Velodrome (Redmond, WA; www.velodrome.org/mva)
- National Sports Center Velodrome (Blaine, MN; <http://velodrome.nscsports.org>)
- Penrose Park Velodrome (St. Louis, MO; <http://penroseparkvelo.com>)
- San Diego Velodrome (San Diego, CA; www.sdvelodrome.com)
- Superdrome (Frisco, TX; www.superdrome.com)
- Valley Preferred Cycling Center (Trexlerstown, PA; www.thevelodrome.com)
- Washington Park Velodrome (Kenosha, WI; www.kenoshavelodrome.com)

The American Track Racing Association (ATRA, www.raceatra.com) sanctions races at the velodromes.

89.6 Market Resources

USA Cycling, 210 USA Cycling Point, Suite 100, Colorado Springs, CO 80919.
(719) 434-4200. (www.usacycling.org)

DOG SHOWS

90.1 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.

90.2 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).

USA Network has broadcast the Westminster Kennel Club Dog Show since 1984. In conjunction with CNBC, the USA Network broadcast rights deal runs through 2016.

The Kennel Club Dog Show averaged 1.5 million and 2.6 million viewers, respectively, for the Monday and Tuesday broadcasts in 2015.

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.

The 140th Westminster Kennel Club Dog Show will be held February 15-16, 2016.

90.3 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 Thanksgiving Day by NBC after the Macy's Thanksgiving Day Parade as part of a five-hour block of family programming. The broadcast had a record 10.7 million viewers in 2013 and 10.3 million in 2014.

Purina is the presenting sponsor of the National Dog Show; Petco also sponsors the event.

90.4 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. Over 3,000 dogs compete; seven go to the Best In Show competition.

The 15th Championship was held December 12-13, 2015 in Orlando, Florida. Sponsors were Bounty, Duracell, Jonart, Kurgo, and Petco.

The event is streamed at <http://live.eukanuba.com>.

EQUESTRIAN

91.1 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.

91.2 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.

U.S. National Arabian & Half-Arabian Horse Show

(www.arabianhorses.org/competitions/nationalevents/usnationals/2011/)

- 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.

91.3 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.eldoradopolos.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 2015, USPA sanctioned 98 tournaments, the largest of which was the 111th 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. Attendance in 2015 was estimated at 10,000 people. Sponsors were 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.

91.4 Rodeos

Rodeos are assessed in Chapter 101 of this handbook.

91.5 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.

91.6 Market Resources

American Quarter Horse Association, 1600 Quarter Horse Drive, Amarillo, TX 79104.
(806) 376-4811. (www.aqha.org)

United States Equestrian Federation, 4047 Iron Works Parkway, Lexington, KY 40511.
(859) 258-2472. (www.usef.org)

United States Polo Association, 9011 Lake Worth Road, Lake Worth, FL 33467.
(800) 232-8727. (www.uspolo.org)

ESPORTS

92.1 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.

Esports Market Brief 2015, published in June 2015 by SuperData Research (www.superdataresearch.com), estimated that 134 million people worldwide watch video game competitions, an increase from an 89 million audience in 2014. By 2017, 145 million people will be watching esports.

According to IHS (www.IHS.com), 2.4 billion hours were spent worldwide watching esports video in 2014. IHS forecasts viewing to increase to 6.6 billion hours by 2018.

In a survey by Newzoo (www.newzoo.com), 21% of U.S. gamers reported they watched or took part in esports. Among older Millennials, ages 21-to-35, 59% said they frequently viewed or participated in the competitions.

“The esports industry, whether labeled as a sport or not, is a powerhouse with potential to rival and surpass many established professional North American-based sports.”

Forbes, 8/23/15

92.2 Market Assessment

SuperData Research estimates worldwide esports revenue in 2015 at \$612 million, 61% of which was in the Asia-Pacific region. Spending in the U.S. is assessed at \$143 million.

Esports corporate sponsorships in 2015 were an estimated \$111 billion, or 81% of total U.S. esports spending.

“As viewer numbers and revenues maintain steady growth, esports present brands with another marketing opportunity.”

eMarketer, 5/14/15

Eilers Research (www.eilersresearch.com) estimates that fans of esports competition wagered more than \$250 million on the outcome of esports events in 2015. That amount is expected to exceed \$23 billion by 2020.

Eilers Research estimates 590,000 paid participants for fantasy esports competitions in 2015. An estimated 1.72 million people wagered for esportsbooks.

92.3 Gaming Networks

Gaming networks provide a platform for gamers to play or watch games online. Twitch.tv, acquired by Amazon in September 2014 for \$1 billion, is the most popular. The average Twitch user spends two hours a day engaging with the site.

In total, Twitch logged more than 100 million unique viewers a month in 2015, with those viewers racking up a collective 20 billion minutes of viewing time of the more than 11 million videos that are broadcast. The Twitch app has been downloaded more than 23 million times since its launch in 2011.

“During its peak hours, Twitch is the web’s fourth largest source of traffic, behind Netflix, Google, and Apple.”

Time

92.4 Major Events

The industry is anchored by multiplayer online battle arena games, like *League of Legends*, where one or several players face off in a digital arena.

In 2014, Riot Games’ (www.riotgames.com) *League of Legends* world championship had roughly 27 million streaming views, more than the average

viewership of individual games of the World Series and roughly the same as the number of people who tuned in for the NCAA basketball final.

In March 2015, ESL Gaming Network (www.eslgaming.com), an esports production and broadcasting company, reported 104,000 visitors to its four-day world championship event, the Intel Extreme Masters, and set a Twitch record with more than 1 million peak concurrent streaming views for a single event.

ESL announced plans to fill 12 stadiums around the world with fans for esports tournaments. In 2015, it held events in four stadiums, including Madison Square Garden (New York, NY) and SAP Center (San Jose, CA).

“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, but ESL also thinks there is room to expand to traditional television. The company is in advanced discussions with a couple of major networks.”

MarketWatch, 7/29/15

92.5 Major League Gaming

Major League Gaming (MLG, www.majorleaguegaming.com), launched in 2002, holds official video game tournaments throughout the United States and Canada.

The 2014 National Championship was held in Anaheim, California, with seven tournaments, as follows:

- *Call of Duty: Ghosts 4v4*
- *Call of Duty: Ghosts Season 3 Play In 4v4*
- *Injustice: Gods Among Us 1v1*
- *Killer Instinct 1v1*
- *StarCraft 2: Heart of the Swarm 1v1*

- *Super Smash Bros. Melee 1v1*
- *Super Smash Bros. Melee 2v2*

MLG hosts a series of online qualifier ladders for the online-only pro circuit titles leading to the national championship.

The 2015 MLG Pro Circuit roster included the following games:

- *Starcraft II* and *League of Legends* for the PC
- *Mortal Kombat*, *Soul Calibur V*, and *King of Fighters XIII* for the PlayStation 3
- *Super Smash Bros. Melee* for the Nintendo Gamecube

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.

2015 World Finals took place in New Orleans, Louisiana, with five tournaments:

- *Call of Duty: Advanced Warfare*
- *Dota 2*
- *Smite*
- *Super Smash Bros. Melee*
- *Super Smash Bros. for Wii U*

92.6 Collegiate Leagues

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.

Many college clubs also participate in the Ivy League of Legends (*IvyLoL*, www.ivylool.com) which formed in 2012. *IvyLoL* is organized into four Premier Leagues (East, North, South, and West) and an Open League.

Most colleges are letting esports evolve on their own, sanctioning clubs and providing practice space but not imposing the regulations governing traditional sports.

Robert Morris University (Chicago, IL) created a sanctioned video game team in 2014, becoming the first college to do so. Scholarships up to \$19,000 are awarded to top players.

Game developers play an active role in campus esports, sponsoring competitions and awarding scholarship money to winning teams.

“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, 4,400 more than last year and 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

In 2014, Riot Games launched the North American Collegiate Championship. 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.

Blizzard Entertainment (www.blizzard.com), creator of *StarCraft*, ran a 64-team tournament in 2015 for one of its new games, *Heroes Of The Storm*. Members of the winning team received \$75,000 in scholarships.

“College esports will galvanize the entire industry. College match-ups are a driving force in the evolution of games into a sports. Supporting one’s college throughout their lifetime is part of a person’s identity, and the battles of those identities are going to be good for esports because it creates a rootedness.”

Ian Sharpe, CEO
Azubu
Time, 4/6/15

EVENTS FOR ATHLETES WITH DISABILITIES

93.1 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.

Several other organizations work to expand fitness activities for people with disabilities through organized competitions. Various national competitions are part of these efforts.

93.2 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 2012 Paralympic Games, held in London, featured 20 sports, as follows:

- Archery
- Athletics
- Coccia
- 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

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.

93.3 Special Olympics

Special Olympics, the world's largest organization for people with intellectual disabilities, is recognized by the International Olympic Committee.

More than four 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.

The Special Olympics USA Games were first held in 2006. The 2014 games were held June 14-21 in Newark, New Jersey.

“There are more than 19,000 Special Olympics events held annually in the United States. They run the gamut of location, participant numbers, volunteers, and budget, yet no previous event has approached the size and scale of the 2014 Special Olympics USA Games.”

SportsBusiness Journal

Summer Games have been held every four years since 1968; Winter Games have been held every four years since 1997.

Special Olympics sponsors for 2014 were 21st Century Fox, AmeriHealth New Jersey, Barnabas Health, Bloomberg Business, Hess, Hill Wallack LLC Attorneys At

Law, Johnson & Johnson, KPMG, Mercer County Park Commission, Mid-Jersey Chamber of Commerce, Moose International, NJM Insurance Group, Prudential, PSE&G, ShopRite, STS Tire & Auto Centers, Toys 'R' Us, Trenton Thunder, US Law Network, Waste Management, WWE, and Wyndham Worldwide.

93.4 Extremity Games

Extremity Games (www.extremitygames.com), organized by the Athletes with Disabilities Network (www.adnpage.org), is a multi-sport, action-sports competition similar to the X Games, but for athletes with amputations and limb differences.

Extremity Games was started in 2006 by College Park Industries (www.college-park.com), a manufacturer of prosthetic feet, and has been held annually since. Competitors perform in various sports, categories, and styles vying for gold, silver, and bronze medals as well as prizes and cash awards. In addition to the competitions there are instructional clinics held in each of the sports.

Other events at the Extremity Games include live music, an interactive exhibit area, and featured demonstration sports.

Extremity Games 10, scheduled for 2015, was cancelled. Extremity Games 10 Motocross was held in May 2015 at Baja Acres in Birch Run, Michigan.

Extremity Games sponsors are AmputeeTeam division of Wright & Filippis, Aristocast, Athletes With Disabilities Network, Blue Bonnet Motors, College Park Industries, Fillauer, Orthotic Prosthetic Technologies, Red River Racing, ResMed, TG Canoes & Kayaks, and UT Health Science Center.

93.5 Disabled Sports USA

Disabled Sports USA (DS/USA, www.dsusa.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.

DS/USA Gold Sponsors are Anthem Life, Ariel Corp., Beaver Run Resort & Conference Center, Breckenridge Ski Resort, Challenged Athletes Foundation, Harry & Jeanette Weinberg Foundation, No Bats Baseball Club, Non-Commissioned Officers Association, Oshkosh Defense, Ping, Tee It Up From The Troops, The Chart Group, The Hartford, The United States Association of Former Members of Congress, Trijicon, U.S. Department of Education, and Wounded Warrior Project.

Silver Sponsors are BAE Systems, Battelle Science & Technology International, Burr, Pilger & Mayer, CVS Caremark Charitable Trust, Fournier Family Foundation, Franklin Templeton Investments, Hartford Foundation, Heisman Trophy Trust, HUB

Financial Charities, KBR, Phoenix Beehive Lobo Distributing, Robert Trent Jones Golf Club Charitable Foundation, and The Moore Charitable Foundation.

Bronze Sponsors are American Board Certification, Bank of America, BIC Sport, BMW of Fairfax, Clear Brook Advisors, Commerce Street Capital, Cranaleith Foundation, John Doyle, FDNY Family Transport Foundation, Fire Department of New York, General Electric, Genesis Today, Graybeards, Ltd., Flancer's Café, Freedom Group, Gallagher Briody & Butler, Health Discovery Corporation, Intermedia Partners, Loyola Recovery Foundation, Luck Family Foundation, Maritime Telecommunications Network, W.H. Mell Associates, National Beer Wholesalers Association, National Rural Electric Cooperative Association, New York City Police Department, Pentagon Ski Club, PGA of America, Gary and Kathryn Purwin, R&B Sports, South Carolina Research Authority, Thunderbirds Charities, Turner Foundation, and US Family Health Plan.

93.6 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.dsusa.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)

FIGURE SKATING

94.1 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

94.2 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 2014 Partners are Consumer Cellular, Hilton Hotels, Procter & Gamble, Prudential, The J.M. Smucker Co., United Airline, and Viking River Cruises.

94.3 Skate America

Skate America, 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

Progressive Skate America 2015 was held October 23-25 at University of Wisconsin Milwaukee Panther Arena.

94.4 Team Challenge Cup

In 2015, U.S. Figure Skating and Van Wagner Sports & Entertainment (www.vanwagner.com) launched Team Challenge Cup (www.teamchallengecup.com), a biennial, Ryder Cup-style competition between continents. The event will pit 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 is scheduled for April 22-24, 2016 in Spokane, Washington.

USFS and Van Wagner each own 50% of Team Challenge Cup.

94.5 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)

FITNESS & STRENGTH COMPETITIONS

95.1 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 (www.nbc.com/american-ninja-warrior/) and (www.g4tv.com/anw/home/)

- 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.

CrossFit Games (<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)

- 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.

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.

GYMNASTICS

96.1 Overview

According to *2015 Sports, Fitness And Leisure Activities Topline Participation Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 1.7 million people in the U.S. participate in gymnastics on a weekly basis; 4.6 million participate at least once each year.

Gymnastics is recognized as an official sport for both men and women by the National Conference of Athletic Associations (NCAA, www.ncaa.org).

More than 550 gymnastics camps are held each summer throughout the U.S.

96.2 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.

96.3 Major Events

The following are the major gymnastics competitions for 2016:

- March 4: 2016 Nastia Liukin Cup (Newark, NJ)
- March 5: 2016 AT&T American Cup (Newark, NJ)
- April 8-10: 2016 Pacific Rim Gymnastics Championships (Everett, WA)
- June 3-5: 2016 Secret U.S. Classic and Men's P&G Gymnastics Championships - Senior (Hartford, CT)
- June 8-13: 2016 USA Gymnastics Championships (Providence, RI)
- June 23-26: 2016 Men's Olympic Trials, Men's P&G Gymnastics Championships - Junior, and Women's P&G Gymnastics Championships (St. Louis, MO)
- July 8-10: 2016 Women's Olympic Trials (San Jose, CA)

96.4 Sponsors

USA Gymnastics sponsors for 2015 were AAI, AT&T, DGS, Hilton Hotels, GK Elite, Kellogg's, Procter & Gamble, St. Vincent's Sports Performance, and Under Armour.

96.5 Market Resources

International Federation of Gymnastics, Ave de la Gare 12, 1003 Lausanne, Switzerland. (+41 21) 321 5510. (www.fedintgym.com)

USA Gymnastics, 132 East Washington Street, Suite 700, Indianapolis, IN 46204. (317) 237-5050. (www.usagym.org)

HORSE RACING

97.1 Overview

There are 96 horse racetracks (excluding tracks at county fairs) in the U.S.; there were 4,922 race days at these tracks in 2014, a 4.3% drop from the prior year. This followed a 3.1% drop in 2013.

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 \$10.6 billion in 2014, a 3.0% drop from 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.

Challenged by alternative wagering options as well as myriad other forms of entertainment, the horse racing industry has struggled for growth for over two decades. Large one-day races and niche events, however, continue to prosper.

97.2 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.belmontstakes.com), held at Belmont Park (www.nyra.com/belmont) in Elmont, New York.

The Kentucky Derby is assessed in Chapter 31 of this handbook. The Preakness Stakes and Belmont Stakes are assessed in this chapter.

97.3 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

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

Sponsors of the 2015 Preakness Stakes were Bacardi, Budweiser, Finlandia, Grey Goose, Jack Daniel's, Jaermeister, Kind Snacks, LifeBridge Health, Nutramax Laboratories, Old Bay, Pepsi, St, Germain, Uber, Wells Fargo, and XpressBet.

97.4 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 attempt.

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)

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

Sponsors of the 2015 Belmont Stakes were AstraZeneca, Coca-Cola, Coors Light, Cornell Ruffian Equine Specialists, Draft Kings, Heineken, Kendall-Jackson, KetelOne Vodka, Knob Creek, Longines, Maker's Mark, New York Department of Economic Development, Taste NY, West Point Thoroughbreds, WinStar, and Yellow Tail Wine. DraftKings was the title sponsor.

97.5 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

Longines is the title sponsor of the Kentucky Oaks.

97.6 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 2016 Breeders' Cup will be held November 4-5 in Santa Anita Park.

Attendance for Friday and Saturday meets have been as follows:

	Friday	Saturday
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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

Viewership peaked to an average of 4.6 million viewers as American Pharoah, the Triple Crown winner in 2015, ran to a 6½-length victory.

The following metropolitan areas had the highest ratings for the 2015 Breeders' Cup (source: Nielsen):

- Louisville, KY: 8.6
- New Orleans, LA: 6.1
- Cincinnati, OH: 5.4
- Dayton, OH: 4.7
- Indianapolis, IN: 4.5

Ticket revenue at Keenland Race Course was \$18 million, roughly double the gate at Santa Anita Park in 2014.

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.

“The Breeders’ Cup Challenge Series was conceived, in part, to keep fans engaged in horse racing between the Triple Crown, which ends in June, and the Breeders’ Cup, which is run in late October or early November.”

SportsBusiness Journal, 12/14/15

Sponsors of the 2015 Breeders' Cup were 1/4 Hands Winery, Calument Farm, Claiborne, Coolmore, DraftKings, E*Trade, Equibase, Fenwick Equestrian Products, Hagyard Equine Medical Institute, John Deere, Keenland Race Track, Kroger, L.V, Lane's End, Las Vegas Convention & Visitors Authority, Longines, Maker's Mark, Rood Riddle Equine Hospital, Sentient Jet, Sovaro Coolers, Stella Artois, The Hampton Classic, Three Chimneys, Tito's Handmade Vodka, twinspires.com, West Point Thoroughbreds, and WinStar Farm.

97.7 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.

97.8 Market Resources

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)

INTERNATIONAL CHAMPIONS CUP

98.1 Overview

In 2013, U.S.-based Relevent Sports (www.releventsports.com) created the Guinness 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 was branded as International Champions Cup North America (ICCNA) Presented by Guinness.

98.2 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. Attendance at matches in six U.S. cities was as follows:

- AT&T Park (San Francisco, CA): 22,208
- University of Phoenix Stadium (Glendale, AZ): 39,922
- Lucas Oil Stadium (Indianapolis, IN): 41,983
- Dodger Stadium (Los Angeles, CA): 40,681
- MetLife Stadium (East Rutherford, NJ): 39,764
- Sun Life Stadium (Miami, FL): 38,513
- Final: Sun Life Stadium (Miami, FL): 67,273

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.

98.3 ICCNA 2015

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.

98.4 Sponsors

ICCNA 2015 sponsors were Air Force Reserve, AON, Bleacher Report, DraftKings, Gatorade, Groupon, Guinness Blonde American Lager, Indeed, Red Bull, Under Armour, and Vivid Seats.

98.5 Market Resources

Relevant Sports, 423 West 55th Street, New York, NY 10019.
(www.relevantports.com)

LACROSSE

99.1 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 *2015 SFIA Participation Topline Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 2.0 million people in the U.S. play lacrosse each year; approximately 1.0 million play monthly.

99.2 Sanctioning Organization

US Lacrosse (www.uslacrosse.org) was founded in 1998 as the national governing body of men's and women's lacrosse. There were 440,000 members in 2015.

US Lacrosse sponsors for 2015 were Marriott and Nationwide Insurance.

99.3 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. Participation growth was 12% in 2014.

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), 108,450 boys and 84,785 girls competed in lacrosse during the 2014-2015 school year. Approximately 2,700 high schools have lacrosse teams.

99.4 Major Events

The following are the major lacrosse events for 2015:

- January 17-18: Champion Challenge (Naples, FL)
- May 6-9: WCLA National Championships (Virginia Beach, VA)
- May 23-24: Women's National Tournament (Bethlehem, PA)
- June 5-7: Southeast Championships (Raleigh, NC)
- June 19-21: Central Championships (Verona, WI)
- July 24-26: U15 National Championships (Richmond, VA)

Sanctioned tournaments in 2015 were as follows:

- October 24-25: Southern Lacrosse Showcase (Charlotte, NC)
- October 31 - November 1: Rumble in Richmond (Richmond, VA)
- November 7-8: Paradise Shootout (Naples, FL)
- November 7-8: Atlanta Tournament of Lacrosse (Atlanta, GA)
- November 14-15: Wishbone Championships (Orlando, FL)

99.5 Market Resources

US Lacrosse, 113 West University Parkway, Baltimore, MD 21210. (410) 235-6882. (www.uslacrosse.org)

MARATHONS & ENDURANCE EVENTS

100.1 Participation

According to Running USA (www.runningusa.org), the number of running event finishers have been as follows:

	Female	Male	Total
• 2010:	6.9 million	6.1 million	13.0 million
• 2011:	7.7 million	6.3 million	14.0 million
• 2012:	8.7 million	6.8 million	15.5 million
• 2013:	10.8 million	8.2 million	19.0 million
• 2014:	10.7 million	8.1 million	18.8 million

Running races had 18.75 million finishers in 2014; 550,637 finished a marathon, an all-time high. Race finishers by distance were as follows (change from previous year in parenthesis):

- 5K: 8.3 million (no change)
- Half-marathon: 2.05 million (4%)
- 10K: 1.40 million (-5%)
- Marathon: 550,600 (2%)
- Other: 6.45 million (-4%)

“After experiencing 300% growth from 1990 to 2013, running event finishers in 2014 remains nearly consistent with the all-time record set in 2013. While the marathon and half marathon continue to grow, other distances declined.”

Running USA, 7/15

100.2 Major Events

According to Running USA, there were 28,000 organized running events in 2014.

Races by distance were as follows:

- 5K: 15,100
- 10K: 3,700
- Half-marathon: 2,500
- 8K/5 mile: 1,400
- Marathon: 1,100
- Other: 4,200

Ranked by number of race finishers, the top 10 running events were as follows:

- AJC Peachtree Roadrace (Atlanta, GA): 57,660
- TCS New York City Marathon (New York City, NY): 50,386
- BolderBOULDER (Boulder, CO): 45,816
- Bloomsday Run (Spokane, WA): 44,581
- Chicago Marathon (Chicago, IL): 40,595
- Blue Cross Broad Street Run (Philadelphia, PA): 35,166
- Boston Marathon (Boston, MA): 31,932
- Cooper River Bridge Run (Charleston, SC): 31,837
- Bank of America Shamrock Shuffle (Chicago, IL): 30,066
- Ukrop's Monument Avenue 10K Run (Richmond, VA): 27,200

100.3 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
- P.F. Chang's Rock 'n' Roll Arizona Marathon: \$ 41 million
- Miami Marathon: \$ 35 million
- Marine Corps Marathon (Washington, DC): \$ 20 million
- Shamrock Run (Portland, OR): \$ 15 million
- Baltimore Marathon: \$ 15 million
- Chevron Houston Marathon: \$ 12 million
- AJC Peachtree Roadrace: \$ 10 million

“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

100.4 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, 10/26/15

100.5 Sponsors

The following were title sponsors of major marathons in 2015:

- Charlottesville Marathon: Miller Lite
- Chicago Marathon: J.P. Morgan
- Cleveland Marathon: Rite Aid
- 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
- Falmouth (Mass.) Road Race: New Balance
- Georgia Marathon: Publix
- Houston Marathon: Chevron
- Knoxville Marathon: Covenant Health
- Los Angeles Marathon: ASICS
- Miami Marathon: Life Time Fitness
- Minneapolis Marathon: Ortho
- New York City Marathon: TATA Consultancy Services (TCS)
- Orlando Marathon: Disney Princess
- Peachtree Road Race: *Atlanta Journal-Constitution (AJC)*
- Rock 'n' Roll Arizona Marathon: P.F. Chang's
- San Francisco Women's Marathon: Nike
- Silicon Valley Turkey Trot (San Jose): Applied Materials
- Tacoma City Marathon: Michelob Ultra
- Twin Cities Marathon: Medtronic

An appeal for marketers of marathon sponsorships is the high-end demographic of race participants.

“You have an average household income of \$160,000, every one of them has a computer, 98% use it daily. It is an affluent group that spends, and from a marketer's perspective, it is a very attractive demographic.”

SportsBusiness Journal

100.6 Market Resources

New York Road Runners, 9 East 89th Street, New York, NY 10128. (212) 860-4455.
(www.nyrr.org)

Running USA, 3450 N. Ridgewood Street, Suite 311, Wichita, KS 67220.
(313) 408-3655. (www.runningusa.org)

101

RODEO

101.1 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

101.2 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 2015 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 2015 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.

101.3 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.

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 in October.

In 2015, 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.

“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

BFTS tour events are televised on CBS, CBS Sports Network, NBC, and NBC Sports Network.

The seven-session PBR World Finals are held in Las Vegas at the 16,700-seat Thomas & Mack Center. The first six rounds of the Finals are broadcast on NBC Sports Network, with the seventh round airing on NBC.

The PBR launched Touring Pro Division (TPD) in 2011, replacing the Challenger, Enterprise Rent-A-Car, and Discovery Tours. The TPD gives riders the opportunity to compete in PBR-sanctioned events and the opportunity to move up to the BFTS.

Nearly two million fans attend Built Ford Tough Series and Touring Pro Division events each year. More than 100 million viewers annually watch over 400 hours of prime-time PBR programming.

PBR sponsors for 2015 were Allegiant Air, Ariat, B&W Trailer Hitches, Bad Boy Movers, Bass Pro Shops, Big Tex Trailers, City of Las Vegas, Cooper Tires, Dickies, Exclusive Genetics, Express Ranches, Ford, Jack Daniel’s, Jeffrey Scott Fine Magnetics, Lincoln Welders, Lucas Oil Products, Mandalay Bay, NBC Sports Network, Priefert Rodeo & Ranch Equipment, RockStar Energy Drink, Rocky Mountain Elk Foundation, Stanley Tools, U.S. Air Force, and Wrangler.

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.

101.4 Major Events

Attendance at some 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

101.5 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%

101.6 Market Resources

Professional Bull Riders, 101 West Riverwalk, Pueblo, CO 81003. (719) 242-2800.
(www.pbr.com)

Professional Rodeo Cowboys Association, 101 ProRodeo Drive, Colorado Springs, CO 80919. (719) 593-8840. (www.prorodeo.com)

ROLLER DERBY

102.1 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 twenty century.

Roller derby experienced a revival in the early 2000s dominated by all-female amateur leagues. There are also male, co-ed, and junior leagues.

At year-end 2015, 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.

102.2 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 329 Full Member Leagues and 97 Apprentice Leagues at year-end 2015.

WFTDA developed formal rules for roller derby game play which 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.

102.3 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. As of January 2016, there were 151 junior roller derby leagues, 42 of which were based outside the U.S. JRDA launched the inaugural Junior Roller Derby World Cup in 2015.

102.4 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)

ROWING

103.1 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.

103.2 Intercollegiate Rowing

Men's rowing has never had a national organizing body. Regattas are coordinated by nine conferences. An annual championship regatta is hosted by the American Collegiate Rowing Association (www.americancollegiaterowing.com)

Rowing is organized through the National Collegiate Athletic Association (NCAA, www.ncaa.org).

There are 12 conferences active in college rowing, 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: University of Alabama, University of Kansas, Kansas State University, University of Oklahoma, California State University Sacramento, San Diego State

University, 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 (Radcliff), 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: Fordham University, University of Buffalo, Colgate, 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 college men's 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.

103.3 Rowing At The Summer Olympic Games

Rowing has been part of the Summer Olympic Games since the 1900.

The following 14 events will be 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).

103.4 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 2015 World Rowing Championships were held in Aiguebelette, France. Future events are scheduled as follows:

- 2016: Rotterdam, Netherlands
- 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.

103.5 Market Resources

North American Rowing Association, 6 Essex Road, Suite 4, Ipswich, MA 01938. (978) 238-9005. (www.noara.org)

RUGBY

104.1 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 the International Rugby Board (IRB, www.irb.com) 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 *2015 SFIA Participation Topline Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 1.7 million people in the U.S. play rugby each year; 440,000 play eight or more times.

“Rugby has grown 14% per year in America.”

Southwest, 4/15

104.2 USA Rugby League

The American National Rugby League (AMNRL), the country's first domestic rugby league, launched in 1998. Seven teams split from the AMNRL in 2011 to form the USA Rugby League (USARL, www.usarl.com). AMNRL folded in 2014. Three former AMNRL clubs joined the USARL.

The 2015 USARL season opened with the following 14 clubs:

- Atlanta Rhinos (Atlanta, GA)
- Boston Thirteens (Brooklyn, NY)
- Brooklyn Kings (Brooklyn, NY)
- Bucks County Sharks (Bucks County, PA)
- Central Florida Warriors (DeLand, FL)
- Connecticut Wildcats (Greenwich, CT)
- 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)

The season launched May 30, 2015 and ended with the Championship on August 29, 2015.

104.3 Rugby World Cup

The Rugby World Cup is assessed in Chapter 35 of this handbook.

104.4 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. Royal Bank of Scotland is the title sponsor.

Matches for the tournament, held in February and March, are played in Cardiff, Dublin, Edinburgh, London, Paris, and Rome. An assessment commissioned by MasterCard found that the games delivered a \$632.8 million total economic impact for the six competing nations.

104.5 Rugby in the Summer Olympic Games

Rugby was last played in the Summer Olympic Games in 1924. The fifteen-a-side version of rugby union was played, with the United States winning the gold medal.

In 2009, the International Olympic Committee voted that rugby sevens will be reinstated as an Olympic sport in the 2016 and 2020 games. Women's teams will compete.

“The Olympic gold medal will be considered to be the pinnacle of our sport.”

Bernard Lapasset, President
International Rugby Board

104.6 Market Resources

International Rugby Board, Huguenot House, 35-38 St Stephen's Green, Dublin 2
Ireland. (+00 353) 1 240 9200. (www.irb.com)

USA Rugby League, 39 Broadway, 12th Floor, New York, NY 10006. (www.usarl.com)

SENIOR GAMES

105.1 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 10,000 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.

105.2 State Games

Alabama

- Alabama Senior Olympics (<https://sites.google.com/site/2010alabamaseniorgames/2014-games>)

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.fusesport.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.iowaseniorolympics.com)

Kansas

- Kansas Senior Olympics (<http://kansasseniorolympics.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.msseniorolym.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.nmseniorolympics.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.tnseniorolympics.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.virginiaseiniorgames.org)

Washington

- Washington State Senior Games (www.washingtonteniorgames.com)

West Virginia

- West Virginia Senior Sports Classic (www.wvssc.com)

Wisconsin

- Wisconsin Senior Olympics (www.wiseniorolympics.com)

Wyoming

- Wyoming Senior Olympics (www.wyseniorolympics.com)

105.3 Biennial Summer Games

National Senior Games participation has been as follows:

Year	Location	Participants
• 1987	St. Louis, MO	2,500
• 1989	St. Louis, MO	3,400
• 1991	Syracuse, NY	5,000
• 1993	Baton Rouge, LA	7,200
• 1995	San Antonio, TX	8,200
• 1997	Tucson, AZ	10,300
• 1999	Orlando, FL	12,000
• 2001	Baton Rouge, LA	8,900
• 2003	Hampton Roads, VA	10,700
• 2005	Pittsburgh, PA	12,000
• 2007	Louisville, PA	12,100
• 2009	San Francisco, CA	10,000
• 2011	Houston, TX	10,000
• 2013	Cleveland, OH	10,700
• 2015	Minneapolis/Saint Paul, MN	12,000

105.4 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.

105.5 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.

105.6 Market Resources

National Senior Games Association, P.O. Box 82059, Baton Rouge, LA 70884.
(225) 766-6800. (www.nsga.com)

SKIING & SNOWBOARDING

106.1 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.

106.2 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 53.6 million visits for the 2014-2015 season, a 3.8% drop from the previous year.

The National Federation of State High School Associations (www.nfhs.org) reported that 5,368 boys and 4,559 girls competed in alpine skiing in the 2014-2015 academic year.

106.3 Governing Organizations

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.

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.

106.4 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, 6/29/15

106.5 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 2015 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.

“The Championships ... finished as the most-watched skiing event in a non-Olympic year among U.S. viewers, with more than 10 million viewers tuning in to nearly 30 hours of coverage.”

SportsBusiness Journal, 2/23/15

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 2015 FIS Nordic World Ski Championships were held in Falun, Sweden.

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 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 2016 FIS Ski Flying World Championships will be held in Salzkammergut, Austria.

106.6 USSA Grand Prix Series

The major series for freeskiing and snowboarding is the Visa U.S. Freeskiing Grand Prix. The three events of the 2015 series were as follows:

- December 1-5, 2014: Copper Mountain, CO
- February 2-7, 2015: Mammoth Mountain, CA
- February 23-28, 2015: Park City Mountain Resort, UT

2015 sponsors were Audi, Bose, Delta Air Lines, Putnam Investments, Tempur-Pedic, The North Face, USANA Health Sciences, and Visa.

106.7 Market Resources

International Ski Federation (FIS), Marc Hodler House, Blochstrasse 2, 3653 Oberhof en Thunersee, Switzerland. Tel. +41 (0)33 244 6161. (www.fis-ski.com)

National Ski Areas Association, 133 S. Van Gordon Street, Suite 300, Lakewood, CO 80228. (303) 987-1111. (www.nsaa.org)

U.S. Ski and Snowboard Association, 1 Victory Lane, Park City, UT 84060. (435) 649-9090. (<http://ussa.org>)

SOCCER

107.1 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 29 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 Associations (NCAA, www.ncaa.org).

Major League Soccer is assessed in Chapter 43 of this handbook.

107.2 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.

2015 Sports, Fitness And Leisure Activities Topline Participation Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), reported that 12.6 million people participate in outdoor soccer at least once a year; 6.0 million people play 26 or more times. Indoor soccer sees annual participation of 4.5 million people.

According to the National Federation of State High School Associations (www.nfhs.org), 432,569 boys and 375,681 girls competed in soccer during the 2014-2015 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.

107.3 Sponsors

U.S. Soccer Federation sponsors in 2015 were AT&T, Budweiser, Castrol, Dick's Sporting Goods, Gatorade, José Cuervo, McDonald's, Nike, Pepsi, and Visa.

107.4 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)

SOFTBALL

108.1 Overview

According to *2015 SFIA Participation Topline Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 7.1 million people play slow pitch softball at least once each year; 4.3 million play 13 or more times. Also, 2.4 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), 364,103 girls played on high school softball teams during the 2014-2015 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 53 of this handbook.

108.2 Amateur Softball Association

The 1976 Amateur Sports Act designated the Amateur Softball Association (ASA, www.teamusa.org/USA-Softball) as the national governing body of softball in the United States.

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 are 24 Hour Fitness, Boombah, Club Spaces powered by Active, Dermabond, Disney Sports, eFundraising, Great Plains Coca-Cola, Hilton Worldwide, Liberty Mutual Responsible Sports, Musco Lighting, Nike, PowerChalk, Schutt Sports, Stabilizer Solutions, United Airlines, and US Sport Camps.

108.3 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)

STATE GAMES

109.1 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, volleyball, etc., 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.

109.2 Profiles of State Games

Alabama

Alabama Sports Festival (www.alagames.net)

- Summer Games: June

Arizona

Grand Canyon State Games (www.gcsq.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.maineames.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.taaf.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

109.3 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 2015 State Games of America were held in Lincoln, Nebraska.

109.4 Market Resources

National Congress of State Games, 171 Monroe Avenue NW, Suite 700, Grand Rapids, MI 49503. (616) 233-3563. (www.stategames.org)

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SURFING

110.1 Overview

According to *2015 SFIA Participation Topline Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 2.7 million people surf; 1.1 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

110.2 Championship Tours

The 2015 Men's Samsung Galaxy Championship Tour was as follows:

- February 28 - March 13: Quiksilver Pro Gold Coast
(Gold Coast, Queensland, Australia)
- April 1-12: Rip Curl Pro Bells Beach
(Bells Beach, Victoria, Australia)
- April 15-26: Drug Aware Margaret River Pro
(Margaret River, Western Australia)
- May 11-22: Oi Rio Pro (Barra da Tijuca, Rio de Janeiro, Brazil)
- June 7-19: Fiji Pro (Namotu, Tavarua, Fiji)
- July 8-19: J-Bay Open
(Jeffreys Bay, Eastern Cape, South Africa)
- August 14 - 25: Billabong Pro Tahiti
(Teahupo'o, Tahiti, French Polynesia)
- September 9-20: Hurley Pro at Trestles (Lower Trestles, CA)
- October 6-17: Quiksilver Pro France (Landes, Aquitaine, France)

- October 20-31: Moche Rip Curl Pro Portugal (Peniche/Cascais, Portugal)
- December 8-20: Billabong Pipe Masters (Banzai Pipeline, Oahu, HI)

The 2015 Women's Samsung Galaxy Championship Tour was as follows:

- February 28 - March 13: Roxy Pro Gold Coast (Gold Coast, Queensland, Australia)
- April 1-12: Rip Curl Women's Pro Bells Beach (Bells Beach, Victoria, Australia)
- April 15-26: Women's Drug Aware Margaret River Pro (Margaret River, Western Australia)
- May 11-22: Oi Rio Women's Pro (Barra da Tijuca, Rio de Janeiro, Brazil)
- May 31 - June 5: Fiji Women's Pro (Namotu, Tavarua, Fiji)
- July 27 - August 2: Women's Vans US Open of Surfing (Huntington Beach, CA)
- September 9-20: Swatch Women's Pro (Lower Trestles, CA)
- September 22-28: Cascais Women's Pro (Cascais, Portugal)
- October 6-17: Roxy Pro France (Landes, Aquitaine, France)
- November 21 - December 4: Target Maui Pro (Honolua Bay, Maui, HI)

110.3 Market Resources

World Surf League, 149 Bay Street, Santa Monica, CA 90405. (310) 450-1212.
(www.worldsurfleague.com)

SWIMMING, DIVING & WATER POLO

111.1 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), 166,838 girls and 137,087 boys competed in swimming and diving during the 2014-2015 school year.

Swimming, diving, and water polo are recognized as official sports for both men and women by the National Conference of Athletic Associations (NCAA, www.ncaa.org).

111.2 Sanctioning Organizations

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.

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.

111.3 Sponsors

Sponsors for swimming, diving, and water polo are as follows:

U.S. Masters Swimming

- Adolph Kiefer & Associates, Agon Sport, All American Swim Supply, Bank of America, Barracuda, blueseventy, BullFrog Sunblock, Colorado Time Systems, Endless Pools, FINIS, FitMagnet, Fitness Nutrition, Hammer Nutrition, Kast-A-Way Swimwear, Liberty Mutual, Nike, Speedo, SwimOutlet.com, Tyr Sports, and Ultra Swim

USA Diving

- AT&T, Colorado Time Systems, Hilton Hhonor, 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

- AquaHydrate9, 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

111.4 Market Resources

Fédération Internationale de Natation (FINA), Avenue de l'Avant-Poste 4, CH - 1005 Lausanne, Switzerland. (+41 21) 310 47 10. (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)

TRACK & FIELD

112.1 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 *2015 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; 2.3 million participate at least twice per month.

According to the National Federation of State High School Associations (www.nfhs.org), 578,632 boys and 478,726 girls competed in track & field during the 2014-2015 school year.

Track & field is recognized as an official sport for both men and women by the National Conference of Athletic Associations (NCAA, www.ncaa.org).

Among television broadcasts of Summer Olympic events, track & field has the highest viewership.

112.2 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.

112.3 Major Events

USATF sponsors a U.S. team (i.e., Team USA) in several events each year. The 2015 Team USA Events were as follows:

- January 10: Bupa Great Edinburgh Cross Country
- February 22: APA Pan American Cross Country Cup
- March 28: IAAF World Cross Country Championships

- April 11-12: IAU World 24 Hour Championships
- May 2-3: IAAF World Relays
- May 9-10: Pan American Race Walk Championships
- May 30: IAU World Ultra Trail Championships
- June 19-20: NACAC/Ottawa Combined Events Capital Cup
- July 4: World Long Distance Mountain Running Championships
- July 15-19: IAAF World Youth Championships
- July 18: NACAC Mountain Running Championships
- July 20-26: Pan American Games
- July 31 - August 2: Pan American Junior Championships
- August 4-16: World Masters Athletics Outdoor Championships
- August 7-9: NACAC Senior Area Championships
- August 8-9: Thorpe Cup (USA vs. Germany Multi)
- August 22-23: USA vs. Canada Junior Race Walk Match
- August 22-30: IAAF World Championships
- September 12: IAU 100 km World Championships
- September 19: World Mountain Running Championships
- November 1: IAU 50K World Championships

USA Track & Field sponsors for 2015 were BMW, Hershey, Lynx, Nike, Rosetta Stone, St. Vincent Sport Performance, UCS, University of Phoenix, and VISA.

112.4 Market Resources

USA Track & Field, 132 East Washington Street, Suite 800, Indianapolis, IN 46204.
(317) 261-0500. (www.usatf.org)

TRIATHLONS

113.1 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 2015, USA Triathlon (www.usatriathlon.org) had 950 local clubs with more than 511,000 members.

USA Triathlon Gold Partners for 2015 were Active, Gatorade Endurance, Lite Speed, Quintana Roo, Rudy Project, and TYR Swimwear.

An estimated 2.5 million people complete a triathlon each year. USA Triathlon sanctioned 4,300 races in 2015.

113.2 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

113.3 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 35th Escape from Alcatraz Triathlon was held June 7, 2015.

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 2016 events:
 - April 10: Clearwater Half Marathon & 5K
 - August 2: Syracuse Sprint Triathlon
 - August 8: Pleasant Prairie Wellness Sessions
 - August 9: Pleasant Prairie Sprint Triathlon
 - August 9: Grimsby, Canada Sprint Triathlon
 - August 16: Columbia Sprint Triathlon
 - August 23: Seattle Sprint Triathlon & 5K
 - September 12: Columbia Half Marathon & Family Fun 5K
 - September 13: Sandy Hook Sprint Triathlon & 5K
- Iron Girl Event Series Partners for 2015 were FinisherPix, GreenLayer, 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 2016 will consist of five events, as follows:
 - April 3: Life Time Tri South Beach (Miami, FL)
 - May 30: Life Time Tri CapTex (Austin, TX)
 - July 10: Life Time Tri Boulder Peak (Boulder, CO)

- July 12: Trinona (Winona, MN)
- July 24: Panasonic NYC Tri (New York, NY)

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 22-24, 2016 event will be the 33rd 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>)

113.4 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)

VOLLEYBALL

114.1 Overview

According to *2015 SFIA Participation Topline Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), participation in volleyball is as follows:

	One or more times	13 or more times
• Court Volleyball:	6.3 million	3.5 million
• Beach Volleyball:	4.6 million	1.5 million
• Grass Volleyball:	3.9 million	1.0 million

According to the National Federation of State High School Associations (www.nfhs.org), 15,534 high schools had volleyball competition for girls during the 2014-2015 academic year; 432,176 girls participated on high school volleyball teams.

Volleyball is recognized as an official sport for both men and women by the National Conference of Athletic Associations (NCAA, www.ncaa.org).

Volleyball is a sport of the Summer Olympic Games.

114.2 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).

USAV-affiliated organizations are American Latvian Association (www.alausa.org), California Beach Volleyball Association (www.cbva.com), Disabled Sports USA (www.dsusa.org), Girl Scouts of America (www.girlscouts.org), Jewish Community Centers (www.jcca.org), Maccabi USA Sports for Israel (www.maccabiusa.com), National Congress of State Games (www.stategames.org), National Recreation & Parks Association (www.npra.org), People to People Sports Ambassadors (www.peopletopeople.com/ourprograms/sport/pages/default.aspx), Positive Coaching Alliance (www.positivecoach.org), the President's Council on Physical Fitness and Sports (www.fitness.gov), Professional Association of Volleyball Officials (www.pavo.org), Starlings Volleyball Clubs USA (www.starlings.org), United States Wallyball Association (www.uswallyball.org), US Specialty Sports (www.ussssa.com), US Youth Volleyball League (www.ysyvl.org), USA Deaf Sports Federation (www.usdeafsports.org), and the Volleyball Hall of Fame (www.volleyhall.org).

114.3 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 two events were hosted in 2012. The schedule expanded to six and seven events, respectively, in 2013 and 2014.

The 2015 schedule included eight events, as follows:

- May 22-24: AVP New Orleans Open
- June 16-21: FIVB Smart St. Pete Grand Slam
- July 17-19: AVP Kingston New York City Open
- August 7-9: AVP Kingston Seattle Open
- August 14-16: AVP Manhattan Beach Open presented by Acer
- August 28-30: AVP Kingston Chicago Open
- September 4-6: AVP Kingston Cincinnati Open
- September 11-13: Kingston AVP Championships at Huntington Beach

114.4 Market Resources

USA Volleyball, 4065 Sinton Road, Suite 200, Colorado Springs, CO 80907.
(719) 228-6800. (www.teamusa.org/USA-Volleyball.aspx)

X GAMES

115.1 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 music concerts and other entertainment with the competitions.

115.2 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
• 2001:	Philadelphia, PA	235,550
• 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

- 2014: Austin, TX 160,000
- 2015: Austin, TX 160,000

115.3 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 85,100
- 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

115.4 Television Viewership

The X Games are broadcast on ESPN and ABC. Winter X Games viewership has been as follows:

- | | Telecasts | Avg. Viewers |
|--|------------------|---------------------|
|--|------------------|---------------------|

In 2015, the ESPN family of networks averaged a 0.63 rating and 1.039 million viewers for coverage of X Games 17, up 5% in viewership from 2014. Afternoon coverage on July 31 earned 1.945 million viewers on ESPN, the second-most viewed summer X Games telecast ever on the network.

115.5 Sponsors

Sponsors for 2015 Summer X Games were Dos Equis, Dr. Pepper, Ford, GoPro, Harley Davidson, Monster Energy, and the U.S. Navy.

Sponsors for 2015 Winter X Games are *Act of Valor*, Casio-Verizon, EA Sports, Glacéau VitaminWater, GoPro, Jeep, Loctite, Red Bull, The North Face, and the U.S. Navy.

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Chapter 101: Rodeo

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Chapter 106: Skiing & Snowboarding

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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 001I,
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/>)

Warsaw Sports Marketing Center

University of Oregon, Lundquist College of Business, 1208 University of Oregon,
Eugene, OR 97403. (<http://business.uoregon.edu/centers/warsaw>)

APPENDIX B

ANALYSTS

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.themediiaudit.com)

Kantar Media, 11 Madison Avenue, 12th Floor, New York, NY 10010. (212) 991-6000.
(www.kantarmedia.com)

Marist College Institute for Public Opinion, Poughkeepsie, NY 12601. (845) 575-5050.
(www.maristpoll.marist.edu)

Plunkett Research, P.O. Drawer 541737, Houston, TX 77254. (713) 932-0000.
(www.plunkettresearch.com)

Richard K. Miller & Associates, 4132 Atlanta Highway, Suite 110, Loganville, GA 30052.
(888) 928-7562. (www.rkma.com)

The Harris Poll, 60 Corporate Woods, Rochester, NY 14623. (585) 272-8400.
(www.theharrispoll.com)

The Marketing Arm, 711 Third Avenue, 11th Floor, New York, NY 10017.
(212) 284-7686. (www.themarketingarm.com)

The Nielsen Company, 770 Broadway, New York, NY 10003. (646) 654-8300.
(www.nielsen.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), 8505 Fenton Street, Suite 211, 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)

SportsBusiness Journal, 120 West Morehead Street, Suite 310, Charlotte, NC 28202. (704) 973-1400. (www.sportsbusinessjournal.com)

Sports Illustrated, 1271 Avenue Of The Americas, New York, NY 10020.

(212) 522-1212. (www.si.com)

APPENDIX E

SPORTS COMMISSIONS

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>)

Phoenix Regional Sports Commission, 400 E. Van Buren Street, Suite 600, Phoenix, AZ 85004.
(www.visitphoenix.com/members/1608/phoenix-regional-sports-commission/details.aspx)

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 Diego Sports Commission, 2131 Pan American Plaza, San Diego, CA 92101.
(www.sdsportscommission.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, 3rd 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, 24th 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.detroitports.org)

Minnesota

Minnesota Amateur Sports Commission, 1700 105th 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://stlsports.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.lvsports.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.courtlandsports.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.columbusports.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)

Spokane Sports Commission, 714 N. Iron Bridge Way, Suite 202, Spokane, WA 99202.
(www.spokanesports.org)

Tacoma-Pierce County Sports Commission, 1119 Pacific Avenue, Suite 500, Tacoma, WA 98402 (www.tacomaspports.org)

Wisconsin

Wisconsin Sports Development Corp., 313 W. Beltline Highway, Suite 161, Madison, WI 53713. (http://clarity.sportsinwisconsin.com/sportsinwisconsin_home)

