

Sports Marketing 2020-2021



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SPORTS MARKETING 2020-2021

19th 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 SUMMARY

1.1 Annual Revenue

Richard K. Miller & Associates (RKMA, www.rkma.com) estimates annual revenue of the entire U.S. sports industry at \$431.5 billion. Major components of this spending are as follows:

• Sports advertising and marketing (see Chapter 7):	\$60.0 billion
• Sporting goods (see Chapter 16):	\$50.0 billion
• Professional sports (see Chapter 3):	\$39.5 billion
• Sports travel (see Chapter 18):	\$38.0 billion
• Fitness and health clubs (see Chapter 11):	\$32.4 billion
• Event admission tickets (see Chapter 19):	\$30.0 billion
• Golf (see Chapter 81):	\$24.4 billion
• Media rights (see 1.2):	\$19.9 billion
• Gate revenue (see 1.2):	\$19.8 billion
• Tennis (see Chapter 94):	\$16.0 billion
• Concessions (see Chapter 9):	\$15.0 billion
• Licensed merchandise (see Chapter 13):	\$14.4 billion
• Athlete income (see Chapter 4):	\$13.3 billion
• Horse racing (see Chapter 121):	\$11.3 billion
• NCAA sports (see Chapter 72):	\$10.5 billion
• Motorsports (see Part XI):	\$10.0 billion
• Sports books - legal betting only (see Chapter 15):	\$ 5.1 billion
• Stadium and arena construction (see Chapter 22):	\$ 4.9 billion
• Agents and agencies (see Chapter 8):	\$ 4.0 billion
• Memorabilia (see Chapter 14):	\$ 4.0 billion
• Sports online (see Chapter 26):	\$ 3.0 billion
• Sports periodicals (see Chapter 24):	\$ 2.2 billion
• Fantasy sports (see Chapter 10):	\$ 1.7 billion
• Marathons and endurance events (see Chapter 124):	\$ 1.4 billion
• Esports (see Chapter 99):	\$ 0.4 billion

1.2 Professional and Collegiate Sports

Outlook For The Sports Market In North America Through 2020, by PricewaterhouseCoopers (PwC, www.pwc.com), assesses the market for professional and collegiate sports as follows:

	Gate Revenue	Media Rights	Sponsorship	Licensed Merchandise	Total
• 2010:	\$16.18 billion	\$ 9.42 billion	\$11.82 billion	\$12.57 billion	\$49.99 billion
• 2011:	\$16.12 billion	\$10.86 billion	\$12.62 billion	\$12.48 billion	\$52.07 billion
• 2012:	\$15.82 billion	\$11.74 billion	\$13.26 billion	\$12.77 billion	\$53.59 billion
• 2013:	\$17.37 billion	\$12.26 billion	\$13.90 billion	\$13.14 billion	\$56.68 billion
• 2014:	\$17.71 billion	\$14.59 billion	\$14.69 billion	\$13.49 billion	\$60.48 billion
• 2015:	\$18.26 billion	\$16.30 billion	\$15.48 billion	\$13.81 billion	\$63.86 billion
• 2016:	\$18.72 billion	\$18.22 billion	\$16.30 billion	\$13.97 billion	\$67.21 billion
• 2017:	\$19.37 billion	\$18.88 billion	\$16.93 billion	\$14.20 billion	\$69.38 billion
• 2018:	\$19.79 billion	\$19.87 billion	\$17.54 billion	\$14.42 billion	\$71.62 billion
• 2019:	\$20.32 billion	\$20.53 billion	\$18.13 billion	\$14.62 billion	\$73.60 billion
• 2020:	\$20.82 billion	\$21.29 billion	\$18.74 billion	\$14.82 billion	\$75.67 billion

1.3 Economic Impact

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

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

SPORTS FANS

2.1 Profile of Sports Fans

The Center for the Digital Future (www.digitalcenter.org), University of Southern California, Annenberg School for Communication, reported that 86% of Americans consider themselves sports fans. The following are findings of the study:

Profile

- Ninety-two percent (92%) of men and 80% of women consider themselves sports fans.
- Eighty-eight percent (88%) of sports fans follow more than one sport; 89% follow more than one team.
- Twenty-four percent (24%) say they are “intense” sports fans.
- The demographic profile of the most intense sports fans is as follows:
 - Gender: Male
 - Age: 35-to-54
 - Marital status: Married
 - Ethnicity: African-American
 - Income: \$75,000-\$100,000 per year
 - Education: College degree
- Even among the 14% of people who are not sports fans, most follow sports to some extent; one-third say they follow more than one team.

Sports Media Consumption

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

2.2 Demographic Profile Of U.S. Sports Fans

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

Gender

- Male: 65%
- Female: 46%

Age

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

Income

- Less than \$50,000: 49%
- More than \$50,000: 62%

Region

- Northeast: 56%
- Midwest: 56%
- South: 60%
- West: 47%

Education

- Not college graduate: 56%
- College graduate: 54%

2.3 Fan Spending

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

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

* among consumers who spent money on each sport

Spending components include game tickets, concession spending at events, TV packages, apparel, and memorabilia.

2.4 Favorite Sports

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

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

2.5 Avid Fans

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

	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

2.6 Fan Base By Gender

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

College Basketball

- Male: 67%
- Female: 32%

College Football

- Male: 68%
- Female: 32%

Major League Baseball

- Male: 65%
- Female: 35%

NASCAR

- Male: 64%
- Female: 36%

National Basketball Association

- Male: 65%
- Female: 35%

National Football League

- Male: 66%
- Female: 34%

National Hockey League

- Male: 70%
- Female: 30%

PGA Tour

- Male: 71%
- Female: 29%

2.7 Female Fans

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

	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%

2.8 Fan Base By Age

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

College Basketball

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

College Football

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

Major League Baseball

- 18-to-29: 17%
- 30-to-49: 35%
- 50-to-69: 34%
- 70 and older: 14%

National Basketball Association

- 18-to-29: 27%
- 30-to-49: 38%
- 50-to-69: 26%
- 70 and older: 10%

National Football League

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

National Hockey League

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

NASCAR

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

PGA Tour

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

2.9 Median Age By Sport

The following is the median age of people who say they are fans of particular sports (sources: Magna Global [www.magnaglobal.com] and *SportsBusiness Journal*):

- PGA Champions Tour: 64
- LPGA: 63
- ATP: 60
- NASCAR: 59

- MLB: 56
- College football: 52
- NFL: 50
- NHL: 48
- English Premier League (EPL): 42
- NBA: 41
- MLS: 40

2.10 Median Household Income By Sport

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

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

2.11 Youth Fans

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

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

2.12 Fan Base By Ethnicity

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

College Basketball

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

College Football

- Caucasian: 75%
- African-American: 11%
- Hispanic-American: 9%
- Other: 5%

Major League Baseball

- Caucasian: 74%
- Hispanic-American: 12%
- African-American: 5%
- Other: 9%

Major League Soccer

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

NASCAR

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

National Basketball Association

- Caucasian: 65%
- African-American: 15%
- Hispanic-American: 14%
- Other: 6%

National Football League

- Caucasian: 73%
- African-American: 11%
- Hispanic-American: 11%
- Other: 5%

2.13 African-American Fans

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

	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%

2.14 Hispanic-American Fans

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

	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 \$39.5 billion, distributed as follows:

- National Football League (2018-2019 season): \$16.0 billion
- Major League Baseball (2018 season): \$10.3 billion
- National Basketball Association (2017-2018 season): \$ 8.0 billion
- National Hockey League (2017-2018 season): \$ 4.9 billion

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

3.2 Sports Teams

Forbes annually assesses the world's 50 most valuable sports teams. The 2019 list was as follows (change from previous year in parenthesis):

- Dallas Cowboys (NFL): \$5.00 billion (4%)
- New York Yankees (MLB): \$4.60 billion (15%)
- Real Madrid (Spain; La Liga): \$4.24 billion (4%)
- FC Barcelona (Spain; La Liga): \$4.02 billion (-1%)
- New York Knicks (NBA): \$4.00 billion (11%)
- Manchester United (England; EPL): \$3.81 billion (-8%)
- New England Patriots (NFL): \$3.80 billion (3%)
- Los Angeles Lakers (NBA): \$3.70 billion (12%)
- Golden State Warriors (NBA): \$3.50 billion (13%)
- New York Giants (NFL): \$3.30 billion (no change)
- Los Angeles Dodgers (MLB): \$3.30 billion (10%)
- Boston Red Sox (MLB): \$3.20 billion (14%)
- Los Angeles Rams (NFL): \$3.20 billion (7%)
- Washington Redskins (NFL): \$3.10 billion (no change)
- Chicago Cubs (MLB): \$3.10 billion (7%)
- San Francisco 49ers (NFL): \$3.05 billion (no change)
- Bayern Munich (Germany; Bundesliga): \$3.02 billion (-1%)
- San Francisco Giants (MLB): \$3.00 billion (5%)

• Chicago Bears (NFL):	\$2.90 billion (2%)
• Chicago Bulls (NBA):	\$2.90 billion (12%)
• New York Jets (NFL):	\$2.85 billion (4%)
• Houston Texans (NFL):	\$2.80 billion (no change)
• Boston Celtics (NBA):	\$2.80 billion (12%)
• Philadelphia Eagles (NFL):	\$2.75 billion (4%)
• England Manchester City (EPL):	\$2.69 billion (9%)
• Denver Broncos (NFL):	\$2.65 billion (2%)
• Green Bay Packers (NFL):	\$2.63 billion (3%)
• Atlanta Falcons (NFL):	\$2.60 billion (5%)
• Baltimore Ravens (NFL):	\$2.59 billion (4%)
• Pittsburgh Steelers (NFL):	\$2.58 billion (5%)
• Seattle Seahawks (NFL):	\$2.58 billion (6%)
• England Chelsea (EPL):	\$2.58 billion (25%)
• Miami Dolphins (NFL):	\$2.58 billion (no change)
• Oakland Raiders (NFL):	\$2.42 billion (2%)
• Minnesota Vikings (NFL):	\$2.40 billion (no change)
• Indianapolis Colts (NFL):	\$2.38 billion (no change)
• Brooklyn Nets (NBA):	\$2.35 billion (2%)
• Houston Rockets (NBA):	\$2.30 billion (5%)
• Carolina Panthers (NFL):	\$2.30 billion (no change)
• New York Mets (MLB):	\$2.30 billion (10%)
• Los Angeles Chargers (NFL):	\$2.28 billion (no change)
• Arsenal (England; EPL):	\$2.27 billion (1%)
• Dallas Mavericks (NBA):	\$2.22 billion (18%)
• Los Angeles Clippers (NBA):	\$2.20 billion (2%)
• Liverpool (England; EPL):	\$2.18 billion (12%)
• Arizona Cardinals (NFL):	\$2.15 billion (no change)
• Kansas City Chiefs (NFL):	\$2.10 billion (no change)
• St. Louis Cardinals (MLB):	\$2.10 billion (11%)
• Jacksonville Jaguars (NFL):	\$2.08 billion (no change)
• New Orleans Saints (NFL):	\$2.08 billion (4%)

3.3 Franchise Sales

The highest professional sports franchise sales have been as follows:

Team	Price (Year)
• Carolina Panthers (NFL):	\$2.30 billion (2018)
• Houston Rockets (NBA):	\$2.20 billion (2017)
• Los Angeles Dodgers (MLB):	\$2.15 billion (2012)
• Los Angeles Clippers (NBA):	\$2.00 billion (2014)
• Buffalo Bills (NFL):	\$1.40 billion (2014)
• Cleveland Browns (NFL):	\$1.40 billion* (2002)
• Miami Marlins (NFL):	\$1.30 billion (2018)

- Toronto Maple Leafs (NHL): \$1.30 billion** (2012)
- Miami Dolphins (NFL): \$1.10 billion* (2008)
- Jacksonville Jaguars (NFL): \$ 760 million (2012)
- Houston Astros (MLB): \$ 675 million (2011)
- Montreal Canadiens (NHL): \$ 575 million** (2009)
- Milwaukee Bucks (NBA): \$ 550 million (2014)
- Carolina Hurricanes (NHL): \$ 500 million* (2018)

* Valuation based on sale of partial ownership

** Price includes other assets (i.e., media business or venue)

3.4 Expansion

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

There have been six prior expansions among the four major leagues since 1998, as follows:

	Team	Expansion Fee
• 2004:	Charlotte Bobcats (NBA)	\$300 million
• 2002:	Houston Texans (NFL)	\$700 million
• 2000:	Columbus Blue Jackets (NHL)	\$ 80 million
• 2000:	Minnesota Wild (NHL)	\$ 80 million
• 1998:	Arizona Diamond Backs (MLB)	\$130 million
• 1998:	Tampa Bay Devil Rays (MLB)	\$130 million

Major League Soccer has an ongoing expansion program. Recent and upcoming expansions are as follows:

	Team	Expansion Fee
• 2015:	New York City FC	\$100 million
• 2015:	Orlando City FC	\$ 70 million
• 2017:	Atlanta	\$ 70 million
• 2017:	Minnesota	\$100 million
• 2018:	Los Angeles FC	\$110 million

3.5 Relocation

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

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

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

USA Today

In the NBA, the Board of Governors, comprised of one person (typically the owner) from each of the 30 NBA franchises, votes on relocation applications. A majority vote of owners is needed to approve the relocation. If approved, the Board of Governors has the right to attach a relocation fee; there is no standard fee. The NFL has a similar process.

When Seattle’s NBA franchise moved to Oklahoma City in 2008, there was a \$30 million relocation fee.

In 2018, the NFL Chargers paid a \$645 million relocation fee for the right to move to Los Angeles from San Diego. The Rams also paid \$645 to move to Los Angeles from St. Louis.

4

ATHLETES

4.1 Most Popular Athletes

ESPN assesses the most popular athletes annually with its World Fame 100 list. The ranking is based on three metrics to determine popularity: number of Internet searches, value of endorsements, and number of social media followers.

The most popular athletes in 2018 were as follows:

1. Cristiano Ronaldo (soccer; Portugal)
2. LeBron James (basketball; United States)
3. Lionel Messi (soccer; Argentina)
4. Neymar (soccer; Brazil)
5. Roger Federer (tennis; Switzerland)
6. Tiger Woods (golf; United States)
7. Kevin Durant (basketball; United States)
8. Rafael Nadal (tennis; Spain)
9. Stephen Curry (basketball; United States)
10. Phil Mickelson (golf; United States)
11. Virat Kohli (cricket; India)
12. Serena Williams (tennis; United States)
13. Novak Djokovic (tennis; Serbia)
14. Floyd Mayweather (boxing; United States)
15. Rory McIlroy (golf; Northern Ireland)
16. Jordan Spieth (golf; United States)
17. Sun Yang (swimming; China)
18. Conor McGregor (mixed martial arts; Ireland)
19. Gareth Bale (soccer; Wales)
20. MS Dhoni (cricket; India)
21. Maria Sharapova (tennis; Russia)
22. Mesut Ozil (soccer; Germany)
23. James Rodriguez (soccer; Colombia)
24. James Harden (basketball; United States)
25. Zlatan Ibrahimovic (soccer; Sweden)
26. Wayne Rooney (soccer; England)
27. Kyrie Irving (basketball; United States)
28. Andres Iniesta (soccer; Spain)
29. Paulo Dybala (soccer; Argentina)
30. Rohit Sharma (cricket; India)

31. Dwyane Wade (basketball; United States)
32. Shaun White (snowboarding; United States)
33. Paul Pogba (soccer; France)
34. Russell Westbrook (basketball; United States)
35. Luis Suarez (soccer; Uruguay)
36. Derrick Rose (basketball; United States)
37. Sergio Aguero (soccer; Argentina)
38. Tom Brady (football; United States)
39. Radamel Falcao (soccer; Colombia)
40. Alexis Sanchez (soccer; Chile)
41. Suresh Raina (cricket; India)
42. Marcelo Vieira (soccer; Brazil)
43. Carmelo Anthony (basketball; United States)
44. Philippe Coutinho (soccer; Brazil)
45. Karim Benzema (soccer; France)
46. Anthony Joshua (boxing; England)
47. Drew Brees (football; United States)
48. Venus Williams (tennis; United States)
49. Antoine Griezmann (soccer; France)
50. Saina Nehwal (badminton; India)
51. Damian Lillard (basketball; United States)
52. Chris Paul (basketball; United States)
53. Odell Beckham Jr. (football; United States)
54. Cam Newton (football; United States)
55. David Luiz (soccer; Brazil)
56. Andy Murray (tennis; Scotland)
57. Yuvraj Singh (cricket; India)
58. Canelo Alvarez (boxing; Mexico)
59. Aaron Rodgers (football; United States)
60. Dani Alves (soccer; Brazil)
61. Gennady Golovkin (boxing; Kazakhstan)
62. Cesc Fàbregas (soccer; Spain)
63. Manny Pacquiao (boxing; Philippines)
64. Blake Griffin (basketball; United States)
65. Javier Hernandez (soccer; Mexico)
66. Caroline Wozniacki (tennis; Denmark)
67. Pierre-Emerick Aubameyang (soccer; Gabon)
68. Lewis Hamilton (auto racing; England)
69. Justin Rose (golf; England)
70. Yuzuru Hanyu (figure skating; Japan)
71. Ravichandran Ashwin (cricket; India)
72. J.J. Watt (football; United States)
73. Sergio Garcia (golf; Spain)
74. Wladimir Klitschko (boxing; Ukraine)

75. Thomas Muller (soccer; Germany)
76. Stan Wawrinka (tennis; Switzerland)
77. Simona Halep (tennis; Romania)
78. Zhang Jike (table Tennis; China)
79. Kylian Mbappe (soccer; France)
80. Harbhajan Singh (cricket; India)
81. Russell Wilson (football; United States)
82. Ma Long (table tennis; China)
83. Gautam Gambhir (cricket; India)
84. Robert Lewandowski (soccer; Poland)
85. Eden Hazard (soccer; Belgium)
86. Ning Zetao (swimming; China)
87. Rickie Fowler (golf; United States)
88. Alex Morgan (soccer; United States)
89. Fu Yuanhui (swimming; China)
90. Marco Reus (soccer; Germany)
91. Toni Kroos (soccer; Germany)
92. Isaiah Thomas (basketball; United States)
93. Alvaro Morata (soccer; Spain)
94. Shikhar Dhawan (cricket; India)
95. Lindsey Vonn (skiing; United States)
96. Thiago Silva (soccer; Brazil)
97. Michelle Wie (golf; United States)
98. Victoria Azarenka (tennis; Belarus)
99. AB de Villiers (cricket; South Africa)
100. Sania Mirza (tennis; India)

4.2 Highest-Paid Athletes

Forbes ranks the world's male athletes by total income in 2018 as follows:

- Floyd Mayweather (boxing): \$285.0 million
- Lionel Messi (soccer): \$111.0 million
- Cristiano Ronaldo (soccer): \$108.0 million
- Conor McGregor (mixed martial arts): \$ 99.0 million
- Neymar (soccer): \$ 90.0 million
- LeBron James (basketball): \$ 85.5 million
- Roger Federer (tennis): \$ 77.2 million
- Stephen Curry (basketball): \$ 76.9 million
- Matt Ryan (football): \$ 67.3 million
- Matthew Stafford (football): \$ 59.5 million
- Kevin Durant (basketball): \$ 57.3 million
- Lewis Hamilton \$ 51.0 million
- Russell Westbrook (basketball): \$ 47.6 million
- James Harden (basketball): \$ 46.4 million

- Canelo Alvarez (boxing): \$ 44.5 million
- Tiger Woods (golf): \$ 43.3 million
- Drew Brees (football): \$ 42.9 million
- Sebastian Vettel \$ 42.3 million
- Derek Carr (football): \$ 42.1 million
- Rafael Nadal (tennis): \$ 41.4 million
- Alex Smith (football): \$ 41.4 million
- Phil Mickelson (golf): \$ 41.3 million
- Jordan Spieth (golf): \$ 41.2 million
- Damian Lillard (basketball): \$ 39.2 million
- Anthony Joshua (boxing): \$ 39.0 million
- Rory McIlroy (golf): \$ 37.7 million
- Trumaine Johnson (football): \$ 37.0 million
- Jimmy Garoppolo (football): \$ 36.2 million
- Kyrie Irving (basketball): \$ 36.1 million
- Giannis Antetokounmpo (basketball): \$ 35.5 million
- Blake Griffin (basketball): \$ 35.5 million

The following women athletes had the highest total income in 2018
(source: *Forbes*):

- Serena Williams (tennis): \$18.1 million
- Caroline Wozniacki (tennis): \$13.0 million
- Sloane Stephens (tennis): \$11.2 million
- Garbine Muguruza (tennis): \$11.0 million
- Maria Sharapova (tennis): \$10.5 million
- Venus Williams (tennis): \$10.2 million
- P.V. Sindhu (badminton): \$ 8.5 million
- Simona Halep (tennis): \$ 7.7 million
- Danica Patrick (auto racing): \$ 7.5 million
- Angelique Kerber (tennis): \$ 7.0 million

4.3 Athlete Endorsements

Forbes ranks athletes by endorsement income in 2018 as follows:

- Roger Federer (tennis): \$65.0 million
- LeBron James (basketball): \$52.0 million
- Cristiano Ronaldo (soccer): \$47.0 million
- Stephen Curry (basketball): \$42.0 million
- Tiger Woods (golf): \$42.0 million
- Phil Mickelson (golf): \$37.0 million
- Rory McIlroy (golf): \$34.0 million
- Kei Nishikori (tennis): \$33.0 million
- Kevin Durant (basketball): \$32.0 million
- Jordan Spieth (golf): \$30.0 million

- Lionel Messi (soccer): \$27.0 million
- Rafael Nadal (tennis): \$27.0 million
- Russell Westbrook (basketball): \$19.0 million
- James Harden (basketball): \$18.0 million
- Kyrie Irving (basketball): \$17.0 million
- Neymar (soccer): \$17.0 million
- Serena Williams (tennis): \$16.0 million

4.4 Market Resources

Global Sports Salaries Survey 2019, SportingIntelligence,
(www.globalsportssalaries.com)

Sports Salaries Database, SportingIntelligence.
(www.sportingintelligence.com/finance-biz/sports-salaries/)

Spotrac, 6576 E. Quaker Street, Suite 2, Orchard Park, NY 14127. (716) 508-7768.
(www.spotrac.com)

PARTICIPATION & RECREATION

5.1 Conditioning and Fitness

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

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

5.2 Individual Sports

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

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

5.3 Racquet Sports

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

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

5.4 Team Sports

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

	Total	Core #	Core Participation
• Baseball:	15.6 million (6.0%)	13+	9.2 million (1.7%)
• Basketball:	23.4 million (4.7%)	13+	14.9 million (0.1%)
• Cheerleading:	3.8 million (-5.3%)	26+	1.7 million (-0.7%)
• Field hockey:	1.6 million (5.6%)	8+	700,000 (-5.3%)

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

5.5 Outdoor Sports

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

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

- Shooting (sport clays): 5.1 million (-7.2%) 8+ 1.5 million (-0.9%)
- Shooting (trap/skeet): 4.3 million (-6.5%) - n/a

5.6 Water Sports

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

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

5.7 Winter Sports

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

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

5.8 Market Resources

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

6

TOP SPORTS CITIES

6.1 Best Sports Cities

2018 Best Sports Cities, a study by Wallethub (www.wallethub.com), compared 149 cities across 50 key metrics related to the five largest U.S. sports. Each sport category was given a weight corresponding with the total percentage of U.S. adults who say they follow that sport; football was weighted 40%, basketball 31%, baseball 27%, hockey 15%, and soccer 9%. Each sport was graded on 50 metrics for favorable conditions for sports fans, with 100 being the most favorable. Metrics included the number of championship wins for each sport, fan engagement, ticket prices for games, stadium capacity, and game attendance.

The following were ranked the Best Sports Cities:

- | | |
|---------------------|------------------------|
| 1. Boston, MA | 16. Cleveland, OH |
| 2. Los Angeles, CA | 17. Houston, TX |
| 3. New York, NY | 18. Indianapolis, IN |
| 4. Pittsburgh, PA | 19. Seattle, WA |
| 5. Chicago, IL | 20. New Orleans, LA |
| 6. Philadelphia, PA | 21. Green Bay, WI |
| 7. Washington, DC | 22. Kansas City, MO |
| 8. Atlanta, GA | 23. Nashville, TN |
| 9. Oakland, CA | 24. San Francisco, CA |
| 10. Dallas, TX | 25. Charlotte, NC |
| 11. Detroit, MI | 26. Buffalo, NY |
| 12. Minneapolis, MN | 27. Baltimore, MD |
| 13. Miami, FL | 28. Salt Lake City, UT |
| 14. Denver, CO | 29. Tampa, FL |
| 15. Cincinnati, OH | 30. San Antonio, TX |

6.2 Avid Sports Fans City-by-City

Scarborough Sports Marketing (www.scarborough.com) performs surveys in 81 metropolitan areas asking about 29 major spectator sports. The following are percentages of adults in each city that said they are avid fans of at least one major sport:

- | | |
|-----------------|-----|
| • Columbus, OH: | 66% |
| • Boston, MA: | 64% |

• Buffalo, NY:	63%
• Pittsburgh, PA:	63%
• Green Bay/Appleton, WI:	62%
• Providence/New Bedford, RI:	62%
• Denver, CO:	62%
• Rochester, NY:	62%
• Louisville, KY:	62%
• Cleveland/Akron, OH:	62%
• San Antonio, TX:	62%
• Birmingham, AL:	62%
• Spokane, WA:	61%
• Dayton, OH:	61%
• Jacksonville, FL:	61%
• Indianapolis, IN:	61%
• Albany/Schenectady/Troy, NY:	60%
• Oklahoma City, OK:	60%
• Lexington, KY:	60%
• Flint/Saginaw/Bay City, MI:	60%
• Toledo, OH:	60%
• Colorado Springs/Pueblo, CO:	60%
• Mobile, Alabama/Pensacola, FL:	60%
• Detroit, MI:	60%
• Dallas/Ft. Worth, TX:	59%
• Greensboro/High Point/Winston-Salem, NC:	59%
• Norfolk/Portsmouth/Newport News, VA:	59%
• Minneapolis/Saint Paul, MN:	59%
• Washington, DC:	59%
• St. Louis, MO:	59%
• Roanoke/Lynchburg, VA:	59%
• Des Moines/Ames, IA:	59%
• Tampa/St. Petersburg, FL:	58%
• Tulsa, OK:	58%
• Philadelphia, PA:	58%
• Charlotte, NC:	58%
• Milwaukee, WI:	58%
• Las Vegas, NV:	58%
• Seattle/Tacoma, WA:	58%
• Albuquerque/Santa Fe, NM:	57%
• Hartford/New Haven, CT:	57%
• Chicago, IL:	57%
• Salt Lake City, UT:	57%
• New Orleans, LA:	57%
• Baltimore, MD:	57%
• Knoxville, TN:	57%

• Cincinnati, OH:	57%
• Nashville, TN:	57%
• Kansas City, MO:	57%
• Richmond/Petersburg, VA:	57%
• Greenville/Spartanburg/Anderson, NC:	57%
• Tucson, AZ:	56%
• Atlanta, GA:	56%
• Syracuse, NY:	56%
• Honolulu, HI:	56%
• West Palm Beach/Fort Pierce, FL:	56%
• Charleston/Huntington, WV:	56%
• Raleigh/Durham, NC:	56%
• Memphis, TN:	56%
• Phoenix, AZ:	55%
• Orlando/Daytona Beach/Melbourne, FL:	55%
• San Diego, CA:	55%
• Sacramento/Stockton/Modesto, CA:	55%
• Fort Myers/Naples, FL:	55%
• Harrisburg/Lancaster/Lebanon/York, PA:	54%
• Grand Rapids/Kalamazoo/Battle Creek, MI:	54%
• Austin, TX:	54%
• Chattanooga, TN:	53%
• Wilkes-Barre/Scranton, PA:	52%
• Houston, TX:	52%
• Portland, OR:	52%
• San Francisco/Oakland/San Jose, CA:	51%
• Los Angeles, CA:	51%
• Little Rock/Pine Bluff, AR:	51%
• Miami/Ft. Lauderdale, FL:	51%
• New York, NY:	50%
• El Paso, TX:	49%
• Fresno/Visalia, CA:	49%
• Wichita/Hutchinson, KS:	48%
• Bakersfield, CA:	48%
• Harlingen/Weslaco/Brownsville/McAllen, TX:	43%

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

6.3 Spectator Sports Attendance

According to The Media Audit (www.themediiaudit.com), 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: The Media Audit):

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 September 2017, is as follows:

1. Des Moines, IA
2. Quad Cities (Moline-Rock Island, IL/Davenport-Bettendorf, IA)
3. Fort Wayne, IN
4. Charleston, SC
5. Toledo, OH
6. Grand Rapids-Comstock, MI
7. Hershey-Harrisburg, PA
8. Durham-Cary, NC
9. Greenville, SC
10. Binghamton, NY
11. Syracuse, NY
12. Allen, TX
13. South Bend, IN
14. Roanoke-Salem, VA
15. Tacoma, WA
16. Winston-Salem, NC
17. Greensboro-Burlington, NC
18. Appleton, WI
19. Sioux Falls, SD
20. North Little Rock, AR
21. Asheville, NC
22. Eugene, OR
23. Cedar Rapids, IA
24. Akron, OH
25. Providence-Pawtucket, RI
26. Norfolk, VA
27. Lehigh Valley, PA
28. Loveland, CO
29. Pulaski, VA
30. West Valley City, UT
31. Omaha, NE
32. Burlington, IA
33. Auburn, NY
34. Peoria, IL
35. Knoxville, TN
36. Idaho Falls, ID
37. Scranton/Wilkes-Barre, PA
38. Fort Myers, FL
39. Clearwater-Dunedin, FL
40. Visalia, CA
41. Wheeling, WV
42. Port St. Lucie, FL
43. Bluefield-Princeton, WV
44. El Paso, TX
45. Danville, VA
46. Inland Empire, CA
47. Pensacola, FL
48. Modesto, CA
49. Richmond, VA
50. Jackson, MS

PART II: SPORTS MARKET SEGMENTS

ADVERTISING & SPONSORSHIPS

7.1 Market Assessment

Annual spending for sports advertising and sponsorship is approximately \$60 billion. Television advertising is \$22 billion, sponsorship is \$17 billion, and the balance includes print media advertising, radio advertising, and online advertising.

7.2 TV Ad Spending

Kantar Media (www.kantarmedia.com) reported spending for sports ads on television at \$22 billion.

TV ad spending by sport was as follows:

- Professional football: \$7.0 billion
- Olympics: \$2.6 billion
- College football: \$1.7 billion
- Professional basketball: \$1.7 billion
- College basketball: \$1.6 billion
- Golf: \$ 980 million
- Professional baseball: \$ 960 million
- Soccer: \$ 660 million
- Auto racing: \$ 500 million
- Hockey: \$ 260 million
- Other: \$2.3 billion

7.3 Top Sports Advertisers

According to *SportsBusiness Journal*, based on iSpot.tv data, the following companies had the highest sports TV ad spending in 2018:

NFL

- Verizon: \$181.4 million
- Geico: \$154.3 million
- Ford: \$106.2 million
- Progressive: \$ 95.9 million
- Chevrolet: \$ 87.3 million

NBA

- State Farm: \$ 35.2 million
- Burger King: \$ 31.2 million
- Taco Bell: \$ 30.2 million
- American Express: \$ 27.2 million
- Geico: \$ 25.5 million

NHL

- Honda: \$ 29.6 million
- Lexus: \$ 29.2 million
- Volkswagen: \$ 24.8 million
- Geico: \$ 23.1 million
- Discover Card: \$ 23.1 million

NASCAR

- Geico: \$ 9.4 million
- Toyota: \$ 8.9 million
- Chevrolet: \$ 8.6 million
- Ford: \$ 8.3 million
- Ram Trucks: \$ 6.9 million

MLB

- Geico: \$ 8.9 million
- Taco Bell: \$ 7.3 million
- HankookTire: \$ 6.8 million
- T-Mobile: \$ 5.8 million
- Budweiser: \$ 5.3 million

7.4 Advertising Agencies in Sports Marketing

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

- 180 Communications (www.180amsterdam.com)
- Anomaly (www.anomaly.com)
- Arnold Worldwide (www.arnoldworldwide.com)
- BBDO Worldwide (www.bbdo.com)
- Bartle Bogle Hegarty (www.bartleboglehegarty.com)
- Berlin Cameron United (www.bc-p.com)
- Boathouse Group (www.boathouseinc.com)
- Burrell Communications Group (www.burrell.com)
- Campbell-Ewald (www.campbell-ewald.com)
- Carat (www.carat.com)
- Cramer-Krasselt Co. (www.c-k.com)

- Crispin Porter + Bogusky (www.cpbgroup.com)
- DDB Worldwide (www.ddb.com)
- Deutsch (www.deutschinc.com)
- DeVito/Verdi (www.devitoverdi.com)
- Doner (www.donerus.com)
- Fallon Worldwide (www.fallon.com)
- GlobalHue (www.globalhue.com)
- Goodby, Silverstein & Partners (www.goodbysilverstein.com)
- GSD&M Idea City (www.ideacity.com)
- Havas Worldwide (www.havasworldwide.com)
- Hill Holliday (www.hillholliday.com)
- JWT Worldwide (www.jwt.com)
- LatinWorks Marketing (www.latinworks.com)
- Leo Burnett Co. (www.leoburnett.com)
- López Negrete Communications (www.lopeznegrete.com)
- McCann Erickson Worldwide (www.mccannerickson.com)
- mcgarrybowen (www.mcgarrybowen.com)
- 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)

7.5 Sports Sponsorships

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

- | | | | |
|---------|----------------|---------|----------------|
| • 2002: | \$ 6.5 billion | • 2011: | \$12.4 billion |
| • 2003: | \$ 7.1 billion | • 2012: | \$13.2 billion |
| • 2004: | \$ 7.7 billion | • 2013: | \$13.8 billion |
| • 2005: | \$ 8.3 billion | • 2014: | \$14.5 billion |
| • 2006: | \$ 8.9 billion | • 2015: | \$15.0 billion |
| • 2007: | \$ 9.9 billion | • 2016: | \$15.7 billion |
| • 2008: | \$11.6 billion | • 2017: | \$16.3 billion |
| • 2009: | \$11.3 billion | • 2018: | \$17.0 billion |
| • 2010: | \$11.7 billion | | |

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

Professional league sports sponsorship spending in 2018 was as follows:

- National Football League: \$1.35 billion
- Major League Baseball: \$ 901 million
- National Basketball Association: \$ 865 million
- National Hockey League: \$ 516 million
- Major League Soccer: \$ 361 million

7.6 Naming Rights

Stadium and arena naming rights are assessed in Chapter 23 of this handbook.

7.7 Jersey Rights

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

Major League Soccer was the first professional sports league in the U.S. to permit advertising on uniforms when it approved the practice in 2006. The sponsor on the front of an MLS jersey is typically one of a team's biggest corporate partners. Deals generally range from \$2 million to \$5 million annually. The Houston Dynamo were the only team in the league without a brand on the front of their shirts for the 2019 season.

MLS will expand its jersey rights in 2020, allowing teams a second advertisement on team jerseys, a sponsorship opportunity that the league estimates will bring each team more than \$1 million a year. Starting in 2020, the league will remove its logo from the right sleeve of jerseys to allow placement of a 2.5-by-2.5-inch square ad. The expansion is a four-year pilot program.

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

The NBA first allowed jersey ads beginning with the 2017-2018 season. All of the NBA's 30 teams had corporate logo placement deals for the 2019-2020 season, with a wide range of prices. The Golden State Warriors have a three-year, \$60 million deal with Rakuten Inc., while the Utah Jazz have a deal with Qualtrics's cancer charity for a reported \$4 million a year.

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

7.8 Backdrop Sponsors

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

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

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

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

	No. Teams	No. Backdrop Sponsorship Logo Deals
• NFL:	32	75
• NBA:	30	49
• MLS:	20	46
• NHL:	30	42
• MLB:	30	33

7.9 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, 120 West Morehead Street, Suite 310, Charlotte, NC 28202.
(704) 973-1400. (www.sportsbusinessjournal.com)

AGENTS & AGENCIES

8.1 Overview

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

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

8.2 Top Agents

Forbes ranks the top agents in 2018 as follows:

	Commissions	Contracts
• Scott Boras:	\$105.16 million	\$1.9 billion
• Jorge Mendes:	\$100.52 million	\$1.0 billion
• Jonathan Barnett:	\$ 79.56 million	\$ 795.6 million
• Jeff Schwartz:	\$ 66.78 million	\$1.7 billion
• Mino Raiola:	\$ 62.89 million	\$ 628.9 million
• Casey Close:	\$ 62.17 million	\$1.2 billion
• Sam & Seth Levinson:	\$ 49.47 million	\$ 994.9 million
• Volker Struth:	\$ 46.44 million	\$ 464.4 million
• Pat Brisson:	\$ 45.35 million	\$1.1 billion
• Todd France:	\$ 41.84 million	\$1.4 billion
• Tom Condon:	\$ 39.46 million	\$1.3 billion
• Joel Wolfe:	\$ 39.42 million	\$ 788.3 million
• Leon Rose:	\$ 39.20 million	\$ 980.1 million
• Joel Segal:	\$ 38.12 million	\$1.3 billion
• Mark Bartelstein:	\$ 35.14 million	\$ 878.4 million
• Drew Rosenhaus:	\$ 33.70 million	\$1.1 billion
• Don Meehan:	\$ 33.38 million	\$ 802.7 million
• Adam Katz:	\$ 31.89 million	\$ 637.8 million
• J.P. Barry:	\$ 31.54 million	\$ 788.4 million
• Jose Otin:	\$ 30.30 million	\$ 303.0 million
• Dan Lozano:	\$ 26.96 million	\$ 539.1 million
• Scott Pucino:	\$ 25.76 million	\$ 515.2 million
• David Dunn:	\$ 25.46 million	\$ 848.6 million
• Brodie Van Wagenen:	\$ 25.03 million	\$ 555.6 million
• Rich Paul:	\$ 24.99 million	\$ 624.8 million

• Greg Genske:	\$ 24.06 million	\$ 481.3 million
• Jimmy Sexton:	\$ 23.63 million	\$ 787.8 million
• Thad Foucher:	\$ 23.26 million	\$ 581.5 million
• Bruce & Ryan Tollner:	\$ 22.78 million	\$ 759.4 million
• Nez Balelo:	\$ 21.16 million	\$ 423.2 million
• Mark Pieper:	\$ 20.43 million	\$ 408.6 million
• Steven Heumann:	\$ 20.37 million	\$ 509.3 million
• Gerry Johannson:	\$ 20.35 million	\$ 508.8 million
• Meissa N'diaye:	\$ 20.10 million	\$ 201.0 million
• Thomas Kroth:	\$ 19.74 million	\$ 197.4 million
• Aaron Mintz:	\$ 18.82 million	\$ 470.4 million
• Kurt Overhardt:	\$ 18.29 million	\$ 482.3 million
• Fernando Felicevich:	\$ 17.29 million	\$ 172.9 million
• Fernando Cuza:	\$ 17.27 million	\$ 345.3 million

8.3 Top Agencies

The following ranked as the top agencies in 2018 (*Forbes*):

	Commissions	Contracts
• Creative Artists Agency	\$348.8 million	\$9.4 billion
• Wasserman:	\$174.9 million	\$3.7 billion
• Excel Sports Management:	\$168.2 million	\$3.4 billion
• Octagon:	\$142.4 million	\$2.9 billion
• Boras Corp:	\$105.2 million	\$1.9 billion
• Gestifute International:	\$100.5 million	\$1.0 billion
• Independent Sports & Entertainment:	\$ 90.2 million	\$1.3 billion
• Stellar Group:	\$ 79.6 million	\$ 796 million
• Newport Sports Management:	\$ 79.4 million	\$ 2.0 billion
• Mino Raiola S.P.:	\$ 62.9 million	\$ 629 million
• Unique Sports Management:	\$ 57.3 million	\$ 573 million
• Lian Sports:	\$ 55.9 million	\$ 559 million
• Sports Entertainment Group:	\$ 52.2 million	\$ 522 million
• Lagardere Sports:	\$ 50.6 million	\$1.4 billion
• ACES:	\$ 49.5 million	\$ 995 million
• WME-IMG:	\$ 47.7 million	\$ 176 million
• SportsTotal:	\$ 46.4 million	\$ 464 million
• Rogon SportManagement:	\$ 46.2 million	\$ 462 million
• Priority Sports & Entertainment:	\$ 44.7 million	\$1.2 billion
• YouFirst Sports:	\$ 41.8 million	\$ 642 million
• Base Soccer Agency:	\$ 39.4 million	\$ 394 million
• Rosenhaus Sports Representation	\$ 33.7 million	\$1.1 billion
• Athletes First:	\$ 33.7 million	\$1.1 billion
• Bahia Internacional:	\$ 30.3 million	\$ 303 million
• Rep 1 Sports:	\$ 29.8 million	\$ 911 million

• Roc Nation Sports:	\$ 28.9 million	\$ 935 million
• The Legacy Agency:	\$ 27.1 million	\$ 500 million
• MVP Sports Group:	\$ 27.0 million	\$ 539 million
• BDA:	\$ 26.5 million	\$ 663 million
• Klutch Sports:	\$ 25.0 million	\$ 625 million
• Select Sports Group:	\$ 24.9 million	\$ 775 million
• Orr Hockey Group:	\$ 22.9 million	\$ 573 million
• SportsStars:	\$ 22.5 million	\$ 749 million
• Key Sports Management:	\$ 21.7 million	\$ 217 million
• The Sports Corporation	\$ 20.4 million	\$ 509 million
• Beverly Hills Sports Council:	\$ 19.3 million	\$ 387 million
• KO Sports:	\$ 18.3 million	\$ 482 million
• Landmark Sports Agency:	\$ 13.8 million	\$ 216 million
• TEAM8:	\$ 13.7 million	\$ 85 million
• Sports Trust Advisors:	\$ 13.3 million	\$ 444 million
• Tandem Sports + Entertainment:	\$ 11.6 million	\$ 291 million

8.3 Top Agents By League

Among the four major leagues, the top agents (ranked by commissions) in 2018 were as follows (source: *Forbes*):

Major League Baseball

• Scott Boras (Boras Corp.):	\$105.16 million
• Casey Close (Excel Sports Management):	\$ 62.17 million
• Sam & Seth Levinson (ACES):	\$ 49.47 million
• Joel Wolfe (Wasserman):	\$ 39.42 million
• Adam Katz (Wasserman):	\$ 31.89 million
• Dan Lozano (MVP Sports Group):	\$ 26.96 million
• Scott Pucino (Octagon):	\$ 25.76 million
• Brodie Van Wagenen (Creative Artists Agency):	\$ 25.03 million
• Greg Genske (The Legacy Agency):	\$ 24.06 million
• Nez Balelo (Creative Artists Agency):	\$ 21.16 million
• Mark Pieper (Independent Sports & Entertainment):	\$ 20.43 million
• Fernando Cuza (Independent Sports & Entertainment):	\$ 17.27 million

National Basketball Association

• Jeff Schwartz (Excel Sports Management):	\$ 66.78 million
• Leon Rose (Creative Artists Agency):	\$ 39.20 million
• Mark Bartelstein (Priority Sports & Entertainment):	\$ 35.14 million
• Rich Paul (Klutch Sports):	\$ 24.99 million
• Thad Foucher (Wasserman):	\$ 23.26 million
• Steven Heumann (Creative Artists Agency):	\$ 20.37 million
• Aaron Mintz (Creative Artists Agency):	\$ 18.82 million

National Football League

- Todd France (Creative Artists Agency): \$ 41.84 million
- Tom Condon (Creative Artists Agency): \$ 39.46 million
- Joel Segal (Lagardere Sports): \$ 38.12 million
- Drew Rosenhaus (Rosenhaus Sports Representation): \$ 33.70 million
- David Dunn (Athletes First): \$ 25.46 million
- Jimmy Sexton (Creative Artists Agency): \$ 23.63 million
- Bruce & Ryan Tollner (Rep 1 Sports): \$ 22.78 million

National Hockey League

- Pat Brisson (Creative Artists Agency): \$ 45.35 million
- Don Meehan (Newport Sports): \$ 33.38 million
- J.P. Barry (Creative Artists Agency): \$ 31.54 million
- Gerry Johannson (The Sports Corporation): \$ 20.35 million
- Kurt Overhardt (KO SPorts): \$ 18.29 million

8.4 Agent Associations

Approximately 100 NFL agents met in February 2019 to discuss forming an association. If the effort succeeds, it will be the first association of sports agents.

“Other attempts to form agent associations have failed in the past for various reasons, including competitors not wanting to work with each other.”

SportsBusiness Journal, 1/14/19

8.5 Market Resources

Sports Agent Blog. (<http://sportsagentblog.com>)

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

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

CONCESSIONS

9.1 Market Assessment

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

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

Bloomberg Businessweek

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

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

Concession sales at Super Bowl games are, by far, the highest among sports events. Over the past five years (2005-2019), food and beverage spending has ranged from \$5.0 billion to \$6.8 billion and \$72 to \$95 per capita. This spending includes some catered functions on plazas and an adjacent park as well as general concessions and premium dining at the stadium.

9.2 Concessionaires

According to *SportsBusiness Journal* (July 2019), the sports concessions business is distributed by vendor marketshare as follows:

Stadiums

- Aramark (www.aramark.com): 25%
- Delaware North Sportservice (www.delawarenorth.com): 23%

- Levy Restaurants (www.levyrestaurants.com): 23%
- Legends Hospitality (www.legends.net): 10%
- Centerplate/Sodexo (www.centerplate.com): 8%
- In-house: 6%
- Spectra (www.spectraconcessions.com): 4%
- Others: 2%

Arenas

- Levy Restaurants (www.levyrestaurants.com): 45%
- Aramark (www.aramark.com): 18%
- In-house: 13%
- Delaware North Sportservice (www.delawarenorth.com): 10%
- Centerplate/Sodexo (www.centerplate.com): 3%
- Legends Hospitality (www.legends.net): 3%
- Others: 7%

9.3 Favorite Concession Foods And Beverages

A 2018 survey by the National Association of Concessionaires (NAC; www.naconline.org) found the favorite food and beverage items at stadiums and arenas as follows:

- Hot dogs: 17%
- Hamburgers: 17%
- Soft drinks: 10%
- Pizza: 9%

Items that patrons want to added to the menu are as follows:

- French fires: 24%
- Coffee: 17%
- Fruit and veggies: 14%
- Chips: 13%

9.4 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)

10 Best (www.10best.com), a *USA Today* travel site, ranked the best stadium food in 2018 as follows:

- Momocho Nachos (Progressive Field; Cleveland, OH)
- Lobster Roll (Fenway Park; Boston, MA)
- 4 Bells Shrimp Boil (Target Field; Minneapolis, MN)
- Mama's Italian Special Hero (Citi Field; New York, NY)
- Ben's Chili Bowl Half-Smoke (Nationals Park; Washington, DC)
- Ole 29er (PPG Paints Arena; Pittsburgh, PA)
- Bacon Blitz Bread (Lambeau Field; Green Bay, WI)
- Tony Luke's Cheesesteak (Citizens Bank Park; Philadelphia, PA)
- Hot Chicken Mac & Cheese (Bridgestone Arena; Nashville, TN)
- Primanti Sandwich (PNC Park; Pittsburgh, PA)

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

- Arrowhead Stadium (Kansas City, MO)
- AT&T Park (San Francisco, CA)
- Barclays Center (Brooklyn, NY)
- CenturyLink Field (Seattle, WA)
- Citi Field (New York, NY)
- Cowboys Stadium (Arlington, TX)
- FirstEnergy Stadium (Cleveland, OH)
- Heinz Field (Pittsburgh, PA)
- Madison Square Garden (New York, NY)
- Miller Park (Milwaukee, WI)
- Minute Maid Park (Houston, TX)

- Oriole Park at Camden Yards (Baltimore, MD)
- Robert F. Kennedy Memorial Stadium (Washington, DC)
- Safeco Field (Seattle, WA)
- Target Field (Minneapolis, MN)
- Turner Field (Atlanta, GA)

The following college stadiums rank highest for foodservice:

- University of Notre Dame
- Stanford University
- University of Oregon
- Brigham Young University
- University of Alabama
- University of Wisconsin
- University of Nebraska
- University of Missouri

Hot dogs remain a favorite at ball parks. The Hot Dog & Sausage Council (www.hot-dog.org) estimated that 19.0 million hot dogs were consumed in major league stadiums during the 2018 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

9.5 In-Seat Ordering

The National Association of Concessionaires found that 77% of stadium and arena patrons are disappointed when ballparks, stadiums, and arenas don't offer in-seat ordering.

“In-seat ordering, however, has been tough to implement, including getting fans to download and use apps. There is a difference between people’s appetite for in-seat apps and their actual usage.”

Paul Pettas, Director
Centerplate
SportsBusiness Journal, 10/15/18

9.6 Market Resources

National Association of Concessionaires, 180 N. Michigan Avenue, Suite 2215, Chicago, IL 60601. (312) 236-3858. (www.naonline.org)

FANTASY SPORTS

10.1 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.

An assessment for the Fantasy Sports Trade Association (FSTA, www.fsta.org) by Ipsos (www.ipsos.com) estimates participation in fantasy sports in the U.S. and Canada at 60 million people. Eighty-two percent (82%) of all players play in a season-long league, 19% exclusively play daily formats, and 17% play both formats.

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

The legalization of sports gambling in 2018 will impact fantasy sports. A June 2018 survey by Ipsos for FSTA found that 79% of fantasy sports players who are not current sports wagerers say they will likely participate in sports betting once legalized in their state.

The following are other findings of the survey:

- Ninety-two percent (92%) of current season-long fantasy sports players and 87% of current daily fantasy sports players said they would play their respective fantasy sports as often as they do now once legislation is passed in their state.
- Fantasy players who place sports wagers are willing to spend money on sports-related subscriptions, goods and services; 89% pay for extras like NFL Sunday Ticket, MLB.tv, and NHL Center Ice.
- Crossover players (i.e., those who both play fantasy sports and wager) place wagers more often than exclusive bettors. Seventy percent (70%) of crossover players placed weekly wagers while only 59% of exclusive bettors placed weekly wagers.

10.2 Market Assessment

Estimates of total spending for traditional fantasy sports are as high as \$5 billion annually – up to \$468 per player – for publication subscriptions, league entrance fees, mail-order draft kits, fantasy software, and other products. League entrance fees are returned to winning players, however, so net spending is considerably less than the \$5

billion figure. The FSTA places annual net spending at \$1.7 billion.

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

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

10.3 Demographics

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

	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 play 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%

10.4 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

10.5 Daily Fantasy Sports

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

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

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

- The top 11 players paid, on average, \$2 million in entry fees and profited \$135,000 each. They accounted for 17% of all entry fees. The winningest player in the McKinsey sample profited \$400,000 on \$3 million in entry fees.
- The rest of the top 1.3% of players paid, on average, \$9,100 in entry fees and profited \$2,400 each, for a 27% return on investment. These contestants accounted for 23% of all entry fees and 77% of all profits.
- Five percent (5%) of players lost \$1,100 each on entry fees of \$3,600 on average.
- Eighty percent (80%) of players lost \$25 each on entry fees of \$49 on average.

A survey of fantasy sports players conducted by Eilers Research (www.eilersresearch.com) found that 70% of participants have lost money.

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

Bloomberg Businessweek

The popularity of DSF waned in 2016 as states began imposing regulations and many novice players dropped out after losing money. Fan Duel and Draft Kings publically proposed a merger in 2016 but merger plans were scrapped after federal regulators all but doomed the union of dominant daily fantasy sports.

10.6 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.

10.7 Market Resources

Fantasy Sports Business (www.fantasysportsbusiness.com) - an online newsletter

Fantasy Sports Trade Association, 22 N. Carroll Street, Suite 300, Madison, WI 53703. (608) 310-7540. (www.fsta.org)

FITNESS & HEALTH CLUBS

11.1 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.

11.2 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
• 2015:	34,523	54.7 million
• 2016:	36,180	55.3 million
• 2017:	38,477	60.9 million
• 2018:	39,570	62.4 million

In total, 71.4 million adults used a health club in 2018; 14% were non-members. Total health club/gym/studio visits surpassed 5 billion. Member retention and net membership growth were 71.4% and 2.4%, respectively.

Members utilized the health club for an average of 102 days. Males members visited their health clubs for an average of 104 days; females used their clubs for an average of 100 days.

Not-for-profit organizations, such as the YMCA, operate more than 5,000 of the 39,570 clubs.

Revenue for U.S. fitness centers was \$32.4 billion in 2018, an increase from \$30.0 billion the previous year.

Global health club industry revenue totaled \$94 billion in 2018, with more than 210,000 clubs serving 183 million members, according to the IHRSA.

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), 6.6 million people practice boot-camp-style cross-training; 2.0 million are core participants, participating 50 or more times.

11.3 Market Leaders

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

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

11.4 Market Resources

Fitness Centers Industry Profile, First Research, April 2019.
(www.firstresearch.com/Industry-Research/Fitness-Centers.html)

Gym, Health & Fitness Clubs in the U.S., IBISWorld, April 2019.
(www.ibisworld.com/industry/default.aspx?indid=1655)

International Health, Racquet & Sportsclub Association (IHRSA), 70 Fargo Street,
Boston, MA 02210. (800) 228-4772. (www.ihrsa.org)

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

12

GAME PROMOTIONS

12.1 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.

12.2 Giveaways

The following giveaways were offered by MLB clubs during the 2018 season (source: *SportsBusiness Journal*):

	No. of Teams	No. of Dates
• Bobblehead:	30	157
• T-shirt:	28	114
• Headwear/cap:	30	103
• Backpack/bag:	29	59
• Wall hanging:	18	51
• Jersey:	19	48
• Toy:	20	36
• Figurine:	21	34
• Magnetic schedule:	23	33
• Baseball cards:	23	31

“As MLB clubs wrestle with the challenges of attracting fans to ballparks, their reliance on non-baseball brands to do the trick – and, of course, bobbleheads – continues to grow.”

SportsBusiness Journal, 12/10/18

12.3 Promotions and Events

The following promotions were used by MLB clubs during the 2018 season (source: *SportsBusiness Journal*):

	No. of Teams	No. of Dates
• Concessions discount:	18	229
• Fireworks:	24	209
• Ticket discount:	13	174
• Autographs:	7	152
• Run the bases:	19	147
• Festival:	18	121
• Theme night:	26	117
• Family day:	15	97
• Cultural celebration:	19	96
• Team history tribute:	26	88

12.4 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.

13

LICENSED MERCHANDISE

13.1 Professional Sports Properties

PricewaterhouseCoopers (www.pwc.com) assesses the market for professional and collegiate sports licensed merchandise as follows:

- 2010: \$12.57 billion
- 2011: \$12.48 billion
- 2012: \$12.77 billion
- 2013: \$13.14 billion
- 2014: \$13.49 billion
- 2015: \$13.81 billion
- 2016: \$13.97 billion
- 2017: \$14.20 billion
- 2018: \$14.42 billion
- 2019: \$14.62 billion
- 2020: \$14.82 billion

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

13.2 Professional Sports Licensed Merchandise

Merchandise emblazoned with logos of professional sports licensors generated \$13.4 billion in retail sales in 2018, according to *The Licensing Business*. Distribution was as follows:

- MLB: \$3.84 billion
- NFL: \$3.64 billion
- NBA: \$2.83 billion
- NHL: \$1.09 billion
- NASCA: \$ 863 million
- Pro Soccer*: \$ 780 million
- PGA Tour: \$ 349 million
- * Includes European and Latin American teams

13.3 Top-Selling Professional Sports Jerseys

The following are the top-selling professional sports jerseys:

MLB (2018 season)

- Aaron Judge (New York Yankees)
- Jose Altuve (Houston Astros)
- Javier Báez (Chicago Cubs)
- Clayton Kershaw (Los Angeles Dodgers)
- Mookie Betts (Boston Red Sox)
- Anthony Rizzo (Chicago Cubs)
- Kris Bryant (Chicago Cubs)
- Shohei Ohtani (Los Angeles Angels)
- Giancarlo Stanton (New York Yankees)
- Yadier Molina (St. Louis Cardinals)

NBA (2018-2019 season)

- LeBron James (Los Angeles Lakers)
- Stephen Curry (Golden State Warriors)
- Giannis Antetokounmpo (Milwaukee Bucks)
- Kyrie Irving (Boston Celtics)
- Joel Embiid (Philadelphia 76ers)
- James Harden (Houston Rockets)
- Russell Westbrook (Oklahoma City Thunder)
- Kevin Durant (Golden State Warriors)
- Ben Simmons (Philadelphia 76ers)
- Jimmy Butler (Philadelphia 76ers)

NFL (2018-2019 season)

- Baker Mayfield (Cleveland Browns)
- Khalil Mack (Chicago Bears)
- Tom Brady (New England Patriots)
- Carson Wentz (Philadelphia Eagles)
- Aaron Rodgers (Green Bay Packers)
- Saquon Barkley (New York Giants)
- Jimmy Garoppolo (San Francisco 49ers)
- Patrick Mahomes (Kansas City Chiefs)
- Ezekiel Elliott (Dallas Cowboys)
- Odell Beckham (New York Giants)

NHL (2018-2019 season)

- Auston Matthews (Toronto Maple Leafs)
- Sidney Crosby (Pittsburgh Penguins)
- Connor McDavid (Edmonton Oilers)
- Marc-Andre Fleury (Vegas Golden Knights)

- Henrik Lundqvist (New York Rangers)
- Alex Ovechkin (Washington Capitals)
- Mats Zuccarello (New York Rangers)
- Patrick Kane (Chicago Blackhawks)
- Jonathan Toews (Chicago Blackhawks)
- Vladimir Tarasenko (St. Louis Blues)

WNBA (2018 season)

- Elena Delle Donne (Washington Mystics)
- Breanna Stewart (Seattle Storm)
- Diana Taurasi (Phoenix Mercury)
- Maya Moore (Minnesota Lynx)
- Sue Bird (Seattle Storm)
- Candace Parker (Los Angeles Sparks)
- Skylar Diggins-Smith (Dallas Wings)
- Brittney Griner (Phoenix Mercury)
- Moriah Jefferson (San Antonio Stars)
- Nneka Ogwumike (Los Angeles Sparks)

13.4 Top-Selling Professional Sports Team Merchandise

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

MLB (2018 season)

- New York Yankees
- Los Angeles Dodgers
- Chicago Cubs

NBA (2018-2019 season)

- Los Angeles Lakers
- Golden State Warriors
- Boston Celtics

NFL (2018-2019 season)

- Dallas Cowboys
- New England Patriots
- Seattle Seahawks

NHL (2018-2019 season)

- Edmonton Oilers
- Chicago Blackhawks
- Toronto Maple Leafs

WNBA (2018 season)

- Seattle Storm
- Dallas Wings
- Minnesota Lynx

13.5 Collegiate Merchandise

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

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

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

According to CLC, apparel accounts for 65% of licensed collegiate merchandise. Distribution of licensed apparel merchandise is as follows:

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

Distribution of non-apparel product categories, which account for 35% of the collegiate licensing market, is as follows:

- Videogames: 24%
- Domestics: 9%
- Housewares: 8%
- Gifts/novelties: 6%
- Other: 53%

Sales of licensed merchandise are highest for the following university brands (source: Collegiate Licensing Company):

- University of Alabama
- University of Texas
- University of Notre Dame
- University of Michigan
- University of Georgia
- Texas A&M University
- University of Florida
- 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

13.6 Market Resources

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

License! Global, 2 Penn Plaza, 15th Floor, New York City, NY 10121. (212) 600-3000. (www.licensemag.com)

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

Sports Licensing & Tailgate Show (www.sportstailgateshow.com)

MEMORABILIA

14.1 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.

“The sports memorabilia market ... has grown from a hobby started by amateurs into a billion-dollar industry complete with authenticators, insurers and some memorabilia selling for millions of dollars. For decades, players routinely gave away their autographs and their gear, including balls, bats and jerseys. Trading cards were mostly collected by children. It wasn’t until the go-go years of the 1980s, when the first Baby Boomers were reaching middle age, that large amounts of money poured into the sports memorabilia market, especially for baseball-related items, which make up about 70% of the vintage market. Serious collectors began paying five-, six- and even seven-figure sums for scarce items, like jerseys worn by Ruth, Joe DiMaggio and others.”

The New York Times, 10/27/18

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.

14.2 Sports Memorabilia Auctions

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

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

- BidAmi Auctions, 6490 West Desert Inn Road, Las Vegas, NV 89146. (702) 659-7976. (www.americanmemorabilia.com)
- Bill Goodwin & Co., 9607 Mill Hill Lane, St. Louis, MO 63127. (314) 849-9798. (www.goodwinandco.com)
- Guernsey's Auction, 65 East 93rd Street, New York, NY 10128. (212) 794-2280. (www.guernseys.com)
- Heritage Auction Galleries, 3500 Maple Avenue, 17th Floor, Dallas, TX 75219. (214) 528-3500. (www.ha.com)
- Huggins & Scott, 2301 Broadbirch Drive, Suite 150, Silver Spring, MD 20904. (301) 608-0355. (www.hugginsandscott.com)
- Leland's, 130 Knickerbocker Avenue, Suite E, Bohemia, NY 11716. (631) 244-0077. (www.lelands.com)
- Memory Lane, 12831 Newport Avenue, Suite 180, Tustin, CA 92780. (877) 606-5263. (www.memorylaneinc.com)
- Robert Edward Auctions, P.O. Box 430, Chester, NJ 07930. (908) 888-2555. (www.robertedwardauctions.com)
- 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.

14.3 Sports Cards

The sports trading card industry peaked with sales of \$1.1 billion in 1991; sales in 2018 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.

14.4 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)

SPORTS BETTING

15.1 A New Era In Legal Sports Wagering

The Professional and Amateur Sports Protection Act (PASPA), enacted by Congress in 1992, prohibited the expansion of sports betting beyond Delaware, Montana, Nevada, and Oregon – the four states that had already conducted or were formally considering legislation on some form of sports betting. Among these states, only Nevada allowed casino sports betting.

In May 2018, the Supreme Court struck down PASPA, the federal law that barred gambling on football, basketball, baseball, and other sports in most states, giving states the go-ahead to legalize betting on sports.

According to a report from Eilers & Krejcik Gaming (www.ekgamingllc.com), at least 18 state legislatures were preparing bills prior to the Supreme Court ruling to legalize and regulate sports gambling. The report projected that 32 states would likely offer sports betting within five years.

As of September 2019, eight states had legislation allowing sports betting.

15.2 Market Assessment

The American Gaming Association (www.americangaming.org) estimates that Americans illegally wager about \$150 billion on sports each year.

“Americans are now betting more than \$150 billion annually on professional and college contests. (All but \$250 million of it is illegal, which is why definitive figures are hard to come by.) By comparison, the non-betting sports industry – ticket sales, media rights, advertising revenue – is expected to reach around \$74 billion next year.”

The New York Times, 3/30/18

15.3 Nevada Sports Books

In Nevada, there are 191 licensed sports books in operation. Sports wagering represents approximately 1.5% of the total casino win amount in Nevada.

According to the Nevada Gaming Commission and State Gaming Control Board (www.gaming.nv.gov), \$4.91 billion was wagered at Nevada sports books in 2018. Gross gaming revenue (GGR) for sporting events was \$277.3 million. The win was 5.7% of the amount wagered.

Wagers and GGR were distributed by event in 2018 as follows:

	Wagers	Win Pct.	GGR
• Football:	\$1.81 billion (37% of total)	5.6%	\$102.4 million
• Basketball:	\$1.51 billion (31% of total)	6.6%	\$ 99.6 million
• Baseball:	\$1.03 billion (21% of total)	4.6%	\$ 47.2 million
• Other:	\$ 556 million (11% of total)	5.1%	\$ 28.9 million

Las Vegas' sports book facilities have evolved into stylish environments with sophisticated technology designed to keep bettors engaged. Most casinos provide comfortable chairs, lighted tables for studying sports and race sheets, and free cocktails for those who make even a small wager.

The most attractive feature in recent years has been the introduction of mobile wagering. Players using wireless handsets can place bets instantly, even while watching an event, which eliminates the waits in lines at betting windows. The devices can be used to place side wagers, called in-running bets, on virtually every play in a game.

15.4 States Allowing Legal Sports Betting

In 2018, seven states passes legislation allowing sports betting, as follows:

- Delaware
- Mississippi
- New Mexico
- New Jersey
- Pennsylvania
- Rhode Island
- West Virginia

Online and mobile wagering are allowed in all of these states except Delaware.

The date of the first sports wager, number of sports books, and gross gaming revenue for the first nine months (i.e., June 2018 through February 2019) are as follows:

	Date	No. Books	GGR
• Delaware:	June 2018	5	\$ 10.4 million
• Mississippi:	June 2018	29	\$ 20.7 million
• New Mexico:*	October 2018	2	n/a

- New Jersey: June 2018 11 \$125.7 million
 - Pennsylvania: November 2018 6 \$ 7.1 million
 - Rhode Island: November 2018 2 \$ 300,000
 - West Virginia: September 2018 5 \$ 7.7 million
- * Sports betting in New Mexico is allowed only on tribal grounds. Wagering data is not available.

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	• 2012:	\$42.14 billion
• 2005:	\$30.71 billion	• 2013:	\$44.37 billion
• 2006:	\$33.87 billion	• 2014:	\$44.63 billion
• 2007:	\$35.80 billion	• 2015:	\$47.06 billion
• 2008:	\$36.75 billion	• 2016:	\$47.27 billion
• 2009:	\$36.52 billion	• 2017:	\$43.37 billion
• 2010:	\$37.32 billion	• 2018:	\$42.43 billion
• 2011:	\$39.00 billion		

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

Sales in 2018 were distributed by month as follows:

• January:	\$2.80 billion	• July:	\$3.70 billion
• February:	\$2.88 billion	• August:	\$3.99 billion
• March:	\$3.59 billion	• September:	\$3.36 billion
• April:	\$3.46 billion	• October:	\$3.18 billion
• May:	\$3.61 billion	• November:	\$3.73 billion
• June:	\$3.89 billion	• December:	\$5.13 billion

16.2 Sporting Goods Category Spending

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

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

16.3 Spending Distribution

The NSGA estimates consumer equipment purchases by sport as follows:

- Exercise: \$5.47 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 is, by far, 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): \$8.6 billion
- Bass Pro Shops (www.basspro.com): \$7.3 billion
- Foot Locker (www.footlocker.com): \$5.9 billion
- Academy Sports & Outdoors (www.academy.com): \$4.6 billion
- Cabela's, Inc. (www.cabelas.com): \$4.1 billion
- Big 5 Sporting Goods (www.big5sportinggoods.com): \$1.0 billion
- Hibbett Sports (www.hibbett.com): \$ 968 million

16.6 Market Resources

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), 962 Wayne Avenue, Suite 300, 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)

17.4 Team Museums

Many professional sports teams have small areas that show team history and memorabilia. A few have constructed elaborate on-site museums, open to the public year around and charging up to \$30 for visits.

The following are some team museums:

Major League Baseball

- Angels Hall of Fame
- Baltimore Orioles Hall of Fame
- Boston Red Sox Hall of Fame
- Cincinnati Reds Hall of Fame and Museum
- Cleveland Indians Hall of Fame
- Ivan Allen Jr. Braves Museum and Hall of Fame
- Milwaukee Brewers Wall of Honor
- Minnesota Twins Hall of Fame
- Montreal Expos Hall of Fame
- Monument Park (New York Yankees)
- New York Mets Hall of Fame
- New York Yankees Museum
- Philadelphia Baseball Wall of Fame
- San Diego Padres Hall of Fame
- San Francisco Giants Wall of Fame
- Seattle Mariners Hall of Fame
- St. Louis Cardinals Hall of Fame Museum
- Texas Rangers Hall of Fame

National Football League

- 49ers Museum Presented By Sony
- Arizona Cardinals Ring of Honor
- Baltimore Ravens Ring of Honor
- Buffalo Bills Wall of Fame
- Chiefs Hall of Honor Presented by Spectrum
- Dallas Cowboys Ring of Honor
- FedEx Great Hall (Pittsburgh Steelers)
- Green Bay Packers Fan Hall of Fame
- Green Bay Packers Hall of Fame
- Los Angeles Chargers Hall of Fame
- Minnesota Vikings Ring of Honor
- New England Patriots Hall of Fame
- San Diego Chargers Hall of Fame
- Seattle Seahawks Ring of Honor
- The Hall at Patriot Place Presented by Raytheon
- Vikings Voyage
- Washington Redskins Ring of Fame

SPORTS TRAVEL

18.1 Market Assessment

Based on an annual survey of 500 cities and towns nationwide, the National Association of Sports Commissions (www.sportscommissions.org) assessed direct visitor spending associated with sports events, excluding professional leagues' regular season games, at \$12 billion.

Travel by sports teams is estimated as follows:

- College teams: \$2.0 billion
- Professional teams: \$1.0 billion

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

The National Golf Foundation (www.ngf.org) estimates about \$16 billion is spent a year on golf travel, 75% of which goes to the hotel, transportation, and food and beverage industries.

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 Sports Commissions

Most cities work to attract and coordinate sports events through their convention and visitor bureaus (CVBs); some have organized sports commissions to focus exclusively on these activities. Most of these organizations are members of the National Association of Sports Commissions, which has about 700 members.

“High-profile championships, and events showcasing rivers, trails, and parks are high priorities for sports commissions charged with attracting visitors and raising a city’s profile.”

SportsBusiness Journal, 7/9/18

18.4 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

18.5 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.

18.6 Sports-Specialist Travel Agencies

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

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

18.7 Market Resources

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

Sport Tourism: A State of the Industry Report, National Association of Sports Commissions, July 2018. (www.sportscommissions.org/research/nasc-reports)

TICKETING

19.1 Market Assessment

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

“The ticketing industry continues to stand as one of the most actively changing segments of the entire sports business.”

SportsBusiness Journal, 1/15/19

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.

19.2 Secondary Ticketing

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

While re-selling tickets online at face value is legal in all 50 states and the District of Columbia, about 15 states have some restriction on how much tickets can be marked up by sellers. The laws vary widely, depending on the state and type of event and venue,

and they range in scope. Conversely, several states have relaxed their regulations by removing bans on online individual ticket auctions.

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

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

The following are the largest secondary ticket providers:

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

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

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

19.3 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.

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

The NFL did not allow variable pricing until the 2014-2015 season.

19.4 Professional League Sports Tickets

Major League Baseball

- According to Turnkey Sports (www.turnkeysports.com), non-season-ticket holders purchased Major League Baseball tickets as follows:

- Team website:	34%
- StubHub:	19%
- Team ticket office (walkup/telephone):	16%
- Friend/relative:	15%
- Ticketmaster:	6%
- MLB.com:	3%
- Other:	7%
- Tickets.com, a subsidiary of MLB Advanced Media (MLBAM), has primary ticketing agreements with 21 MLB teams.
- StubHub pays MLBAM more than half of the fees and commissions it collects on its baseball secondary ticket sales; MLBAM, in turn, sends a portion of these proceeds to the teams. *SportsBusiness Journal* estimates that StubHub pays MLBAM about \$60 million annually.
- Some MLB teams are trying to encourage, even force, customers to use mobile ticketing. The Atlanta Braves, for example, imposes a \$250 fee for season ticket holders who elect to use paper tickets. The Cleveland Indians, Tampa Bay Rays, and Washington Nationals, among others, offer discounts or loyalty points for fans who use mobile tickets.

National Basketball Association

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

National Football League

- Thirty-one (31) NFL teams have primary ticketing agreements with Ticketmaster; the Detroit Lions uses AXS.
- Ticketmaster's NFL ticket resale volume is estimated by *SportsBusiness Journal* at

roughly \$500 million per season in gross sales; growth has been in double-digit percentages in recent years.

National Hockey League

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

Major League Soccer

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

19.5 Subscription Ticketing

In sports, fans pay a fixed monthly fee for access to discounted general admission tickets or for a fixed number of games at a deep discount. Seats are generally assigned just prior to a game, allowing teams flexibility in selling inventory.

First introduced in 2015 by four MLB clubs – the Atlanta Braves, Chicago White Sox, Texas Rangers and Oakland A's – 22 of MLB's 30 clubs used the mobile-based passes in 2018. Dubbed the Ballpark Pass, more than a million subscription-based tickets were sold in 2018; sales were up 36% year-over-year for the first half of the 2019 season.

“Buoyed by the success of MLB’s Ballpark Pass, more teams across sports are experimenting with subscription ticketing programs designed to appeal to the Netflix generation of fans.”

SportsBusiness Journal, 6/17/19

19.6 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.

19.7 Ticketing Through Social Networks

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

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

19.8 Market Resources

National Association of Ticket Brokers, 401 W. St. Charles Road, Lombard, IL 60148. (630) 510-4594. (www.natb.org)

PART III: VENUES

PROFESSIONAL SPORTS STADIUMS & ARENAS

20.1 Overview

In the United States and Canada, 121 stadiums and arenas 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).

20.2 List Of Stadiums and Arenas

Venue	Team	Seating Capacity	Year Opened
Anaheim, California			
• Angel Stadium of Anaheim:	Angels (MLB)	45,477	1966
• Honda Center:	Ducks (NHL)	17,174	1993
Atlanta, Georgia			
• Mercedes-Benz Stadium:	Falcons (NFL)	71,000	2017
	United FC (MLS)	42,500	
• State Farm Arena:	Hawks (NBA)	18,118	1999
	Dream (WNBA)	18,118	
• SunTrust Park:	Braves (MLB)	41,084	2017
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)	37,755	1912
• Gillette Stadium:	Patriots (NFL)	68,829	2002
	Revolution (MLS)	20,000	
• TD Garden:	Bruins (NHL)	17,565	1995
	Celtics (NBA)	18,624	
Buffalo, New York			
• KeyBank Center:	Sabres (NHL)	19,070	1996
• New Era Field:	Bills (NFL)	71,608	1973

Calgary, Alberta, Canada

• Pengrowth Saddledome:	Flames (NHL)	19,289	1983
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Charlotte, North Carolina

• Bank of America Stadium:	Panthers (NFL)	73,523	1996
• Spectrum Center:	Hornets (NBA)	19,077	2005

Chicago, Illinois

• Guaranteed Rate Field:	White Sox (MLB)	40,615	1991
• SeatGeek Stadium:	Fire (MLS)	20,000	2006
• Soldier Field:	Bears (NFL)	61,500	1924
• United Center:	Bulls (NBA)	20,917	1994
	Blackhawks (NHL)	19,717	
• Wrigley Field:	Cubs (MLB)	41,649	1914

Cincinnati, Ohio

• Great American Ball Park:	Reds (MLB)	42,319	2003
• Nippert Stadium	FC Cincinnati (MLS)	33,800	1915
• Paul Brown Stadium:	Bengals (NFL)	65,515	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

• Nationwide Arena:	Blue Jackets (NHL)	18,144	2000
• Mapfre Stadium:	Crew (MLS)	19,968	1999

Dallas/Arlington, Texas

• American Airlines Center:	Mavericks (NBA)	19,200	2001
	Stars (NHL)	18,532	
• AT&T Stadium:	Cowboys (NFL)	80,000*	2009
• Globe Life Park In Arlington:	Rangers (MLB)	48,114	1994
• Toyota Stadium:	FC Dallas (MLS)	20,500	2005

Denver/Commerce City, Colorado

• Broncos Stadium at Mile High:	Broncos (NFL)	76,125	2001
• Coors Field:	Rockies (MLB)	46,897	1995
• Dick's Sporting Goods Park:	Rapids (MLS)	18,061	2007
• Pepsi Center:	Avalanche (NHL)	17,809	1999
	Nuggets (NBA)	19,520	

Detroit/Auburn Hills, Michigan			
• Comerica Park:	Tigers (MLB)	41,299*	2000
• Ford Field:	Lions (NFL)	65,000	2002
• Little Caesars Arena	Red Wings (NHL)	19,600	2017
	Pistons (NBA)	20,491	
Edmondton, Alberta, Canada			
• Rogers Place:	Oilers (NHL)	18,347	2016
Ft. Lauderdale/Sunrise, Florida			
• BB&T Center:	Panthers (NHL)	19,250	1998
Green Bay, Wisconsin			
• Lambeau Field:	Packers (NFL)	81,435	1957
Houston, Texas			
• BBVA Compass Stadium:	Dynamo (MLS)	22,039	2012
• Minute Maid Park:	Astros (MLB)	41,168	2000
• NRG Stadium:	Texans (NFL)	72,220	2002
• Toyota Center:	Rockets (NBA)	18,055	2003
Indianapolis, Indiana			
• Bankers Life Fieldhouse:	Pacers (NBA)	17,923	1999
	Fever (WNBA)	18,345	
• Lucas Oil Stadium:	Colts (NFL)	67,000*	2008
Jacksonville, Florida			
• TIAA Bank Field:	Jaguars (NFL)	69,132*	1995
Kansas City, Missouri/Kansas			
• Arrowhead Stadium:	Chiefs (NFL)	76,416	1972
• Children's Mercy Park:	Sporting KC (MLS)	18,467	2011
• Kauffman Stadium:	Royals (MLB)	37,903	1973
Los Angeles, California			
• Banc of California Stadium:	Los Angeles FC (MLS)	22,000	2018
• Dignity Health Sports Park:	Chargers (NFL)	27,000	2003
	Galaxy (MLS)	27,000	
• Dodger Stadium:	Dodgers (MLB)	56,000	1962
• Los Angeles Memorial Coliseum:	Rams (NFL)	78,500	1923
• Staples Center:	Clippers (NBA)	19,068	1999
	Kings (NHL)	18,230	
	Lakers (NBA)	18,997	
	Sparks (WNBA)	18,997	

Las Vegas/Paradise, Nevada

• T-Mobile Arena:	Golden Knights (NHL)	17,368	2016
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Memphis, Tennessee

• FedEx Forum:	Grizzlies (NBA)	17,368	2004
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Miami/Miami Gardens, Florida

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

Milwaukee, Wisconsin

• Fiserv Forum:	Bucks (NBA)	17,500	2018
• Miller Park:	Brewers (MLB)	41,900	2001

Minneapolis/Saint Paul, Minnesota

• Allianz Field:	United (MLS)	17,954	2019
• Target Center:	Lynx (WNBA)	18,978	1990
	Timberwolves (NBA)	18,978	
• Target Field:	Twins (MLB)	38,649*	2010
• U.S. Bank Stadium:	Vikings (NFL)	66,655	2016
• Xcel Energy Center:	Wild (NHL)	17,954	2000

Montreal, Ontario, Canada

• Bell Centre:	Canadiens (NHL)	21,302	1996
• Saputo Stadium:	Impact (MLS)	20,801	2008

Nashville, Tennessee

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

New Orleans, Louisiana

• Mercedes-Benz Superdome:	Saints (NFL)	71,000	1975
• Smoothie King Center	Pelicans (NBA)	16,867	1999

New York/Brooklyn/Long Island, New York; East Rutherford/Harrison, New Jersey

• Barclays Center:	Nets (NBA)	17,732	2012
	Islanders (NHL)	15,789	
• Citi Field:	Mets (MLB)	41,922	2009
• Madison Square Garden:	Knicks (NBA)	19,812	1968
	Liberty (WNBA)	19,812	
	Rangers (NHL)	18,006	
• Nassau Veterans Memorial Coliseum:	Islanders (NHL)	16,250	1972

• MetLife Stadium:	Giants (NFL)	82,500	2010
	Jets (NFL)	82,566	
• Red Bull Arena:	Red Bulls (MLS)	25,000	2010
• Yankee Stadium:	Yankees (MLB)	47,309	2009
	New York City FC (MLS)	30,321	
Newark, New Jersey			
• Prudential Center:	Devils (NHL)	16,514	2007
Oklahoma City, Oklahoma			
• Chesapeake Energy Arena:	Thunder (NBA)	18,203	2002
Orlando, Florida			
• Amway Arena:	Magic (NBA)	18,846	2010
• Orlando City Stadium	Orlando City SC (MLS)	25,500	2017
Ottawa, Ontario, Canada			
• Canadian Tire Centre:	Senators (NHL)	17,373	1996
Philadelphia, Pennsylvania			
• Citizens Bank Park:	Phillies (MLB)	43,651	2004
• Lincoln Financial Field:	Eagles (NFL)	69,144	2003
• Talen Energy Stadium:	Union (MLS)	18,500	2010
• Wells Fargo Center:	76ers (NBA)	20,478	1996
	Flyers (NHL)	19,543	
Phoenix/Glendale, Arizona			
• Chase Field:	Diamondbacks (MLB)	48,686	1998
• Gila River Arena:	Coyotes (NHL)	17,125	2003
• State Farm Stadium:	Cardinals (NFL)	63,400*	2006
• Talking Stick Resort Arena:	Mercury (WNBA)	19,032	1992
	Suns (NBA)	18,055	
Pittsburgh, Pennsylvania			
• Heinz Field:	Steelers (NFL)	65,050	2001
• PNC Park:	Pirates (MLB)	38,496	2001
• PPG Paints Arena:	Penguins (NHL)	18,087	2010
Portland, Oregon			
• Moda Center:	Trail Blazers (NBA)	19,441	1995
• Providence Park:	Timbers (MLS)	21,144	2011
Raleigh, North Carolina			
• PNC Center:	Hurricanes (NHL)	18,680	1999

Sacramento, California			
• Golden 1 Center:	Kings (NBA)	17,583	2016
Salt Lake City/Sandy, Utah			
• Rio Tinto Stadium:	Real Salt Lake (MLS)	20,213	2008
• Vivint Smart Home Arena:	Jazz (NBA)	18,306	1991
San Antonio, Texas			
• AT&T Center:	Spurs (NBA)	18,418	2002
	Stars (WNBA)	18,418	
San Diego, California			
• Petco Park:	Padres (MLB)	40,209	2004
San Francisco/Oakland, California			
• Oakland-Alameda County Coliseum:	Athletics (MLB)	47,170*	1966
	Raiders (NFL)	53,286	
• Oracle Arena:	Warriors (NBA)	19,596	1996
• Oracle Park:	Giants (MLB)	45,971*	2000
San Jose/Santa Clara, California			
• Avaya Stadium:	Earthquakes (MLS)	18,000	2015
• SAP Center:	Sharks (NHL)	17,562	1993
• Levi's Stadium:	49ers (NFL)	69,596	1960
Seattle, Washington			
• CenturyLink Field:	Seahawks (NFL)	68,000*	2002
	Sounders FC (MLS)	30,419	
• Key Arena:	Storm (WNBA)	17,072	1962
• T-Mobile Park:	Mariners (MLB)	47,717	1999
St. Louis, Missouri			
• Busch Stadium:	Cardinals (MLB)	45,529*	2006
• Enterprise Center:	Blues (NHL)	18,724	1994
Tampa/St. Petersburg, Florida			
• Amalie Arena:	Lightning (NHL)	19,092	1996
• Raymond James Stadium:	Buccaneers (NFL)	65,890*	1998
• Tropicana Field:	Blue Rays (MLB)	31,042*	1990
Toronto, Ontario, Canada			
• Scotiabank Arena:	Raptors (NBA)	19,800	1989
	Maple Leafs (NHL)	18,819	1999

- BMO Field: Toronto FC (MLS) 21,800 2007
- Rogers Centre: Blue Jays (MLB) 49,282 2009

Vancouver, British Columbia, Canada

- BC Place: WhitecapsFC (MLS) 22,120 1983
- Rogers Arena: Canucks (NHL) 18,910 1995

Washington, D.C./Landover, Maryland

- Audi Field: D.C. United (MLS) 20,000 2018
- CapitalOne Arena: Mystics (WNBA) 20,173 1997
- Wizards (NBA) 20,356
- Capitals (NHL) 18,560
- FedEx Field: Redskins (NFL) 91,704 1997
- Nationals Park: Nationals (MLB) 41,888 2008

Winnipeg, Manitoba, Canada

- Bell MTS Centre: Jets (NHL) 15,373 2004

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

COLLEGIATE STADIUMS AND ARENAS

21.1 Football Stadiums

There are 126 NCAA Division I football stadiums, by capacity as follows:

	Capacity	Opened/Most Recent Renovation
• Michigan Stadium (Michigan):	107,601	1927/2015
• Beaver Stadium (Penn State):	106,572	1960/2001
• Kyle Field (Texas A&M):	102,733	1904/2015
• Neyland Stadium (Tennessee):	102,455	1921/2010
• Tiger Stadium (LSU):	102,321	1924/2014
• Ohio Stadium (Ohio State):	102,082	1922/2014
• Bryant-Denny Stadium (Alabama):	101,821	1929/2010
• Darrell K Royal-Texas Memorial Stadium (Texas):	100,119	1924/2009
• Sanford Stadium (Georgia):	92,746	1929/2004
• Rose Bowl Stadium (UCLA):	90,888	1921/1949
• Steve Spurrier-Florida Field at Ben Hill Griffin Stadium (Florida):	90,916	1930/2003
• Pat Dye Field at Jordan-Hare Stadium (Auburn):	87,451	1939/2004
• Gaylord Family - Oklahoma Memorial Stadium at Owen Field (Oklahoma):	86,112	1925/2016
• Memorial Stadium, Tom Osborne Field (Nebraska):	86,047	1923/2017
• Frank Howard Field at Clemson Memorial Stadium (Clemson):	86,092	1942/2006
• Camp Randall Stadium (Wisconsin):	83,184	1917/2005
• Williams-Brice Stadium (South Carolina):	80,250	1934/1996
• Bobby Bowden Field at Doak S. Campbell Stadium (Florida State):	79,560	1950/2003
• Notre Dame Stadium (Notre Dame):	77,622	1930/2017
• Los Angeles Memorial Coliseum (Southern California):	77,500	1923/2008
• Spartan Stadium (Michigan State):	75,005	1923/2005
• Donald W. Reynolds Razorback Stadium, Frank Broyles Field (Arkansas):	72,000	1938/2006
• Legion Field (UAB):	71,594	1927/2015
• Faurot Field at Memorial Stadium (Missouri):	71,168	1927/2014
• Kinnick Stadium (Iowa):	70,585	1929/2006
• Qualcomm Stadium (San Diego State):	70,561	1967/1997
• Alaska Airlines Field at Husky Stadium (Washington):	70,500	1920/2013

• Lincoln Financial Field (Temple):	68,532	2003/ -
• Heinz Field (Pittsburgh):	68,400	2001/ -
• Lane Stadium/Worsham Field (Virginia Tech):	66,233	1965/2005
• Raymond James Stadium (South Florida):	65,857	1998/ -
• Hard Rock Stadium (Miami):	65,326	1987/2016
• Alamodome (UT San Antonio):	65,000	1993/ -
• Vaught-Hemingway Stadium at Hollingsworth Field (Mississippi):	64,038	1915/2016
• LaVell Edwards Stadium (Brigham Young):	63,470	1964/1982
• California Memorial Stadium (California Berkeley):	83,000	1923/2012
• Liberty Bowl Memorial Stadium (Memphis):	62,380	1965/1987
• Carl Smith Center, Home of David A. Harrison III Field at Scott Stadium (Virginia):	61,500	1931/2000
• Jack Trice Stadium (Iowa State):	61,500	1975/2015
• Davis Wade Stadium at Scott Field (Mississippi State):	61,337	1914/2014
• Cardinal Stadium (Louisville):	61,000	1998/2018
• Kroger Field at C.M. Newton Grounds (Kentucky):	61,000	1973/2015
• Jones AT&T Stadium (Texas Tech):	60,862	1957/2013
• Memorial Stadium (Illinois):	60,670	1923/2011
• Boone Pickens Stadium (Oklahoma State):	60,218	1919/2005
• Mountaineer Field at Milan Puskar Stadium (West Virginia):	60,000	1980/2004
• Wayne Day Family Field at Carter-Finley Stadium (North Carolina):	57,583	1966/2006
• Ross-Ade Stadium (Purdue):	57,236	1924/2006
• Sun Devil Stadium, Frank Kush Field (Arizona State):	56,232	1958/2016
• Arizona Stadium (Arizona):	56,029	1928/1988
• Bobby Dodd Stadium at Grant Field (Georgia Tech):	55,000	1913/2003
• Autzen Stadium (Oregon):	54,000	1967/2002
• Memorial Stadium (Indiana):	52,959	1960/2010
• High Point Solutions Stadium (Rutgers):	52,454	1994/2009
• Capital One Field at Maryland Stadium (Maryland):	51,802	1950/2009
• Sun Bowl Stadium (UT El Paso):	51,500	1963/1981
• Kenan Memorial Stadium (North Carolina):	51,000	1927/2011
• TCF Bank Stadium (Minnesota):	50,805	2009/ -
• Stanford Stadium (Stanford):	50,424	2006/ -
• Folsom Field (Colorado):	50,183	1924/2003
• David Booth Kansas Memorial Stadium (Kansas):	50,071	1921/1999
• Aloha Stadium (Hawaii):	50,000	1975/2003
• Bagwell Field at Dowdy-Ficklen Stadium (East Carolina):	50,000	1963/2010
• Bill Snyder Family Football Stadium (Kansas State):	50,000	1968/2005
• Carrier Dome (Syracuse):	49,250	1980/2020
• Ryan Field (Northwestern):	47,130	1926/1997
• Rice Stadium (Rice):	47,000	1950/ -

• Falcon Stadium (Air Force):	46,692	1962/ -
• Rice-Eccles Stadium (Utah):	45,807	1998/ -
• Reser Stadium (Oregon State):	45,674	1953/2005
• McLane Stadium (Baylor):	45,140	2014/ -
• Amon G. Carter Stadium (Texas Christian):	45,000	1929/2012
• Alumni Stadium (Boston College):	44,500	1957/1995
• Spectrum Stadium (Central Florida):	44,206	2007/ -
• Cajun Field (Louisiana):	41,426	1971/2015
• Sonny Lubick Field at Canvas Stadium (Colorado State):	41,200	2017/ -
• Bulldog Stadium at Jim Sweeney Field (Fresno State):	41,031	1980/1992
• Vanderbilt Stadium (Vanderbilt):	40,350	1922/2012
• Brooks Field at Wallace Wade Stadium (Duke):	40,000	1929/2016
• John O'Quinn Field at TDECU Stadium (Houston):	40,000	2014/ -
• Ladd-Peebles Stadium (South Alabama):	40,000	1948/2009
• Nippert Stadium (Cincinnati):	40,000	1915/2015
• Pratt & Whitney Stadium at Rentschler Field (Connecticut):	40,000	2003/ -
• Dreamstyle Stadium (New Mexico):	39,224	1960/2007
• Joan C. Edwards Stadium (Marshall):	38,019	1991/2000
• Blaik Field at Michie Stadium (Army):	38,000	1924/2001
• Sam Boyd Stadium (UNLV):	36,800	1971/1999
• Albertsons Stadium (Boise State):	36,387	1970/2012
• Carlisle-Faulkner Field at M.M. Roberts Stadium (Southern Mississippi):	36,000	1932/2008
• Navy-Marine Corps Memorial Stadium (Navy):	34,000	1959/2005
• Martin Stadium (Washington State):	32,248	1972/2000
• Gerald J. Ford Stadium (SMU)	32,000	2000/ -
• BB&T Field (Wake Forest):	31,500	1968/2007
• Johnny "Red" Floyd Stadium (Middle Tennessee):	31,000	1933/1998
• Centennial Bank Stadium (Arkansas State):	30,964	1974/2002
• Apogee Stadium (North Texas):	30,850	2011/ -
• CEFCU Stadium (San Jose State):	30,456	1933/1985
• JPS Field at Malone Stadium (Louisiana-Monroe):	30,427	1978/1993
• Veterans Memorial Stadium at Larry Blakeney Field (Troy):	30,402	1950/2018
• Aggie Memorial Stadium (New Mexico State):	30,343	1978/2005
• Kelly/Shorts Stadium (Central Michigan):	30,255	1972/1997
• Rynearson Stadium (Eastern Michigan):	30,200	1969/1992
• Waldo Stadium (Western Michigan):	30,200	1939/2003
• Benson Field at Yulman Stadium (Tulane):	30,000	2014/ -
• FAU Stadium (Florida Atlantic):	30,000	2011/ -
• InfoCision Stadium-Summa Field (Akron):	30,000	2009/ -
• Jim Wacker Field at Bobcat Stadium (Texas State):	30,000	1981/2012
• Kidd Brewer Stadium (Appalachian State):	30,000	1962/2017

• Skelly Field at H. A. Chapman Stadium (Tulsa):	30,000	1930/2008
• Jonah Field at War Memorial Stadium (Wyoming):	29,181	1950/2010
• UB Stadium (Buffalo):	29,013	1993/ -
• Joe Aillet Stadium (Louisiana Tech):	28,109	1968/2017
• Glass Bowl (Toledo):	26,248	1937/1990
• Merlin Olsen Field at Maverik Stadium (Utah State):	25,513	1968/1980
• Allen E. Paulson Stadium (Georgia Southern):	25,000	1984/2014
• Arthur L. Williams Stadium (Liberty):	25,000	1989/2018
• Dix Stadium (Kent State):	25,000	1969/2008
• Georgia State Stadium (Georgia State):	25,000	1996/2017
• Fred C. Yager Stadium (Miami [Ohio]):	24,286	1983/2005
• Doyt L. Perry Stadium (Bowling Green):	24,000	1996/ -
• Peden Stadium (Ohio):	24,000	1929/2001
• Brigham Field at Huskie Stadium (Northern Illinois):	23,595	1965/1995
• FIU Stadium (FIU):	23,500	1995/2012
• Scheumann Stadium (Ball State):	22,500	1967/2007
• T. Smith Stadium at Jimmy Feix Field (Western Kentucky):	22,113	1968/2008
• Foreman Field at S. B. Ballard Stadium (Old Dominion):	20,118	1936/2009
• Brooks Stadium (Coastal Carolina):	20,000	2003/2018
• Warren McGuirk Alumni Stadium (UMass):	17,000	1965/2014
• McColl-Richardson Field at Jerry Richardson Stadium (UNC Charlotte):	15,314	2013/ -

21.2 Basketball Arenas

There are 354 NCAA Division I basketball arenas, by capacity as follows:

	Capacity	Opened
• Carrier Dome (Syracuse):	35,446	1980
• Rupp Arena (Kentucky):	23,500	1976
• KFC Yum! Center (Louisville):	22,090	2010
• Dean Smith Center (North Carolina):	21,750	1986
• Thompson-Boling Arena (Tennessee):	21,678	1987
• Capital One Arena (Georgetown):	20,308	1997
• Madison Square Garden (St. John's):	19,812	1968
• PNC Arena (North Carolina State):	19,557	1999
• Bud Walton Arena (Arkansas):	19,368	1993
• Marriott Center (BYU):	19,000	1971
• Value City Arena (Ohio State):	18,809	1998
• Thomas & Mack Center (UNLV):	18,776	1983
• Prudential Center (Seton Hall):	18,711	2007
• CHI Health Center Omaha (Creighton):	18,320	2003
• FedExForum (Memphis):	18,119	2004
• Colonial Life Arena (South Carolina):	18,000	2002

• Xfinity Center (Maryland):	17,950	2002
• Fiserv Forum (Marquette):	17,500	2018
• Simon Skjodt Assembly Hall (Indiana):	17,472	1971
• Kohl Center (Wisconsin):	17,249	1998
• Frank Erwin Center (Texas):	16,734	1977
• State Farm Center (Illinois):	16,618	1963
• Allen Fieldhouse (Kansas):	16,300	1955
• Save Mart Center (Fresno State):	15,544	2003
• Carver-Hawkeye Arena (Iowa):	15,500	1983
• Dreamstyle Arena (New Mexico):	15,411	1966
• Coleman Coliseum (Alabama):	15,383	1968
• Bryce Jordan Center (Penn State):	15,261	1996
• Times Union Center (Siena):	15,229	1990
• Pinnacle Bank Arena (Nebraska):	15,147	2013
• Mizzou Arena (Missouri):	15,061	2004
• Arena-Auditorium (Wyoming):	15,028	1982
• United Supermarkets Arena (Texas Tech):	15,020	1999
• Jon M. Huntsman Center (Utah):	15,000	1969
• Mackey Arena (Purdue):	14,848	1967
• Breslin Student Events Center (Michigan State):	14,797	1989
• Lawrence Joel Veterans Memorial Coliseum (Wake Forest):	14,665	1989
• Williams Arena (Minnesota):	14,625	1928
• John Paul Jones Arena (Virginia):	14,593	2006
• McKale Center (Arizona):	14,545	1973
• Hilton Coliseum (Iowa State):	14,376	1971
• Memorial Gymnasium (Vanderbilt):	14,316	1952
• WVU Coliseum (West Virginia):	14,000	1970
• Pauley Pavilion (UCLA):	13,800	1965
• Gallagher-Iba Arena (Oklahoma State):	13,611	1938
• Wolstein Center (Cleveland State):	13,610	1991
• Cajundome (Louisiana):	13,500	1985
• University of Dayton Arena (Dayton):	13,435	1969
• Pete Maravich Assembly Center (LSU):	13,215	1972
• Convocation Center (Ohio):	13,080	1968
• Reed Arena (Texas A&M):	12,989	1998
• Crisler Center (Michigan):	12,707	1967
• Bramlage Coliseum (Kansas State):	12,528	1988
• Petersen Events Center (Pittsburgh):	12,508	2002
• Pan American Center (New Mexico State):	12,482	1968
• Taco Bell Arena (Boise State):	12,480	1982
• Viejas Arena (San Diego State):	12,414	1997
• Dunkin' Donuts Center (Providence):	12,400	1972
• Matthew Knight Arena (Oregon):	12,369	2011

• Don Haskins Center (UTEP):	12,222	1976
• Donald L. Tucker Civic Center (Florida State):	12,100	1981
• Fifth Third Arena (Cincinnati):	12,012	1989
• O'Connell Center (Florida):	12,000	1980
• Haas Pavilion (California):	11,877	1933
• Beasley Coliseum (Washington State):	11,671	1973
• Lawlor Events Center (Nevada):	11,536	1983
• Lloyd Noble Center (Oklahoma):	11,528	1973
• Murphy Center (Middle Tennessee):	11,520	1972
• Dee Events Center (Weber State):	11,500	1977
• John E. Worthen Arena (Ball State):	11,500	1991
• Walkup Skydome (Northern Arizona):	11,230	1977
• Carver Arena (Bradley):	11,164	1982
• CU Events Center (Colorado):	11,064	1979
• JQH Arena (Missouri State):	11,000	2008
• McKenzie Arena (Chattanooga):	10,928	1982
• UW-Milwaukee Panther Arena (Milwaukee):	10,783	1950
• Wells Fargo Arena (Arizona State):	10,754	1974
• Montagne Center (Lamar):	10,746	1984
• Chaifetz Arena (Saint Louis):	10,600	2008
• Humphrey Coliseum (Mississippi State):	10,575	1975
• First National Bank Arena (Arkansas State):	10,563	1987
• Mabee Center (Oral Roberts):	10,554	1972
• Stegeman Coliseum (Georgia):	10,523	1964
• Charles Koch Arena (Wichita State):	10,506	1955
• Gentry Complex (Tennessee State):	10,500	1980
• Yuengling Center (South Florida):	10,411	1980
• Nutter Center (Wright State):	10,400	1990
• Wintrust Arena (DePaul):	10,387	2017
• Ferrell Center (Baylor):	10,347	1988
• Stan Sheriff Center (Hawaii):	10,300	1994
• Smith Spectrum (Utah State):	10,270	1968
• Galen Center (USC):	10,258	2006
• Cintas Center (Xavier):	10,250	2000
• Liacouras Center [b] (Temple):	10,205	1997
• Hulman Center (Indiana State):	10,200	1973
• Redbird Arena (Illinois State):	10,200	1989
• Harry A. Gampel Pavilion (Connecticut):	10,167	1990
• Cassell Coliseum (Virginia Tech):	10,052	1962
• Mitchell Center (South Alabama):	10,041	1998
• UNT Coliseum (North Texas):	10,032	1973
• Alaska Airlines Arena at Hec Edmundson Pavilion (Washington):	10,000	1927
• Convocation Center (Northern Illinois):	10,000	2002

• EagleBank Arena (George Mason):	10,000	1985
• Ford Center (Evansville):	10,000	2011
• Littlejohn Coliseum (Clemson):	10,000	1968
• Municipal Auditorium (UMKC):	9,987	1936
• Resch Center (Green Bay):	9,729	2002
• Teaching Gym (Florida A&M):	9,639	2009
• Gill Coliseum (Oregon State):	9,604	1949
• Vines Center (Liberty):	9,547	1990
• The Pavilion at Ole Miss (Mississippi):	9,500	2016
• William D. Mullins Memorial Center (Massachusetts):	9,493	1993
• CFE Arena (UCF):	9,465	2007
• BB&T Arena (Northern Kentucky):	9,400	2008
• Cameron Indoor Stadium (Duke):	9,314	1940
• Eblen Center (Tennessee Tech):	9,282	1977
• Edmund P. Joyce Center (Notre Dame):	9,149	1968
• Auburn Arena (Auburn):	9,121	2010
• Dale F. Halton Arena (Charlotte):	9,105	1996
• Hinkle Fieldhouse (Butler):	9,100	1928
• Cam Henderson Center (Marshall):	9,048	1981
• Dunn Center (Austin Peay):	9,000	1975
• Webster Bank Arena (Fairfield):	9,000	2001
• Lakefront Arena (New Orleans):	8,933	1983
• Convocation Center (Eastern Michigan):	8,824	1998
• Moby Arena (Colorado State):	8,745	1966
• Palestra (Penn):	8,722	1927
• Conte Forum (Boston College):	8,606	1988
• CFSB Center (Murray State):	8,602	1998
• Hank McCamish Pavilion (Georgia Tech):	8,600	1956
• Kaplan Arena (William & Mary):	8,600	1971
• Bartow Arena (UAB):	8,508	1988
• Schollmaier Arena (TCU):	8,500	1961
• UCCU Center (Utah Valley):	8,500	1996
• Ted Constant Convocation Center (Old Dominion):	8,472	2002
• Reynolds Center (Tulsa):	8,355	1998
• SIU Arena (Southern Illinois):	8,339	1964
• George M. Holmes Convocation Center (Appalachian State):	8,325	2000
• Calihan Hall (Detroit Mercy):	8,295	1952
• Welsh-Ryan Arena (Northwestern):	8,117	1952
• Health and Physical Education Arena (Texas Southern):	8,100	1989
• Thomas Assembly Center (Louisiana Tech):	8,098	1982
• Reed Green Coliseum (Southern Miss):	8,095	1965
• American Bank Center Arena (Texas A&M-Corpus Christi):	8,000	2004
• Holt Arena (Idaho State):	8,000	1970

• Louis Brown Athletic Center (Rutgers):	8,000	1977
• Williams Arena at Minges Coliseum (East Carolina):	8,000	1968
• Williams Assembly Center (Jackson State):	8,000	1981
• Watsco Center (Miami):	7,972	2003
• Ramsey Center (Western Carolina):	7,826	1986
• Ryan Center (Rhode Island):	7,657	2002
• Siegel Center (Virginia Commonwealth):	7,617	1999
• Greensboro Coliseum (UNC Greensboro):	7,613	1959
• The Pavilion at ARC (UC Davis):	7,600	1977
• Baxter Arena (Omaha):	7,500	2015
• F. G. Clark Center (Southern):	7,500	1975
• Fredrick C. Hobdy Assembly Center (Grambling):	7,500	2007
• GCU Arena (Grand Canyon):	7,500	2011
• University Center (Southeastern Louisiana):	7,500	1982
• Dunn-Oliver Acadome (Alabama State):	7,400	1992
• Maples Pavilion (Stanford):	7,329	1969
• E. A. Diddle Arena (Western Kentucky):	7,326	1963
• Dahlberg Arena (Montana):	7,321	1953
• Savage Arena (Toledo):	7,300	1976
• Worthington Arena (Montana State):	7,250	1957
• William R. Johnson Coliseum (Stephen F. Austin):	7,203	1974
• Robins Center (Richmond):	7,201	1972
• Hampton Convocation Center (Hampton):	7,200	1993
• Magness Arena (Denver):	7,200	1999
• Strahan Coliseum (Texas State):	7,200	1982
• James Madison University Convocation Center (James Madison):	7,156	1982
• Knapp Center (Drake):	7,152	1992
• Fertitta Center (Houston):	7,100	1969
• Fant-Ewing Coliseum (Louisiana-Monroe):	7,085	1971
• College Park Center (Texas-Arlington):	7,000	2012
• Cowan Spectrum (Idaho):	7,000	1975
• Davey Whitney Complex (Alcorn State):	7,000	1975
• Emil and Patricia Jones Convocation Center (Chicago State):	7,000	2007
• Joseph G. Echols Memorial Hall (Norfolk State):	7,000	1982
• Moody Coliseum (SMU):	7,000	1956
• Show Me Center (Southeast Missouri State):	6,972	1987
• UIC Pavilion (UIC):	6,958	1982
• Jadwin Gymnasium (Princeton):	6,854	1969
• Indiana Farmers Coliseum (IUPUI):	6,841	1939
• McLeod Center (Northern Iowa):	6,650	2006
• Alumni Coliseum (Eastern Kentucky):	6,500	1963
• Beeghly Center (Youngstown State):	6,500	1972

• Ellis Johnson Arena (Morehead State):	6,500	1981
• Frost Arena (South Dakota State):	6,500	1973
• William B. Finneran Pavilion (Villanova):	6,500	1986
• William J. Nicks Building (Prairie View A&M):	6,500	1968
• Tsongas Center at UMass Lowell (UMass Lowell):	6,496	1998
• Millett Hall (Miami [Ohio]):	6,400	1968
• Memorial Athletic and Convocation Center (Kent State):	6,327	1950
• Alex G. Spanos Center (Pacific):	6,150	1981
• Freedom Hall Civic Center (East Tennessee State):	6,149	1974
• Alumni Arena (Buffalo):	6,100	1982
• Bernard Johnson Coliseum (Sam Houston State):	6,100	1976
• Winthrop Coliseum (Winthrop):	6,100	1982
• Elmore Gymnasium (Alabama A&M):	6,000	1973
• Farris Center (Central Arkansas):	6,000	1972
• Matthews Arena (Northeastern):	6,000	1910
• McAlister Field House (The Citadel):	6,000	1939
• McCarthey Athletic Center (Gonzaga):	6,000	2004
• Reese Court (Eastern Washington):	6,000	1981
• Sanford Coyote Sports Center (South Dakota):	6,000	2016
• Stabler Arena (Lehigh):	6,000	1979
• Tiger Arena (Savannah State):	6,000	2000
• Clune Arena (Air Force):	5,858	1968
• Cameron Hall (VMI):	5,800	1981
• Cross Insurance Center (Maine):	5,800	2013
• UNF Arena (North Florida):	5,800	1993
• Tudor Fieldhouse (Rice):	5,750	1950
• Alumni Hall (Navy):	5,710	1991
• Scheels Center (North Dakota State):	5,700	2016
• Corbett Sports Center (North Carolina A&T):	5,700	1978
• Jack Stephens Center (Little Rock):	5,600	2005
• UC Santa Barbara Events Center (UC Santa Barbara):	5,600	1979
• Hytche Athletic Center (Maryland Eastern Shore):	5,500	1999
• James A. Rhodes Arena (Akron):	5,500	1983
• Reilly Center (St. Bonaventure):	5,480	1966
• University Arena (Western Michigan):	5,421	1957
• America First Events Center (Southern Utah):	5,300	1985
• Lantz Arena (Eastern Illinois):	5,300	1967
• McGuirk Arena (Central Michigan):	5,300	1973
• Pete Mathews Coliseum (Jacksonville State):	5,300	1974
• War Memorial Gymnasium (San Francisco):	5,300	1958
• John M. Belk Arena (Davidson):	5,223	1989
• SECU Arena (Towson):	5,200	2013
• Trask Coliseum (UNC Wilmington):	5,200	1977
• Trojan Arena (Troy):	5,200	2012

• Binghamton University Events Center (Binghamton):	5,142	2004
• Western Hall (Western Illinois):	5,139	1964
• Hofstra Arena (Hofstra):	5,124	2000
• Jenny Craig Pavilion (San Diego):	5,100	2000
• Schar Center (Elon):	5,100	2018
• TD Arena (Charleston):	5,100	2008
• Curb Event Center (Belmont):	5,085	2003
• CBU Events Center (California Baptist):	5,050	2017
• Christl Arena (Army):	5,043	1985
• Allen Arena (Lipscomb):	5,028	2001
• Athletics-Recreation Center (Valparaiso):	5,000	1984
• Bob Carpenter Center (Delaware):	5,000	1992
• Charles E. Smith Center (George Washington):	5,000	1975
• Edmunds Center (Stetson):	5,000	1974
• Event Center Arena (San Jose State):	5,000	1989
• FAU Arena (Florida Atlantic):	5,000	1984
• Harrison HPER Complex (Mississippi Valley State):	5,000	1970
• Ocean Bank Convocation Center (Florida International):	5,000	1986
• Paul Porter Arena (Gardner-Webb):	5,000	1982
• Rothman Center (Fairleigh Dickinson):	5,000	1987
• Tom and Kathleen Elam Center (Tennessee-Martin):	5,000	1969
• UMBC Event Center (UMBC):	5,000	2018
• Walter Pyramid (Long Beach State):	5,000	1994
• Bren Events Center (UC Irvine):	4,984	1987
• Pete Hanna Center (Samford):	4,974	2007
• Chiles Center (Portland):	4,852	1984
• KSU Convocation Center (Kennesaw State):	4,792	2003
• Stroh Center (Bowling Green):	4,700	2011
• Moody Coliseum (Abilene Christian):	4,600	1968
• SEFCU Arena (Albany):	4,538	1992
• Alico Arena (Florida Gulf Coast):	4,500	2002
• Bender Arena (American):	4,500	1988
• K. L. Johnson Complex (Arkansas-Pine Bluff):	4,500	1982
• Leavey Center (Santa Clara):	4,500	1975
• Joseph J. Gentile Arena (Loyola (Chicago)):	4,486	1996
• Newman Arena (Cornell):	4,473	1990
• Palumbo Center (Duquesne):	4,406	1988
• Hanner Fieldhouse (Georgia Southern):	4,325	1969
• Talmadge L. Hill Field House (Morgan State):	4,250	1975
• Hagan Arena (Saint Joseph's):	4,200	1949
• Health and Human Performance Education Complex (McNeese State):	4,200	2018
• Island Federal Credit Union Arena (Stony Brook):	4,160	1967
• Gersten Pavilion (Loyola Marymount):	4,156	1981

• OceanFirst Bank Center (Monmouth):	4,100	2009
• Physical Education Complex (Coppin State):	4,100	2009
• Convocation Center (UTSA):	4,080	1975
• Chase Arena (Hartford):	4,017	1990
• Athletics Center O'rena (Oakland):	4,005	1998
• Sojka Pavilion (Bucknell):	4,000	2003
• Timmons Arena (Furman):	4,000	1998
• Titan Gym (Cal State Fullerton):	4,000	1964
• UPMC Events Center[h] (Robert Morris):	4,000	2019
• Vadalabene Center (SIU Edwardsville):	4,000	1984
• Flowers Hall (North Alabama):	3,900	1972
• Prather Coliseum (Northwestern State):	3,900	1964
• GSU Sports Arena (Georgia State):	3,854	1973
• Icardo Center (Cal State Bakersfield):	3,800	1989
• Stopher Gymnasium (Nicholls):	3,800	1967
• Devlin Fieldhouse (Tulane):	3,600	1933
• Hart Center (Holy Cross):	3,600	1975
• HTC Center (Coastal Carolina):	3,600	2012
• TD Bank Sports Center (Quinnipiac):	3,570	2007
• DeGol Arena (Saint Francis [PA]):	3,500	1972
• Hawkins Arena (Mercer):	3,500	2004
• Kirby Sports Center (Lafayette):	3,500	1973
• Lundholm Gym (New Hampshire):	3,500	1938
• McKeon Pavilion (Saint Mary's):	3,500	1978
• Wellness and Events Center (NJIT):	3,500	2017
• Levien Gymnasium (Columbia):	3,408	1974
• Jerry Richardson Indoor Stadium (Wofford):	3,400	2017
• Tom Gola Arena (La Salle):	3,400	1998
• Betty Engelstad Sioux Center (North Dakota):	3,300	2004
• Patrick Gym (Vermont):	3,228	1963
• Dedmon Center (Radford):	3,205	1981
• Kimmel Arena (UNC Asheville):	3,200	2011
• McCann Field House (Marist):	3,200	1977
• Rose Hill Gymnasium (Fordham):	3,200	1925
• SHM Memorial Center (South Carolina State):	3,200	1968
• Yanitelli Center (Saint Peter's):	3,200	1975
• Student Recreation Center Arena (UC Riverside):	3,168	1994
• Knott Arena (Mount St. Mary's):	3,121	1987
• Firestone Fieldhouse (Pepperdine):	3,104	1973
• John W. Pope, Jr. Convocation Center (Campbell):	3,095	2008
• McLendon-McDougald Gymnasium (North Carolina Central):	3,056	1955
• Mott Gym (Cal Poly):	3,032	1960
• Memorial Hall (Delaware State):	3,000	1982

• Moore Gymnasium (Bethune-Cookman):	3,000	1953
• Reitz Arena (Loyola [Maryland]):	3,000	1984
• Bank of Colorado Arena (Northern Colorado):	2,992	1975
• Pizzitola Sports Center (Brown):	2,800	1989
• Burr Gymnasium (Howard):	2,700	1963
• Chace Athletic Center (Bryant):	2,700	2001
• William H. Detrick Gymnasium (Central Connecticut):	2,654	1965
• Hynes Athletic Center (Iona):	2,611	1974
• Payne Whitney Gymnasium (Yale):	2,532	1932
• Daskalakis Athletic Center (Drexel):	2,509	1974
• UTRGV Fieldhouse (UTRGV):	2,500	1969
• Wellness, Recreation & Athletics Center (LIU Brooklyn):	2,500	2006
• Gallagher Center (Niagara):	2,400	1949
• Matadome (Cal State Northridge):	2,400	1962
• Draddy Gymnasium (Manhattan):	2,345	1978
• Hilliard Gates Sports Center (Purdue Fort Wayne):	2,300	1981
• Templeton Physical Education Center (Presbyterian):	2,300	1975
• Lavietes Pavilion (Harvard):	2,195	1982
• Koessler Athletic Center (Canisius):	2,176	1968
• Costello Athletic Center (UMass Lowell):	2,100	1964
• Leede Arena (Dartmouth):	2,100	1986
• Spiro Sports Center (Wagner):	2,100	1999
• William H. Pitt Center (Sacred Heart):	2,062	1997
• McDermott Center (Incarnate Word):	2,000	1989
• Peter Stott Center (Portland State):	2,000	1966
• Alumni Gymnasium (Rider):	1,950	1958
• Willett Hall (Longwood):	1,807	1980
• Case Gym (Boston University):	1,800	1972
• Cotterell Court (Colgate):	1,750	1959
• Millis Athletic Convocation Center (High Point):	1,750	1992
• Swisher Gymnasium (Jacksonville):	1,500	1953
• Generoso Pope Athletic Complex (St. Francis Brooklyn):	1,200	1971
• Hornets Nest (Sacramento State):	1,012	1955
• Sharp Gymnasium (Houston Baptist):	1,000	1963
• Redhawk Center (Seattle):	999	1959
• CSU Field House (Charleston Southern):	881	1965
• G. B. Hodge Center (USC Upstate):	878	1973

SPORTS FACILITY CONSTRUCTION

22.1 Sports Facility Construction Spending

SportsBusiness Journal assesses spending for sports facility construction as follows:

	Stadiums	Arenas	Total
• 2002:	\$2.29 billion	\$1.20 billion	\$3.48 billion
• 2003:	\$2.88 billion	\$1.74 billion	\$4.63 billion
• 2004:	\$1.53 billion	\$ 732 million	\$2.26 billion
• 2005:	\$1.03 billion	\$1.34 billion	\$2.37 billion
• 2006:	\$2.00 billion	\$ 556 million	\$2.56 billion
• 2007:	\$ 706 million	\$ 962 million	\$1.67 billion
• 2008:	\$2.51 billion	\$1.16 billion	\$3.66 billion
• 2009:	\$5.13 billion	\$ 732 million	\$5.87 billion
• 2010:	\$3.70 billion	\$1.61 billion	\$5.31 billion
• 2011:	\$1.63 billion	\$ 648 million	\$2.28 billion
• 2012:	\$2.39 billion	\$1.64 billion	\$4.03 billion
• 2013:	\$1.87 billion	\$1.71 billion	\$3.58 billion
• 2014:	\$3.90 billion	\$ 944 million	\$4.33 billion
• 2015:	\$2.17 billion	\$1.03 billion	\$3.19 billion
• 2016:	\$3.40 billion	\$2.53 billion	\$5.92 billion
• 2017:	\$5.46 billion	\$1.90 billion	\$7.35 billion
• 2018:	\$3.13 billion	\$1.78 billion	\$4.91 billion
• 2019:	\$1.84 billion	\$2.03 billion	\$3.90 billion
• 2020:	\$7.04 billion	\$1.07 billion	\$8.11 billion
• 2021:	\$3.14 billion	\$2.94 billion	\$6.08 billion

22.2 Spending By Type Of Venue

Spending for sports facility construction has been as follows (source: *SportsBusiness Journal*):

Major League Stadiums

- 2015: \$ 570 million
- 2016: \$2.10 billion
- 2017: \$3.47 billion
- 2018: \$1.58 billion

Major League Arenas

- 2015: \$ 635 million
- 2016: \$1.59 billion
- 2017: \$1.25 billion
- 2018: \$ 820 million

Minor League Stadiums

- 2015: \$ 317 million
- 2016: \$ 62 million
- 2017: \$ 410 million
- 2018: \$ 104 million

Minor League Arenas

- 2015: \$ 84 million
- 2016: \$ 106 million
- 2017: \$ 167 million
- 2018: \$ 100 million

College Stadiums

- 2015: \$1.28 billion
- 2016: \$1.01 billion
- 2017: \$1.41 billion
- 2018: \$1.19 billion

College Arenas

- 2015: \$ 323 million
- 2016: \$ 828 million
- 2017: \$ 407 million
- 2018: \$ 527 million

22.3 Most Expensive Sports Facilities

The highest spending for sports facility construction projects has been as follows (sources: *SportsBusiness Journal* and The Brookings Institution):

Venue	Year	Type of Construction	Cost
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• Citi Field:	2009	New Venue	\$ 817 million
• Lucas Oil Stadium:	2008	New Venue	\$ 792 million
• Soldier Field:	2003	Major Renovation	\$ 755 million
• Wrigley Field:	2018	Major Renovation	\$ 750 million
• Little Caesars Arena:	2017	New Venue	\$ 733 million
• Marlins Park:	2012	New Venue	\$ 684 million
• SunTrust Park:	2017	New Venue	\$ 672 million
• Lincoln Financial Field:	2003	New Venue	\$ 667 million
• Ford Field:	2002	New Venue	\$ 658 million
• NRG Stadium:	2002	New Venue	\$ 624 million
• Paul Brown Stadium:	2000	New Venue	\$ 619 million

Los Angeles Stadium at Hollywood Park, now under construction with an estimated cost of \$4.0 billion, will be the most expensive sports facility in history.

22.4 Current Projects

Sports facility projects currently under construction and estimated spending in 2019 were as follows:

• Chase Center (San Francisco Warriors):	\$1.00 billion
• Dickies Arena (exposition and livestock shows; Fort Worth):	\$ 540 million
• United Airlines Memorial Coliseum (Los Angeles Rams):	\$ 297 million*
• Allianz Field (Minnesota United FC):	\$ 250 million
• Quickens Loan Arena (Cleveland Cavaliers):	\$ 185 million*
• Las Vegas Ballpark (minor league baseball Class AAA):	\$ 150 million
• Amon G. Carter Stadium (Texas Christian football):	\$ 100 million*
• TD Garden (Boston Celtics):	\$ 100 million*
• Fauropt Field at Memorial Stadium (Univ. of Missouri football):	\$ 98 million*
• Maryvale Park (Milwaukee Brewers spring training facility):	\$ 75 million*
• University of Dayton Arena (basketball):	\$ 72 million*
• Miami Open at Hard Rock Stadium (tennis):	\$ 70 million
• Foreman Field at Ballard Stadium (Old Dominion football):	\$ 65 million
• Gateway Center (Atlanta Hawks' G League Team):	\$ 65 million
• Dudy Noble at Polk-Dement Stadium (Univ. of Mississippi baseball):	\$ 64 million*
• Whitney Athletic Center (University of Delaware):	\$ 60 million*
• Providence Park (MLS Portland Timbers):	\$ 55 million*
• Prosper (Texas) Stadium (high school football):	\$ 51 million
• Talladega Superspeedway (NASCAR track):	\$ 50 million*
• UPMC Events Center (Robert Morris University):	\$ 50 million
• Kentucky Proud Park (University of Kentucky baseball):	\$ 49 million
• Amarillo Ballpark (minor league baseball Class AA):	\$ 45 million

* Renovation

NAMING RIGHTS

23.1 Overview

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

According to *SportsBusiness Journal*, over \$10 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.

“In 1998, 45 big-league venues were called by a corporate name. Today, 114 such deals are in play.”

SportsBusiness Journal, 4/30/18

23.2 Top Naming-Rights Deals

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

Stadium/Arena (Location)	Total Value/Period
• Scotiabank Arena:	\$639 million; 2017-2038
• MetLife Stadium:	\$425-\$625 million; 2010-2036
• Chase Center:	\$300-\$400 million; 2016-2040
• Citi Field:	\$400 million; 2006-2028
• Mercedes-Benz Stadium:	\$324 million; 2015-2043

- NRG Stadium: \$310 million; 2000-2032
- SunTrust Park: \$250 million; 2014-2042
- Hard Rock Stadium: \$250 million; 2016-2034
- Levi's Stadium: \$220 million; 2013-2033
- US Bank Stadium: \$220 million; 2015-2041
- FedEx Field: \$205 million; 1999-2025
- Barclays Center: \$200 million; 2007-2032
- American Airlines Center: \$195 million; 1999-2030
- Philips Arena: \$185 million; 1999-2019
- Minute Maid Park: \$178 million; 2002-2029
- Bank of America Stadium: \$140 million; 2004-2023
- Lincoln Financial Field: \$139 million; 2002-2022
- Little Caesars Arena: \$125 million; 2016-2036
- Lucas Oil Stadium: \$122 million; 2006-2027

23.3 College Stadium Naming Rights

Ranked by average annual value, the largest college stadium naming rights deals are as follows:

School	Sponsor	Total Value/Period
• USC:	United Airlines	\$70 million; 2016-2031
• Washington:	Alaska Airlines	\$41 million; 2015-2025
• Minnesota:	TCF National Bank	\$35 million; 2009-2034
• Kentucky:	Kroger	\$22 million; 2016-2028
• North Texas:	Apogee	\$20 million; 2010-2030
• Central Florida:	Charter Comm.	\$15 million; 2007-2022
• College World Series:	TD Ameritrade	\$15 million; 2007-2022
• Houston:	TDECU	\$15 million; 2014-2024
• Texas:	University Federal	\$13 million; 2006-2021
• Boise State:	Albertsons	\$12 million; 2014-2029

PREMIUM SEATING

24.1 Overview

Premium seating options include private lofts (suites), party lofts (shared suites), club cabanas, and field boxes.

According to *SportsBusiness Journal*, major league stadiums and arenas have a total of approximately 10,500 suites and 500,000 club seats.

Expanding beyond simply a place for fans to get a better view of a game, teams are reshaping premium seating as high-end customers seek social spaces.

“Premium seating’s shift to mobile and social may sound a lot like apps on your phone or tablet, but it reflects broader themes in our society. As more Americans move back into cities and reconnect with public life, sports sits at the nexus of this urban renewal, providing a modern meeting place. Despite the power of social media, there’s still demand for old-school, in-person face time and chat sessions. Sports teams and facilities think they have the right spot, with drinks and hors d’oeuvres in a hip common area adjacent to premium seating. New and refurbished venues not only look but also operate in radically different ways than prior generations of buildings.”

SportsBusiness Journal, 9/18/19

24.2 Market Assessment

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.

“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

24.3 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 MetLife 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 28 U.S. stadiums and arenas, 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 (18)

- Atlanta Falcons, Baltimore Ravens, Carolina Panthers, Chicago Bears, Cincinnati Bengals, Cleveland Browns, Dallas Cowboys, Green Bay Packers, Los Angeles Chargers, Los Angeles Rams, New York Giants, New York Jets, Houston Texans, Philadelphia Eagles, Pittsburgh Steelers, San Francisco 49ers, Seattle Seahawks, Tennessee Titans

National Hockey League (2)

- Columbus Blue Jackets, Toronto Maple Leafs

Seat license fees for the most recent and upcoming stadiums are as follows (source: *SportsBusiness Journal*):

	Least Expensive	Most Expensive	Year Open
• Dallas Cowboys:	\$2,000	\$150,000	2009
• New York Giants:	\$1,000	\$ 20,000	2010
• San Francisco 49ers:	\$2,000	\$ 80,000	2014
• Minnesota Vikings:	\$ 500	\$ 9,500	2016
• Atlanta Falcons:	\$ 500	\$ 45,000	2017
• Los Angeles Chargers:	\$ 100	\$ 75,000	2020
• Los Angeles Rams:	\$1,000	\$100,000	2020

25

SPEEDWAYS

25.1 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.

25.2 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

- ISM 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

PART IV: SPORTS MEDIA

SPORTS TELEVISION BROADCASTING

26.1 Sports Network Overview

Television sports networks include major sports networks (see 26.5), sport-specific networks (see 26.6), league networks (see 26.7), and regional sports networks (see 26.8).

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

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

According to SNL Kagan (www.snl.com), sports channels contribute about \$8 to the monthly bill – about \$100 annually – for each U.S. cable and satellite household.

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

26.2 Sports Television Viewership Demographics

According to Nielsen, the median age of viewers for select sports is as follows:

• PGA Champions Tour:	64
• Figure skating:	64
• LPGA:	63
• Horse racing:	63
• ATP:	61
• Monster Energy NASCAR Cup Series:	58
• Pro rodeo:	57
• MLB:	57
• WNBA:	55
• WTA Tour:	55
• Pro wrestling:	54
• Olympics:	53
• College football:	52
• College basketball (men's):	52
• NFL:	50
• Boxing:	49
• NHL:	49
• UFC:	49
• Action sports:	47
• English Premier League (EPL):	43
• NBA:	42
• MLS:	40
• International soccer:	39

26.3 Most Watched Sports TV Broadcasts

In 2018, 63 of the Top 100 TV broadcasts were sports. The following were the most watched sports TV programs in 2018 (source: Nielsen):

Program	Network	Date	Avg. No. Viewers
• Super Bowl LII:	NBC	Feb. 4	103.39 million
• NFC Championship:	Fox	Jan. 21	42.30 million
• Winter Olympics Opening Ceremony:	NBC	Feb. 9	27.84 million
• College Football Playoff Championship:	ESPN	Jan. 8	27.38 million
• NFL Divisional Playoff:	CBS	Jan. 13	26.69 million
• Sunday Night Football:	NBC	Nov. 4	23.68 million
• NFL Wild Card:	NBC	Jan. 6	22.82 million
• Winter Olympics:	NBC	Feb. 11	22.69 million
• Sunday Night Football:	NBC	Sept. 9	22.12 million
• NFL Special:	NBC	Nov. 22	21.73 million
• Winter Olympics:	NBC	Feb. 10	21.39 million
• Thursday Night Football:	Fox	Nov. 29	21.39 million
• Sunday Night Football:	NBC	Oct. 14	21.11 million

• Sunday Night Football:	NBC	Sept. 16	20.66 million
• Winter Olympics:	NBC	Feb. 13	20.53 million
• Sunday Night Football:	NBC	Nov. 25	20.44 million
• Winter Olympics:	NBC	Feb. 12	20.33 million
• Sunday Night Football:	NBC	Nov. 11	20.10 million
• Sunday Night Football:	NBC	Dec. 23	19.57 million
• Sunday Night Football:	NBC	Sept. 23	19.46 million
• Sunday Night Football:	NBC	Dec. 9	19.39 million
• NFL Kickoff Game:	NBC	Sept. 6	19.03 million
• Sunday Night Football:	NBC	Nov. 18	18.84 million
• Sunday Night Football:	NBC	Oct. 7	18.59 million
• Orange Bowl/CFP Semifinal:	ESPN	Dec. 29	18.49 million
• NBA Finals Game 2:	ABC	June 3	18.47 million
• Sunday Night Football:	NBC	Dec. 16	18.12 million
• NBA Finals Game 3:	ABC	June 6	17.94 million
• Sunday Night Football:	NBC	Sept. 30	17.92 million
• Sunday Night Football:	NBC	Dec. 2	17.83 million
• NBA Finals Game 1:	ABC	May 31	17.67 million
• World Series Game 5:	Fox	Oct. 28	17.63 million
• Winter Olympics:	NBC	Feb. 20	17.53 million
• Thursday Night Football:	Fox	Dec. 13	17.41 million
• Winter Olympics:	NBC	Feb. 14	17.08 million
• Thursday Night Football:	Fox	Nov. 15	16.89 million
• Monday Night Football:	ESPN	Nov. 19	16.61 million
• Winter Olympics:	NBC	Feb. 16	16.59 million
• Winter Olympics:	NBC	Feb. 18	16.38 million
• Winter Olympics:	NBC	Feb. 19	16.34 million
• NBA Finals Game 4:	ABC	June 8	16.24 million
• Winter Olympics:	NBC	Feb. 15	16.22 million
• Sunday Night Football:	NBC	Dec. 30	16.05 million
• Sunday Night Football:	NBC	Oct. 21	16.02 million
• Winter Olympics:	NBC	Feb. 8	16.00 million
• Winter Olympics:	NBC	Feb. 22	15.25 million
• NBA West Finals Game 7:	TNT	May 28	14.81 million
• Thursday Night Football:	Fox	Nov. 8	14.80 million
• Winter Olympics Closing Ceremony:	NBC	Feb. 25	14.78 million
• Thursday Night Football:	Fox	Oct. 11	14.76 million
• Winter Olympics:	NBC	Feb. 17	14.52 million
• Thursday Night Football:	Fox	Sept. 27	14.51 million
• Winter Olympics:	NBC	Feb. 21	14.17 million
• Sunday Night Football:	NBC	Oct. 28	14.09 million
• World Series Game 1:	Fox	Oct. 23	13.81 million
• World Series Game 4:	Fox	Oct. 27	13.56 million
• World Series Game 2:	Fox	Oct. 24	13.51 million

• NBA East Finals Game 7:	ESPN	May 27	13.31 million
• NCAA Men's Championship:	TBS	April 2	13.28 million
• Thursday Night Football:	Fox	Oct. 4	13.27 million
• World Series Game 3:	Fox	Oct. 26	13.25 million
• Monday Night Football:	ESPN	Oct. 1	13.21 million
• Monday Night Football:	ESPN	Dec. 17	13.01 million

26.4 Broadcast Rights Agreements

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

Big Ten Conference College Football

- Network: Big Ten Network
- Annual broadcast rights fee: \$112 million
- Contract years: 2018-2032

Major League Baseball (MLB)

- Networks: ESPN, Fox, and Turner Sports' TBS
- Annual broadcast rights fee: \$1.5 billion
- Contract years: 2014-2021

NASCAR

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

National Basketball Association (NBA)

- Networks: ESPN/ABC and Turner Sports' TNT
- Annual broadcast rights fee: \$2.6 billion
- Contract years: 2016/2017 thru 2023/2024

National Hockey League (NHL)

- Networks: NBC and NBC Sports Network
- Annual broadcast rights fee: \$200 million
- Contract years: 2012-2022

NCAA College Football Playoffs

- Networks: ESPN
- Annual broadcast rights fee: \$470 million
- Contract years: 2014-2026

NCAA Men's Basketball Championship

- Networks: CBS and Turner Sports' TNT
- Annual broadcast rights fee: \$740 million
- Contract years: 2010-2024

NFL (AFC Package)

- Networks: CBS
- Annual broadcast rights fee: \$960 million
- Contract years: 2014-2022

NFL (*Monday Night Football* package)

- Networks: ESPN
- Annual broadcast rights fee: \$1.9 billion
- Contract years: 2014-2021

NFL (NFC Package)

- Networks: Fox Sports
- Annual broadcast rights fee: \$1.1 billion
- Contract years: 2014-2022

NFL (*Sunday Night Football* package)

- Networks: NBC
- Annual broadcast rights fee: \$950 million
- Contract years: 2014-2022

Notre Dame Football

- Networks: NBC
- Annual broadcast rights fee: \$20 million
- Contract years: 2016-2025

PGA Tour

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

SEC Conference College Football

- Networks: CBS and ESPN
- Annual broadcast rights fee: \$210 million
- Contract years: 2008-2023

U.S. Open Tennis

- Networks: ESPN
- Annual broadcast rights fee: \$75 million
- Contract years: 2015-2026

World Cup

- Networks: Fox and Telemundo
- Annual broadcast rights fee: \$1 billion (estimated)
- Contract years: 2018 and 2022

For MLB, the following are the highest annual rights deals with RSNs (source: *SportsBusiness Journal*):

• Los Angeles Dodgers:	Time Warner Cable	\$320 million
• Los Angeles Angels:	Fox Sports West	\$150 million
• Texas Rangers:	Fox Sports Southwest	\$150 million
• New York Yankees:	YES	\$ 90 million
• Boston Red Sox:	NESN	\$ 60 million
• San Diego Padres:	Fox Sports San Diego	\$ 60 million
• New York Mets:	SportsNet New York	\$ 52 million

The Los Angeles Dodgers entered into a \$8 billion, 25-year TV rights deal with Time Warner Cable beginning with the 2014 season. Averaging \$320 million per season, the deal is significantly higher than RSN rights in the past and suggests an escalation in rights fees is forthcoming upon expiration of contracts for other teams.

26.5 Major Sports Networks

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

ABC Sports Network

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

CBS Sports Network

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

ESPN/ESPN2

- Breeders' Cup
- Indy Racing League
- Major League Baseball

- Major League Soccer
- NASCAR
- National Basketball Association
- National Football League
- U.S. Open (golf)
- Women's National Basketball Association
- Wrangler National Finals Rodeo

Fox Sports

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

NBC Sports Network

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

Turner Sports/TNT

- Major League Baseball
- National Basketball Association, including the All-Star Game
- NASCAR
- PGA Tour, PGA Championship, PGA Grand Slam

26.6 Sport-Specific Networks

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

Fox Sports 1

- Speed, the second-largest sport-specific network, rebranded as Fox Sports 1 in 2013. The network, which launched in 1995, broadcasts several NASCAR Sprint

Cup races along with other racing circuit events. Fox Sports 1 is distributed to 88.0 million households.

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 is distributed to 45.4 million homes.

Golf Channel

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

Tennis Channel

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

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.

26.7 League Networks

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

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 reaches 69.3 million households.

The National Hockey League launched the NHL Network in 2007 with cable and

satellite distribution mostly on dedicated sports tiers. The network offers 50 live games in high definition. 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 reaches 64.0 million cable and satellite customers.

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

26.8 Regional Sports Networks

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

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

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

AT&T SportsNet Northwest (<http://northwest.rootsports.com>): 1.2 million households (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

AT&T SportsNet Pittsburgh (<http://pittsburgh.rootsports.com>): 1.2 million HH

- MLB Pittsburgh Pirates
- NHL Pittsburgh Penguins
- University of Pittsburgh
- West Virginia University

AT&T SportsNet Utah (<http://utah.rootsports.com>): 921,000 HH

- Utah Jazz

Altitude Sports and Entertainment (www.altitude.tv): 3.1 million HH

- Big Sky Conference
- ECHL Colorado Eagles
- NBA Denver Nuggets
- NHL Colorado Avalanche
- Rocky Mountain Athletic Conference

Comcast Sportsnet Bay Area/California (www.csnbayarea.com): 3.9 million HH

- MLB Oakland Athletics
- MLS San Jose Earthquakes
- NBA Sacramento Kings
- NHL San Jose Sharks
- University of California

Comcast Sportsnet Chicago (www.csnchicago.com): 3.5 million HH

- MLB Chicago Cubs
- MLB Chicago White Sox
- MLS Chicago Fire
- NBA Chicago Bulls
- NHL Chicago Blackhawks
- Notre Dame

Comcast SportsNet Houston (www.csnhouston.com): 6.1 million HH

- MLB Houston Astros
- MLS Houston Dynamo
- NBA Houston Rockets
- Rice University
- University of Houston

Comcast Sportsnet Mid-Athletic (www.csnmidatlantic.com): 2.4 million HH

- Atlantic Coast Conference
- Colonial Athletic Association
- MLS D.C. United
- NBA Washington Wizards
- NHL Washington Capitals
- University of Maryland
- University of Virginia
- Virginia Tech

Comcast Sportsnet New England (www.csnne.com): 2.4 million HH

- MLS New England Revolution
- NBA Boston Celtics

Comcast Sportsnet Philadelphia (www.csnphilly.com): 3.0 million HH

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

Cox Sports Television (www.coxsportstv.com): 652,000 HH

- Louisiana high schools
- Louisiana State University

- Louisiana Tech University
- NBA New Orleans Pelicans
- New Orleans Zephyrs (AAA)
- Pensacola Pelicans (Independent)
- Southeastern Conference
- Southern University
- Sun Belt Conference
- Texas A&M University
- Tulane University
- University of Arkansas
- University of Florida
- University of Louisiana, Lafayette
- University of New Orleans

Fox Sports Arizona (www.foxsportsarizona.com): 1.9 million HH

- Arizona State University
- MLB Arizona Diamondbacks
- NBA Phoenix Suns
- NHL Phoenix Coyotes
- Northern Arizona University
- WNBA Phoenix Mercury

Fox Sports Detroit (www.foxsportsdetroit.com): 1.9 million HH

- Central Collegiate Hockey Association
- Michigan High School Athletic Association
- MLB Detroit Tigers
- NBA Detroit Pistons
- NHL Detroit Red Wings

Fox Sports Florida (www.foxsportsflorida.com): 5.0 million HH

- Atlantic Coast Conference
- MLB Florida Marlins
- NBA Orlando Magic
- NHL Florida Panthers

Fox Sports Indiana (www.foxsports.com/indiana): 1.1 million HH

- NBA Indiana Pacers
- WNBA Indiana Fever

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

- MLB Kansas City Royals

Fox Sports Midwest (www.foxsportsmidwest.com): 1.2 million HH

- Big 12 Conference

- Kansas State University
- Missouri high school championships
- Missouri Valley Conference
- MLB St. Louis Cardinals
- NHL St. Louis Blues
- University of Missouri
- University of Nebraska

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

- NBA New Orleans Pelicans

Fox Sports Oklahoma (www.foxsports.com/oklahoma): 730,000 HH

- NBA Oklahoma City Thunder

Fox Sports North (www.foxsportsnorth.com): 1.8 million HH

- MLB Minnesota Twins
- NBA Minnesota Timberwolves
- NHL Minnesota Wild
- University of Minnesota
- University of Wisconsin
- WIAA Championships
- WIAC Events
- WNBA Minnesota Lynx

Fox Sports Ohio (www.foxsports.com/ohio): 3.3 million HH

- Cleveland State University
- Mid-American Conference
- MLB Cincinnati Reds
- MLB Cleveland Indians
- NBA Cleveland Cavaliers
- NHL Columbus Blue Jackets
- Ohio Athletic Conference
- Ohio High School Athletic Association

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

- MLB San Diego Padres

Fox Sports South/Sportsouth (www.foxsportssouth.com): 6.4 million HH

- Atlantic Coast Conference
- MLB Atlanta Braves
- NBA Atlanta Hawks
- NBA Charlotte Hornets
- NBA Memphis Grizzlies
- NHL Carolina Hurricanes

- NHL Nashville Predators
- Southern Conference
- University of Kentucky
- University of South Carolina
- University of Tennessee

Fox Sports Southwest (www.foxsportssouthwest.com): 3.6 million HH

- Baylor University
- MLB Texas Rangers
- MLS FC Dallas
- NBA Dallas Mavericks
- NBA Oklahoma City Thunder
- NBA San Antonio Spurs
- NHL Dallas Stars
- Oklahoma Secondary School Activities Association
- Oklahoma State University
- Texas A&M University
- Texas Tech University
- University Interscholastic League (Texas)
- University of Oklahoma
- University of Texas

Fox Sports West (www.foxsportswest.com): 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

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

26.9 RSN Ratings

The following was the highest-rated RSN programming in 2019 (source: *SportsBusiness Journal*):

Major League Baseball

		Avg. Rating
• Milwaukee Brewers:	Fox Sports Wisconsin	6.34
• St. Louis Cardinals:	Fox Sports Midwest	6.22
• Minnesota Twins:	Fox Sports North	6.12
• Cleveland Indians:	Sports Time Ohio	5.76
• Cincinnati Reds:	Fox Sports Ohio	5.71

National Basketball Association

• Golden State Warriors:	CSN Bay Area	7.42
• Oklahoma City Thunder:	Fox Sports Oklahoma	6.69
• Utah Jazz:	AT&T Rocky Mountain	6.60
• San Antonio Spurs:	Fox Sports Southwest	4.58
• Portland Trail Blazers:	NBC Sports Northwest	3.55

National Hockey League

• Buffalo Sabres:	MSG	8.13
• Pittsburgh Penguins:	AT&T Pittsburgh	6.38
• Vegas Golden Knights	AT&T Rocky Mountain	4.05
• St. Louis Blues:	Fox Sports Midwest	3.66
• Minnesota Wild:	Fox Sports North	2.90

26.10 Sports Programming On Cable Networks

The following is the sports tier content on cable systems (sources: *SportsBusiness Journal* and the cable systems):

Cablevision

- Fox Sports Atlantic, Fox Sports Central, Fox Sports Pacific, Golf Channel, GoTV, 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, GolTV, 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

26.11 College Sports Broadcasts

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

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
	Fox	\$1.32 billion/6 years	2016-17 - 2022-23
	ESPN	\$1.14 billion/6 years	2016-17 - 2022-23
	CBS	\$ 60 million/6 years	2016-17 - 2022-23
• 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 reaches 73.6 million households.

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.

26.12 European Sports Networks

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

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

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.

SPORTS RADIO

27.1 Sports Radio Stations

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

According to the Streaming Radio Guide (<http://streamingradioguide.com>), there were 566 streaming AM sports radio stations and 171 streaming FM sports radio stations in the U.S. as of July 2019, distributed as follows:

	Total	AM	FM
• National sports talk:	510	407	103
• Local sports talk:	103	61	42
• Sports variety:	61	45	16
• Total:	674	513	161

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

The following are sports talk radio stations:

Alabama

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

Arizona

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

Arkansas

- KTTG - ESPN Sports Radio 96.3 (Mena)

California

- KGMZ - 95.7 The Game (San Francisco-Oakland)
- KHTK - CBS Sports 1140 (Sacramento)
- KIFM - ESPN 1320 (Sacramento)
- KLAA - AM 830 KLAA (Los Angeles)
- KLAC - AM 570 KLAC (Los Angeles)

- KLSD - XTRA Sports 1360, San Diego's Sports Station (San Diego)
- KNBR - The Sports Leader (San Francisco/Sacramento)
- KSPN - 710 ESPN, Experience Sports! (Los Angeles)
- KTCT - The Sports Leader (San Mateo)
- KTDD - Fox Sports Radio 1350 (San Bernardino)
- KWKW - Radio Deportes (Los Angeles)

Colorado

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

Connecticut

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

Delaware

- WWTX - 1290 The Ticket (Wilmington)

District of Columbia

- WJFK-FM - 106.7 The Fan (Washington)
- WTEM - ESPN 980 (Washington)

Florida

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

Georgia

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

Hawaii

- KHKA - NBC Sports Radio 1500AM (Honolulu)

Illinois

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

Indiana

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

Iowa

- KBGG - 1700 The Champ (Des Moines)
- KXNO - Des Moines' Sports Station (Des Moines)

Kansas

- KSEK - 99.1 The Ticket (Pittsburg)

Kentucky

- WKRD - Cards Radio 790 (Louisville)

Maryland

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

Massachusetts

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

Michigan

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

Minnesota

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

Mississippi

- WSFZ - SuperSport 930 (Jackson)

Missouri

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

Nebraska

- KOZN - 1620 AM The Zone (Omaha)

Nevada

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

New Hampshire

- WGAM - 1250 The Game (Manchester)

New York

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

North Dakota

- KDKT - KDKT Sports Radio (Bismarck)
- KMSR - Sports Radio 1520 (Grand Forks and Fargo)

North Carolina

- WCMC-FM - 99.9 the Fan (Raleigh)
- WDNC - 620 the Buzz (Raleigh)
- WFNZ - The Franchise (Charlotte)

Ohio

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

Oklahoma

- KR XO - 1270 The Franchise (Claremore/Tulsa)
- KSPI - Sports Talk 780 (Stillwater)

Oregon

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

Pennsylvania

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

Rhode Island

- WVEI-FM - SportsRadio 103.7 WEEI-FM (Providence)

Tennessee

- KQPN - 730 Fox Sports (Memphis)
- WEMB (AM) - 1420 NBC Sports Radio Tri-Cities (Tri-Cities)
- WGFX - 104.5 The Zone (Nashville)
- WHBQ - Sports 56 (Memphis)
- WMFS - ESPN 92.9 & 680 (Memphis)
- WMFS-FM - ESPN 92.9 & 680 (Memphis)
- WNML - The Sports Animal (Knoxville)
- WNSR - Sports Radio 560 (Nashville)
- WPRT-FM - 102.5 The Game (Nashville)

Texas

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

- KTLT - The Ticket (Anson)
- KVET - AM 1300 The Zone (Austin)

Utah

- KZNS - 1280 The Zone (Salt Lake City)

Virginia

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

Washington

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

Wisconsin

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

Wyoming

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

The following links to a list of sports play-by-play radio stations:
www.rkma.com/sportsradio.pdf.

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

- | | |
|--------------------------------------|-----|
| • WEEI/WEEI-FM (Boston, MA): | 6.2 |
| • WWLS/WWLS-FM (Oklahoma City, OK): | 4.8 |
| • WFAN (Nassau-Suffolk, NY): | 4.3 |
| • KFAM (Minneapolis-Saint Paul, MN): | 3.9 |
| • WIP (Philadelphia, PA): | 3.7 |
| • WHTK (Sacramento, CA): | 3.5 |
| • WHB (Kansas City, MO-KS): | 2.9 |
| • WFAN (New York, NY): | 2.7 |
| • WBNS (Columbus, OH): | 2.6 |
| • WEAE (Pittsburgh, PA): | 2.4 |
| • WSAI (Cincinnati, OH): | 2.4 |

- KJR (Seattle, WA): 2.3
- WDAE (Tampa-St. Petersburg, FL): 2.3
- KNBR (San Francisco, CA): 2.2
- WTEM (Washington, DC): 2.2
- WFNZ/WFNA (Charlotte, NC): 2.2

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

27.2 Sports Radio Networks

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

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

ESPN Radio (www.espnradio.com)

- Bowl Championship Series
- Major League Baseball
- Major League Soccer
- NCAA Football

ESPN Deportes Radio (www.espndeportesradio.com)

- Major League Baseball
- Major League Soccer

MRN - Motor Racing Network (www.motorracingnetwork.com)

- NASCAR Camping World Truck Series races
- NASCAR Nationwide Series Races
- NASCAR Sprint Series; 14 races

PRN - Performance Racing Network (PRN, www.goprn.com)

- NASCAR Camping World Truck Series races
- NASCAR Nationwide Series races
- NASCAR Sprint Series; 9 races

Sporting News Radio (www.sportingnewsradio.com)

- College Football Saturday
- NFL Notebook
- NFL pre-game specials

Sports Byline USA (www.sportsbyline1.com)

- 24-hour talk radio programming

Westwood One (www.westwoodone.com)

- British Open
- Masters Golf Tournament
- NCAA Final Four
- NCAA regular-season games
- NCAA Women's Final Four
- NFL Monday Night Football (NFL)
- NFL Playoffs
- NFL Pro Bowl
- NFL Saturday Night Football (NFL)
- NFL Thursday Night Football (NFL)
- NFL Sunday Night Football (NFL)
- PGA Championship
- Super Bowl
- U.S. Open (golf)

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

27.3 The Sports Radio Audience

According to Nielsen Audio, 41.8 million people listen to sports radio each week.

Based on data from Scarborough Research (www.scarborough.com), Abritron provides the following profile of adult sports radio listeners:

Gender

- Male: 74%
- Female: 26%

Age (men only)

- 18-to-34: 24%
- 35-to-49: 36%
- 50 and older: 40%

Household Income

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

Education

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

Among those who listen to sports radio, average time spent listening to the format, by age demographic, is as follows:

- 12-to-24: 2 hours, 45 minutes
- 18-to-34: 4 hours, 45 minutes
- 25-to-54: 5 hours, 15 minutes
- 35-to-64: 5 hours, 00 minutes

Sports radio listening is distributed by location as follows:

- Away from home: 70%
- At home: 30%

Although audiences are dwarfed by market-leading rock stations, sports stations are a good vehicle for products aimed at the male audience. According to radio sales representation firm Interep (www.interep.com), more than 65% of sports-radio listeners are men; 70% are ages 25-to-54. These listeners are 81% more likely than all radio listeners to be college graduates; 67% are more likely to have household income over \$75,000.

27.4 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

27.5 Sports on Satellite Radio

SiriusXM Radio (www.siriusxm.com), the only satellite operator in the United States, had 34 million paid subscribers as of January 2019.

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

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

27.6 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

28.1 Market Assessment

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

The following are the top sports magazine titles based on advertising revenue (source: The Association of Magazine Media [AMM, www.magazine.org]):

- *Sports Illustrated*: \$545 million
- *ESPN Magazine*: \$290 million

28.2 Circulation

According to the AMM, the top sports magazine titles, based on total readership in March 2019, are as follows:

- *ESPN The Magazine*: 117.38 million
- *Sports Illustrated*: 27.35 million
- *Muscle & Fitness*: 7.18 million
- *Golf Digest*: 12.80 million
- *Game & Fish*: 3.98 million
- *Runners World*: 6.29 million
- *Ski*: 1.44 million

28.3 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.bmxplusmag.com)
- *Bowlers Journal International* (www.bowlersjournal.com)
- *Bowling This Month* (www.bowlingthismonth.com)
- *Canoe & Kayak* (www.canoekayak.com)
- *Card Player* (www.cardplayer.com)
- *Champion* (www.ncaachampionmagazine.org)
- *Circle Track* (www.circletrack.com)
- *Climbing* (www.climbing.com)
- *Coach and Athletic Director* (www.coachad.com)
- *Concrete Wave* (www.concretewavemagazine.com)
- *Crappie World* (www.crappieworldonline.com)
- *Cross Country Skier* (www.crosscountryskier.com)
- *Curl* (www.curl.co.nz)
- *Cycle Sport America* (www.cyclesportmag.com)
- *Daily Racing Form* (www.drf.com)
- *Dime Magazine* (www.dimemag.com)
- *Dirt Rag* (www.dirtragemag.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.sceadaily.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.racerxonline.com)
- *Referee* (www.referee.com)
- *Rise Magazine* (www.espnrise.com)
- *Road Bike Action* (www.roadbikeaction.com)
- *Road Racer X* (www.roadracerx.com)
- *Rugby* (www.rugbymag.com)
- *Runner Triathlete News* (www.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.speedwayillustrated.com)
- *Spin To Win Rodeo* (www.myhorse.com/magazines/rodeo.html)
- *Splash* (www.usaswimming.org)
- *Sport Fishing* (www.sportfishingmag.com)
- *Sporting Goods Business* (www.sportinggoodsbusiness.com)
- *Sporting Goods Dealer* (www.sportsonesource.com)
- *Sporting News* (www.sportingnews.com) and (www.sportingnewstoday.com)
- *Sports Afield* (www.sportsafield.com)

- *Sports Illustrated* (www.si.com)
- *Sports Illustrated Kids* (www.sikids.com)
- *Sports Spectrum* (www.sportsspectrum.com)
- *Sports Weekly* (www.mysportsweekly.com)
- *Sportstravel* (www.sportstravelmagazine.com)
- *Sportsturf* (www.sportsturfonline.com)
- *Street & Smith's SportsBusiness Journal* (www.sportsbusinessjournal.com)
- *Surfer* (www.surfermag.com)
- *Surfing* (www.surfingthemag.com)
- *Swimming World Magazine* (www.swimmingworldmagazine.com)
- *Taekwondo Times* (www.taekwondotimes.com)
- *Tapout* (www.tapoutmagazine.com)
- *Tennis* (www.tennis.com)
- *Tennis Life* (www.tennislife.com)
- *Tennis View Magazine* (www.tennisviewmag.com)
- *Thoroughbred Times* (www.thoroughbredtimes.com)
- *Thrasher* (www.thrashermagazine.com)
- *The Blood-Horse* (www.bloodhorse.com)
- *The Green* (www.thegreenmagazine.com)
- *The Hockey News* (www.thehockeynews.com)
- *The Ring* (www.ringtv.com)
- *The Sports Forecaster* (www.sportsforecaster.com)
- *Track and Field News* (www.trackandfieldnews.com)
- *Trail Runner* (www.trailrunnermag.com)
- *Transworld Business* (www.twsbiz.com)
- *Transworld Motorcross* (www.transworldmx.com)
- *Transworld 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

29.1 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

29.2 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 The Media Audit (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%.

29.3 Sports Editors

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

- *Akron Beacon Journal:* Scot Fagerstrom
- *Albany Times Union:* Pete Iorizzo
- *Albuquerque Journal:* Randy Harrison
- *Allentown Morning Call:* Ernie Long
- *Arizona Daily Star:* Ryan Finley
- *Arizona Republic:* Mark Faller
- *Arkansas Democrat-Gazette:* Jeff Krupsaw
- *Arlington Heights Daily Herald:* Tom Quinlan
- *Asbury Park Press:* Steve Feitl
- *Atlanta Journal-Constitution:* Ray Cox
- *Austin American-Statesman:* James Wangemann
- *Baltimore Sun:* Ron Fritz
- *Baton Rouge Advocate:* Joseph Schiefelbein
- *Bergen County Record:* John Balkun
- *Birmingham News:* Izzy Gould
- *Boston Globe:* Joseph Sullivan
- *Boston Herald:* Hank Hryniewicz
- *Buffalo News:* Lisa Wilson
- *Charleston Post and Courier:* Malcolm DeWitt
- *Charlotte Observer:* Mike Persinger
- *Chattanooga Times Free Press:* Stephen Hargis
- *Chicago Sun-Times:* Chris De Luca
- *Chicago Tribune:* Tim Bannon
- *Cincinnati Enquirer:* David Niinemets
- *Cleveland Plain Dealer:* Dave Campbell
- *Colorado Springs Gazette:* Matt Wiley
- *Columbus Dispatch:* Ray Stein
- *Dallas Morning News:* Garry Leavell
- *Dayton Daily News:* John Boyle
- *Daytona Beach News-Journal:* Scott Zucker
- *Delaware News Journal:* Jason Levine
- *Denver Post:* Scott Monserud
- *Des Moines Register:* Zack Creglow
- *Deseret News:* Kent Condon
- *Detroit Free Press:* Gene Myers
- *Detroit News:* Phil Laciura
- *El Paso Times:* Felix Chavez
- *Florida Times-Union:* Chet Fussman
- *Fort Worth Star-Telegram:* Celeste Williams
- *Fresno Bee:* Matt Lloyd

- *Grand Rapids Press:* Nate Reens
- *Harrisburg Patriot-News:* Michael Sedor
- *Hartford Courant:* Jeff Otterbein
- *Honolulu Star-Advertiser:* Paul Arnett
- *Houston Chronicle:* Randy Harvey
- *Indianapolis Star:* Jenny Green
- *Kansas City Star:* Jeff Rosen
- *Knoxville News Sentinel:* Phil Kaplan
- *La Opinion:* Ricardo Lopez-Juarez
- *Las Vegas Review-Journal:* Allen Leiker
- *Lexington Herald-Leader:* Mat Graf
- *Lincoln Journal Star:* Clark Grell
- *LNP:* Chris Otto
- *Long Beach Press-Telegram:* Tom Moore
- *Los Angeles Daily News:* Tom Moore
- *Los Angeles Times:* Angel Rodriguez
- *Louisville Courier-Journal:* Chris White
- *Memphis Commercial Appeal:* David Williams
- *Miami Herald:* Jorge Rojas
- *Milwaukee Journal Sentinel:* Mike Davis
- *Minneapolis Star Tribune:* Glen Crevier
- *Mobile Press-Register:* Izzy Gould
- *Nashville Tennessean:* David Ammenheuser
- *New Haven Register:* Sean Barker
- *New Orleans Times-Picayune:* Marcus Carmouche
- *New York Post:* Chris Shaw
- *New York Times:* Jason Stallman
- *Newport News Daily Press:* Andi Petrini
- *Newsday:* Hank Winnicki
- *Northwest Indiana Times:* Greg Smith
- *Oakland Press:* Jeff Kuehn
- *Oklahoman:* Mike Sherman
- *Omaha World-Herald:* Thad Livingston
- *Orange County Register:* Todd Harmonson
- *Orlando Sentinel:* Steve Ruiz
- *Palm Beach Post:* Nick Moschella
- *Philadelphia Daily News:* Rich Hofmann
- *Philadelphia Inquirer:* John Quinn
- *Pittsburgh Post-Gazette:* Jerry Micco
- *Pittsburgh Tribune-Review:* Kevin Smith
- *Portland Oregonian:* Ben Sherman
- *Providence Journal:* Bill Corey
- *Raleigh News & Observer:* Steve Ruinsky

- *Richmond Times-Dispatch:* Mike Szvetitz
- *Riverside Press-Enterprise:* Jeff Parenti
- *Roanoke Times:* Steven Hemphill
- *Rochester Democrat and Chronicle:* Steve Bradley
- *Sacramento Bee:* Tom Couzens
- *Salt Lake Tribune:* Joe Baird
- *San Antonio Express-News:* Jim Lefko
- *San Francisco Chronicle:* Alan Saracevic
- *Sarasota Herald-Tribune:* Scott Peterson
- *Seattle Times:* Don Shelton
- *South Carolina State:* Rick Millians
- *South Florida Sun-Sentinel:* David Selig
- *Spokane Spokesman-Review:* Joe Palmquist
- *St. Louis Post-Dispatch:* Roger Hensley
- *St. Paul Pioneer Press:* Tad Reeve
- *Syracuse Post-Standard:* Jason Murray
- *Tacoma News Tribune:* Darrin Beene
- *Tampa Bay Times:* Jack Sheppard
- *Tampa Tribune:* Joanne Korth
- *Toledo Blade:* Frank Corsoe
- *Torrance Daily Breeze:* Tom Moore
- *Tulsa World:* Michael Peters
- *U-T North County Times:* Jay Posner
- *U-T San Diego:* Jay Posner
- *USA Today:* David Meeks
- *Ventura County Star:* Jon Catalini
- *Virginian-Pilot:* Tom White
- *Wall Street Journal:* Sam Walker
- *Washington Post:* Matt Vita
- *Washington Times:* Zac Boyer
- *White Plains Journal News:* Sean Mayer
- *Wichita Eagle:* Kirk Seminoff
- *Wisconsin State Journal:* Greg Sprout
- *Worcester Telegram & Gazette:* Dave Nordman

SPORTS ONLINE

30.1 Digital Sports Media Traffic

According to comScore (www.comscore.com), digital sports media generated a cumulative audience of 186.86 million in January 2019. The average time spent on sports content was 99.3 minutes per visitor.

Ranked by number of unique visitors, the most popular sports sites were as follows:

• ESPN:	94,962,000
• CBS Sports:	69,157,000
• NFL Internet Group:	58,604,000
• Yahoo Sports-NBC Sports Network:	57,667,000
• USA Today Sports Media Group:	49,840,000
• Bleacher Report-Turner Sports Network:	49,643,000
• SB Nation:	40,067,000
• Sports Illustrated sites:	28,178,000
• Minute Media:	22,526,000
• MSN Sports:	18,021,000
• MLB:	13,132,000
• Fox Sports Digital:	13,031,000
• Deadspin.com:	11,504,000
• Fox News Sports:	10,918,000
• NESN:	10,094,000

Total time spent on sports sites was as follows:

• ESPN:	5.31 billion minutes
• Yahoo Sports-NBC Sports Network:	3.10 billion minutes
• NFL Internet Group:	1.70 billion minutes
• Bleacher Report-Turner Sports Network:	1.30 billion minutes
• CBS Sports:	1.24 billion minutes
• MSN Sports:	542 million minutes
• USA Today Sports Media Group:	490 million minutes
• Minute Media:	428 million minutes
• SB Nation:	403 million minutes
• Sports Illustrated sites:	193 million minutes

NOTES:

- CBS Sports includes 247Sports.com, MaxPreps, and Scout Media.
- Yahoo Sports-NBC Sports Network includes Rivals, Rotoworld, and FanDuel.
- USA Today Sports Media Group includes 81 local Gannett-owned newspaper sites, 23 Gannett-owned broadcast TV sites, USA Today High School Sports, The Big Lead, and For The Win.
- Bleacher Report-Turner Sports Network includes NBA.com, NCAA.com and WNBA.com.
- Minute Media includes 90min, 12UP, DBLTap and The Spun.

Digital traffic has fluctuated between 170 million and 190 million unique visitors since 2016, with traffic varying seasonally and with major events, but with no overall increase.

“Amid all the industry debate around declining TV ratings for many major sports properties, another media measurement issue lurks quietly in the background: a marked retreat in the overall audience and consumption for digital sports media. Monthly reports from measurement agency comScore tracking online and mobile traffic have shown a consistent trend of smaller overall audiences and dramatically lower consumption for sports properties. There has been an overall macro-level flattening of the category, and there is probably only so much room for growth in what is now a mature segment.”

SportsBusiness Daily, 2/20/19

30.2 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 (2019 season): \$24.99/month; \$118.99 annual
- Selection: All out-of-market games

National Basketball Association

- Package: NBA League Pass
- Pricing (2018-2019 season): \$28.99/month; \$199.99 annual
- Selection: All games of seven selected teams

- Package: NBA All Teams + In-Arena Stream
- Pricing (2018-2019 season): \$39.99/month; \$249.99 annual
- Selection: All out-of-market games

- Package: NBA Team Pass
- Pricing (2018-2019 season): \$17.99/month; \$119.99 annual
- Selection: All out-of-market games of one select team

National Football League

- Package: NFL Sunday Ticket
- Pricing (2019-2020): \$293.94
- Selection: Any out-of-market Sunday game

- Package: NFL Sunday Ticket Max
- Pricing (2019-2020): \$395.94
- Selection: All out-of-market Sunday games (up to 14 per week)

National Hockey League

- Package: NHL All Access
- Pricing: \$139.99 (full season); \$24,99 (monthly pass)
- Selection: Every NHL game

30.3 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.

30.4 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)

- 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)

- 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.

PODCASTS

31.1 Overview

The popularity of sports podcasts has lagged other genres. However, several podcasts have recently achieved a large audience and some analysts feel that podcasts may soon become a significant part of sports media.

“Unlike TV, where live games account for all but a handful of the most-watched programs in the U.S. each year, sports podcasts trail shows focused on news and political shows or general interest in both audience size and revenue. But that could soon change.”

SportsBusiness Journal, 5/7/18

31.2 Top Sports Podcasts

Two sports podcast publishers ranked among the Top 10 in total mobile and desktop unique U.S. audience in June 2019, as follows (source: Podtrac [www.podtrac.com]):

	Audience	No. of Shows
• Barstool Sports:	6,399,000	29
• ESPN:	5,761,000	62

Apple, the dominant podcast host in the U.S., owns an estimated 60% of podcast delivery.

Ranked by unique U.S. monthly audience, the following were the top sports and recreation podcasts on Apple in June 2019 (source: Chartable [www.chartable.com]):

1. Anchored
2. Fantasy Football Podcast - Championship Fantasy Football Radio
3. The PulpMX.com Show

4. Shea Anything
5. The Trail Show
6. Shifting Gears: The Zach Osborne Podcast
7. The Fly Racing Moto:60 Show
8. The Larry Meiller Show
9. Southern Fried Soccer
10. Oxygenaddict Triathlon Podcast, with Coach Rob Wilby and Helen Murray
12. Minnesota Wild Hockey Official PONDcast
13. Two Man Weave
14. The Jet Stream
15. Sharp Football Analysis
16. Dinner With The King
17. The Second Captains Podcast
18. Holding Court with Geno Auriemma
19. Rocky Mountain ATV/MC Keefer Tested
20. NASCAR Newscast: Official NASCAR Slideshow Podcast

SOCIAL MEDIA

32.1 Sports Social Media

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

Which of the following social media sites do you use in relation to sports?

- Facebook: 75%
- YouTube: 54%
- Twitter: 37%
- Instagram: 18%

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%
• 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%

32.2 Sports League/Organization Followers

Hookit (www.hookit.com) assesses sports fan engagement based on social media interactions. Hookit tracks every league, team, player, event, venue, and brand in sports.

Ranked by number of social media followers in June 2019, the top leagues, tours, and organizations were as follows:

- National Basketball Association: 157.6 million
- National Football League: 62.7 million
- Ultimate Fighting Championship: 50.9 million
- International Olympic Committee: 31.0 million
- Major League Baseball: 22.9 million
- National Hockey League: 16.6 million
- World Surf League: 12.7 million
- Major League Soccer: 8.3 million
- ATP World Tour: 7.1 million
- PGA Tour: 6.9 million
- Professional Bull Riders: 4.2 million
- Women's Tennis Association: 4.2 million
- Arena Football League: 2.6 million
- Women's National Basketball Association: 2.5 million

32.3 Team Followers

Ranked by number of social media followers in June 2019, the top teams were as follows (source: Hookit):

Major League Baseball

- New York Yankees: 14.3 million
- Boston Red Sox: 9.2 million
- Chicago Cubs: 7.6 million
- Los Angeles Dodgers: 7.6 million
- San Francisco Giants: 6.0 million
- Toronto Blue Jays: 5.2 million
- Detroit Tigers: 4.5 million
- St. Louis Cardinals: 4.4 million
- Texas Rangers: 4.3 million
- Philadelphia Phillies: 4.2 million

Major League Soccer

- LA Galaxy: 3.8 million
- New York City FC: 3.3 million
- Atlanta United FC: 1.7 million
- Seattle Sounders: 1.6 million
- Orlando City SC: 1.4 million
- New York Red Bulls: 1.4 million
- Toronto FC: 986,900
- Los Angeles Football Club: 944,300
- Sporting KC: 889,500
- Houston Dynamo: 877,200

National Basketball Association

- Los Angeles Lakers: 44.5 million
- Golden State Warriors: 39.8 million
- Chicago Bulls: 29.3 million
- Miami Heat: 27.3 million
- Houston Rockets: 26.3 million
- Cleveland Cavaliers: 24.1 million
- Boston Celtics: 19.7 million
- San Antonio Spurs: 17.7 million
- Oklahoma City Thunder: 17.5 million
- New York Knicks: 12.9 million

National Football League

- New England Patriots: 16.1 million
- Dallas Cowboys: 15.5 million
- Pittsburgh Steelers: 12.4 million
- Green Bay Packers: 9.3 million
- Seattle Seahawks: 8.7 million
- Philadelphia Eagles: 8.6 million
- Denver Broncos: 8.2 million
- San Francisco 49ers: 7.8 million
- New York Giants: 7.8 million
- Carolina Panthers: 7.0 million

National Hockey League

- Chicago Blackhawks: 6.7 million
- Pittsburgh Penguins: 5.3 million
- Boston Bruins: 4.9 million
- Toronto Maple Leafs: 4.3 million
- Detroit Red Wings: 4.0 million
- New York Rangers: 3.9 million
- Montreal Canadiens: 3.8 million

- Philadelphia Flyers: 3.3 million
- Los Angeles Kings: 2.8 million
- Vancouver Canucks: 2.6 million

Women's National Basketball Association

- Minnesota Lynx: 320,400
- Los Angeles Sparks: 294,500
- Phoenix Mercury: 239,900
- Seattle Storm: 200,700
- Chicago Sky: 193,500
- New York Liberty: 175,400
- Atlanta Dream: 154,900
- Indiana Fever: 151,800
- Dallas Wings: 123,400
- Washington Mystics: 112,600

32.4 Athlete Followers

Ranked by number of social media followers in June 2019, the top athletes were as follows (source: Hookit):

Major League Baseball

- Mike Trout: 3.0 million
- Yu Darvish: 2.2 million
- David Price: 1.8 million
- Robinson Cano: 1.8 million
- Masahiro Tanaka: 1.6 million
- Buster Posey: 1.4 million
- Noah Syndergaard: 1.3 million
- CC Sabathia: 1.1 million
- Eric Hosmer: 952,000
- Francisco Lindor: 901,400

Major League Soccer

- Wayne Rooney: 55.9 million
- Zlatan Ibrahimovic: 32.0 million
- Bastian Schweinsteiger: 14.2 million
- Nani: 10.7 million
- Bacary Sagna: 3.3 million
- Jonathan Dos Santos: 2.2 million
- Tim Howard: 2.0 million
- Jozy Altidore: 1.3 million
- Raul Ruidiaz: 1.3 million
- Carlos Vela: 1.2 million

National Basketball Association

- LeBron James: 66.1 million
- Dwyane Wade: 33.1 million
- Stephen Curry: 27.3 million
- Paul George: 13.4 million
- Pau Gasol: 11.9 million
- Russell Westbrook: 11.0 million
- Lonzo Ball: 8.3 million
- Kevin Love: 8.1 million
- Giannis Antetokounmpo: 7.2 million
- Tony Parker: 5.3 million

National Football League

- Tom Brady: 11.2 million
- Russell Wilson: 7.6 million
- JJ Watt: 7.5 million
- Odell Beckham: 5.4 million
- Julian Edelman: 4.9 million
- Richard Sherman: 3.9 million
- Robert Griffin: 3.0 million
- Adrian Peterson: 3.0 million
- Jarvis Landry: 2.4 million
- Tyrann Mathieu: 2.3 million
- Le'Veon Bell: 2.3 million

National Hockey League

- Alex Ovechkin: 2.7 million
- Henrik Lundqvist: 1.6 million
- P.K. Subban: 1.3 million
- Carey Price: 890,300
- Vladimir Tarasenko: 629,700
- T.J. Oshie: 586,200
- Brad Marchand: 489,000
- Matt Duchene: 368,000
- Logan Couture: 349,700
- Erik Karlsson: 293,000

Women's National Basketball Association

- Skylar Diggins-Smith: 1.1 million
- Candace Parker: 811,200
- Maya Moore: 713,000
- Elena Delle Donne: 550,700
- Brittney Griner: 325,300
- Breanna Stewart: 291,900

- Diana Taurasi: 229,300
- Sue Bird: 182,700
- Seimone Augustus: 119,900
- Tina Charles: 69,200

32.5 Market Resources

Hookit, 3398 Carmel Mountain Road, Suite 100, San Diego, CA 92121.
(888) 874-3374. (www.hookit.com)

PART V: MAJOR EVENTS

ALL-STAR GAMES

33.1 MLB All-Star Game

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

• 2001:	16.0 million	• 2011:	11.0 million
• 2002:	14.7 million	• 2012:	10.9 million
• 2003:	13.8 million	• 2013:	11.0 million
• 2004:	14.0 million	• 2014:	11.3 million
• 2005:	12.3 million	• 2015:	10.9 million
• 2006:	14.4 million	• 2016:	8.7 million
• 2007:	12.5 million	• 2017:	9.3 million
• 2008:	14.5 million	• 2018:	8.7 million
• 2009:	14.6 million	• 2019:	8.1 million
• 2010:	12.1 million		

The cost of a 30-second spot for the MLB All-Star Game is about \$550,000.

The economic impact of All-Star Games on its host cities and communities has been as follows (source: www.baseball-almanac.com):

• 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):	\$ 65 million
• 2016 (San Diego):	\$ 80 million
• 2017 (Miami):	\$ 70 million
• 2018 (Washington, DC):	\$ 68 million
• 2019 (Cleveland):	\$ 65 million

33.2 NBA All-Star Game

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

• 2007:	6.8 million	• 2014:	7.5 million
• 2008:	6.3 million	• 2015:	7.2 million
• 2009:	7.6 million	• 2016:	7.6 million
• 2010:	6.8 million	• 2017:	7.8 million
• 2011:	9.1 million	• 2018:	7.7 million
• 2012:	8.2 million	• 2019:	6.8 million
• 2013:	8.0 million		

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

• 2007:	Las Vegas, NV
• 2008:	New Orleans, LA
• 2009:	Phoenix, AZ
• 2010:	Arlington, TX
• 2011:	Los Angeles, CA
• 2012:	Orlando, FL
• 2013:	Houston, TX
• 2014:	New Orleans, LA
• 2015:	New York, NY
• 2016:	Toronto, ON, Canada
• 2017:	New Orleans, LA
• 2018:	Los Angeles, CA
• 2019:	Charlotte, NC

33.3 NFL Pro Bowl

Viewership for NFL Pro Bowl games has been as follows (source: Nielsen):

• 2006:	7.8 million	• 2013:	12.5 million
• 2007:	7.0 million	• 2014:	11.7 million
• 2008:	7.3 million	• 2015:	8.8 million
• 2009:	10.1 million	• 2016:	8.0 million
• 2010:	8.8 million	• 2017:	7.4 million
• 2011:	12.3 million	• 2018:	8.6 million
• 2012:	13.4 million	• 2019:	8.2 million

ESPN has the exclusive broadcast rights to the Pro Bowl through 2022.

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

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

33.4 NHL All-Star Game

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

• 2007:	691,000	• 2015:	1.2 million
• 2008:	852,000	• 2016:	1.6 million
• 2009:	1.1 million	• 2017:	2.3 million
• 2011:	1.5 million	• 2018:	2.0 million
• 2012:	1.3 million	• 2019:	1.8 million

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

- 2005: Cancelled due to the lockout
- 2006: No game due to the Winter Olympic Games
- 2007: Dallas, TX
- 2008: Atlanta, GA
- 2009: Montreal, QC, Canada
- 2010: No game due to the Winter Olympic Games
- 2011: Raleigh, NC
- 2012: Ottawa, ON, Canada
- 2013: Cancelled due to the lockout
- 2014: No game due to the Winter Olympic Games
- 2015: Columbus, OH
- 2016: Nashville, TN
- 2017: Los Angeles, CA
- 2018: Tampa, FL
- 2019: San Jose, CA

CHAMPIONSHIP PARADES

34.1 Overview

A victory parade is a parade held to celebrate championships in all major sports leagues. The events draw some of the largest crowds among events of all types.

34.2 Most Attended Parades

Based on estimated crowds, the following are the largest sports championship parades:

- Over 5 million people attended the 2016 World Series parade in Chicago after the Chicago Cubs won their first World Series since 1908.
- An estimated 3 million people attended a parade in Boston celebrating the Boston Red Sox's World Series victory in October 2004.
- An estimated 2 million people attended a parade and rally in Chicago for the 2013 Stanley Cup Champion Chicago Blackhawks.
- An estimated 2 million people gathered in Philadelphia for the Stanley Cup parade for the 1974 Stanley Cup Champions, the Philadelphia Flyers.
- An estimated 2 million people lined Broad Street in Philadelphia in October 2008 for a ticker-tape parade celebrating the World Series champions, the Philadelphia Phillies.
- Over 1.5 million Raptors fans packed downtown Toronto in June 2019 for a parade for the NBA champions.
- An estimated 1.3 million people attended the Cleveland Cavaliers Basketball NBA Championship Parade in June 2016. It was the first major professional sport championships for the City of Cleveland in 52 years.
- An estimated crowd of over 1 million people gathered in Denver in February 2016 for the Broncos Super Bowl 50 parade.

COLLEGE FOOTBALL PLAYOFF & BOWL GAMES

35.1 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	Hard Rock Stadium (Miami Gardens, FL)
• Chick-fil-A Peach Bowl	Mercedes-Benz Stadium (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
- 2017-2018: Rose Bowl and Sugar Bowl
- 2018-2019: Cotton Bowl and Orange Bowl
- 2019-2020: Peach Bowl and Fiesta Bowl

Permanent seating capacity for the CFP venues are as follows:

- AT&T Stadium: 80,000
- Mercedes-Benz Stadium: 71,000

- Mercedes-Benz Superdome: 73,208
- Rose Bowl: 92,542
- Hard Rock Stadium: 65,326
- University of Phoenix Stadium: 63,400

Recent and upcoming hosts for the College Football Playoff National Championship are as follows:

- 2015: AT&T Stadium (Arlington, TX)
- 2016: University of Phoenix Stadium (Glendale, AZ)
- 2017: Raymond James Stadium (Tampa, FL)
- 2018: Mercedes-Benz Stadium (Atlanta, GA)
- 2019: Levi's Stadium (Santa Clara, CA)
- 2020: Mercedes-Benz Superdome (New Orleans, LA)
- 2021: Hard Rock Stadium (Miami Gardens, FL)
- 2022: Lucas Oil Stadium (Indianapolis, IN)
- 2023: Los Angeles Stadium at Hollywood Park (Inglewood, CA)
- 2024: NRG Stadium (Houston, TX)

35.2 Bowl Games

Including the CFP bowls and the Championship, there are 40 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)
• Camping World Independence Bowl	Independence Stadium (Shreveport, LA)
• Dollar General Bowl	Ladd Peebles Stadium (Mobile, AL)
• 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)
• Geico Las Vegas Bowl	Sam Boyd Stadium (Whitney, NV)

- Gildan New Mexico Bowl University Stadium (Albuquerque, NM)
- 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)
- Motel 6 Cactus Bowl Chase Field (Phoenix, AZ)
- National University Holiday Bowl Qualcomm Stadium (San Diego, CA)
- New Era Pinstripe Bowl Yankee Stadium (Bronx, NY)
- Northrop Grumman Military Bowl Navy-Marine Corps Memorial Stadium (Annapolis, MD)
- Nova Home Loans Arizona Bowl Arizona Stadium (Tucson, AZ)
- Outback Bowl Raymond James Stadium (Tampa, FL)
- Popeyes Bahamas Bowl Thomas Robinson Stadium (Nassau, Bahamas)
- Quick Lane Bowl Ford Field (Detroit, MI)
- R+L Carriers New Orleans Bowl Mercedes-Benz Superdome (New Orleans, LA)
- Raycom Media Camellia Bowl Cramton Bowl (Montgomery, AL)
- Russell Athletic Bowl Orlando Citrus Bowl Stadium (Orlando, FL)
- St. Petersburg Bowl Tropicana Field (St. Petersburg, FL)
- TaxSlayer Bowl EverBank Field (Jacksonville, FL)
- Valero Alamo Bowl Alamodome (San Antonio, TX)
- Zaxby's Heart of Dallas Bowl Cotton Bowl (Dallas, TX)

Title sponsors may change each year.

35.3 Per-Team Payouts

Per-team payouts for bowl games are as follows:

- Orange Bowl: \$6.00 million
- Cotton Bowl Classic: \$6.00 million
- Citrus Bowl: \$4.55 million
- Fiesta Bowl: \$4.00 million
- Peach Bowl: \$4.00 million
- Rose Bowl: \$4.00 million
- Sugar Bowl: \$4.00 million
- Outback Bowl: \$3.50 million

- TaxSlayer Bowl: \$3.50 million
- Cactus Bowl: \$3.35 million
- Alamo Bowl: \$3.18 million
- Russell Athletic Bowl: \$2.28 million
- Holiday Bowl: \$2.08 million
- Sun Bowl: \$2.00 million
- Music City Bowl: \$1.84 million
- Pinstripe Bowl: \$1.80 million
- Belk Bowl: \$1.70 million
- Texas Bowl: \$1.70 million
- Liberty Bowl: \$1.44 million
- Cure Bowl: \$1.35 million
- Quick Lane Bowl: \$1.20 million
- Independence Bowl: \$1.15 million
- Las Vegas Bowl: \$1.10 million
- Birmingham Bowl: \$1.00 million
- Miami Beach Bowl: \$1.00 million
- Military Bowl: \$1.00 million
- Foster Farms Bowl: \$ 838,000
- Heart of Dallas Bowl: \$ 800,000
- Dollar General Bowl: \$ 750,000
- Hawaii Bowl: \$ 650,000
- Armed Forces Bowl: \$ 600,000
- St. Petersburg Bowl: \$ 538,000
- New Orleans Bowl: \$ 500,000
- New Mexico Bowl: \$ 456,000
- Bahamas Bowl: \$ 450,000
- Boca Raton Bowl: \$ 400,000
- Famous Idaho Potato Bowl: \$ 325,000
- Camellia Bowl: \$ 200,000

35.4 Broadcast Rights And Viewership

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

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

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

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

- 2015: 33.4 million
- 2016: 26.7 million
- 2017: 26.0 million
- 2018: 28.4 million
- 2019: 25.3 million

35.5 Sponsors

CFP National Sponsors for the 2018-2019 season were Allstate, AT&T, Buick, CapitalOne, Chick-fil-A, Dos Equis, Dr. Pepper, Gatorade, Goodyear, Mercedes-Benz, Nissan, Northwestern Mutual, PlayStation, Samsung, and Taco Bell. CFP Game Sponsors were Eckrich, Nike, Panini, Ticketmaster, and Wilson.

FIFA MEN'S WORLD CUP

36.1 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 was held in Moscow, Russia. World Cup 2022 will take place in Qatar.

36.2 World Cup 2014

Thirty-two teams qualified in tournaments that began in 2011 to play in the 2014 World Cup.

The 64 World Cup matches were played in 12 host stadiums in 12 Brazilian cities, with the final game played at Maracanã Stadium in Rio de Janeiro.

Total attendance at the 64 matches was 3,386,810. Final game attendance was 74,738.

An estimated one billion people worldwide watched the Germany vs. Argentina 2014 World Cup final, an all-time record for a TV broadcast of any kind. U.S. viewership was 17.3 million, according to Nielsen (www.nielsen.com).

The United States vs. Portugal match during the 2014 World Cup had a TV audience of 18.2 million.

The total TV audience for the 64 World Cup matches was over 3 billion.

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.

36.3 World Cup 2018

The 2018 FIFA World Cup, the 21st event, took place in Russia from June 14 to July 15. The finals involved 32 teams. A total of 64 matches were played in 12 venues across 11 cities.

France won the final match 4–2 to claim their second World Cup title.

The 2018 World Cup games were watched by 3.03 billion people; average attendance was 47,371.

GlobalWebIndex (www.globalwebindex.com/uk) estimated total TV viewership of 3.4 billion, or nearly half the total world population of 7.6 billion, for the entire tournament.

At a cost of over \$14.2 billion, it was the most expensive World Cup. The boost for the Russian GDP, or economic impact, was estimated at \$26 billion and \$31 billion. This figure includes pre- and post- tournament spending over the 10 years from 2013 through to 2023.

36.4 Broadcast Rights

Broadcasting rights for the 2018 World Cup were sold directly by FIFA, or through licensed companies or organizations, to over 100 television and radio entities worldwide.

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

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

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

36.5 Sponsors

FIFA Partners are adidas, Coca-Cola, Gazprom, Hyundai/Kia Motors, Qatar Airlines, VISA, and Wanda Group. FIFA World Cup Sponsors are Anheuser-Busch InBev, Hisense, McDonald's, Mengniu Dairy, and Vivo.

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.

FIFA WOMEN'S WORLD CUP

37.1 Overview

The FIFA Women's World Cup has been held every four years since 1991. Canada hosted the 2015 Women's World Cup. The 2019 FIFA Women's World Cup, the 8th edition of the quadrennial international football championship, took place June 7 through July 7, 2019; France was the host.

37.2 Women's World Cup 2015

The FIFA Women's World Cup 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.

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 match – 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.

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.

37.3 Women's World Cup 2019

The 52 matches of the 2019 FIFA Women's World Cup were hosted by nine stadiums across France. The semi-finals and final were played at Parc Olympique Lyonnais in the Lyon suburb of Décines-Charpieu, with 58,000 capacity.

Total attendance across the 52 matches was 1,131,312, or 21,756 per match.

FIFA estimated a total global TV and streamed media audience of 1 billion viewers. The 2019 tournament has set several new viewership records for various countries.

The United States entered the competition as defending champions after winning the 2015 edition in Canada and successfully defended their title with a 2-0 victory over the Netherlands in the final.

About 14 million people watched the final match on TV in the U.S., according to Nielsen. Fox's streaming viewership added to the total, thus about 14.3 million people tuned to the network for the U.S.-Netherlands match. Viewership during the match peaked at 19.6 million viewers. An additional 1.6 million viewers watched it in Spanish on Telemundo.

“The U.S. women's national soccer team victory in the 2019 World Cup ranked as one of the highest-rated soccer telecasts in the history of the sport. The strong ratings back up what was observable: Widespread enthusiasm for the U.S. women's national team. Last year's men's World Cup final between France and Croatia averaged 11.4 million viewers on Fox, which means the U.S. women drew a 22% bigger audience in the U.S.”

CNN, 7/8/19

INDIANAPOLIS 500

38.1 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. The annual race is part of the Verizon IndyCar Series.

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.

Gainbridge (www.gainbridge.com) has a multi-year agreement as presenting sponsor of the Indianapolis 500 that started with the 2019 edition of race.

38.2 Spectators And Economic Impact

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

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

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

38.3 Television Viewership

NBC became the exclusive media rights partner for the Indianapolis 500 in 2019. NBC has previously split rights with ABC.

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

• 2008:	7.2 million	• 2014:	6.1 million
• 2009:	6.3 million	• 2015:	6.4 million
• 2010:	5.8 million	• 2016:	6.0 million
• 2011:	6.4 million	• 2017:	5.5 million
• 2012:	6.9 million	• 2018:	4.9 million
• 2013:	5.7 million	• 2019:	5.4 million

In 2019, the 103rd running of Indianapolis 500, won by Simon Pagenaud, had the highest metered markets (i.e., HH Rating) as follows (source: Nielsen):

- | | | | |
|-------------------------|-------|------------------------|------|
| • Indianapolis, IN: | 10.98 | • West Palm Beach, FL: | 6.94 |
| • Dayton, OH: | 9.77 | • Louisville, KY: | 6.77 |
| • Sacramento, CA: | 7.97 | • Columbus, OH: | 6.36 |
| • Cincinnati, OH: | 7.34 | • Richmond, VA: | 6.34 |
| • Ft. Myers-Naples, FL: | 7.30 | • Tulsa, OK: | 6.18 |

“With a thrilling finish and 300,000+ fans in attendance, the 103rd Indianapolis 500 – the first ever broadcast on NBC – delivered an 11% viewership increase vs. 2018, its best household rating in three years.”

NBC Sports, 5/27/19

KENTUCKY DERBY

39.1 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 146th running of the Kentucky Derby will be May 2, 2020.

39.2 Attendance

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

Downs):

• 2004:	140,054	• 2012:	165,307
• 2005:	156,435	• 2013:	151,616
• 2006:	157,536	• 2014:	164,906
• 2007:	156,635	• 2015:	170,513
• 2008:	157,770	• 2016:	167,227
• 2009:	153,563	• 2017:	158,070
• 2010:	155,804	• 2018:	157,813
• 2011:	164,858	• 2019:	150,729

39.3 Broadcast TV

The Kentucky Derby has been broadcast by NBC Sports since 2001. Viewership has been as follows (source: Nielsen [www.nielsen.com]):

• 2004:	14.6 million	• 2012:	14.8 million
• 2005:	13.6 million	• 2013:	16.2 million
• 2006:	12.9 million	• 2014:	15.3 million
• 2007:	13.7 million	• 2015:	16.0 million
• 2008:	14.2 million	• 2016:	15.5 million
• 2009:	16.1 million	• 2017:	16.4 million
• 2010:	16.5 million	• 2018:	14.9 million
• 2011:	14.5 million	• 2019:	16.3 million

Viewership of Country House's win in 2019 peaked at 18.0 million viewers from 6:45-7:00 p.m. and 18.5 million for post-race coverage.

In 2019, the 145th edition of the Kentucky Derby had the highest metered markets (i.e., HH Rating) as follows (source: Nielsen):

- | | | | |
|---------------------|------|------------------------|------|
| • Louisville, KY: | 39.5 | • Buffalo, NY: | 17.6 |
| • Cincinnati, OH: | 20.3 | • Dayton, OH: | 17.6 |
| • Ft. Myers, FL: | 19.4 | • West Palm Beach, FL: | 17.1 |
| • Indianapolis, IN: | 18.6 | • Tampa, FL: | 16.5 |
| • Knoxville, TN: | 17.9 | • Columbus, OH: | 16.2 |

39.4 Top Advertisers

The top advertisers for the 2019 Kentucky Derby were as follows (source: *SportsBusiness Journal*):

- | | |
|---------------------|----------------|
| • Woodford Reserve: | \$1.75 million |
| • Ram Trucks: | \$1.50 million |
| • Twin Spires: | \$1.50 million |
| • Angry Orchard: | \$1.25 million |
| • Audible: | \$1.25 million |
| • Geico: | \$1.25 million |
| • MassMutual: | \$1.25 million |
| • Canada Dry: | \$1.00 million |
| • Quicken Loans: | \$1.00 million |

39.5 Sponsors

Woodford Reserve is the Official Presenting Sponsor of the Kentucky Derby.

The following were 2019 Kentucky Derby sponsors: Angry Orchard, Blue Moon, Brisnet.com, Budweiser, Chrysler/Ram Trucks, Coca-Cola, Corona, Finlandia, G.H. Mumm, Galt House Hotel, LaCroix Sparking Water, Longines, Old Forester, TwinSpires.com, and Vineyard Vines.

NBA FINALS

40.1 Overview

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

The 2019 NBA Finals saw the Toronto Raptors beat the Golden State Warriors in six games.

40.2 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
• 2016:	7	11.4	20.3 million
• 2017:	5	11.3	20.4 million
• 2018:	4	10.0	17.6 million
• 2019:	6	8.8	15.1 million

Game viewership in 2018 was as follows:

- Game 1: 13.5 million
- Game 2: 14.1 million
- Game 3: 13.4 million
- Game 4: 13.2 million
- Game 5: 18.3 million
- Game 6: 18.3 million

40.3 Economic Impact

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

NBA Finals were played in the Bay Area in 2017, 2018, and 2019. *East Bay Times* estimated the total annual economic impact of the home games at Oracle Arena in Oakland at \$20 million for the Bay area.

While there was no recognized impact for Toronto, CBC reported spending at bars and restaurants rose by 865% compared to the same days in 2018.

NCAA MEN'S FINAL FOUR

41.1 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:

- 2020: Mercedes-Benz Stadium (Atlanta, GA)
- 2021: Lucas Oil Stadium (Indianapolis, IN)
- 2022: Mercedes-Benz Superdome (New Orleans, LA)
- 2023: NRG Stadium (Houston, TX)
- 2024: State Farm Stadium (Glendale, AZ)
- 2025: Alamodome (San Antonio, TX)
- 2026: Lucas Oil Stadium (Indianapolis, IN)

41.2 Spectators

Championship game attendance has been as follows:

- | | |
|---|--------|
| • 2002 (Georgia Dome; Atlanta, GA): | 52,647 |
| • 2003 (Louisiana Superdome; New Orleans, LA): | 54,524 |
| • 2004 (Alamodome; San Antonio, TX): | 44,468 |
| • 2005 (Edward Jones Dome; St. Louis, MO): | 47,262 |
| • 2006 (RCA Dome; Indianapolis, IN): | 43,168 |
| • 2007 (Georgia Dome; Atlanta, GA): | 51,458 |
| • 2008 (Alamodome; San Antonio, TX): | 43,257 |
| • 2009 (Ford Field; Detroit, MI): | 72,456 |
| • 2010 (Lucas Oil Stadium; Indianapolis, IN): | 70,930 |
| • 2011 (Reliant Stadium; Houston, TX): | 70,376 |
| • 2012 (Mercedes-Benz Superdome; New Orleans, LA): | 70,913 |
| • 2013 (Georgia Dome; Atlanta, GA): | 74,326 |
| • 2014 (Cowboys Stadium; Arlington, TX): | 79,238 |
| • 2015 (Lucas Oil Stadium; Indianapolis, IN): | 72,238 |
| • 2016 (NRG Stadium; Houston, TX): | 74,340 |
| • 2017 (University of Phoenix Stadium; Glendale, AZ): | 76,168 |
| • 2018 (Alamodome; San Antonio, TX): | 67,831 |
| • 2019 (U.S. Bank Stadium; Minneapolis, MN): | 72,062 |

41.3 TV Viewership

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.

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
• 2016 (Villanova vs. North Carolina):	17.8 million
• 2017 (North Carolina vs. Gonzaga):	23.0 million
• 2018 (Villanova vs. Michigan):	16.5 million
• 2019 (Virginia vs. Texas Tech):	19.6 million

41.4 March Madness Advertising

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

Total national TV ad spending for the NCAA Men's Division I Basketball Championship has been as follows (source: Kantar Media [www.kantarmedia.com]):

• 2007: \$ 525 million	• 2014: \$1.13 billion
• 2008: \$ 648 million	• 2015: \$1.19 billion
• 2009: \$ 598 million	• 2016: \$1.24 billion
• 2010: \$ 623 million	• 2017: \$1.28 billion
• 2011: \$ 782 million	• 2018: \$1.32 billion
• 2012: \$1.10 billion	• 2019: \$1.36 billion
• 2013: \$1.12 billion	

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.

41.5 Economic Impact

According to Rockport Analytics (www.rockportanalytics.com), more than 90,000 people came to the Twin Cities during the NCAA Final Four in 2019, pumping a net of \$143 million into the local economy.

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

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

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

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

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

NCAA WOMEN'S FINAL FOUR

42.1 Overview

The NCAA Division I Women's Championship Basketball Tournament shares with the Men's Championship the excitement that is dubbed 'March Madness.'

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

The following are venues and host cities for upcoming tournament finals games:

- 2020: Smoothie King Center (New Orleans, LA)
- 2021: Alamodome (San Antonio, TX)
- 2022: Target Center (Minneapolis, MN)
- 2023: American Airlines Center (Dallas, TX)
- 2024: Quicken Loans Arena (Cleveland, OH)

42.2 Spectators

Championship game attendance has been as follows:

- | | |
|---|--------|
| • 2014 (Bridgestone Arena; Nashville, TN): | 17,570 |
| • 2015 (Amalie Arena; Tampa, FL): | 19,810 |
| • 2016 (Bankers Life Fieldhouse; Indianapolis, IN): | 14,514 |
| • 2017 (American Airlines Center; Dallas, TX): | 19,810 |
| • 2018 (Nationwide Arena; Columbus, OH): | 19,599 |
| • 2019 (Amalie Arena; Tampa, FL): | 20,062 |

42.3 TV Viewership

In 2019, ESPN televised all 63 games of the NCAA Division I Women's (NCAA) Basketball Championship for the 15th consecutive year.

The following are viewership estimates of NCAA championship finals games (source: Nielsen):

- | | |
|-------------------------------------|--------------|
| • 2002 (Connecticut vs. Oklahoma): | 5.68 million |
| • 2003 (Connecticut vs. Stanford): | 4.37 million |
| • 2004 (Tennessee vs. Connecticut): | 5.58 million |
| • 2005 (Baylor vs. Michigan State): | 3.24 million |
| • 2006 (Maryland vs. Duke): | 3.56 million |
| • 2007 (Tennessee vs. Rutgers): | 2.92 million |

- 2008 (Tennessee vs. Stanford): 3.86 million
- 2009 (Connecticut vs. Louisville): 2.67 million
- 2010 (Connecticut vs. Stanford): 3.77 million
- 2011 (Texas A&M vs. Notre Dame): 3.83 million
- 2012 (Baylor vs. Notre Dame): 4.24 million
- 2013 (Connecticut vs. Louisville): 3.21 million
- 2014 (Connecticut vs. Notre Dame): 4.27 million
- 2015 (Connecticut vs. Notre Dame): 3.08 million
- 2016 (Connecticut vs. Syracuse): 2.97 million
- 2017 (Mississippi State vs. South Carolina): 3.88 million
- 2018 (Notre Dame vs. Mississippi State): 3.56 million
- 2019 (Baylor vs. Notre Dame): 3.69 million

42.4 Economic Impact

The Tampa Bay Sports Commission (www.tampabayports.org) estimated spending by NCAA Final Four fans at \$25 million.

The Greater Columbus Sports Commission (www.columbusports.org) assessed that hosting the 2018 Women's Final Four generated \$21.7 million in direct visitor spending for the region. Visitors from outside Ohio accounted for 83% of the 22,000 people who attended one or more of the games, staying for an average 3.6 days, spending an average of \$271 per day, and accounting for 32,747 room nights.

Spending was distributed as follows:

- Food and drink: \$5.70 billion
- Accommodations: \$4.60 billion
- Local transportation: \$2.44 billion
- Merchandise: \$2.36 billion
- Retail shopping: \$1.50 billion
- Entertainment: \$ 985 million
- Car rental: \$ 209 million
- Miscellaneous: \$ 66 million

The 2017 NCAA Division I women's basketball Final Four, held in Dallas, Texas, brought an economic impact of \$30 million to the region.

OLYMPIC GAMES

43.1 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	\$ 946 million
• 2016:	Summer	Rio de Janeiro, Brazil	\$1.23 billion	\$1.2 billion
• 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.

43.2 Prime-Time TV Audiences

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

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

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

• 1992:	29.0 million	• 2006:	20.2 million
• 1994:	43.2 million	• 2010:	24.8 million
• 1998:	25.1 million	• 2014:	21.3 million
• 2002:	31.9 million	• 2018:	19.8 million*

43.3 Online Activities

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

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

- Watched on TV: 84%
- Watched/listened for results on news sites/blogs: 59%
- Watched live online: 44%
- Listened on radio: 37%
- Watched live on mobile device: 36%

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

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

43.4 Opening and Closing Ceremonies

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

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

- 1996 Atlanta: 39.8 million
- 2000 Sydney: 27.3 million
- 2004 Athens: 25.4 million
- 2008 Beijing: 34.9 million
- 2012 London: 40.7 million
- 2016 Rio de Janeiro: 26.5 million

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

The 2018 PyeongChang Winter Olympics opening ceremony was watched by 28.3 million viewers. The closing ceremony had a television audience of 14.7 million.

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.

43.5 Venue and Infrastructure Spending

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

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

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

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

	Games	Location	Spending
• 2014:	Winter	Sochi, Russia	\$51.0 billion
• 2008:	Summer	Beijing, China	\$42.6 billion
• 2004:	Summer	Athens, Greece	\$18.2 billion
• 1998:	Winter	Nagano, Japan	\$17.6 billion
• 1992:	Summer	Barcelona, Spain	\$15.4 billion
• 2012:	Summer	London, England	\$14.0 billion
• 2018:	Winter	PyeongChang, South Korea	\$13.0 billion
• 2016:	Summer	Rio de Janeiro, Brazil	\$12.0 billion
• 2010:	Winter	Vancouver, BC, Canada	\$ 8.3 billion

43.6 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 39 National Governing Bodies (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

43.7 National Governing Bodies

National Governing Bodies are as follows:

- U.S. Biathlon Association
- U.S. Figure Skating
- U.S. Speedskating
- United States Bobsled and Skeleton Federation
- United States Curling Association
- United States Equestrian Federation
- United States Fencing Association
- United States Ski and Snowboard Association
- United States Soccer Federation
- United States Tennis Association
- US Rowing
- US Sailing
- USA Archery
- USA Badminton
- USA Basketball
- USA Boxing
- USA Canoe/Kayak

- USA Cycling
- USA Diving
- USA Field Hockey
- USA Gymnastics
- USA Hockey
- USA Judo
- USA Luge
- USA Pentathlon
- USA Roller Sports
- USA Rugby
- USA Shooting
- USA Swimming
- USA Synchronized Swimming
- USA Table Tennis
- USA Taekwondo
- USA Team Handball
- USA Track & Field
- USA Triathlon
- USA Volleyball
- USA Water Polo
- USA Weightlifting
- USA Wrestling

43.8 Market Resources

International Olympic Committee, Château de Vidy, Case postale 356, 1001 Lausanne, Switzerland. Tel. +41 21 621 6111. (www.olympic.org)

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

RUGBY WORLD CUP

44.1 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).

The host for the 2015 Rugby World Cup was England. The host for the 2019 tournament is Japan. France will host the 2023 Rugby World Cup.

44.2 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.

44.3 Rugby World Cup 2019

Rugby World Cup 2019, the 9th Rugby World Cup, will be held September 20 to November 2. Among 93 qualifying countries, 20 will compete in the tournament.

All 48 matches will be live on NBC Sports Gold and selected matches (including USA and Argentina matches) live and free on NBC and Univision.

44.4 Sponsors

Worldwide Partners of Rugby World Cup 2019 were DHL, Emirates, Heineken, Land Rover, MasterCard, Société Générale. Official Sponsors are Canon, Mitsubishi, NEC, Secom, Taisho Pharmaceutical, and Toto.

STANLEY CUP

45.1 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 Stanley Cup Finals is a best-of-seven series. The playoffs take place in May.

45.2 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. Viewers
• 2008:	6	4.3 million
• 2009:	7	4.9 million
• 2010:	6	5.2 million
• 2011:	7	4.6 million
• 2012:	6	3.0 million
• 2013:	6	5.8 million
• 2014:	5	4.7 million
• 2015:	6	5.6 million
• 2016:	6	4.1 million
• 2017:	6	4.7 million
• 2018:	5	4.9 million
• 2019:	7	5.3 million

The final, Game 7, in 2019 drew a telecast audience of 8.3 million on NBC; St. Louis Blues defeated the Boston Bruins to win the Stanley Cup.

45.3 Economic Impact

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

SUPER BOWL

46.1 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.

46.2 Host Cities And Game Attendance

Recent host stadiums and game attendance have been as follows:

	Stadium	Attendance
• XLIV (2010):	Sun Life Stadium (Miami Gardens, FL)	74,059
• XLV (2011):	Cowboys Stadium (Arlington, TX)	103,219
• XLVI (2012):	Lucas Oil Stadium (Indianapolis, IN)	68,658
• XLVII (2013):	Mercedes-Benz Superdome (New Orleans, LA)	71,024
• XLVIII (2014):	MetLife Stadium (East Rutherford, NJ)	82,529
• XLIX (2015):	University of Phoenix Stadium (Glendale, AZ)	70,288
• 50 (2016):	Levi's Stadium (Santa Clara, CA)	71,088
• LI (2017):	NRG Stadium (Houston, TX)	70,807
• LII (2018):	U.S. Bank Stadium (Minneapolis, MN)	67,612
• LIII (2019):	Mercedes-Benz Stadium (Atlanta, GA)	70,018

Future Super Bowl venues and host cities are as follows:

- 2020: Hard Rock Stadium (Miami Gardens, FL)
- 2021: Raymond James Stadium (Tampa, FL)
- 2022: Los Angeles Stadium (Los Angeles, CA)
- 2023: State Farm Stadium (Glendale, AZ)
- 2024: Mercedes-Benz Superdome (New Orleans, LA)

“When the NFL considers sites for future Super Bowl locations, many requirements must be met by potential cities, their venues and their accommodations. Stadium quality is among the priorities, which is why several of the next five Super Bowls will be played in new or recently renovated stadiums.”

Sporting News, 2/17/19

46.3 TV Viewership

Recent television viewership has been as follows (source: Nielsen):

	Network	Viewers
• Super Bowl XXXIX (2005):	Fox	86.4 million
• Super Bowl XL (2006):	ABC	89.2 million
• Super Bowl XLI (2007):	CBS	93.2 million
• Super Bowl XLII (2008):	Fox	97.4 million
• Super Bowl XLIII (2009):	ABC	98.7 million
• Super Bowl XLIV (2010):	CBS	106.5 million
• Super Bowl XLV (2011):	Fox	111.0 million
• Super Bowl XLVI (2012):	NBC	111.3 million
• Super Bowl XLVII (2013):	CBS	108.7 million
• Super Bowl XLVIII (2014):	Fox	112.2 million
• Super Bowl XLIX (2015):	NBC	114.4 million
• Super Bowl 50 (2016):	CBS	111.9 million
• Super Bowl LI (2017):	Fox	111.3 million
• Super Bowl LII (2018):	NBC	103.4 million
• Super Bowl LIII (2019):	CBS	98.2 million

Ranked by local rating, the top marketers for Super Bowl LIII were as follows:

• Boston, MA:	57.1
• Richmond, VA:	52.6
• Buffalo, NY:	54.4
• Minneapolis-Saint Paul, MN:	49.3
• Denver, CO:	49.3

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.

46.4 Super Bowl Ads

The Super Bowl's advertising lineup has become its own high-stakes competition for marketers. With a television viewership topping 110 million, the Super Bowl is the most-watched American television broadcast yearly. Super Bowl advertisements have become a cultural phenomenon of their own alongside the game itself; many viewers watch the game primarily for the commercials.

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

	: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	\$345.0 million
• 2016:	\$5.0 million	\$370.0 million
• 2017:	\$5.0 million	\$419.0 million
• 2018:	\$5.2 million	\$408.0 million
• 2019:	\$5.3 million	\$382.0 million

The 2019 Super Bowl saw a total of 49.8 minutes of advertising during the game; ads accounted for 23% of the total broadcast.

The highest spenders for Super Bowl LIII ads were as follows (source: Kantar Media):

• Anheuser Busch In Bev:	\$59 million
• Amazon.com:	\$25 million
• Google:	\$20 million
• Deutsche Telekom:	\$20 million
• Toyota:	\$20 million

46.5 Economic Impact

The National Football League (www.nfl.com) claims an economic impact from the Super Bowl of around \$400 million; direct spending by attending fans is estimated at \$150 million or more.

According to the National Retail Federation (www.nrf.com), 45 million people hosted a Super Bowl Party in 2019; 12.0 million watched the game at a bar or restaurant. Consumers spent \$14 billion related to Super Bowl LIII. Among the 76% of U.S. adults that watched the game on TV, 80% purchased food and beverages, 10% bought team apparel or accessories, and 6% purchased a new television to watch the game at home.

WORLD SERIES

47.1 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 2018 World Series, which celebrated its 114th year, saw the Boston Red Sox beat the Los Angeles Dodgers in five games.

47.2 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
• 2016:	7	12.9	22.8 million
• 2017:	7	10.6	18.7 million
• 2018:	5	8.4	14.6 million

By game, 2018 World Series viewership was as follows:

	Avg. Rating	Avg. Viewers
• Game 1:	8.2	13.7 million
• Game 2:	8.1	13.4 million
• Game 3:	7.9	13.2 million
• Game 4:	7.9	13.5 million
• Game 5:	10.0	17.6 million

47.3 Economic Impact

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

PART VI: PROFESSIONAL LEAGUE SPORTS

MAJOR LEAGUE BASEBALL

48.1 League Revenue

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

• 2005:	\$ 4.7 billion	• 2012:	\$ 6.8 billion
• 2006:	\$ 5.1 billion	• 2013:	\$ 8.1 billion
• 2007:	\$ 5.4 billion	• 2014:	\$ 9.0 billion
• 2008:	\$ 5.8 billion	• 2015:	\$ 9.4 billion
• 2009:	\$ 5.9 billion	• 2016:	\$ 9.8 billion
• 2010:	\$ 6.1 billion	• 2017:	\$10.0 billion
• 2011:	\$ 6.3 billion	• 2018:	\$10.3 billion

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

48.2 Stadiums

Stadiums and seating capacity for MLB teams are as follows:

Team	Stadium	Capacity
• Arizona Diamondbacks	Chase Field (Phoenix)	48,519
• Atlanta Braves	SunTrust Park	41,500
• Baltimore Orioles	Oriole Park at Camden Yards	45,971
• Boston Red Sox	Fenway Park	37,949
• Chicago Cubs	Wrigley Field	41,268
• Chicago White Sox	Guaranteed Rate Field	40,615
• Cincinnati Reds	Great American Ball Park	42,319
• Cleveland Indians	Progressive Field	35,225
• Colorado Rockies	Coors Field (Denver)	50,398
• Detroit Tigers	Comerica Park	41,297
• Houston Astros	Minute Maid Park	41,676
• Kansas City Royals	Kauffman Stadium	37,903
• Los Angeles Angels	Angel Stadium (Anaheim)	45,957
• Los Angeles Dodgers	Dodger Stadium	56,000
• Miami Marlins	Marlins Park	36,742
• Milwaukee Brewers	Miller Park	41,900
• Minnesota Twins	Target Field (Minneapolis)	38,871
• New York Mets	Citi Field	41,922

• New York Yankees	Yankee Stadium	49,638
• Oakland Athletics	Oakland-Alameda County Coliseum	35,067
• Philadelphia Phillies	Citizens Bank Park	43,651
• Pittsburgh Pirates	PNC Park	38,362
• San Diego Padres	Petco Park	40,162
• San Francisco Giants	Oracle Park	41,915
• Seattle Mariners	T-Mobile Park	47,943
• St. Louis Cardinals	Busch Stadium	43,975
• Tampa Bay Rays	Tropicana Field (St. Petersburg)	31,042
• Texas Rangers	Globe Life Park in Arlington	48,114
• Toronto Blue Jays	Rogers Centre	49,282
• Washington Nationals	Nationals Park	41,313

48.3 Team Valuations

According to *Forbes* (May 2019), valuations of Major League Baseball teams are as follows:

• New York Yankees:	\$4.60 billion
• Los Angeles Dodgers:	\$3.30 billion
• Boston Red Sox:	\$3.20 billion
• Chicago Cubs:	\$3.10 billion
• San Francisco Giants:	\$3.00 billion
• New York Mets:	\$2.30 billion
• St. Louis Cardinals:	\$2.10 billion
• Los Angeles Angels:	\$1.90 billion
• Philadelphia Phillies:	\$1.85 billion
• Houston Astros:	\$1.78 billion
• Washington Nationals:	\$1.75 billion
• Atlanta Braves:	\$1.70 billion
• Texas Rangers:	\$1.65 billion
• Chicago White Sox:	\$1.60 billion
• Seattle Mariners:	\$1.58 billion
• Toronto Blue Jays:	\$1.50 billion
• San Diego Padres:	\$1.35 billion
• Arizona Diamondbacks:	\$1.29 billion
• Baltimore Orioles:	\$1.28 billion
• Pittsburgh Pirates:	\$1.27 billion
• Detroit Tigers:	\$1.25 billion
• Colorado Rockies:	\$1.22 billion
• Minnesota Twins:	\$1.20 billion
• Milwaukee Brewers:	\$1.18 billion
• Cleveland Indians:	\$1.15 billion
• Oakland Athletics:	\$1.10 billion
• Cincinnati Reds:	\$1.05 billion

- Kansas City Royals: \$1.02 billion
- Tampa Bay Rays: \$1.01 billion
- Miami Marlins: \$1.00 billion

48.4 Player Salaries

MLB implements a luxury tax whereby teams whose total payroll exceeds a threshold are taxed on the excess amount. The MLB team salary threshold has been as follows:

- 2005: \$128.0 million
- 2006: \$136.5 million
- 2007: \$148.0 million
- 2008: \$155.0 million
- 2009: \$162.0 million
- 2010: \$170.0 million
- 2011: \$178.0 million
- 2012: \$178.0 million
- 2013: \$178.0 million
- 2014: \$189.0 million
- 2015: \$189.0 million
- 2016: \$189.0 million
- 2017: \$195.0 million
- 2018: \$197.0 million
- 2019: \$206.0 million

The highest salaries for the 2019 MLB season were as follows:

- Stephen Strasburg (Washington Nationals): \$38.3 million
- Max Scherzer (Washington Nationals): \$37.4 million
- Zack Greinke (Arizona Diamondbacks): \$34.5 million
- Mike Trout (Los Angeles Angels): \$34.1 million
- Clayton Kershaw (Los Angeles Dodgers): \$31.0 million
- David Price (Boston Red Sox): \$31.0 million
- Miguel Cabrera (Detroit Tigers): \$30.0 million
- Yoenis Cespedes (New York Mets): \$29.0 million
- Albert Pujols (Los Angeles Angels): \$28.0 million
- Justin Verlander (Detroit Tigers): \$28.0 million
- Felix Hernandez (Seattle Mariners): \$27.9 million
- Jon Lester (Chicago Cubs): \$27.5 million
- Nolan Arenado (Colorado Rockies): \$26.0 million
- Giancarlo Stanton (New York Yankees): \$26.0 million
- Jake Arrieta (Philadelphia Phillies): \$25.0 million
- Joey Votto (Cincinnati Reds): \$25.0 million
- Jordan Zimmermann (Detroit Tigers): \$25.0 million
- Robinson Cano (New York Mets): \$24.0 million

- J.D. Martinez (Boston Red Sox): \$23.8 million
- Josh Donaldson (Toronto Blue Jays): \$23.0 million

48.5 Attendance

The MLB season includes 2,429 regular-season games, with 30 teams playing 81 home games. Regular-season total and average game attendance has been as follows:

	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
• 2016:	73,159,044	30,169
• 2017:	72,678,797	29,908
• 2018:	69,671,272	28,659

“MLB’s attendance had already been on a slow, steady ebb this decade, dropping four out of five seasons entering 2018. But this year’s 4% decline more than doubled typical season-to-season shifts and sank the league to its lowest level since 2003.”

SportsBusiness Journal, 12/24/18

Average attendance for home games during the 2018 season was as follows:

- Los Angeles Dodgers: 48,484
- St. Louis Cardinals: 42,782
- New York Yankees: 41,020

- Chicago Cubs: 37,810
- Los Angeles Angels: 37,443
- Colorado Rockies: 37,154
- Boston Red Sox: 36,054
- Philadelphia Phillies: 35,472
- Houston Astros: 34,969
- Milwaukee Brewers: 34,682
- San Francisco Giants: 33,218
- Atlanta Braves: 32,706
- New York Mets: 30,326
- San Diego Padres: 29,198
- Washington Nationals: 27,480
- Texas Rangers: 27,110
- Minnesota Twins: 27,001
- Arizona Diamondbacks: 26,565
- Cincinnati Reds: 22,928
- Seattle Mariners: 21,937
- Chicago White Sox: 21,699
- Toronto Blue Jays: 20,870
- Cleveland Indians: 20,546
- Detroit Tigers: 19,864
- Pittsburgh Pirates: 19,484
- Oakland Athletics: 19,100
- Kansas City Royals: 18,502
- Baltimore Orioles: 17,849
- Tampa Bay Rays: 15,602
- Miami Marlins: 9,808

48.6 Sponsors

MLB's Official Sponsors for the 2019 season were Arm & Hammer, AWS, Bank of America, Barbasol, Budweiser, Camping World, Chevrolet, Clear, Coca-Cola, DooSan, Draft Kings, Esurance, Evan Williams, Falken Tires, Gatorade, Geico, Good Sam, Google, Hankook, Kingsford, MasterCard, MGM Resorts International, Mitel, Netspend, OxiClean, Old Dominion Freight Line, Papa John's Pizza, Scotts, SiriusXM, Snapple, SuperCuts, T-Mobile, Taco Bell, The Hartford, Utz, W.B. Mason, and YouTube TV.

48.7 Television Broadcast Rights

MLB's television rights contracts with ESPN, Fox, and Turner Sports' TBS are for a combined \$1.5 billion through 2021.

MLB and ESPN have been partners since 1990. A new deal was signed in 2013

covering 2014 through 2021, with ESPN paying MLB an average of \$700 million annually for the rights to regular-season games.

The World Series and All-Star Game are broadcast on Fox. The League Championship Series and Division Series are shared across Fox Sports Media Group (FSMG), TBS, and MLB Network. The Fox and TBS deals include digital rights to stream televised games and other MLB-related programming online and through mobile devices.

In 2009, Major League Baseball launched its own 24-hour channel, with viewership reaching approximately 50 million cable and satellite customers. The channel carries 26 Saturday night games (some of which compete with local broadcasts), archival and fantasy programming, studio shows, and some original programming.

48.8 Franchise Sales

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	\$ 845 million
• Texas Rangers:	2010	\$ 500 million
• Houston Astros:	2011	\$ 675 million
• Los Angeles Dodgers:	2012	\$2.15 billion
• Miami Marlins:	2018	\$1.30 billion

48.9 World Series

The World Series is assessed in Chapter 47 of this handbook.

48.10 All-Star Game

The MLB All-Star Game is assessed in Chapter 33 of this handbook.

48.11 Fan Demographics

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

Gender

- Male: 59%
- Female: 41%

Age

- 12-to-17: 11%
- 18-to-24: 9%
- 25-to-34: 15%
- 35-to-44: 14%
- 45-to-54: 20%
- 55 and older: 29%

Ethnicity

- Caucasian: 74%
- Hispanic-American: 12%
- African-American: 9%
- Other: 5%

48.12 Fan Loyalty

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

1. Chicago Cubs
2. Washington Nationals
3. Los Angeles Dodgers
4. Boston Red Sox
5. San Francisco Giants

48.13 Market Resources

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

NATIONAL BASKETBALL ASSOCIATION

49.1 League Revenue

National Basketball Association (NBA, www.nba.com) revenue has been as follows:

• 2004-2005:	\$3.19 billion	• 2011-2012:	\$3.68 billion
• 2005-2006:	\$3.37 billion	• 2012-2013:	\$4.56 billion
• 2006-2007:	\$3.57 billion	• 2013-2014:	\$4.79 billion
• 2007-2008:	\$3.77 billion	• 2014-2015:	\$5.18 billion
• 2008-2009:	\$3.79 billion	• 2015-2016:	\$5.87 billion
• 2009-2010:	\$3.81 billion	• 2016-2017:	\$7.35 billion
• 2010-2011:	\$3.96 billion	• 2017-2018:	\$8.01 billion

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

49.2 Arenas

Arenas and seating capacity for NBA teams are as follows:

Team	Arena	Capacity
• Atlanta Hawks:	State Farm Arena	18,047
• Boston Celtics:	TD Garden	18,624
• Brooklyn Nets:	Barclays Center	17,732
• Charlotte Hornets:	Spectrum Center	19,077
• Chicago Bulls:	United Center	20,917
• Cleveland Cavaliers:	Quicken Loans Arena	20,562
• Dallas Mavericks:	American Airlines Center	19,200
• Denver Nuggets:	Pepsi Center	19,155
• Detroit Pistons:	Little Caesars Arena	19,971
• Golden State Warriors:	Oracle Arena (Oakland)	19,596
• Houston Rockets:	Toyota Center	18,055
• Indiana Pacers:	Bankers Life Fieldhouse	18,165
• Los Angeles Clippers:	Staples Center	19,060
• Los Angeles Lakers:	Staples Center	18,997
• Memphis Grizzlies:	FedExForum	18,119
• Miami Heat:	American Airlines Arena	19,600
• Milwaukee Bucks:	Fiserv Forum	18,717

• Minnesota Timberwolves:	Target Center (Minneapolis)	19,356
• New Orleans Pelicans:	Smoothie King Center	16,867
• New York Knicks:	Madison Square Garden	19,812
• Oklahoma City Thunder:	Chesapeake Energy Arena	18,203
• Orlando Magic:	Amway Center	18,846
• Philadelphia 76ers:	Wells Fargo Center	21,600
• Phoenix Suns:	Talking Stick Resort Arena	18,055
• Portland Trail Blazers:	Moda Center	19,441
• Sacramento Kings:	Golden 1 Center	17,500
• San Antonio Spurs:	AT&T Center	18,418
• Toronto Raptors:	Scotiabank Arena	19,800
• Utah Jazz:	Vivint Smart Home Arena	19,911
• Washington Wizards:	Capital One Center	20,356

49.3 Team Valuations

Forbes published *21st Annual NBA Team Valuations* in February 2019.

Valuations of NBA teams are as follows:

• New York Knicks:	\$4.00 billion
• Los Angeles Lakers:	\$3.70 billion
• Golden State Warriors:	\$3.50 billion
• Chicago Bulls:	\$2.90 billion
• Boston Celtics:	\$2.80 billion
• Brooklyn Nets:	\$2.35 billion
• Houston Rockets:	\$2.30 billion
• Dallas Mavericks:	\$2.25 billion
• Los Angeles Clippers:	\$2.20 billion
• Miami Heat:	\$1.75 billion
• Toronto Raptors:	\$1.68 billion
• Philadelphia 76ers:	\$1.65 billion
• San Antonio Spurs:	\$1.62 billion
• Portland Trail Blazers:	\$1.60 billion
• Sacramento Kings:	\$1.58 billion
• Washington Wizards:	\$1.55 billion
• Phoenix Suns:	\$1.50 billion
• Oklahoma City Thunder:	\$1.48 billion
• Utah Jazz:	\$1.42 billion
• Indiana Pacers:	\$1.40 billion
• Denver Nuggets:	\$1.38 billion
• Milwaukee Bucks:	\$1.35 billion
• Orlando Magic:	\$1.32 billion
• Atlanta Hawks:	\$1.30 billion
• Cleveland Cavaliers:	\$1.28 billion
• Detroit Pistons:	\$1.27 billion

- Minnesota Timberwolves: \$1.26 billion
- Charlotte Hornets: \$1.25 billion
- New Orleans Pelicans: \$1.22 billion
- Memphis Grizzlies: \$1.20 billion

49.4 Player Salaries

The NBA team salary cap has been as follows:

• 2005-2006:	\$ 49.5 million	• 2013-2014:	\$ 58.7 million
• 2006-2007:	\$ 53.1 million	• 2014-2015:	\$ 63.1 million
• 2007-2008:	\$ 55.6 million	• 2015-2016:	\$ 70.0 million
• 2008-2009:	\$ 58.7 million	• 2016-2017:	\$ 94.1 million
• 2009-2010:	\$ 57.7 million	• 2017-2018:	\$ 99.1 million
• 2010-2011:	\$ 58.0 million	• 2018-2019:	\$101.9 million
• 2011-2012:	\$ 58.0 million	• 2019-2020:	\$109.0 million
• 2012-2013:	\$ 58.0 million		

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

The highest salaries for the 2019-2020 NBA season were as follows:

• Stephen Curry (Golden State Warriors):	\$40,231,758
• Chris Paul (Oklahoma City Thunder):	\$38,506,482
• Russell Westbrook (Houston Rockets):	\$38,506,482
• Kevin Durant (Brooklyn Nets):	\$38,199,000
• James Harden (Houston Rockets):	\$38,199,000
• LeBron James (Los Angeles Lakers):	\$37,436,858
• Kyle Lowry (Toronto Raptors):	\$34,996,296
• Blake Griffin (Detroit Pistons):	\$34,449,964
• Tobias Harris (Philadelphia 76ers):	\$32,742,000
• Jimmy Butler (Miami Heat):	\$32,742,000
• Kawhi Leonard (Los Angeles Clippers):	\$32,742,000
• Klay Thompson (Golden State Warriors):	\$32,742,000
• Kemba Walker (Boston Celtics):	\$32,742,000
• Gordon Hayward (Boston Celtics):	\$32,700,690
• Mike Conley (Utah Jazz):	\$32,511,624
• Kyrie Irving (Brooklyn Nets):	\$31,742,000
• Khris Middleton (Milwaukee Bucks):	\$30,603,448
• Paul George (LA Clippers):	\$30,560,700
• Paul Millsap (Denver Nuggets):	\$30,350,000
• Damian Lillard (Portland Trail Blazers):	\$29,802,321

49.5 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:	21,926,548	17,826
• 2015-2016:	21,972,129	17,864
• 2016-2017:	21,997,412	17,884
• 2017-2018:	22,128,921	17,991
• 2018-2019:	21,948,390	17,844

* Lockout-shortened season

Average attendance for home games during the 2018-2019 season for NBA teams was as follows:

• Philadelphia 76ers:	20,441
• Chicago Bulls:	20,084
• Dallas Mavericks:	20,013
• Toronto Raptors:	19,824
• Miami Heat:	19,640
• Golden State Warriors:	19,596
• Portland Trail Blazers:	19,496
• Cleveland Cavaliers:	19,349
• New York Knicks:	19,002
• Los Angeles Lakers:	18,997
• Boston Celtics:	18,624
• Denver Nuggets:	18,450
• San Antonio Spurs:	18,307
• Utah Jazz:	18,306
• Oklahoma City Thunder:	18,203
• Houston Rockets:	18,058
• Milwaukee Bucks:	17,602
• Orlando Magic:	17,561
• Washington Wizards:	17,487
• Los Angeles Clippers:	17,325
• Sacramento Kings:	17,096

- Indiana Pacers: 16,812
- Charlotte Hornets: 16,501
- Detroit Pistons: 16,486
- New Orleans Pelicans: 16,004
- Memphis Grizzlies: 15,578
- Atlanta Hawks: 15,327
- Minnesota Timberwolves: 15,305
- Phoenix Suns: 15,293
- Brooklyn Nets: 14,941

49.6 Sponsors

NBA sponsors for the 2018-2019 season were adidas, Anheuser-Busch InBev, AutoTrader.com, BBVA, Cisco, Coca-Cola, Diageo, Foot Locker, Gatorade, Harman, Kaiser Permanente, Kia Motors, Kumho Tire, McDonald's, Nike, Samsung, SAP, Spalding, Sprint, State Farm, and Taco Bell.

49.7 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
• 2015-2016:	3.93 million	1.65 million	1.68 million	350,000
• 2016-2017:	3.27 million	1.54 million	1.57 million	310,000
• 2017-2018:	3.82 million	1.74 million	1.63 million	310,000
• 2018-2019:	4.46 million	1.81 million	1.85 million	313,000

49.8 Franchise Sale

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 Hornets:	2010	\$ 270 million
• Golden State Warriors:	2010	\$ 450 million
• Philadelphia 76ers:	2011	\$ 280 million
• Atlanta Hawks:	2011	\$ 300 million***
• New Orleans Pelicans:	2012	\$ 338 million
• Sacramento Kings:	2013	\$ 345 million for 65% stake
• Milwaukee Bucks:	2014	\$ 550 million
• Los Angeles Clippers:	2014	\$2.00 billion
• Atlanta Hawks:	2015:	\$ 730 million
• Houston Rockets:	2017	\$2.20 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

49.9 NBA Finals

The NBA Finals are assessed in Chapter 40 of this handbook.

49.10 All-Star Game

The NBA All-Star Game is assessed in Chapter 33 of this handbook.

49.11 Fan Demographics

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

Gender

- Male: 60%
- Female: 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%

49.12 Fan Loyalty

Brand Keys (www.brandkeys.com) assessed fan loyalty for each NBA team. The following teams were ranked highest in fan loyalty:

1. Oklahoma City Thunder
2. San Antonio Spurs
3. Miami Heat
4. Golden State Warriors
5. (tie) Chicago Bulls
5. (tie) Los Angeles Clippers

49.13 Market Resources

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

NATIONAL FOOTBALL LEAGUE

50.1 League Revenue

National Football League (NFL, www.nfl.com) revenue has been as follows:

• 2004-2005:	\$ 6.16 billion	• 2012-2013:	\$ 9.58 billion
• 2005-2006:	\$ 6.54 billion	• 2013-2014:	\$11.09 billion
• 2006-2007:	\$ 7.09 billion	• 2014-2015:	\$12.00 billion
• 2007-2008:	\$ 7.57 billion	• 2015-2016:	\$13.10 billion
• 2008-2009:	\$ 8.02 billion	• 2016-2017:	\$14.00 billion
• 2009-2010:	\$ 8.35 billion	• 2017-2018:	\$15.00 billion
• 2010-2011:	\$ 8.82 billion	• 2018-2019:	\$16.00 billion
• 2011-2012:	\$ 9.17 billion		

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

50.2 Stadiums

Stadiums and seating capacity for NFL teams are as follows:

Team	Stadium	Capacity
• Arizona Cardinals:	State Farm Stadium (Glendale)	63,400
• Atlanta Falcons:	Mercedes-Benz Stadium	71,000
• Baltimore Ravens:	M&T Bank Stadium	71,008
• Buffalo Bills:	New Era Field (Orchard Park)	71,608
• Carolina Panthers:	Bank of America Stadium (Charlotte)	75,419
• Chicago Bears:	Soldier Field	61,500
• Cincinnati Bengals:	Paul Brown Stadium	65,515
• Cleveland Browns:	FirstEnergy Stadium	67,431
• Dallas Cowboys:	AT&T Stadium (Arlington)	80,000
• Denver Broncos:	Broncos Field at Mile High	76,125
• Detroit Lions:	Ford Field	65,000
• Green Bay Packers:	Lambeau Field	81,435
• Houston Texans:	NRG Stadium	72,220
• Indianapolis Colts:	Lucas Oil Stadium	67,000
• Jacksonville Jaguars:	TIAA Bank Field	67,246
• Kansas City Chiefs:	Arrowhead Stadium	76,416
• Los Angeles Rams:	Los Angeles Memorial Coliseum	93,607

• Los Angeles Chargers:	Dignity Health Sports Park (Carson)	30,000
• Miami Dolphins:	Hard Rock Stadium	65,326
• Minnesota Vikings:	U.S. Bank Stadium (Minneapolis)	66,655
• New England Patriots:	Gillette Stadium (Foxborough)	66,829
• New York Giants:	MetLife Stadium (East Rutherford, NJ)	82,500
• New York Jets:	MetLife Stadium (East Rutherford, NJ)	82,500
• New Orleans Saints:	Mercedes-Benz Superdome	73,000
• Oakland Raiders:	Oakland-Alameda County Coliseum	56,063
• Philadelphia Eagles:	Lincoln Financial Field	69,596
• Pittsburgh Steelers:	Heinz Field	68,400
• San Francisco 49ers:	Levi's Stadium (Santa Clara)	68,500
• Seattle Seahawks:	CenturyLink Field	68,000
• Tampa Bay Buccaneers:	Raymond James Stadium	65,890
• Tennessee Titans:	Nissan Stadium (Nashville)	69,143
• Washington Redskins:	FedExField (Landover, MD)	82,000

50.3 Team Valuations

According to *Forbes* (September 2018), valuations of NFL teams are as follows:

• Dallas Cowboys:	\$5.00 billion
• New England Patriots:	\$3.80 billion
• New York Giants:	\$3.30 billion
• Los Angeles Rams:	\$3.20 billion
• Washington Redskins:	\$3.10 billion
• San Francisco 49ers:	\$3.05 billion
• Chicago Bears:	\$2.90 billion
• New York Jets:	\$2.85 billion
• Houston Texans:	\$2.80 billion
• Philadelphia Eagles:	\$2.75 billion
• Denver Broncos:	\$2.65 billion
• Green Bay Packers:	\$2.62 billion
• Atlanta Falcons:	\$2.60 billion
• Baltimore Ravens:	\$2.59 billion
• Pittsburgh Steelers:	\$2.58 billion
• Seattle Seahawks:	\$2.58 billion
• Miami Dolphins:	\$2.57 billion
• Oakland Raiders:	\$2.42 billion
• Minnesota Vikings:	\$2.40 billion
• Indianapolis Colts:	\$2.38 billion
• Carolina Panthers:	\$2.30 billion
• Los Angeles Chargers:	\$2.28 billion
• Arizona Cardinals:	\$2.15 billion
• Kansas City Chiefs:	\$2.10 billion
• Jacksonville Jaguars:	\$2.08 billion

- New Orleans Saints: \$2.07 billion
- Tennessee Titans: \$2.05 billion
- Tampa Bay Buccaneers: \$2.00 billion
- Cleveland Browns: \$1.95 billion
- Cincinnati Bengals: \$1.80 billion
- Detroit Lions: \$1.70 billion
- Buffalo Bills: \$1.60 billion

Valued at \$5.0 billion, the Dallas Cowboys is the most valuable professional sports team in the United States.

50.4 Player Salaries

The NFL team salary cap has been as follows:

- 2005: \$ 85.5 million
- 2006: \$102.0 million
- 2007: \$109.0 million
- 2008: \$116.0 million
- 2009: \$123.0 million
- 2010: uncapped
- 2011: \$120.0 million
- 2012: \$120.0 million
- 2013: \$123.0 million
- 2014: \$133.0 million
- 2015: \$143.0 million
- 2016: \$155.0 million
- 2017: \$167.0 million
- 2018: \$177.2 million

The highest salaries for the 2018-2019 NFL season were as follows:

- Aaron Rodgers (Green Bay Packers): \$33,500,000
- Matt Ryan (Atlanta Falcons): \$30,000,000
- Kirk Cousins (Minnesota Vikings): \$28,000,000
- Jimmy Garoppolo (San Francisco 49ers): \$27,500,000
- Matthew Stafford (Detroit Lions): \$27,000,000
- Derek Carr (Oakland Raiders): \$25,005,000
- Drew Brees (New Orleans Saints): \$25,000,000
- Andrew Luck (Indianapolis Colts): \$24,594,000
- Alex Smith (Washington Redskins): \$23,500,000
- Khalil Mack (Chicago Bears): \$23,500,000
- Aaron Donald (Los Angeles Rams): \$22,500,000
- Joe Flacco (Baltimore Ravens): \$22,133,333
- Russell Wilson (Seattle Seahawks): \$21,900,000
- Ben Roethlisberger (Pittsburgh Steelers): \$21,850,000

- Eli Manning (New York Giants): \$21,000,000
- Philip Rivers (Los Angeles Chargers): \$20,812,500
- Cam Newton (Carolina Panthers): \$20,760,000
- Tom Brady (New England Patriots): \$20,500,000
- Sam Bradford (Arizona Cardinals): \$20,000,000
- Ryan Tannehill (Miami Dolphins): \$19,250,000

50.5 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
• 2005-2006:	17,012,453	66,455
• 2006-2007:	17,340,879	67,738
• 2007-2008:	17,345,205	67,755
• 2008-2009:	17,055,982	66,625
• 2009-2010:	16,651,126	65,043
• 2010-2011:	17,141,760	66,960
• 2011-2012:	17,243,648	67,358
• 2012-2013:	17,303,296	67,591
• 2013-2014:	17,510,656	68,401
• 2014-2015:	17,606,643	68,776
• 2015-2016:	17,510,312	68,400
• 2016-2017:	17,788,671	69,483
• 2017-2018:	17,253,425	67,396
• 2018-2019:	17,177,581	67,100

Average attendance for home games during the 2018-2019 season for NFL teams was as follows:

• Dallas Cowboys:	91,619
• New York Jets:	77,982
• Green Bay Packers:	77,834
• New York Giants:	76,940
• Denver Broncos:	76,446
• Kansas City Chiefs:	75,972
• Carolina Panthers:	73,772
• New Orleans Saints:	73,051
• Atlanta Falcons:	72,898
• Los Angeles Rams:	72,429
• Houston Texans:	71,804
• Baltimore Ravens:	70,431
• Philadelphia Eagles:	69,696
• San Francisco 49ers:	69,148

- Seattle Seahawks: 69,001
- Minnesota Vikings: 66,811
- Jacksonville Jaguars: 66,674
- New England Patriots: 65,878
- Cleveland Browns: 65,765
- Miami Dolphins: 65,560
- Buffalo Bills: 64,961
- Tennessee Titans: 64,520
- Pittsburgh Steelers: 63,456
- Detroit Lions: 62,795
- Arizona Cardinals: 62,013
- Chicago Bears: 61,815
- Washington Redskins: 61,028
- Indianapolis Colts: 59,199
- Oakland Raiders: 57,919
- Tampa Bay Buccaneers: 54,356
- Cincinnati Bengals: 50,753
- Los Angeles Chargers: 32,768

50.6 Sponsors

NFL sponsors for the 2018-2019 season were Anheuser-Busch, AWS, Barclaycard, Bose Corporation, Bridgestone Americas, Campbell Soup Company, Castrol, Dairy Management Inc., Extreme Networks, FedEx Corporation, Ford, Frito-Lay, Inc., Gatorade, Intel, Intuit TurboTax, Lowe's, Marriott International, Inc., MARS Snackfood, Microsoft Corporation, Nationwide Mutual Insurance Group, News America Marketing, PepsiCo, Pizza Hut, Procter & Gamble Co., Quaker Oats Company, Sleep Number, Surface, The Dannon Company, USAA, Verizon Wireless, and VISA.

50.7 Television Broadcast Rights

The NFL has four broadcast rights contracts that net the league \$4.95 billion annually through 2022. These deals are as follows:

	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.

Average regular-season, prime-time viewership has been as follows:

	NBC SNF	Fox	CBS	NBC/CBS/NFL Net TNF	ESPN MNF
• 2012:	21.5 million	19.7 million	17.7 million	6.4 million	12.8 million
• 2013:	21.7 million	21.2 million	18.7 million	7.1 million	13.7 million
• 2014:	21.3 million	20.7 million	18.6 million	11.8 million	13.3 million
• 2015:	22.5 million	20.7 million	19.1 million	12.4 million	12.9 million
• 2016:	20.3 million	19.4 million	17.7 million	12.4 million	11.4 million
• 2017:	18.2 million	17.6 million	15.6 million	14.3 million	10.7 million
• 2018:	19.3 million	18.0 million	16.5 million	14.9 million	11.6 million

SNF: Sunday Night Football; TNF: Thursday Night Football; MNF: Monday Night Football

50.8 Franchise Sales

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
• Jacksonville Jaguars:	2012	\$ 760 million
• Buffalo Bills:	2014	\$1.40 billion
• Carolina Panthers:	2018	\$2.30 billion

50.9 Super Bowl

The Super Bowl is assessed in Chapter 46 of this handbook.

50.10 Pro Bowl Game

The NFL Pro Bowl Game is assessed in Chapter 33 of this handbook.

50.11 Fan Demographics

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

Gender

- Male: 59%
- Female: 41%

Age

- 12-to-17: 12%
- 18-to-24: 11%

- 25-to-34: 19%
- 35-to-44: 15%
- 45-to-54: 20%
- 55 and older: 22%

Ethnicity

- Caucasian: 73%
- African-American: 11%
- Hispanic-American: 11%
- Other: 5%

50.12 Fan Loyalty

Brand Keys (www.brandkeys.com) assessed fan loyalty for each NFL team. 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

50.13 Market Resources

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

NATIONAL HOCKEY LEAGUE

51.1 League Revenue

National Hockey League (NHL, www.nhl.com) revenue has been as follows:

• 2005-2006:	\$2.27 billion	• 2012-2013:	\$3.50 billion
• 2006-2007:	\$2.44 billion	• 2013-2014:	\$3.70 billion
• 2007-2008:	\$2.75 billion	• 2014-2015:	\$3.98 billion
• 2008-2009:	\$2.82 billion	• 2015-2016:	\$4.10 billion
• 2009-2010:	\$2.93 billion	• 2016-2017:	\$4.43 billion
• 2010-2011:	\$3.09 billion	• 2017-2018:	\$4.86 billion
• 2011-2012:	\$3.20 billion		

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

51.2 Arenas

Arenas and seating capacity for NHL teams are as follows:

Team	Arena	Capacity
• Anaheim Ducks:	Honda Center	17,174
• Arizona Coyotes:	Gila River Arena (Glendale)	17,125
• Boston Bruins:	TD Garden	17,565
• Buffalo Sabres:	KeyBank Center	19,070
• Calgary Flames:	Scotiabank Saddledome	19,289
• Carolina Hurricanes:	PNC Arena (Raleigh)	18,680
• Chicago Blackhawks:	United Center	19,717
• Colorado Avalanche:	Pepsi Center (Denver)	18,007
• Columbus Blue Jackets:	Nationwide Arena	18,500
• Dallas Stars:	American Airlines Center	18,532
• Detroit Red Wings:	Little Caesars Arena	20,027
• Edmonton Oilers:	Rogers Place	18,641
• Florida Panthers:	BB&T Center (Sunrise)	19,250
• Los Angeles Kings:	Staples Center	18,230
• Minnesota Wild:	Xcel Energy Center (Saint Paul)	17,954
• Montreal Canadiens:	Bell Centre	21,288
• Nashville Predators:	Bridgestone Arena	17,113
• New Jersey Devils:	Prudential Center	16,514

• New York Islanders:	Barclays Center	15,795
• New York Rangers:	Madison Square Garden	18,006
• Ottawa Senators:	Canadian Tire Centre	18,694
• Philadelphia Flyers:	Wells Fargo Center	19,543
• Pittsburgh Penguins:	PPG Paints Arena	18,387
• San Jose Sharks:	SAP Center	17,562
• St. Louis Blues:	Enterprise Center	19,150
• Tampa Bay Lightning:	Amalie Arena	19,092
• Toronto Maple Leafs:	Scotiabank Arena	18,819
• Vancouver Canucks:	Rogers Arena	18,910
• Vegas Golden Knights:	T-Mobile Arena	17,368
• Washington Capitals:	Capital One Arena	18,506
• Winnipeg Jets:	Bell MTS Centre	15,294

51.3 Team Valuations

According to *Forbes* (December 2018), valuations of NHL teams are as follows:

• New York Rangers:	\$1.55 billion
• Toronto Maple Leafs:	\$1.45 billion
• Montreal Canadiens:	\$1.30 billion
• Chicago Blackhawks:	\$1.05 billion
• Boston Bruins:	\$ 925 million
• Los Angeles Kings:	\$ 810 million
• Philadelphia Flyers:	\$ 800 million
• Detroit Red Wings:	\$ 775 million
• Vancouver Canucks:	\$ 735 million
• Washington Capitals:	\$ 725 million
• Pittsburgh Penguins:	\$ 650 million
• Vegas Golden Knights:	\$ 575 million
• Edmonton Oilers:	\$ 540 million
• Dallas Stars:	\$ 525 million
• San Jose Sharks:	\$ 510 million
• Minnesota Wild:	\$ 490 million
• St Louis Blues:	\$ 465 million
• Anaheim Ducks:	\$ 460 million
• New Jersey Devils:	\$ 455 million
• Calgary Flames:	\$ 450 million
• Tampa Bay Lightning:	\$ 445 million
• New York Islanders:	\$ 440 million
• Ottawa Senators:	\$ 435 million
• Colorado Avalanche:	\$ 430 million
• Nashville Predators:	\$ 425 million
• Carolina Hurricanes:	\$ 420 million
• Winnipeg Jets:	\$ 415 million

- Buffalo Sabres: \$ 375 million
- Columbus Blue Jackets: \$ 320 million
- Florida Panthers: \$ 295 million
- Arizona Coyotes: \$ 290 million

51.4 Player Salaries

The NHL team salary cap has been as follows:

• 2005-2006:	\$39.0 million	• 2012-2013:	\$70.2 million
• 2006-2007:	\$44.0 million	• 2013-2014:	\$64.3 million
• 2007-2008:	\$50.3 million	• 2014-2015:	\$69.0 million
• 2008-2009:	\$56.7 million	• 2015-2016:	\$71.4 million
• 2009-2010:	\$56.8 million	• 2016-2017:	\$74.0 million
• 2010-2011:	\$59.4 million	• 2017-2018:	\$75.0 million
• 2011-2012:	\$64.3 million	• 2018-2019:	\$79.5 million

The team salary floor for the 2018-2019 season was \$58.8 million. No player could earn more than \$15.9 million.

The highest salaries for the 2018-2019 NHL season were as follows:

• John Tavares (Toronto Maple Leafs):	\$15,900,000
• Carey Price (Montreal Canadiens):	\$15,000,000
• Connor McDavid (Edmonton Oilers):	\$15,000,000
• Jamie Benn (Dallas Stars):	\$13,000,000
• Anze Kopitar (Los Angeles Kings):	\$12,000,000
• Jonathan Toews (Chicago Blackhawks):	\$12,000,000
• John Carlson (Washington Capitals):	\$12,000,000
• Patrick Kane (Chicago Blackhawks):	\$12,000,000
• Alex Ovechkin (Washington Capitals):	\$10,000,000
• Brent Burns (San Jose Sharks):	\$10,000,000
• Evgeny Kuznetsov (Washington Capitals):	\$10,000,000
• Jack Eichel (Buffalo Sabres):	\$10,000,000
• P.K. Subban (Nashville Predators):	\$10,000,000
• Sidney Crosby (Pittsburgh Penguins):	\$10,000,000
• Evgeni Malkin (Pittsburgh Penguins):	\$ 9,500,000
• Steven Stamkos (Tampa Bay Lightning):	\$ 9,500,000
• Jakub Voracek (Philadelphia Flyers):	\$ 9,250,000
• Brent Seabrook (Chicago Blackhawks):	\$ 9,000,000
• Claude Giroux (Philadelphia Flyers):	\$ 9,000,000
• Corey Perry (Anaheim Ducks):	\$ 9,000,000
• Evander Kane (San Jose Sharks):	\$ 9,000,000
• Leon Draisaitl (Edmonton Oilers):	\$ 9,000,000
• Ryan Suter (Minnesota Wild):	\$ 9,000,000

51.5 Attendance

The NHL season includes 1,230 regular-season games, with 30 teams each playing 41 home games. Regular-season total and average game attendance has been as follows:

	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
• 2015-2016:	21,451,041	17,482
• 2016-2017:	21,545,024	17,516
• 2017-2018:	22,174,362	17,446
• 2018-2019:	22,186,851	17,456

* Lockout-shortened season

Average attendance for home games during the 2018-2019 season for NHL teams was as follows:

• Chicago Blackhawks:	22,734
• Montreal Canadiens:	21,046
• Philadelphia Flyers:	20,371
• Toronto Maple Leafs:	19,276
• Detroit Red Wings:	19,120
• Tampa Bay Lightning:	19,092
• Minnesota Wild:	18,907
• Pittsburgh Penguins:	18,565
• Washington Capitals:	18,508
• Calgary Flames:	18,501
• Edmonton Oilers:	18,347
• Vegas Golden Knights:	18,318
• Dallas Stars:	18,178
• Vancouver Canucks:	18,022
• Los Angeles Kings:	18,000
• Buffalo Sabres:	17,908
• Boston Bruins:	17,565
• Nashville Predators:	17,445
• St. Louis Blues:	17,361
• New York Rangers:	17,318
• San Jose Sharks:	17,266

- Colorado Avalanche: 17,132
- Anaheim Ducks: 16,814
- Columbus Blue Jackets: 16,658
- Winnipeg Jets: 15,276
- New Jersey Devils: 14,834
- Ottawa Senators: 14,553
- Carolina Hurricanes: 14,322
- Arizona Coyotes: 13,989
- Florida Panthers: 13,261
- New York Islanders: 12,442

51.6 Sponsors

NHL Corporate Partners for the 2018-2019 season were as follows:

- Global Partners: adidas, Apple, EA Sports, O.R.G. Packaging, SAP
- North American Partners: Bridgestone, Chemours, Coors Light, Enterprise, Federal-Mogul, Honda, Kraft Heinz, Las Vegas Convention & Visitors Association, MGM Resorts International, Molson, Pepsico, PPG, Ticketmaster, Travel Nation Hockey, Upper Deck
- Canada Partners: Canadian Tire, Danone, Esso, Kellogg's, Reese, Kruger Products, Mitsubishi Heating and Cooling, Scotiabank, Tim Hortons, Visa
- USA Partners: Cigna, Dunkin', Discover, Geico, FanDuel, Jägermeister, Navy Federal Credit Union, New Amsterdam Vodka

51.7 Television Broadcast Rights

NBC broadcasts select regular-season NHL games. NHL games are broadcast on NBC Sports Network. The broadcast rights deal, which runs 2012 to 2022, pays the NHL \$200 million per year.

The league launched the NHL Network in October 2007 with cable distribution through Comcast, Time Warner Cable, Cox Communications, and Cablevision Systems, as well as satellite distribution thorough DirecTV and EchoStar, mostly on dedicated sports tiers.

Average viewership for regular season games on NBC Sports Network has been as follows:

- 2010-2011: 348,000
- 2011-2012: 332,000
- 2012-2013*: 392,000
- 2013-2014: 351,000
- 2014-2015: 349,000
- 2015-2016: 378,000
- 2016-2017: 336,000

- 2017-2018: 302,000
- 2018-2019: 313,000

* Lockout-shortened season

51.8 Franchise Sales

Recent NHL team sales are as follows:

	Year	Price
• Ottawa Senators:	2003	\$ 110 million
• Buffalo Sabres:	2003	\$ 92 million
• Atlanta Thrashers/Hawks:	2004	\$ 250 million*
• St. Louis Blues:	2006	\$ 150 million
• Nashville Predators:	2007	\$ 193 million
• Phoenix Coyotes:	2009	\$ 140 million
• Montreal Canadiens:	2009	\$ 575 million**
• Tampa Bay Lightning:	2010	\$ 93 million
• Atlanta Thrashers:	2011	\$ 110 million
• Toronto Maple Leafs:	2012	\$1.30 billion***
• Arizona Coyotes:	2014	\$ 152 million
• New York Islanders:	2014:	\$ 485 million
• Arizona Coyotes:	2017:	\$ 240 million****
• Carolina Hurricanes:	2018	\$ 500 million*****

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

** includes Bell Centre Arena

*** includes Maple Leaf Sports & Entertainment network

**** valuation based on sale of 49% of franchise

***** valuation based on sale of 52% of franchise

The Vegas Golden Knights, an expansion team, began play in the 2017-2018 season. The owners paid the NHL a \$500 million expansion fee.

51.9 Stanley Cup

The Stanley Cup is assessed in Chapter 45 of this handbook.

51.10 All-Star Game

The NHL All-Star Game is assessed in Chapter 33 of this handbook.

51.11 Fan Demographics

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

Gender

- Male: 64%
- Female: 36%

Age

- 12-to-17: 13%
- 18-to-24: 11%
- 25-to-34: 18%
- 35-to-44: 21%
- 45-to-54: 20%
- 55 and older: 17%

Race/Ethnicity

- Caucasian: 78%
- Hispanic-American: 9%
- African-American: 8%
- Other: 5%

51.12 Fan Loyalty

Brand Keys (www.brandkeys.com) assessed fan loyalty for each NHL team. The following teams were ranked highest in fan loyalty:

1. Pittsburgh Penguins
2. Chicago Blackhawks
3. (tie) St. Louis Blues
3. (tie) Washington Capitals
5. (tie) Boston Bruins
5. (tie) New York Rangers

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

51.13 Market Resources

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

MAJOR LEAGUE SOCCER

52.1 Overview

Major League Soccer (MLS; www.mlssoccer.com) launched in 1996. The regular season runs March through October. Each MLS team plays 17 home games.

52.2 Stadiums

MLS stadiums and capacity are as follows:

	Stadium	Capacity
• Atlanta United FC:	Mercedes-Benz Stadium	40,000
• Chicago Fire:	SeatGeek Stadium (Bridgeview)	20,000
• Colorado Rapids:	Dick's Sporting Goods Park (Commerce City)	18,086
• Columbus Crew SC:	Mapfre Stadium	20,455
• D.C. United:	Audi Field	20,000
• FC Cincinnati:	Nippert Stadium	33,800
• FC Dallas:	Toyota Stadium (Frisco)	21,193
• Houston Dynamo:	BBVA Compass Stadium	22,039
• LA Galaxy:	Dignity Health Sports Park (Carson)	27,000
• Los Angeles FC:	Banc of California Stadium	22,000
• Minnesota United FC:	Alliance Field (Minneapolis)	19,400
• Montreal Impact:	Saputo Stadium	20,801
• New England Revolution:	Gillette Stadium (Foxborough)	22,385
• New York City FC:	Yankee Stadium (Bronx)	30,321
• New York Red Bulls:	Red Bull Arena (Harrison, NJ)	25,189
• Orlando City SC:	Orlando City Stadium	25,500
• Philadelphia Union:	Talen Energy Stadium (Chester)	18,500
• Portland Timbers:	Providence Park	21,144
• Real Salt Lake:	Rio Tinto Stadium (Sandy)	20,008
• San Jose Earthquakes:	Avaya Stadium	18,000
• Seattle Sounders FC:	CenturyLink Field	35,700
• Sporting Kansas City:	Children's Mercy Park	18,467
• Toronto FC:	BMO Field	21,800
• Vancouver Whitecaps FC:	BC Place	22,120

52.3 Team Valuations

Forbes (November 2018) assesses the most valuable MLS teams as follows:

- Atlanta United: \$330 million
- LA Galaxy: \$320 million
- Seattle Sounders: \$310 million
- Los Angeles FC: \$305 million
- Toronto FC: \$290 million
- Portland Timbers: \$280 million
- New York City FC: \$278 million
- Orlando City SC: \$275 million
- Sporting Kansas City: \$270 million
- D.C. United: \$265 million
- New York Red Bulls: \$250 million
- Minnesota United: \$248 million
- Chicago Fire: \$245 million
- San Jose Earthquakes: \$235 million
- New England Revolution: \$225 million
- Houston Dynamo: \$220 million
- FC Dallas: \$190 million
- Philadelphia Union: \$175 million
- Real Salt Lake: \$170 million
- Montreal Impact: \$168 million
- Vancouver Whitecaps: \$165 million
- Columbus Crew: \$160 million
- Colorado Rapids: \$155 million

52.4 Highest-Paid Players

The following were the highest-paid MLS players in 2018 (source: *Forbes*):

- Zlatan Ibrahimovic (LA Galaxy): \$7,200,000
- Michael Bradley (Toronto FC): \$6,428,571
- Jozy Altidore (Toronto FC): \$6,332,250
- Carlos Vela (Los Angeles FC): \$6,300,000
- Bastian Schweinsteiger (Chicago Fire): \$5,600,000
- Ignacio Pilatti (Montreal Impact): \$5,600,000
- Alejandro Pozuelo Melero (Toronto FC): \$3,800,000
- Wayne Rooney (DC United): \$3,507,500
- Josef Martinez (Atlanta United): \$3,000,000

52.5 Attendance

Regular-season average game attendance has been as follows:

• 1996:	17,406	• 2008:	16,459
• 1997:	14,619	• 2009:	16,120
• 1998:	14,312	• 2010:	16,675
• 1999:	14,282	• 2011:	17,872
• 2000:	13,756	• 2012:	18,807
• 2001:	14,961	• 2013:	18,611
• 2002:	15,882	• 2014:	19,147
• 2003:	14,898	• 2015:	21,558
• 2004:	15,559	• 2016:	21,692
• 2005:	15,108	• 2017:	22,113
• 2006:	15,390	• 2018:	21,875
• 2007:	16,770		

Average attendance for home games during the 2018 season for MLS teams was as follows:

• Atlanta United FC:	53,002
• Seattle Sounders FC:	40,641
• Toronto FC:	26,628
• LA Galaxy:	24,444
• Minnesota United FC:	23,902
• Orlando City SC:	23,866
• New York City FC:	23,211
• Los Angeles FC:	22,042
• Vancouver Whitecaps FC:	21,946
• Portland Timbers:	21,144
• Sporting Kansas City:	19,950
• San Jose Earthquakes:	19,032
• Real Salt Lake:	18,605
• New York Red Bulls:	18,601
• Montreal Impact:	18,569
• New England Revolution:	18,347
• D.C. United:	17,635
• Houston Dynamo:	16,906
• Philadelphia Union:	16,518
• FC Dallas:	15,512
• Colorado Rapids:	15,333
• Chicago Fire:	14,806
• Columbus Crew:	12,447

52.6 Sponsors

Official sponsors of MLS for 2019 were adidas, Advocare, Alcatel, Allstate, AT&T, Audi, Coca-Cola, Continental Tire, EA Sports, Etihad Airways, Heineken, JLAB

Audio, Johnson & Johnson, Kellogg's, SeatGeek, Southern New Hampshire University, TAGHeuer, Target, The Home Depot, Trivento, and Wells Fargo.

52.7 Television Broadcast Rights

MLS has eight-year broadcast rights agreements, 2015 through 2022, with ESPN, Fox Sports, and Univision (in Spanish). ESPN and Fox Sports pay a combined \$75 million per season, and Univision's Unimas pays \$15 million per-season. The current rights agreements are more than five times the value of the league's 2006-2014 deals. Rights include digital as well as television.

The league's MLS Direct Kick Package, which broadcasts out-of-market matches, has been expanded to air every league match which is not televised. MLSNET.com offers streaming of live video of some matches.

52.8 Fan Demographics

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

Gender

- Male: 61%
- Female: 39%

Ethnicity

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

52.9 Market Resources

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

PREMIER LEAGUE

53.1 Overview

The Premier League (www.premierleague.com), based in England and referred to as the English Premier League (EPL) outside of the country, is the most-watched professional sports league in the world and broadcasts in 212 territories to over 650 million homes. There are 20 Premier League clubs; each hosts 19 home matches per season, which runs from August to May.

Premier League soccer (referred to as football outside the U.S.) is gaining popularity in North America. EPL matches are televised in the United States by NBC.

53.2 Clubs

Total attendance was 14,508,981 for the 380 games of the 2018-2019 Premier League season.

Average attendance has been as follows:

- 2010-2011: 35,273
- 2011-2012: 34,601
- 2012-2013: 35,921
- 2013-2014: 36,631
- 2014-2015: 36,176
- 2015-2016: 36,452
- 2016-2017: 35,822
- 2017-2018: 38,274
- 2018-2019: 38,182

Average home game attendance for the 2018-2019 season for Premier League clubs was as follows:

- Manchester United (Trafford, Greater Manchester): 74,498
- Arsenal FC (London Borough of Islington): 59,899
- West Ham United (London Borough of Newham): 58,336
- Tottenham Hotspur (London Borough of Haringey): 54,216
- Manchester City (Manchester): 54,130
- Liverpool FC (Liverpool): 52,983
- Newcastle United (Newcastle upon Tyne, Tyneside): 51,121
- Chelsea FC (London Borough of Hammersmith and Fulham): 40,437
- Everton FC (Liverpool): 38,780

• Leicester City (Leicester):	31,851
• Cardiff City (Cardiff, Wales):	31,413
• Wolverhampton Wanderers (Wolverhampton, West Midlands):	31,030
• Brighton & Hove Albion (Brighton):	30,426
• Southampton FC (Southampton):	30,139
• Crystal Palace (London Borough of Croydon):	25,455
• Fulham FC (Fulham, London):	24,371
• Huddersfield Town A.F.C. (Huddersfield, West Yorkshire):	23,201
• Burnley FC (Burnley):	20,534
• Watford FC (Watford, Hertfordshire):	20,016
• AFC Bournemouth (Bournemouth, Dorset):	10,532

53.3 Team Valuations

Forbes (May 2019) assesses the EPL clubs with the highest valuation as follows:

• Manchester United:	\$3.81 billion
• Manchester City:	\$2.69 billion
• Chelsea:	\$2.57 billion
• Arsenal:	\$2.26 billion
• Liverpool:	\$2.18 billion
• Tottenham Hotspur:	\$1.62 billion
• West Ham United:	\$ 616 million
• Everton:	\$ 476 million
• Newcastle United:	\$ 381 million

53.4 U.S. Broadcast Rights

NBC networks have broadcast EPL games since the 2013-2014 season. In 2015, a six-year extension valued at \$1 billion was announced, extending NBC Sports broadcast rights through the 2021-2022 season.

All 380 regular season matches are carried on NBC networks and digital platforms. NBC Sports broadcasts 154 matches on Saturday and Sunday mornings and on Monday afternoons. NBC broadcasts 20 Saturday afternoon matches. Matches are also broadcasted on USA Network and CNBC.

Premier League broadcast rights in Canada are jointly owned by Sportsnet and TSN, with each network holding rights to 190 matches per season.

UEFA CHAMPIONS LEAGUE

54.1 Overview

UEFA Champions League is an annual soccer (referred to as football outside the United States) competition among the top-division European clubs organized by the Union of European Football Associations (UEFA, www.uefa.com). It is the most prestigious club competition in European football, played by the national league champion (and, for some nations, one or more runners-up) of each UEFA national association.

Several European clubs base their preseason in North America with participation in the International Champions Cup (see Chapter 122 of this handbook).

54.2 UEFA Champions League Final

The UEFA Champions League final is the most-watched annual sporting event worldwide.

The 2018/19 UEFA Champions League final took place at Wanda Metropolitano Stadium (Madrid, Spain), on June 1, 2019. Liverpool beat Tottenham Hotspur 2-0 in the final. Attendance was 63,272.

In the U.S., the final averaged 2.9 million viewers across TNT, Univision, and Univision Deportes Network combined.

An estimated global TV audience of 200 million in over 200 countries watched the match on TV.

54.3 2018/19 UEFA Champions League Participants

Thirty-two (32) teams participate each season in the UEFA Champions League.

A total of 22 teams automatically entered the 2018/19 UEFA Champions League group stage with the 10 remaining slots taken by the 10 sides who qualified. Fifty-six (56) teams competed in the 2018/19 season qualifying rounds.

A country's representation in the UEFA Champions League is determined by its UEFA coefficient ranking at the start of the previous season, which is calculated over a five-year basis.

Ranked by coefficient, 2018/19 UEFA Champions League participants were as follows:

- Real Madrid CF (Spain)
- FC Barcelona (Spain)
- FC Bayern München (Germany)
- Club Atlético de Madrid (Spain)
- Juventus (Italy)
- Manchester City FC (England)
- Sevilla FC (Spain)
- Paris Saint-Germain (France)
- Arsenal FC (England)
- FC Porto (Portugal)
- Liverpool FC (England)
- Chelsea FC (England)
- Borussia Dortmund (Germany)
- AS Roma (Italy)
- SSC Napoli (Italy)
- FC Shakhtar Donetsk (Ukraine)
- Tottenham Hotspur (England)
- Manchester United FC (England)
- FC Zenit (Russia)
- AFC Ajax (Netherlands)
- SL Benfica (Portugal)
- Villarreal CF (Spain)
- FC Dynamo Kyiv (Ukraine)
- FC Schalke 04 (Germany)
- Besiktas JK (Turkey)
- AS Monaco FC (France)
- Olympique Lyonnais (France)
- Bayer 04 Leverkusen (Germany)
- FC Salzburg (Austria)
- FC Basel 1893 (Switzerland)
- Sporting Clube de Portugal (Portugal)
- PFC CSKA Moskva (Russia)

54.4 Top Teams

Forbes (May 2019) assesses the European football clubs with the highest valuation as follows:

- Real Madrid: \$4.24 billion
- Barcelona: \$4.02 billion
- Manchester United: \$3.81 billion
- Bayern Munich: \$3.02 billion
- Manchester City: \$2.69 billion
- Chelsea: \$2.57 billion
- Arsenal: \$2.26 billion

- Liverpool: \$2.18 billion
- Tottenham Hotspur: \$1.62 billion
- Juventus: \$1.51 billion
- Paris Saint-Germain: \$1.09 billion
- Atletico de Madrid: \$ 953 million
- Borussia Dortmund: \$ 896 million
- Schalke 04: \$ 683 million
- Inter Milan: \$ 672 million
- AS Roma: \$ 622 million
- West Ham United: \$ 616 million
- AC Milan: \$ 583 million
- Everton: \$ 476 million
- Newcastle United: \$ 381 million

54.5 Top Players

The highest-paid European football players in 2019 were as follows (source: *Forbes*):

	Salary	Endorsements	Total
• Lionel Messi (FC Barcelona):	\$92.0 million	\$35.0 million	\$127.0 million
• Cristiano Ronaldo (Juventus):	\$65.0 million	\$44.0 million	\$109.0 million
• Neymar Jr. (Paris Saint-Germain):	\$75.0 million	\$30.0 million	\$105.0 million
• Paul Pogba (Manchester United):	\$29.0 million	\$ 4.0 million	\$ 33.0 million
• Alexis Sánchez (Manchester United):	\$28.3 million	\$ 2.5 million	\$ 30.8 million
• Kylian Mbappé (Paris Saint-Germain):	\$26.6 million	\$ 4.0 million	\$ 30.6 million
• Mesut Özil (Arsenal):	\$23.7 million	\$ 6.5 million	\$ 30.2 million
• Antoine Griezmann (Atlético Madrid):	\$23.2 million	\$ 4.5 million	\$ 27.7 million
• Gareth Bale (Real Madrid):	\$20.6 million	\$ 6.5 million	\$ 27.1 million
• Mohamed Salah (Liverpool):	\$16.1 million	\$ 9.0 million	\$ 25.1 million
• Ángel Di María (Paris Saint-Germain):	\$21.7 million	\$ 2.0 million	\$ 23.7 million
• Luis Suárez (Barcelona):	\$20.1 million	\$ 3.5 million	\$ 23.6 million
• Sergio Agüero (Manchester City):	\$17.1 million	\$ 5.5 million	\$ 22.6 million
• Thiago Silva (Paris Saint-Germain):	\$21.5 million	\$ 1.0 million	\$ 22.5 million
• James Rodríguez (Bayern Munich):	\$16.3 million	\$ 4.5 million	\$ 22.1 million
• Sergio Ramos (Real Madrid):	\$19.9 million	\$ 2.0 million	\$ 21.9 million
• Gerard Piqué (Barcelona):	\$17.7 million	\$ 4.0 million	\$ 21.7 million

MAJOR LEAGUE LACROSSE

55.1 Overview

Major League Lacrosse (MLL, www.majorleaguelacrosse.com), which plays games outdoors, launched its 19th season in 2019.

The season consists of a total of 63 regular-season games running from April to August; each team plays seven home games.

MLL decreased from nine to six teams for the 2019 season.

55.2 Teams And Stadiums

Teams, stadiums, and seating capacity for MLL teams in 2019 were as follows:

Team	Stadium	Capacity
• Atlanta Blaze:	Grady Stadium	10,500
• Boston Cannons:	Veterans Memorial Stadium (Quincy)	5,000
• Chesapeake Bayhawks:	Navy-Marine Corps Memorial Stadium (Annapolis)	34,000
• Dallas Rattlers:	The Ford Center at The Star (Frisco)	12,000
• Denver Outlaws:	Broncos Stadium at Mile High	76,125
• New York Lizards:	James M. Shuart Stadium (Hempstead)	11,929

55.3 Attendance

Regular-season attendance has been as follows:

• 2006:	4,295	• 2013:	5,069
• 2007:	4,429	• 2014:	4,757
• 2008:	4,515	• 2015:	4,383
• 2009:	5,557	• 2016:	4,268
• 2010:	5,337	• 2017:	3,844
• 2011:	6,417	• 2018:	3,619
• 2012:	5,608		

55.4 Broadcast Rights

Major League Lacrosse partners with regional sports networks to televise games nationally.

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

ESPN3 streamed all regular-season games for the 2018 season.

For the 2019 season, the league announced that 12 games would be broadcast on Stadium and the network would air a weekly studio show.

55.5 Sponsors

MLL sponsors for the 2019 season were '47 BRAND, Brine, Cascade, Coca-Cola, Gotpro, Kinduct, Maverik, New Balance, Parkside Collectibles, Powell Lacrosse, Powerade, Rocket Mesh, Source One Digital, String King Lacrosse, STX, Teamworks, Trilogy Lacrosse, True, and Warrior Lacrosse.

55.6 Market Resources

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

NATIONAL LACROSSE LEAGUE

56.1 Overview

The National Lacrosse League (NLL, www.nll.com), which plays indoor games, has been in existence since 1986. The season runs from January through April, with each team playing nine home games. There were 13 franchises in the 2019 season.

56.2 Arenas

Arenas and seating capacity for NLL teams are as follows:

Team	Arena	Capacity
• Buffalo Bandits:	KeyBank Center	19,070
• Calgary Roughnecks:	Scotiabank Saddledome	19,289
• Colorado Mammoth:	Pepsi Center (Denver)	18,007
• Georgia Swarm:	Infinite Energy Arena (Duluth)	11,355
• Halifax Thunderbirds:	Scotiabank Centre	10,595
• New England Black Wolves:	Mohegan Sun Arena (Uncasville, CT)	7,700
• New York Riptide:	Nassau Veterans Memorial Coliseum	13,917
• Philadelphia Wings	Wells Fargo Center	19,543
• Rochester Knighthawks:	Blue Cross Arena	10,664
• San Diego Seals:	Pechanga Arena	12,920
• Saskatchewan Rush:	SaskTel Centre (Saskatoon)	15,100
• Toronto Rock:	Scotiabank Arena	18,819
• Vancouver Stealth:	Rogers Arena	18,910

56.3 Attendance

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

• 2003:	8,757	• 2012:	9,468
• 2004:	9,885	• 2013:	9,663
• 2005:	10,237	• 2014:	9,430
• 2006:	10,703	• 2015:	8,970
• 2007:	10,293	• 2016:	9,152
• 2008:	10,475	• 2017:	9,454
• 2009:	10,018	• 2018:	9,411
• 2010:	9,559	• 2019:	9,596
• 2011:	9,722		

By team, average regular-season attendance for the 2019 season was as follows:

56.4 Broadcast Rights

Since the 2012 season, CBS Sports Network has broadcast NLL games beginning with the All-Star Game, followed by six weekly games and two playoff games, including the championship game.

In 2013, NLL entered into an agreement with YouTube to stream all games. NLL handles production of the games and has a revenue-share agreement with YouTube for advertising sold. NLL had previously streamed games at NLL.com.

Regional sports networks also provide some coverage of individual teams.

56.5 Sponsors

NLL sponsors for the 2019 season were Covo Drinkware, Geico, Michelob Ultra, New Era, Pointstreet Sports Technologies, Sports Interactive, Trans-Lux, Under Armour, and Warrior.

56.6 Market Resources

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

PREMIER LACROSSE LEAGUE

57.1 Overview

Premier Lacrosse League (PLL, www.premierlacrosseleague.com) launched in 2019. The PLL features six teams, each with a 26-player roster. Games are played outdoors.

As opposed to tying teams to a specific market, the league tours major market cities. The season has 14 weeks: 10 regular-season weekends, 1 all-star weekend, and 3 playoff weekends. Each regular season weekend has three games.

57.2 Inaugural Season

The 2019 season schedule was as follows:

- June 1-2: Boston, MA
- June 8-9: New York, NY
- June 15-16: Chicago, IL
- June 22-23: Baltimore, MD
- June 28-29: Atlanta, GA
- July 6-7: Washington, DC
- July 21: Los Angeles, CA
- July 27-28: Denver, CO
- August 10-11: San Jose, CA
- August 17-18: Hamilton, ON, Canada
- August 24-25: Albany, NY
- September 6-7: Columbus, OH
- September 14: New York, NY
- September 21: Philadelphia, PA

57.3 Teams

The 2019 season opened with six teams, as follows:

- Archers Lacrosse Club
- Atlas Lacrosse Club
- Chaos Lacrosse Club
- Chrome Lacrosse Club
- Redwoods Lacrosse Club
- Whipsnakes Lacrosse Club

57.4 Media

The league has an exclusive media rights agreement with NBC Sports Group.

57.5 Sponsors

adidas is the exclusive footwear and apparel brand. Capital One Bank is the official bank sponsor for the PLL; uniforms bear a Capital One logo patch.

MAJOR LEAGUE RUGBY

58.1 Overview

Major League Rugby (MLR, www.usmlr.com) launched in 2018 with seven teams. Two teams were added in 2019 and three teams will join the league in 2020.

The MLR season spans six months from late January through to mid June. Each team plays sixteen games, half of them at home. The regular season is a double round-robin with all clubs playing each other home and away. This is followed by a post-season for the top four teams consisting of two semi-final matches and a Championship Game.

58.2 Teams and Stadiums

The 2019 season opened with nine teams. Stadiums and seating capacity for MLR teams are as follows:

	Stadium	Capacity
• Austin Elite	Dell Diamond	11,631
• Glendale Raptors	Infinity Park (Denver)	5,000
• Houston SaberCats	Aveva Stadium	4,000
	Constellation Field	7,500
• New Orleans Gold	Eagle Athletic Facility	3,000
• Rugby United New York	MCU Park (Brooklyn)	7,000
• San Diego Legion	Torero Stadium	6,000
• Seattle Seawolves	Starfire Stadium	4,500
• Toronto Arrows	York Lions Stadium	3,700
	Lamport Stadium	9,600
• Utah Warriors	Zions Bank Stadium (Salt Lake City)	5,000

58.3 Expansion Teams

Three teams will join MLR in 2020, as follows:

- Atlanta, GA (team not yet named)
- Washington, DC (team not yet named)
- New England Free Jacks (Boston, MA)

58.4 Broadcast Rights

CBS Sports Network televises 13 matches. This includes a Game of the Week during each of the 10 rounds of the MLR regular season along with all three post-season matches.

ESPN has the national and international rights to an 18-game package covering regular season matches to audiences across its various platforms.

AT&T Sports Networks have a 17-game package covering six of the seven MLR teams for games not broadcast on the CBS Sports Network.

Live streaming is available through the CBS Sports Network streaming platforms.

The June 16, 2019, Championship Match was the first time a MLR game had been broadcast on CBS; viewership was 510,000.

58.5 Market Resources

Major League Rugby, 125 Burton Avenue, Suite B, Salt Lake City, UT 84115.
(323) 476-0016. (www.usmlr.com)

CANADIAN FOOTBALL LEAGUE

59.1 Overview

The Canadian Football League (CFL; French: Ligue canadienne de football, LCF; www.cfl.ca), founded in 1958, is the largest professional sports league in Canada. The 20-week season runs from late June to early November; each team plays 18 games.

Following the regular season, six teams compete in the league's three-week divisional playoffs, which culminate in the late-November Grey Cup championship, the country's largest annual sports and television event.

59.2 Stadiums

Stadiums and seating capacity for the nine CFL teams are as follows:

	Stadium	Capacity
• BC Lions:	BC Place (Vancouver)	54,320
• Calgary Stampeders:	McMahon Stadium	35,400
• Edmonton Eskimos:	The Brick Field at Commonwealth Stadium	56,302
• Hamilton Tiger-Cats:	Tim Hortons Field	24,390
• Montreal Alouettes:	Percival Molson Memorial Stadium	25,012
• Ottawa Redblacks:	TD Place Stadium	24,000
• Saskatchewan Roughriders:	Mosaic Stadium (Regina)	33,000
• Toronto Argonauts:	BMO Field	26,500
• Winnipeg Blue Bombers:	Investors Group Field	33,500

59.3 Attendance

Total and per game average attendance for regular-season CFL games have been as follows:

	Total	Average
• 2008:	2,071,702	28,774
• 2009:	2,049,392	28,464
• 2010:	1,953,527	27,132
• 2011:	1,999,256	27,767
• 2012:	2,029,875	28,193
• 2013:	1,944,349	27,005

- 2014: 2,048,157 25,286
- 2015: 2,003,714 24,737
- 2016: 2,000,010 24,692
- 2017: 1,996,150 24,644
- 2018: 1,935,076 23,890

Regular-season average attendance in 2018, by team, was as follows:

- Saskatchewan Roughriders: 32,762
- Edmonton Eskimos: 32,435
- Winnipeg Blue Bombers: 27,681
- Calgary Stampeders: 27,381
- Ottawa Redblacks: 24,523
- Hamilton Tiger-Cats: 23,722
- BC Lions: 19,858
- Montreal Alouettes: 19,521
- Toronto Argonauts: 13,913

59.4 Broadcast Rights

TSN has held broadcast rights for CFL games, including the playoffs and Grey Cup, since 1985. TSN's French-language network RDS broadcasts Montreal Alouettes games for the Quebec television market. The current deal is worth about \$16 million annually and runs through 2018.

ESPN holds U.S. broadcasts rights. The current five-year deal runs through 2019 and stipulates that at least 17 games are carried on ESPN2 (or another ESPN network such as ESPN or ESPNEWS) each season. All other games are available on ESPN3 for free viewing.

59.5 Market Resources

Canadian Football League, 50 Wellington Street East, 3rd Floor, Toronto, ON M5E 1C8, Canada. (416) 322-9650. (www.cfl.ca)

ARENA FOOTBALL LEAGUE

60.1 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.

60.2 Teams And Stadiums

The 2019 season opened with six teams, as follows:

	Stadium	Capacity
• Albany Empire:	Times Union Center	15,500
• Atlantic City Blackjacks:	Boardwalk Hall	10,500
• Baltimore Brigade:	Royal Farms Arena	11,261
• Columbus Destroyers:	Nationwide Arena	18,500
• Philadelphia Soul:	Wells Fargo Center	17,597
• Washington Valor:	Capital One Arena	18,506

60.3 Attendance

Since the relaunch of the AFL, total and average game regular-season attendance has been as follows:

• 2010:	8,135	• 2015:	8,947
• 2011:	8,241	• 2016:	9,342
• 2012:	7,841	• 2017:	9,248
• 2013:	8,195	• 2018:	7,601
• 2014:	8,473		

60.4 Broadcast Rights

ESPN became an AFL broadcast partner in 2014, with weekly games being shown on ESPN2. ESPN2 and ESPNEWS broadcast nine regular-season games and

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

ESPN Deportes and ESPN Latin America started broadcasting AFL games in Spanish during the 2016 season.

60.5 Market Resources

Arena Football League, 8945 W. Post Road, Suite 210, Las Vegas, NV 89148.
(702) 802-3905. (www.arenafootball.com)

MINOR LEAGUE BASEBALL

61.1 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 affiliated baseball minor leagues are as follows:

- Class AAA: International League, Pacific Coast 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

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)

61.2 Team Valuations

According to *Forbes*, valuations of MiLB teams are as follows:

- | | |
|--|----------------|
| • Sacramento River Cats (Pacific Coast League): | \$49.0 million |
| • Charlotte Knights (International League): | \$47.5 million |
| • Dayton Dragons (Midwest League): | \$45.0 million |
| • Lehigh Valley IronPigs (International League): | \$43.0 million |

• Columbus Clippers (International League):	\$41.0 million
• Round Rock Express (Pacific Coast League):	\$40.0 million
• Durham Bulls (International League):	\$39.0 million
• El Paso Chihuahuas (Pacific Coast League):	\$38.5 million
• Indianapolis Indians (International League):	\$37.5 million
• Frisco RoughRiders (Texas League):	\$37.0 million
• Louisville Bats (International League):	\$36.0 million
• Toledo Mud Hens (International League):	\$35.5 million
• Birmingham Barons (Southern League):	\$35.0 million
• Albuquerque Isotopes (Pacific Coast League):	\$34.0 million
• Buffalo Bisons (International League):	\$34.0 million
• Oklahoma City Dodgers (Pacific Coast League):	\$33.0 million
• Fort Wayne TinCaps (Midwest League):	\$31.0 million
• Salt Lake Bees (Pacific Coast League):	\$30.5 million
• Nashville Sounds (Pacific Coast League):	\$30.5 million
• Reading Fightin Phils (Eastern League):	\$30.0 million
• Pawtucket Red Sox (International League):	\$30.0 million
• Iowa Cubs (Pacific Coast League):	\$30.0 million
• Richmond Flying Squirrels (Eastern League):	\$29.0 million
• Tulsa Drillers (Texas League):	\$28.5 million
• Corpus Christi Hooks (Texas League):	\$28.5 million
• Scranton/Wilkes Barre Rail Riders (International League):	\$28.0 million
• Rochester Red Wings (International League):	\$27.5 million
• Jacksonville Suns (Southern League):	\$27.5 million
• Omaha Storm Chasers (Pacific Coast League):	\$27.0 million
• Trenton Thunder (Eastern League):	\$26.5 million

“Not so long ago, minor league baseball teams in most regions of the country were available for a song, often less than \$1 million. In some cases, they were acquired for nothing more than the willingness to pull the prior owner out of a hole.”

SportsBusiness Journal

61.3 Attendance By League

In total, there are 14 affiliated leagues with 160 teams. Minor League Baseball affiliated teams drew 40,450,337 fans during the 2018 regular season.

“For the first time since 2004, Minor League Baseball's attendance dipped below 41 million. There are a number of possible factors at play here, including the reduction of scheduled games across Double-A and Triple-A and increasingly unseasonable extreme weather across large swaths of the country.”

BaseballAmerica.com, 9/23/18

Attendance by league in 2018 was as follows:

	Teams	Games	Total	Average
• International League (AAA):	14	936	6,560,116	7,082
• Pacific Coast League (AAA):	16	1,087	6,921,810	6,368
• Eastern League (AA):	12	786	3,767,671	4,793
• Southern League (AA):	10	665	2,261,834	3,401
• Texas League (AA):	8	541	2,677,297	4,949
• California League (A):	8	559	1,341,157	2,399
• Carolina League (A):	10	654	1,901,228	2,907
• Florida State League (A):	12	762	1,027,241	1,348
• Midwest League (A):	16	1,061	3,937,721	3,711
• South Atlantic League (A):	14	885	2,907,297	3,285
• New York-Penn League (A):	14	509	1,391,016	2,733
• Northwest League (A):	8	303	1,089,930	3,597
• Appalachian League (Rookie):	10	314	389,180	1,239
• Pioneer League (Rookie):	8	292	604,337	2,070

61.4 Top Team Attendance

Among the 160 affiliated minor league teams, the following had the highest attendance in 2018 (source: BaseballAmerica.com):

	Total	Average
• Charlotte Knights:	619,639	8,980
• Indianapolis Indians:	619,122	8,845

• Round Rock Express:	616,636	8,809
• Nashville Sounds:	603,135	8,741
• Columbus Clippers:	587,067	8,633
• Lehigh Valley IronPigs:	561,745	8,511
• Albuquerque Isotopes:	556,330	7,948
• Dayton Dragons:	550,725	7,868
• El Paso Chihuahuas:	539,520	7,819
• Sacramento River Cats:	538,785	7,808
• Durham Bulls:	536,304	7,661
• Buffalo Bisons:	527,988	8,250
• Toledo Mud Hens:	507,965	7,362
• Salt Lake Bees:	477,528	6,921
• Frisco RoughRiders:	468,259	6,886
• Louisville Bats:	466,026	6,658
• Iowa Cubs:	463,399	7,356
• Oklahoma City Dodgers:	463,195	6,713
• Rochester Red Wings:	437,974	6,537
• Hartford Yard Goats:	408,942	6,014
• Fresno Grizzlies:	405,403	6,051
• Richmond Flying Squirrels:	396,686	6,198
• Pawtucket Red Sox:	394,811	5,982
• Birmingham Barons:	391,061	5,751
• Reading Fightin Phils:	388,510	5,713
• Scranton Wilkes-Barre RailRiders:	386,819	6,140
• West Michigan Whitecaps:	386,609	5,770
• Fort Wayne TinCaps:	376,422	5,703
• Tacoma Rainiers:	372,780	5,403
• Reno Aces:	351,298	5,019
• Trenton Thunder:	351,297	5,019
• Tulsa Drillers:	350,396	5,230
• Kane County Cougars:	350,028	5,469
• Portland Sea Dogs:	346,341	5,678
• Omaha Storm Chasers:	345,830	5,320
• Akron RubberDucks:	344,754	4,996
• South Bend Cubs:	343,763	4,911
• Norfolk Tides:	341,369	5,334
• Corpus Christi Hooks:	340,607	4,866
• Memphis Redbirds:	340,476	5,007
• Las Vegas 51s:	332,224	4,746
• San Antonio Missions:	327,276	4,885
• Springfield Cardinals:	326,362	4,871
• Greensboro Grasshoppers:	322,156	4,881
• New Hampshire Fisher Cats:	319,099	5,065
• Jacksonville Jumbo Shrimp:	317,335	5,037

• Lansing Lugnuts:	313,592	4,612
• Greenville Drive:	313,507	4,823
• Tennessee Smokies:	308,069	4,668
• Charleston RiverDogs:	305,040	4,486

61.5 Sponsors

Minor League Baseball sponsors for the 2019 season were Allegiant Airlines, Applegate, Bush's Beans, Echo Outdoor Power Equipment, FIS, Guardian Protection, ISM Connect, Peerless, Terminex, and Tickets.com.

61.6 Market Resources

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

MINOR LEAGUE HOCKEY

62.1 Overview

There are five established minor hockey leagues, as follows:

	Founded	Teams
• American Hockey League (www.theahl.com):	1936	31
• East Coast Hockey League (www.echl.com):	1988	27
• Federal Hockey League (www.thefederalhockeyleague.com):	2010	7
• Ligue Nord-Américaine de Hockey (www.lnah.com):	1996	7
• Southern Professional Hockey League (www.thesphl.com):	2004	10

62.2 American Hockey League

The American Hockey League (AHL) is the primary developmental circuit for the National Hockey League.

There were 31 teams for the 2018-2019 season; each team played 38 games.

Average attendance by team was as follows:

• San Diego Gulls:	9,021
• Hershey Bears:	8,907
• Cleveland Monsters:	8,901
• Ontario Reign:	8,352
• Grand Rapids Griffins:	8,206
• Providence Bruins:	8,045
• Chicago Wolves:	7,929
• Lehigh Valley Phantoms:	7,720
• Charlotte Checkers:	6,682
• Toronto Marlies:	6,419
• Iowa Wild:	6,409
• San Antonio Rampage:	6,210
• Syracuse Crunch:	5,595
• Laval Rockets:	5,578
• Wilkes-Barre/Scranton Penguins:	5,549
• Milwaukee Admirals:	5,412
• Texas Stars:	5,406
• Rochester Americans:	5,263
• Colorado Eagles:	5,140
• Springfield Thunderbirds:	5,085

- Bakersfield Condors: 5,034
- Manitoba Moose: 4,722
- Tucson Roadrunners: 4,294
- Bridgeport Sound Tigers: 4,107
- Hartford Wolf Pack: 3,942
- Utica Comets: 3,917
- Rockford IceHogs: 3,876
- Stockton Heat: 3,690
- San Jose Barracuda: 3,680
- Binghamton Devils: 3,471
- Belleville Senators: 3,067

62.3 East Coast Hockey League

There were 27 East Coast Hockey League teams for the 2018-2019 season; each team played 36 games. Average attendance by team was as follows:

- Fort Wayne Komets: 7,932
- Toledo Walleye: 7,783
- Jacksonville Icemen: 5,993
- Tulsa Oilers: 5,762
- Wichita Thunder: 5,679
- Orlando Solar Bears: 5,612
- Florida Everblades: 5,586
- Utah Grizzlies: 5,496
- Cincinnati Cyclones: 5,068
- Kansas City Mavericks: 4,859
- Atlanta Gladiators: 4,686
- Idaho Steelheads: 4,539
- South Carolina Stingrays: 4,250
- Westchester Railers: 4,233
- Greenville Swamp Rabbits: 4,206
- Indy Fuel: 4,156
- Allen Americans: 4,073
- Newfoundland Growlers: 3,784
- Norfolk Admirals: 3,590
- Adirondack Thunder: 3,409
- Reading Royals: 3,166
- Maine Mariners: 2,998
- Rapid City Rush: 2,897
- Brampton Beast: 2,816
- Kalamazoo Wings: 2,720
- Manchester Monarchs: 2,458
- Wheeling Nailers: 2,265

62.4 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 G LEAGUE

63.1 Overview

The NBA Development League, the NBA's first official minor league, launched in 2001. Beginning with the 2017-2018 season, the Development League was renamed the NBA Gatorade League (NBA G League; <https://gleague.nba.com>) as part of a multiyear expanded partnership. This marked the first time a U.S. professional sports league had named an entitlement partner.

A NBA G-League logo is featured on game balls, team jerseys, on-court signage, and digital properties. G-League teams also have assistance from the Gatorade Sports Science Institute in programs to enhance player sports performance and recovery.

The D-League had 29 teams for the 2019-2020 season, each affiliated with an NBA team.

63.2 Teams and NBA Affiliates

NBA G League teams and affiliates are as follows:

- Agua Caliente Clippers: Los Angeles Clippers
- Austin Spurs: San Antonio Spurs
- Canton Charge: Cleveland Cavaliers
- Capital City Go-Go: Washington Wizards
- College Park Skyhawks: Atlanta Hawks
- Delaware Blue Coats: Philadelphia 76ers
- Erie BayHawks: New Orleans Pelicans
- Fort Wayne Mad Ants: Indiana Pacers
- Grand Rapids Drive: Detroit Pistons
- Greensboro Swarm: Charlotte Hornets
- Iowa Wolves: Minnesota Timberwolves
- Lakeland Magic: Orlando Magic
- Long Island Nets: Brooklyn Nets
- Maine Red Claws: Boston Celtics
- Memphis Hustle: Memphis Grizzlies
- Northern Arizona Suns: Phoenix Suns
- Oklahoma City Blue: Oklahoma City Thunder
- Raptors 905: Toronto Raptors
- Rio Grande Valley Vipers: Houston Rockets
- Salt Lake City Stars: Utah Jazz

- Santa Cruz Warriors: Golden State Warriors
- Sioux Falls Skyforce: Miami Heat
- South Bay Lakers: Los Angeles Lakers
- Stockton Kings: Sacramento Kings
- Texas Legends: Dallas Mavericks
- Westchester Knicks: New York Knicks
- Windy City Bulls: Chicago Bulls
- Wisconsin Herd: Milwaukee Bucks

63.3 Arenas

NBA G League arenas and capacity are as follows:

Team	Arena	Capacity
• Agua Caliente Clippers	Toyota Arena (Ontario)	10,832
• Austin Spurs	H-E-B Center (Cedar Park)	7,200
• Canton Charge	Canton Memorial Civic Center	5,200
• Capital City Go-Go	Entertainment and Sports Arena	4,200
• College Park Skyhawks	Gateway Center	3,500
• Delaware Blue Coats	76ers Fieldhouse (Wilmington)	2,500
• Erie BayHawks	Erie Insurance Arena	6,750
• Fort Wayne Mad Ants	Allen County War Memorial Coliseum	13,000
• Grand Rapids Drive	DeltaPlex Arena (Walker)	4,500
• Greensboro Swarm	Greensboro Coliseum Fieldhouse	2,500
• Iowa Wolves	Wells Fargo Arena (Des Moines)	16,110
• Lakeland Magic	RP Funding Center	8,178
• Long Island Nets	Nassau Veterans Memorial Coliseum	13,500
• Maine Red Claws	Portland Exposition Building	3,100
• Memphis Hustle	Landers Center (Southaven)	8,362
• Northern Arizona Suns	Prescott Valley Event Center	5,100
• Oklahoma City Blue	Cox Convention Center	13,846
• Raptors 905	Hershey Centre (Mississauga)	5,000
• Rio Grande Valley Vipers	State Farm Arena (Hidalgo)	5,500
• Salt Lake City Stars	Lifetime Activities Center-Bruin Arena	5,000
• Santa Cruz Warriors	Kaiser Permanente Arena	2,505
• Sioux Falls Skyforce	Sanford Pentagon	3,250
• South Bay Lakers	UCLA Health Training Center (El Segundo)	508
• Stockton Kings	Stockton Arena	11,193
• Texas Legends	Comerica Center (Frisco)	4,500
• Westchester Knicks	Westchester County Center (White Plains)	5,000
• Windy City Bulls	Sears Centre (Hoffman Estates)	10,000
• Wisconsin Herd	Menominee Nation Arena (Oshkosh)	3,500

63.4 Attendance

The 2018-2019 season marked the 10th straight year that total attendance surpassed 1 million fans.

Overall league attendance has been as follows:

- | | | | |
|--------------|-----------|--------------|-----------|
| • 2012-2013: | 1,123,124 | • 2016-2017: | 1,410,902 |
| • 2013-2014: | 1,128,739 | • 2017-2018: | 1,616,656 |
| • 2014-2015: | 1,197,793 | • 2018-2019: | 1,644,603 |
| • 2015-2016: | 1,291,013 | | |

“The league is boosting its gate by having some of its NBA parent clubs host G League games in their home arenas.”

SportsBusiness Journal

63.5 Media Rights

As part of a nine-year agreement that began with the 2016-2017 season, at least 20 NBA G League games will be aired on ESPN television networks each season through 2024-2025.

ESPN televised the entire NBA D-League 2018-2019 postseason, with the playoffs and Finals airing on ESPNU and ESPNEWS.

NBA TV and YouTube combined to present more than 400 NBA D-League games, highlights, and short-form digital content during the 2018-2019 season.

UNITED SOCCER LEAGUE

64.1 Overview

The United Soccer League (USL, www.uslsoccer.com), a professional men's soccer league in the United States and Canada, launched in 2011 and has doubled in size since 2014. The league rebranded from USL Pro in 2015. Six teams were added in 2016.

In 2013, USL and MLS agreed to integrate USL competition with the MLS Reserve League, with the aim of improving player development in North America. Twenty (20) USL teams are affiliated with MLS teams.

The regular season consists of 34 games per team. The regular season runs March through September. The USL Cup follows the regular season.

64.2 Attendance

Regular-season total and average game attendance has been as follows:

	Total	Teams	Average
• 2013:	464,723	13	2,611
• 2014:	623,019	15	3,084
• 2015:	1,121,962	24	3,369
• 2016:	1,496,493	29	3,439
• 2017:	2,061,159	30	4,294
• 2018:	2,756,759	33	4,923

Average attendance for home games during the 2018 season for USL teams was as follows:

• FC Cincinnati:	25,717
• Sacramento Republic FC:	11,311
• Indy Eleven:	10,163
• Nashville SC:	9,561
• Louisville City FC:	7,891
• Las Vegas Lights FC:	7,256
• San Antonio FC:	6,939
• Phoenix Rising FC:	6,381
• Tampa Bay Rowdies:	5,553
• Reno 1868 FC:	5,066
• Fresno FC:	4,871
• Ottawa Fury FC:	4,752

- North Carolina FC: 4,730
- Rio Grande Valley FC: 4,650
- Oklahoma City Energy FC: 4,298
- Richmond Kickers: 3,976
- Saint Louis FC: 4,271
- Seattle Sounders FC 2: 3,370
- Colorado Springs Switchbacks FC: 3,295
- Orange County SC: 3,095
- Tulsa Roughnecks FC: 3,065
- Charleston Battery: 2,872
- Atlanta United 2: 2,598
- Pittsburgh Riverhounds: 2,401
- Penn FC: 2,147
- Portland Timbers 2: 2,015
- Bethlehem Steel FC: 2,347
- Real Monarchs: 1,731
- Charlotte Independence: 1,659
- LA Galaxy II: 1,048
- Toronto FC II: 810
- Swope Park Rangers: 881
- New York Red Bulls II: 812

“The league, now in its eighth season, has seen its profile improve recently largely due to the success of Cincinnati and Sacramento, both of which are competing for MLS expansion spots and consistently top the league’s attendance.”

SportsBusiness Journal, 3/19/18

64.3 Media Rights

The United Soccer League has a media deal with ESPN. The championship final game is broadcast on ESPN. There is additional exposure through ESPNU and ESPN2 broadcasts during the regular season. All USL games are streamed on ESPN+.

In 2017, the league made a \$10 million investment to launch a centralized broadcast platform called USL Productions.

USL matches are also broadcast on SiriusXM.

64.4 Market Resources

United Soccer League, 1715 N. Westshore Boulevard, Suite 825, Tampa, FL 33607.
(www.uslsoccer.com)

PART VII: WOMEN'S LEAGUE SPORTS

WOMEN'S NATIONAL BASKETBALL ASSOCIATION

65.1 Overview

The Women's National Basketball Association (WNBA, www.wnba.com) season runs May (pre-season) through September, with each team playing 17 home games.

65.2 Teams And Arenas

The 2019 season began with 12 teams. Arenas and seating capacity for WNBA teams are as follows:

Team	Arena	Capacity
• Atlanta Dream	State Farm Arena	18,118
• Chicago Sky	Wintrust Arena	10,387
• Connecticut Sun	Mohegan Sun Arena (Uncasville)	9,323
• Dallas Wings	College Park Center (Arlington)	7,000
• Indiana Fever	Bankers Life Fieldhouse (Indianapolis)	18,165
• Las Vegas Aces	Mandalay Bay Events Center (Paradise)	12,000
• Los Angeles Sparks	Staples Center	18,997
• Minnesota Lynx	Target Center (Minneapolis)	19,356
• New York Liberty	Westchester County Center	5,000
• Phoenix Mercury	Talking Stick Resort Arena	18,055
• Seattle Storm	Alaska Airlines Arena	10,000
• Washington Mystics	St. Elizabeth's East Entertainment and Sports Center	4,200

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

65.3 Attendance

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

• 1997: 9,669 (inaugural season)	• 2002: 9,228 (1.7%)
• 1998: 10,869 (12.4%)	• 2003: 8,800 (-4.3%)
• 1999: 10,207 (-6.1%)	• 2004: 8,613 (-4.1%)
• 2000: 9,072 (-11.1%)	• 2005: 8,172 (-4.5%)
• 2001: 9,075 (no change)	• 2006: 7,490 (-7.0%)

- 2007: 7,750 (1.7%)
- 2008: 7,948 (2.4%)
- 2009: 8,039 (1.1%)
- 2010: 7,834 (-2.6%)
- 2011: 7,955 (1.5%)
- 2012: 7,456 (-6.3%)
- 2013: 7,531 (1.0%)
- 2014: 7,578 (0.6%)
- 2015: 7,318 (-3.4%)
- 2016: 7,655 (4.6%)
- 2017: 7,716 (0.7%)
- 2018: 6,168 (-12.2%)

Average regular-season attendance for home games during the 2018 season for WNBA teams was as follows:

- Los Angeles Sparks: 10,642
- Minnesota Lynx: 10,036
- Phoenix Mercury: 9,950
- Seattle Storm: 8,109
- Connecticut Sun: 6,569
- Chicago Sky: 6,358
- Indiana Fever: 6,311
- Washington Mystics: 6,136
- Las Vegas Aces: 5,307
- Dallas Wings: 4,752
- Atlanta Dream: 4,194
- New York Liberty: 2,823

65.4 Sponsors

AT&T was the NBA Marquee Partner in 2019. WNBA marketing partners for the 2019 season were adidas, American Express, Anheuser-Busch InBev, EA Sports, ExxonMobil, FanDuel, Gatorade, Google, Jack Daniels, Kaiser Permanente, KIA, MGM Resorts, Nike, Pepsico, Puma, SAP, Spalding, State Farm, Tissot, Under Armour, and YouTube TV.

WNBA team jersey sponsorships for the 2019 season were as follows:

- Chicago Sky: Magellan Corporation, University of Chicago Medicine
- Connecticut Sun: Mohegan Sun, Yale-New Haven Health System
- Dallas Wings: Arlington Convention & Visitor Bureau, Texas Capital Bank
- Indiana Fever: Salesforce.com
- Las Vegas Aces: MGM Resorts International
- Los Angeles Sparks: EquiTrust Life Insurance
- Minnesota Lynx: Mayo Clinic, Sharecare
- New York Liberty: Hospital for Special Surgery
- Phoenix Mercury: Casino Arizona, PayPal, Talking Stick Resort
- Seattle Storm: Swedish Medical Center, Symetra
- Washington Mystics: GEICO

Atlanta Dream was the only team without a jersey sponsor for the 2019 season.

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 in addition to branding on the courts and in arenas.

65.5 Television Broadcast Rights

WNBA games are televised by ABC, ESPN2, and NBA TV. The broadcast rights deal with ESPN and ABC runs through the 2020 season. ABC broadcasts the first regular-season game and the All-Star game; other games are on ESPN2. ESPN pays the WNBA \$12 million annually for broadcast rights.

All teams have select games broadcast on local television. Coverage is as follows:

- Atlanta Dream: WSB-TV
- Chicago Sky: WCIU, The U Too
- Connecticut Sun: NESN, WCCT-TV
- Dallas Wings: Fox Sports Southwest
- Indiana Fever: Fox Sports Indiana, WISH, WNDY
- Los Angeles Sparks: Spectrum SportsNet
- Las Vegas Aces: KVMY
- Minnesota Lynx: Fox Sports North
- New York Liberty: YES
- Phoenix Mercury: Fox Sports Arizona
- Seattle Storm: KZJO
- Washington Mystics: Monumental Sports Network, NBC Sports Washington

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.

65.6 Fan Demographics

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

Gender

- Male: 60%
- Female: 40%

Age

- 12-to-17: 23%
- 18-to-24: 25%
- 25-to-34: 10%
- 35-to-44: 12%

- 45-to-54: 17%
- 55 and older: 24%

65.7 Market Resources

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

LEGENDS FOOTBALL LEAGUE

66.1 Overview

The Lingerie Football League, founded in 2009, was rebranded as the Legends Football League (LFL, www.lflus.com) 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 season concludes with the championship game, where Eastern Conference and Western Conference winners compete for the Legends Cup.

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.

66.2 2019 Season

The tenth LFL season opened April 5 and played through August 10, 2019, with eight teams, as follows:

Team	Venue
• Atlanta Steam (Duluth, GA):	Infinite Energy Arena
• Austin Acoustic (Cedar Park, TX):	H-E-B Center
• Chicago Bliss (Hoffman Estates, IL):	Sears Centre
• Denver Dream (Loveland, CO):	Budweiser Events Center
• Los Angeles Temptation (Ontario, CA):	Citizens Business Bank Arena
• Nashville Knights (Nashville, TN):	Nashville Municipal Auditorium
• Omaha Heart (Ralston, NE):	Ralston Arena
• Seattle Mist (Kent, WA):	Accesso ShoWare Center

The Legends Cup was hosted by Accesso ShoWare Center (Kent, WA) and played September 7, 2019.

66.3 Media

Since 2013, LFL has aired games on a week-delayed basis on YouTube.

Fuse became the exclusive broadcaster of LFL games in the U.S. in 2015. Games are still uploaded to YouTube seven days after the broadcast.

NATIONAL PRO FASTPITCH

67.1 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.

67.2 Teams

The 2019 season opened with six teams, as follows:

Team	Stadium
• Aussie Peppers (North Mankato, MN):	Caswell Park Softball Complex
• Beijing Eagles (traveling team)	-
• Canadian Wild (Marion, IL):	Rent One Park
• Chicago Bandits (Rosemont, IL):	Rosemont Stadium
• Cleveland Comets (traveling team)	-
• USSSA Pride (Viera, FL):	Space Coast Stadium

67.3 Media

During the 2019 season, game content was shared on a variety of media platforms, including NPFTV, ESPN+, ELEVEN Sports, B/R Live presented by Turner, Flo Sports, mlb.com, Olympic Channel, and others.

In the 2019 season, the entire slate of action, all 144 games plus the Championship Series, streamed live on a myriad of digital platforms, including NPFTV, FloSoftball, and ESPN+.

67.4 Sponsors

NPF sponsors for 2019 were Blast Motion, Boombah, Defiance Fuel, Diamond Sports, Easton, FWV Sports & Entertainment, Marucci Sports, Park Planet, Rapsodo Softball, Rawlings, The Vigilance Group, Vaultz, and Wilson Sporting Goods Co.

67.5 Market Resources

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

NATIONAL WOMEN'S HOCKEY LEAGUE

68.1 Overview

The National Women's Hockey League (NWHL, www.nwhl.zone) launched in March 2015. Dani Rylan is the league's founder and commissioner.

Prior to the formation of the NWHL, the Canadian Women's Hockey League was the only professional women's hockey league in North America.

Players were paid a minimum of \$5,000 and there is an incentive program where players from the home team split the revenue generated by tickets sold in excess of 500 units per game.

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

68.2 2018-2019 Season

The 18-game season runs October through February. The fourth season was played with five teams, as follows:

Team	Arena
• Boston Pride	Warrior Ice Arena
• Buffalo Beauts	Harbor Center
• Connecticut Whale (Danbury)	Danbury Ice Arena
• Metropolitan Riveters (Newark, NJ)	Banrabas Health Hockey Center
• Minnesota Whitecaps (Saint Paul)	TRIA Rink

Attendance was about 750 per game.

68.3 Media

During the inaugural season, some games were shown on ESPN3. In 2016, third-party broadcasts moved from ESPN3 to Cheddar, an Internet television channel.

The 2018-2019 games were available on Cheddar, with games streamed live and on demand via Sling TV, Amazon, Twitter, and Facebook Live. NWHL also streams and archives some games on its YouTube channel for free.

The NWHL has a broadcast partnership with Twitter for a Game of the Week that can be seen globally.

NESN broadcasts all Boston Pride home games.

68.4 All-Star Game

The 2019 NWHL All-Star Game and weekend festivities took place on February 9-10, 2019, at Bridgestone Arena in Nashville, Tennessee. Attendance was 6,120, the largest ever to watch a women's professional hockey game in the U.S.

68.5 Sponsors

Dunkin' was the first and only NWHL sponsor for the inaugural season.

There were seven sponsors for the 2018-2019 season: Dunkin', Legend Rings, MeiGray Group, NYU Langone Health, SPARX, VEDA, and WISS.

NATIONAL WOMEN'S SOCCER LEAGUE

69.1 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 Women's Professional Soccer, which folded in 2012.

The NWSL season runs from April-October with each team scheduled for 24 regular season games.

In 2019, 60 players from the NWSL went to the FIFA Women's World Cup with their respective national teams. The winning team, from the United States, had 23 NWSL players.

69.2 Teams

The seventh season began in April 2019 with nine teams, as follows:

Team	Stadium
• Chicago Red Stars (Bridgeview, IL):	SeatGeek Stadium
• Houston Dash (Houston, TX):	BBVA Stadium
• North Carolina Courage (Cary, NC):	WakeMed Soccer Park
• Orlando Pride (Orlando, FL):	Exploria Stadium
• Portland Thorns FC (Portland, OR):	Providence Park
• Reign FC (Tacoma, WA):	Cheney Stadium
• Sky Blue FC (Piscataway, NJ):	Yurcak Field
• Utah Royals FC (Sandy, UT):	Rio Tinto Stadium
• Washington Spirit (Boyd's, MD):	Maryland SoccerPlex

69.3 Attendance

Average regular season game attendance for the NWSL has been as follows:

	Total	Average
• 2013:	375,763	4,270
• 2014:	446,820	4,137
• 2015:	454,100	5,046
• 2016:	555,775	5,558
• 2017:	609,960	5,083
• 2018:	650,564	6,024

Average attendance for home games during the 2018-2019 season for NWSL teams was as follows:

- Portland Thorns FC: 16,959
- Utah Royals FC: 9,466
- North Carolina Courage: 5,129
- Orlando Pride: 4,837
- Chicago Red Stars: 4,368
- Houston Dash: 3,896
- Washington Spirit: 3,892
- Seattle Reign FC: 3,824
- Sky Blue FC: 2,531

69.4 Media Rights

ESPN had a 14-match package for the 2019 season including the semi-finals and championship match. Broadcasts were divided among ESPNNews and ESPN2.

The Chicago Red Stars had a television deal for the 2019 season with the regional sports network NBC Sports Chicago.

Verizon Media is the U.S. digital rightsholder to the league, with streams on Yahoo! Sports website and apps.

Most NWSL games are available on YouTube and team websites.

69.5 Sponsors

NWSL sponsors for the 2019 season were Budweiser, Cutter Insect Repellents, Lifetime, Nike, and Thorne Research.

69.6 Market Resources

National Women's Soccer League, 1556 S. Michigan Avenue, 2nd Floor, Chicago, IL 60616. (312) 808-1300. (www.nwslsoccer.com)

PART VIII: COLLEGIATE & HIGH SCHOOL SPORTS

COLLEGE ATHLETIC PROGRAMS

70.1 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

DIVISION I CONFERENCES

71.1 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.

71.2 Conference Revenue

SportsBusiness Journal (August 2018) reports revenue of the major conferences as follows:

	Total Revenue	Avg. Per Team
• SEC:	\$650 million	\$41 million
• Big Ten:	\$513 million	\$37 million
• Pac-12:	\$509 million	\$31 million
• ACC:	\$418 million	\$27 million
• Big 12:	\$371 million	\$34 million

71.3 Athletic Department Revenue

Division I athletic department revenue for the 2017-2018 academic year was as follows (source: NCAA):

• Texas (Big 12):	\$214,830,647
• Texas A&M (SEC):	\$211,960,034
• Ohio State (Big Ten):	\$185,409,602
• Michigan (Big Ten):	\$185,173,187
• Alabama (SEC):	\$174,307,419
• Georgia (SEC):	\$157,852,479
• Oklahoma (Big 12):	\$155,238,481
• Florida (SEC):	\$149,165,475
• LSU (SEC):	\$147,744,233
• Auburn (SEC):	\$147,511,034
• Tennessee (SEC):	\$145,653,191
• Oregon (Pac-12):	\$145,417,315
• Florida State (ACC):	\$144,514,413
• Penn State (Big Ten):	\$144,017,055
• Wisconsin (Big Ten):	\$143,420,668
• South Carolina (SEC):	\$136,032,845
• Kentucky (SEC):	\$130,706,744
• Iowa (Big Ten):	\$130,681,467
• Arkansas (SEC):	\$129,680,808
• Washington (Pac-12):	\$128,745,183
• Michigan State (Big Ten):	\$126,021,377

• Louisville (ACC):	\$120,445,303
• Nebraska (Big Ten):	\$120,205,090
• Mississippi (SEC):	\$117,834,511
• Minnesota (Big Ten):	\$116,376,862
• Clemson (ACC):	\$112,600,964
• West Virginia (Big 12):	\$110,565,870
• Indiana (Big Ten):	\$106,139,192
• UCLA (Pac-12):	\$104,106,646
• Arizona State (Pac-12):	\$101,579,860
• Mississippi State (SEC):	\$100,062,237
• Missouri (SEC):	\$ 97,848,195
• Illinois (Big Ten):	\$ 97,447,731
• Rutgers (Big Ten):	\$ 96,883,027
• North Carolina (ACC):	\$ 96,551,626
• Kansas (Big 12):	\$ 95,251,461
• Maryland (Big Ten):	\$ 94,881,357
• Colorado (Pac-12):	\$ 94,226,111
• Virginia (ACC):	\$ 92,865,175
• Oklahoma State (Big 12):	\$ 91,644,865
• Arizona (Pac-12):	\$ 90,976,758
• California (Pac-12):	\$ 90,976,576
• Texas Tech (Big 12):	\$ 88,804,476
• Virginia Tech (ACC):	\$ 87,427,526
• Kansas State (Big 12):	\$ 86,081,528
• Purdue (Big Ten):	\$ 84,841,133
• North Carolina State (ACC):	\$ 83,741,572
• Utah (Pac-12):	\$ 83,672,639
• Connecticut (AAC):	\$ 83,374,223
• Iowa State (Big 12):	\$ 82,659,447
• Georgia Tech (ACC):	\$ 81,762,024
• Oregon State (Pac-12):	\$ 78,959,875
• Washington State (Pac-12):	\$ 64,294,520
• Cincinnati (AAC):	\$ 60,458,195
• Air Force (Mt. West):	\$ 59,577,780
• Houston (AAC):	\$ 57,174,900
• Central Florida (AAC):	\$ 56,327,225
• San Diego State (Mt. West):	\$ 52,454,787
• South Florida (AAC):	\$ 49,960,338
• Memphis (AAC):	\$ 48,716,830
• East Carolina (AAC):	\$ 48,312,311
• James Madison (CAA):	\$ 48,210,400
• Massachusetts (A-10):	\$ 48,054,005
• Hawaii (Big West):	\$ 47,780,885
• Nevada-Las Vegas (Mt. West):	\$ 47,327,478

• Fresno State (Mt. West):	\$ 46,215,249
• Old Dominion (C-USA):	\$ 46,203,813
• Boise State (Mt. West):	\$ 45,486,486
• Colorado State (Mt. West):	\$ 44,672,317
• New Mexico (Mt. West):	\$ 44,421,019
• Delaware (CAA):	\$ 40,883,947
• Wyoming (Mt. West):	\$ 40,372,222
• Arkansas State (Sun Belt):	\$ 39,459,027
• Western Michigan (MAC):	\$ 38,516,531
• Texas State (Sun Belt):	\$ 38,445,832
• Charlotte (C-USA):	\$ 37,931,802
• Miami (Ohio) (MAC):	\$ 37,766,348
• Nevada (Mt. West):	\$ 36,955,558
• California-Davis (Big West):	\$ 35,954,033
• Buffalo (MAC):	\$ 35,892,221
• Akron (MAC):	\$ 35,331,217
• Appalachian State (Sun Belt):	\$ 35,058,621
• Central Michigan (MAC):	\$ 34,692,784
• Florida Atlantic (C-USA):	\$ 34,509,259
• Utah State (Mt. West):	\$ 34,398,296
• Virginia Commonwealth (A-10):	\$ 34,297,744
• Middle Tennessee (C-USA):	\$ 34,040,334
• Coastal Carolina (Sun Belt):	\$ 33,703,994
• Florida International (C-USA):	\$ 33,389,929
• Toledo (MAC):	\$ 32,925,921
• Stony Brook (Am East):	\$ 32,458,520
• Eastern Michigan (MAC):	\$ 32,311,247
• Ohio (MAC):	\$ 32,234,688
• North Texas (C-USA):	\$ 32,150,203
• Texas-El Paso (C-USA):	\$ 31,781,343
• New Hampshire (Am East):	\$ 31,621,272
• California Polytechnic (Big West):	\$ 31,435,074
• San Jose State (Mt. West):	\$ 31,252,553
• South Alabama (Sun Belt):	\$ 30,693,877
• Western Kentucky (C-USA):	\$ 30,439,066
• Georgia State (Sun Belt):	\$ 30,230,203
• Troy (Sun Belt):	\$ 29,962,107
• George Mason (A-10):	\$ 29,649,087
• Marshall (C-USA):	\$ 29,287,471
• Georgia Southern (Sun Belt):	\$ 28,895,052
• Kent State (MAC):	\$ 28,837,710
• Texas-San Antonio (C-USA):	\$ 28,772,631
• William & Mary (CAA):	\$ 28,401,480
• Louisiana-Lafayette (Sun Belt):	\$ 28,326,919

• Sacramento State (Big Sky):	\$ 28,275,369
• Rhode Island (A-10):	\$ 28,203,093
• North Dakota (Big Sky):	\$ 28,201,349
• Illinois State (Mo. Valley):	\$ 27,852,407
• Wichita State (Mo. Valley):	\$ 27,791,259
• North Dakota State (Summit):	\$ 27,267,507
• Montana (Big Sky):	\$ 27,192,240
• Towson (CAA):	\$ 26,989,399
• Missouri State (Mo. Valley):	\$ 26,374,654
• New Mexico State (WAC):	\$ 26,114,479
• Ball State (MAC):	\$ 26,098,565
• Northern Illinois (MAC):	\$ 25,795,597
• Kennesaw State (Atl Sun):	\$ 25,326,240
• Bowling Green (MAC):	\$ 25,303,291
• Alabama at Birmingham (C-USA):	\$ 24,795,218
• Louisiana Tech (C-USA):	\$ 24,722,695
• Southern Mississippi (C-USA):	\$ 23,984,639
• Idaho (Big Sky):	\$ 23,825,002
• Albany (Am East):	\$ 23,502,958
• Nebraska-Omaha (Summit):	\$ 22,956,239
• Southern Illinois (Mo. Valley):	\$ 22,722,740
• South Dakota State (Summit):	\$ 22,075,310
• Montana State (Big Sky):	\$ 21,927,521
• Vermont (Am East):	\$ 21,889,573
• Maine (Am East):	\$ 20,941,860
• California-Santa Barbara (Big West):	\$ 20,484,071
• College of Charleston (CAA):	\$ 20,450,663
• Long Beach State (Big West):	\$ 20,258,440
• California-Irvine (Big West):	\$ 19,978,266
• Massachusetts-Lowell (Am East):	\$ 19,931,925
• Binghamton (Am East):	\$ 19,753,526
• Northern Iowa (Mo. Valley):	\$ 19,497,119
• California-Riverside (Big West):	\$ 19,362,719
• South Dakota (Summit):	\$ 19,256,962
• East Tennessee State (Southern):	\$ 18,870,608
• Sam Houston State (Southland):	\$ 18,742,450
• California State-Fullerton (Big West):	\$ 18,374,475
• Northern Arizona (Big Sky):	\$ 18,353,486
• Illinois-Chicago (Horizon):	\$ 18,197,670
• California State-Northridge (Big West):	\$ 17,987,771
• Prairie View A&M (SWAC):	\$ 17,851,213
• Tennessee-Chattanooga (Southern):	\$ 17,804,067
• Lamar (Southland):	\$ 17,746,157
• Central Connecticut (Northeast):	\$ 17,616,876

• Citadel (Southern):	\$ 17,610,176
• Northern Colorado (Big Sky):	\$ 17,289,706
• Maryland-Baltimore Cty (Am East):	\$ 17,217,652
• Eastern Kentucky (Ohio Valley):	\$ 17,024,583
• North Carolina Greensboro (Southern):	\$ 16,832,309
• Jacksonville State (Ohio Valley):	\$ 16,761,667
• Stephen F. Austin (Southland):	\$ 16,747,580
• North Carolina Wilmington (CAA):	\$ 16,443,174
• New Jersey Tech (Atl Sun):	\$ 16,323,383
• Oakland (Horizon):	\$ 16,262,483
• Louisiana-Monroe (Sun Belt):	\$ 16,132,421
• Indiana State (Mo. Valley):	\$ 16,098,113
• Florida Gulf Coast (Atl Sun):	\$ 15,954,757
• California State-Bakersfield (WAC):	\$ 15,953,381
• Austin Peay (Ohio Valley):	\$ 15,726,585
• Murray State (Ohio Valley):	\$ 15,629,362
• Youngstown State (Horizon):	\$ 15,410,657
• Tennessee Tech (Ohio Valley):	\$ 15,051,335
• Southeastern Louisiana (Southland):	\$ 15,027,967
• Utah Valley (WAC):	\$ 15,010,051
• Missouri-Kansas City (WAC):	\$ 14,807,781
• Eastern Washington (Big Sky):	\$ 14,797,340
• Texas-Rio Grande Valley (WAC):	\$ 14,638,376
• Wisconsin-Milwaukee (Horizon):	\$ 14,382,462
• Alabama State (SWAC):	\$ 14,374,967
• Northern Kentucky (Horizon):	\$ 14,213,168
• Texas-Arlington (Sun Belt):	\$ 14,054,524
• Weber State (Big Sky):	\$ 13,855,419
• Western Carolina (Southern):	\$ 13,723,606
• Portland State (Big Sky):	\$ 13,684,434
• Norfolk State (MEAC):	\$ 13,656,202
• Northwestern State La (Southland):	\$ 13,607,151
• Central Arkansas (Southland):	\$ 13,562,018
• North Carolina Central (MEAC):	\$ 13,561,933
• Southern (SWAC):	\$ 13,360,450
• VMI (Southern):	\$ 13,359,816
• Winthrop (Big South):	\$ 13,287,467
• Idaho State (Big Sky):	\$ 13,228,486
• Southern Utah (Big Sky):	\$ 13,143,866
• Cleveland State (Horizon):	\$ 13,083,041
• North Carolina A&T (MEAC):	\$ 13,075,494
• Arkansas-Little Rock (Sun Belt):	\$ 13,004,365
• Radford (Big South):	\$ 12,954,767
• Texas A&M-Corpus Christi (Southland):	\$ 12,761,032

• Delaware State (MEAC):	\$ 12,674,589
• Tennessee State (Ohio Valley):	\$ 12,481,256
• Morehead State (Ohio Valley):	\$ 12,147,957
• Southeast Missouri State (Ohio Valley):	\$ 12,072,270
• North Florida (Atl Sun):	\$ 12,051,332
• Western Illinois (Summit):	\$ 11,944,035
• Longwood (Big South):	\$ 11,876,406
• McNeese State (Southland):	\$ 11,654,790
• Eastern Illinois (Ohio Valley):	\$ 11,329,430
• Tennessee-Martin (Ohio Valley):	\$ 11,308,729
• Morgan State (MEAC):	\$ 11,023,152
• Wright State (Horizon):	\$ 10,922,076
• Texas Southern (SWAC):	\$ 10,899,527
• Florida A&M (MEAC):	\$ 10,741,985
• Indiana-Purdue Fort Wayne (Summit):	\$ 10,607,866
• Indiana-Purdue Indianapolis (Summit):	\$ 10,143,238
• Southern Illinois Edwardsville (Ohio Valley):	\$ 9,524,882
• Jackson State (SWAC):	\$ 9,466,619
• Wisconsin-Green Bay (Horizon):	\$ 9,390,830
• Nicholls State (Southland):	\$ 8,463,641
• North Carolina Asheville (Big South):	\$ 8,395,210
• Arkansas-Pine Bluff (SWAC):	\$ 7,904,735
• Grambling State (SWAC):	\$ 7,853,609
• South Carolina Upstate (Atl Sun):	\$ 7,591,880
• South Carolina State (MEAC):	\$ 7,232,850
• Alcorn State (SWAC):	\$ 6,321,380
• Maryland-Eastern Shore (MEAC):	\$ 5,916,647
• New Orleans (Southland):	\$ 5,819,807
• Chicago State (WAC):	\$ 5,249,433
• Savannah State (MEAC):	\$ 4,508,343
• Mississippi Valley State (SWAC):	\$ 4,332,784
• Coppin State (MEAC):	\$ 3,452,610
• Alabama A&M (SWAC):	\$ 3,293,950

NCAA SPORTS

72.1 Overview

Annual attendance at college sports events is approximately 100 million. College sports generates about \$10.5 billion annually.

College and university sports are organized through the National Collegiate Athletic Association (NCAA, www.ncaa.org) and (www.ncaa.com).

The popularity of collegiate sports is immense. According to an ESPN Sports Poll, 58% of adults are fans of NCAA football and 48% are fans of NCAA basketball.

“The television contracts are juicy. Across all sports, college athletic revenues are \$10.5 billion a year, more than the NFL generates. About 30% of that goes towards scholarships and financial aid for players.”

The Economist

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.

72.2 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%.

72.3 NCAA Revenue

Estimated annual NCAA revenue is \$1.1 billion, approximately 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.

72.4 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.

72.5 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 2019-2020, with sponsorships of about \$10 million annually, are Buffalo Wild Wings, Buick, Dove Men+Care, Geico, Google Cloud, Infiniti, Lowe's, Marriott Bonvoy, Nabisco, Pizza Hut, Reese's, Uber Eats, and Wendy's.

72.6 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

73.1 Football Program Revenue

According to *Forbes* (December 2018), based on data from the U.S. Department of Education, the following universities have the highest football program revenue:

- Texas A&M Aggies: \$148 million
- Texas Longhorns: \$133 million
- Alabama Crimson Tide: \$127 million
- Michigan Wolverines: \$127 million
- Ohio State Buckeyes: \$120 million
- Oklahoma Sooners: \$118 million
- Auburn Tigers: \$112 million
- Louisiana State Tigers: \$112 million
- Notre Dame Fighting Irish: \$112 million
- Florida Gators: \$111 million
- Tennessee Volunteers: \$108 million
- Arkansas Razorbacks: \$ 92 million
- Oregon Ducks: \$ 92 million
- Penn State Nittany Lions: \$ 92 million
- South Carolina Gamecocks: \$ 90 million
- Georgia Bulldogs: \$ 89 million
- Florida State Seminoles: \$ 88 million
- USC Trojans: \$ 87 million
- Washington Huskies: \$ 84 million
- Nebraska Cornhuskers: \$ 83 million
- Michigan State Spartans: \$ 80 million
- Ole Miss Rebels: \$ 80 million
- Iowa Hawkeyes: \$ 79 million
- Wisconsin Badgers: \$ 78 million
- Texas Tech Red Raiders: \$ 60 million

73.2 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 2018 season, 666 NCAA schools fielded football teams. Regular-season game attendance at games in 2018 was as follows:

	Teams	Games	Attendance	Average
• Division I:	253	1,546	41.96 million	27,142
• Division II:	166	895	2.75 million	3,075
• Division III:	247	1,252	2.14 million	1,705

According to the NCAA, the following were the Division I universities with the highest average game attendance for the 2018 season:

• Michigan:	110,737	• Wisconsin:	77,153
• Penn State:	105,485	• South Carolina:	73,628
• Ohio State:	101,947	• Michigan State:	72,584
• Alabama:	101,562	• Washington:	69,068
• LSU:	100,819	• Florida State:	68,288
• Texas A&M:	99,844	• Iowa:	68,043
• Texas:	97,713	• Miami (FL):	61,469
• Tennessee:	92,984	• Arkansas:	59,884
• Georgia:	92,746	• Virginia Tech:	59,574
• Nebraska:	89,034	• West Virginia:	58,158
• Oklahoma:	86,735	• Mississippi State:	58,057
• Auburn:	84,462	• North Carolina State:	56,855
• Florida:	82,328	• Texas Tech:	56,034
• Clemson:	80,400	• Iowa State:	56,010
• Notre Dame:	77,622	• Ole' Miss:	55,685

73.3 College Football Playoff and Bowl Games

The College Football Playoff and bowl games are assessed in Chapter 35 of this handbook.

73.4 Fan Demographics

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

Gender

- Male: 62%
- Female: 38%

Age

- 12-to-17: 13%
- 18-to-24: 10%
- 25-to-34: 17%

- 35-to-44: 15%
- 45-to-54: 19%
- 55 and older: 25%

Ethnicity

- Caucasian: 75%
- African-American: 11%
- Hispanic-American: 9%
- Other: 5%

73.5 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
- 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

74.1 Basketball Program Revenue

According to *Forbes* (March 2019), based on data from the U.S. Department of Education, the following universities have the highest basketball program revenue:

- Louisville Cardinals: \$52.0 million
- Kentucky Wildcats: \$49.4 million
- Indiana Hoosiers: \$35.5 million
- Duke Blue Devils: \$33.1 million
- Kansas Jayhawks: \$32.2 million
- Ohio State Buckeyes: \$29.0 million
- Syracuse Orange: \$28.5 million
- Arizona Wildcats: \$26.9 million
- Illinois Fighting Illini: \$25.8 million
- Wisconsin Badgers: \$25.5 million
- North Carolina Tar Heels: \$24.8 million
- Michigan State Spartans: \$23.9 million
- Maryland Terrapins: \$23.5 million
- Arkansas Razorbacks: \$21.8 million
- Michigan Wolverines: \$20.9 million
- Texas Longhorns: \$18.1 million
- North Carolina State Wolfpack: \$17.9 million
- Marquette Golden Eagles: \$17.7 million
- Tennessee Volunteers: \$17.7 million
- Alabama Crimson Tide: \$17.4 million

74.2 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 The Media Audit (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 2018-2019 season was as follows:

	Teams	Games	Attendance	Average
• Division I:	346	5,542	27.23 million	4,914
• Division II:	301	4,112	2.80 million	680
• Division III:	413	4,980	1.97 million	396

Division I universities with the highest average attendance for the 2018-2019 season are as follows:

• Syracuse:	21,992	• Virginia:	14,087
• Kentucky:	21,695	• Memphis:	14,065
• North Carolina:	19,715	• Maryland:	14,009
• Tennessee:	19,034	• Ohio State:	13,922
• Wisconsin:	17,170	• NC State:	13,897
• Louisville:	16,601	• Arizona:	13,744
• Kansas:	16,236	• Dayton:	12,957
• Creighton:	15,980	• Iowa:	12,869
• Marquette:	15,611	• Michigan:	12,505
• Nebraska:	15,341	• Illinois:	12,456
• Arkansas:	15,278	• Texas Tech:	12,098
• Indiana:	15,206	• BYU:	11,958
• Michigan State:	14,797	• South Carolina:	11,472
• Purdue:	14,467	• Cincinnati:	11,256
• Iowa State:	14,099	• New Mexico:	11,107

74.3 Fan Demographics

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

Gender

- Male: 63%
- Female: 37%

Age

- 12-to-17: 15%
- 18-to-24: 8%
- 25-to-34: 15%
- 35-to-44: 15%
- 45-to-54: 20%
- 55 and older: 28%

Ethnicity

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

74.4 NCAA Division I Finals

The NCAA Division I Men's Basketball Championship is assessed in Chapter 41 of this handbook.

74.5 Favorite Teams

Sports fans responding to a recent Harris Poll ranked their favorite college men's basketball teams as follows:

1. Duke
2. Kentucky
3. North Carolina
4. Connecticut
5. Ohio State
6. UCLA
7. Michigan
8. Michigan State
9. Notre Dame
10. Wisconsin

74.6 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

75.1 Fans and Spectators

According to the National Collegiate Athletic Association (NCAA), regular-season attendance at college women's basketball games for the 2018-2019 basketball season was as follows:

	Teams	Games	Attendance	Average
• Division I:	349	5,312	8.63 million	1,625
• Division II:	303	4,203	1.74 million	415
• Division III:	437	5,385	1.03 million	206

Division I universities with the highest average attendance for the 2018-2019 women's basketball season were as follows:

• South Carolina:	10,406	• Oregon State:	5,438
• Iowa State:	9,573	• New Mexico:	5,236
• Louisville:	9,531	• Kentucky:	4,767
• UConn:	8,870	• Missouri:	4,669
• Mississippi State:	8,446	• Middle Tennessee:	4,353
• Notre Dame:	8,434	• Ohio State:	4,336
• Tennessee:	8,028	• Nebraska:	4,101
• Oregon:	7,148	• Texas:	4,035
• Iowa:	6,797	• Texas A&M:	4,022
• Purdue:	6,515	• Indiana:	3,920
• Baylor:	6,131	• Wisconsin:	3,894
• Gonzaga:	5,625	• Duke:	3,883
• Maryland:	5,575	• Georgia:	3,830
• Minnesota:	5,570	• Drake:	3,788
• Michigan State:	5,496	• Toledo:	3,728

75.2 Favorite Teams

Sports fans responding to a recent Harris Poll (www.theharrispoll.com) ranked their favorite college women's basketball teams as follows:

1. Connecticut	6. Ohio State
2. Tennessee	7. (tie) Baylor
3. Duke	7. (tie) Kentucky
4. (tie) North Carolina	7. (tie) Stanford
4. (tie) Notre Dame	10. UCLA

HIGH SCHOOL SPORTS

76.1 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
• 2015-2016:	4,541,959	3,324,306	7,866,265
• 2016-2017:	4,563,238	3,400,297	7,963,535
• 2017-2018:	4,565,580	3,415,306	7,980,886

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

76.2 Most Popular Sports

The following are the most popular boys programs, ranked by participation during the 2017-2018 school year:

• Football:	1,036,842
• Track & field (outdoor):	600,097
• Basketball:	551,373
• Baseball:	487,097
• Soccer:	456,362

- Cross country: 270,095
- Wrestling: 245,564
- Tennis: 158,151
- Golf: 144,024
- Swimming & diving: 138,935

The following are the most popular programs for girls:

- Track & field (outdoor): 488,592
- Volleyball: 446,583
- Basketball: 412,407
- Soccer: 390,482
- Softball (fast pitch): 367,861
- Cross country: 223,518
- Tennis: 190,768
- Swimming & diving: 175,594
- Competitive spirit squads: 162,669
- Lacrosse: 96,904

76.3 Participation by Sport

Participation by sport during the 2017-2018 school year was as follows:

	Boys	Girls	Total
• Archery:	5,484	4,976	10,460
• Badminton:	4,753	13,145	17,898
• Baseball:	487,097	1,762	488,859
• Basketball:	551,373	412,407	963,780
• Bass Fishing:	1,821	136	1,957
• Bocce (outdoor):	373	386	759
• Bowling:	32,159	27,880	60,039
• Canoe paddling:	1,242	1,434	2,676
• Competitive spirit:	3,851	162,669	166,520
• Crew:	2,423	2,094	4,517
• Cross country:	270,095	223,518	493,613
• Dance:	153	14,875	15,028
• Decathlon:	292	139	431
• Drill team:	682	9,842	10,524
• Equestrian:	106	1,200	1,306
• Fencing:	2,428	2,085	4,513
• Field hockey:	473	59,856	60,329
• Flag football:	1,144	11,007	12,151
• Football, 11-player:	1,036,842	2,237	1,039,079
• Football, 6-player:	5,102	11	5,113
• Football, 8-player:	19,554	108	19,662
• Football, 9-player:	4,971	45	5,016

• Golf:	144,024	78,781	222,805
• Gymnastics:	1,715	18,867	20,582
• Ice hockey:	35,060	9,609	44,669
• Judo:	688	507	1,195
• Kayaking:	86	110	196
• Lacrosse:	113,313	96,904	210,217
• Mountain biking:	467	197	664
• Riflery:	2,149	1,285	3,434
• Riflery, air:	524	427	951
• Rodeo:	114	117	231
• Roller hockey:	268	47	315
• Rugby:	2,054	539	2,593
• Sailing:	188	158	346
• Skiing, alpine:	5,317	4,616	9,933
• Skiing, cross country:	4,417	4,705	9,122
• Snowboarding:	493	246	739
• Soccer:	456,362	390,482	846,844
• Softball, fast pitch:	1,589	367,861	369,450
• Softball, slow pitch:	28	6,891	6,919
• Squash:	172	63	235
• Surfing:	895	407	1,302
• Swimming & diving:	138,935	175,594	314,529
• Swimming, synchronized:	35	592	627
• Tennis:	158,151	190,768	348,919
• Tennis, team:	25,338	26,609	51,947
• Track & field, indoor:	80,754	72,662	153,416
• Track & field, outdoor:	600,097	488,592	1,088,689
• Trap shooting:	1,561	440	2,001
• Ultimate frisbee:	683	547	1,230
• Volleyball:	60,976	446,583	507,559
• Volleyball, mixed 6-coed:	275	715	990
• Volleyball, sand:	709	1,734	2,443
• Water polo:	22,501	21,054	43,555
• Weightlifting:	19,908	10,950	30,858
• Wrestling:	245,564	16,562	262,126

76.4 Participation by State

Participation by state during the 2017-2018 school year was as follows:

	Boys	Girls	Total	Rank
• Alabama:	88,374	47,616	135,990	20
• Alaska:	11,998	10,647	22,645	48
• Arizona:	69,335	51,983	121,318	22
• Arkansas:	39,818	28,186	68,004	34

• California:	465,775	353,850	819,625	2
• Colorado:	72,901	59,525	132,426	21
• Connecticut:	59,217	51,911	111,128	25
• Delaware:	16,902	13,139	30,041	45
• District of Columbia:	7,623	5,203	12,826	50
• Florida:	175,225	136,136	311,361	7
• Georgia:	120,987	80,480	201,467	13
• Hawaii:	20,989	16,690	37,679	41
• Idaho:	26,845	21,456	48,301	37
• Illinois:	195,266	143,582	338,848	5
• Indiana:	89,868	62,884	152,752	18
• Iowa:	82,696	56,344	139,040	19
• Kansas:	60,835	40,710	101,545	29
• Kentucky:	57,533	48,518	106,051	28
• Louisiana:	61,689	47,430	109,119	27
• Maine:	27,693	24,156	51,849	36
• Maryland:	67,014	50,611	117,625	23
• Massachusetts:	126,433	100,613	227,046	11
• Michigan:	169,527	127,098	296,625	8
• Minnesota:	122,595	117,838	240,433	10
• Mississippi:	68,873	43,662	112,535	24
• Missouri:	102,897	71,464	174,361	17
• Montana:	16,885	13,704	30,589	44
• Nebraska:	46,129	32,429	78,558	33
• Nevada:	24,942	18,211	43,153	40
• New Hampshire:	24,028	20,831	44,859	49
• New Jersey:	161,740	120,060	281,800	9
• New Mexico:	26,359	21,875	48,234	38
• New York:	202,358	175,707	378,065	3
• North Carolina:	113,708	89,766	203,474	12
• North Dakota:	15,599	11,530	27,129	47
• Ohio:	204,214	143,353	347,567	4
• Oklahoma:	55,755	42,528	98,283	31
• Oregon:	55,572	44,335	99,907	30
• Pennsylvania:	169,051	150,816	319,867	6
• Rhode Island:	17,335	13,547	30,882	43
• South Carolina:	60,413	36,447	96,860	32
• South Dakota:	16,404	13,386	29,790	46
• Tennessee:	69,579	40,458	110,037	26
• Texas:	492,351	332,268	824,619	1
• Utah:	38,906	28,575	67,481	35
• Vermont:	5,412	4,246	9,658	51
• Virginia:	99,616	75,914	175,530	16
• Washington:	100,980	74,803	175,783	15

• West Virginia:	21,382	15,418	36,800	42
• Wisconsin:	106,986	74,514	181,500	14
• Wyoming:	10,968	8,853	19,821	49

76.5 Local Television Broadcasting

Local television stations are increasing high school sports programming within their markets. WNYW New York, for example, has game-of-the-week highlights during its 10 p.m. news broadcasts; WMC Memphis airs *Game of the Week*; and KUTV Salt Lake City presents the *High School Touchdown Report*. WFSB, Meredith's CBS affiliate in Hartford, Connecticut, reports that *Friday Night Football* "rules its sports segments."

76.6 High School Sports Online

Despite the high level of interest in high school sports, major media companies have not been active in high school sports broadcasting.

A flurry of companies, however, have poured tens of millions of dollars into purchasing or developing online properties devoted to high school sports. The following are some of the ventures:

- HighSchoolPlaybook.com is operated by Hearst-Argyle Television Inc. in nine of its 26 local TV markets.
- MaxPreps, owned by CBS, provides information on some 80,000 high school football games and more than 500,000 basketball games each year.
- Rivals.com, owned by Yahoo!, is a network of more than 150 high school and college sports websites.
- Takkle (www.takkle.com), 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.

76.7 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

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%

76.8 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

77.1 Participation

The Sports & Fitness Industry Association (SFIA, www.sfia.org) reported sports participation by youths ages 6-to-17 as follows:

- Basketball: 6.71 million
- Football: 9.69 million
- Field hockey: 370,000
- Football, tackle: 3.25 million
- Football, touch: 2.03 million
- Gymnastics: 2.81 million
- Ice hockey: 743,000
- Lacrosse: 804,000
- Rugby: 301,000
- Soccer, indoor: 2.17 million
- Soccer, outdoor: 7.65 million
- Softball, fast pitch: 1.00 million
- Softball, slow pitch: 1.62 million
- Track and field: 2.42 million
- Volleyball, court: 2.68 million
- Volleyball, sand/beach: 652,000
- Wrestling: 805,000

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

SportsBusiness Journal

Among youths who participate in team sports, participation was in 2.14 sports, on average.

77.2 AAU Sports

The Amateur Athletic Union (AAU, www.aau.org) is dedicated exclusively to the promotion and development of amateur sports and physical fitness programs. The AAU provides sport programs in individual and team sports in local communities where youth, ages 9-to-18, can compete with other athletes their own age. There are teams in most sports. AAU has more than 700,000 members in the U.S., including more than 100,000 volunteers.

77.3 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

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.

77.4 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.

77.5 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.

77.6 Youth Hockey

In 2010, USA Hockey (www.usahockey.com) launched the American Development Model (ADM) for its affiliated youth programs. The program is credited with the 43.7% five-year growth in participation among youth. ADM curtailed body checking, dropped championship games that required travel among participants, and implemented measures to make the game more accessible.

The National Hockey League (NHL) launched Hockey Is For Everyone, a program that provides financial support and programming to youth organizations. The NHL Players Association has donated \$22 million to provide equipment for youth hockey programs.

77.7 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 IX: FIGHTING SPORTS

BOXING

78.1 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)

78.2 Pay-Per-View Events

HBO Sports (www.hbo.com/sports) and Showtime Sports (<http://sports.sho.com/>) air major boxing bouts on PPV television.

Floyd Mayweather Jr., the top PPV draw among active boxers, signed a six-fight deal with Showtime in 2013 worth up to \$300 million. Mayweather had previously been under contract with ABC Sports.

The number of boxing PPVs that have generated over 1 million buys have been as follows:

- 2015: 1
- 2016: 0
- 2017: 3
- 2018: 4

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
• Floyd Mayweather vs. Conor McGregor:	August 2017	4.30 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
• Anthony Joshua vs. Joseph Parker:	March 31, 2018	1.46 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

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.

78.3 Televised Boxing

All of the major networks have air some boxing programming. The longest-running program is *Friday Night Fights*, broadcast on ESPN2 since 2008. NBC Sports Network's has aired *Fight Night* since 2012.

According to *SportsBusiness Journal*, *Friday Night Fights* typically garners 400,000 to 600,000 viewers; *Fight Night* draws about half that audience.

In 2018, ESPN signed an exclusive deal with boxing promotion company Top Rank that includes as many as 54 boxing events a year.

Premier Boxing Champions (PBC), launched in 2015, brokered cards scheduled across all four of the United States' major television networks (ABC, CBS, Fox, NBC) and their affiliated sports-oriented cable networks (ESPN, CBS Sports Network, FS1, and NBCSN, respectively), as well as Spike and Bounce TV.

PBC viewership in 2018 was as follows:

	Shows	Avg. No. Viewers
• CBS:	2	2.75 million
• NBC:	3	2.45 million
• Fox:	3	1.75 million
• Spike:	7	538,000
• Showtime:	10	452,000
• ESPN:	7	418,000
• Bounce:	4	397,000
• NBC Sports Network:	3	237,000
• FS1:	15	189,000

The following were the most-watched TV boxing matches in 2018:

• Terence Crawford vs. Jose Benavidez Jr. (Oct. 13):	2.25 million	ESPN
• Vasiliy Lomachenko vs. Guillermo Rigondeaux (Dec. 9):	1.73 million	ESPN
• Vasiliy Lomachenko vs. Jorge Linares (May 12):	1.44 million	ESPN
• Gennady Golovkin vs. Vanes Martirosyan (May 5):	1.25 million	HBO
• Andre Berto vs. Devon Alexander (Aug. 4):	1.19 million	Fox
• Devon Alexander vs. Victor Ortiz (Feb. 17):	1.14 million	Fox
• Oscar Valdez vs. Scott Quigg (March 11):	1.08 million	ESPN

• Deontay Wilder vs. Luis Ortiz (March 3):	1.06 million	Showtime
• Miguel Cotto vs. Sadam Ali (Dec. 2):	961,000	HBO
• Sergey Kovalev vs. Vyacheslav Shabranskyy (Nov. 25):	869,000	HBO
• Josesito Lopez vs. Miguel Cruz (April 28):	839,000	Fox
• Deontay Wilder vs. Bermane Stiverne (Nov. 4):	824,000	Showtime
• Daniel Jacobs vs. Maciej Sulecki (April 28):	811,000	HBO
• Adrien Broner vs. Jessie Vargas (April 21):	782,000	Showtime
• Jaime Munguia vs. Liam Smith (July 21):	777,000	HBO
• Gilberto Ramirez vs. Habib Ahmed (Feb. 3):	741,000	ESPN
• Lucas Matthisse vs. Tewa Kiram (Jan. 27):	719,000	HBO
• Billy Joe Saunders vs. David Lemieux (Dec. 16):	716,000	HBO
• Sadam Ali vs. Jaime Munguia (May 12):	711,000	HBO
• Daniel Jacobs vs. Luis Arias (Nov. 11):	706,000	HBO
• Raymundo Beltran vs. Paulus Moses (Feb. 16):	703,000	ESPN
• Jessie Magdaleno vs. Isaac Dogboe (April 28):	701,000	ESPN

78.4 Boxing Fans

The popularity of professional boxing in the United States has remained relatively unchanged throughout the past decade.

According to an ESPN Sports Poll, 37% of adults who follow sports are fans of boxing.

In a recent Harris Poll (www.theharrispoll.com), 2% of adults said boxing is their favorite sport.

Boxing is most popular among men ages 18-to-49 and Hispanic-Americans. Experian (www.experian.com) and *SportsBusiness Journal* provide the following assessment:

	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%

ULTIMATE FIGHTING CHAMPIONSHIP

79.1 Overview

Mixed martial arts (MMA) has surpassed boxing as the biggest sports draw in Las Vegas. Ultimate Fighting Championship (UFC, www.ufc.com) is the premier MMA league.

Previously owned by Las Vegas-based Zuffa LLC., UFC was acquired by Endeavor, Silver Lake Partners, and Kohlberg Kravis Roberts in 2016 for \$4 billion.

UFC revenue was over \$600 million in 2018, according to Moody's.

79.2 Live Events

Matches of the Ultimate Fighting Championship circuit frequently sell out venues like the Mandalay Bay Events Center and MGM Grand Garden Arena, both in Las Vegas and with a capacity of more than 10,000. Events are also held at larger venues like Rogers Centre (Toronto) and Bell Centre (Montreal).

The largest UFC gates have been as follows:

	Date	Venue	Gate
• UFC 205:	November 2016	Madison Square Garden	\$17.7 million
• UFC 229:	October 2018	T-Mobile Arena	\$17.2 million
• UFC 129:	April 2010	Rogers Centre	\$12.1 million
• UFC 200:	July 2016	T-Mobile Arena	\$10.7 million
• UFC 194:	December 2015	MGM Grand	\$10.0 million
• UFC 196:	March 2016	MGM Grand	\$ 8.1 million
• UFC 202:	August 2016	T-Mobile Arena	\$ 7.7 million
• UFC 189:	July 2015	MGM Grand	\$ 7.2 million
• UFC 148:	July 2012	MGM Grand	\$ 6.9 million
• UFC 193:	November 2015	Etihad Stadium (Australia)	\$ 6.8 million
• UFC 168:	December 2013	MGM Grand	\$ 6.2 million
• UFC 66:	December 2006	MGM Grand	\$ 5.4 million
• UFC 187:	May 2015	MGM Grand	\$ 5.2 million
• UFC 100:	July 2009	Mandalay Bay	\$ 5.1 million
• UFC 83:	March 2008	Bell Centre	\$ 5.1 million

79.3 Pay-Per-View Events

UFC's pay-per-view events typically draw 400,000 to 500,000 buys, according to

Multichannel News. Buys for 20 monthly events have surpassed 700,000. The best-selling events have been as follows (source: UFC):

	Date	Main Event	Buys
• UFC 229:	October 2018	Nurmagomedov vs. McGregor	2.50 million
• UFC 202:	August 2016	McGregor vs. Diaz II	1.65 million
• UFC 100:	July 2009	Lesnar vs. Mir	1.60 million
• UFC 196:	March 2016	McGregor vs. Diaz	1.50 million
• UFC 194:	December 2015	McGregor vs. Alto	1.40 million
• UFC 205:	November 2016	Alvarex vs. McGregor	1.30 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 193:	November 2015	Rousey vs. Holm	1.10 million
• UFC 207:	December 2016	Nunes vs. Rousey	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

ESPN and UFC announced in March 2019 that UFC's PPV events will be broadcast exclusively on the network's ESPN+ digital subscription service through 2025. A subscription to ESPN+, accessed through the company's mobile app or ESPN.com at \$4.99 per month or \$49.99 per year is required. As part of the PPV deal, new ESPN+ subscribers can purchase a one-year subscription for \$79.99, which includes one UFC PPV event. For existing ESPN+ subscribers, the UFC PPVs will cost \$59.99, \$5 less than what UFC previously charged for the cards.

“The move gives ESPN a valuable chunk of content for its fledgling streaming service, which was launched last April in an attempt to stem the loss of revenue from cable subscribers who have cut the cord.”

SportsBusiness Journal, 3/18/19

79.4 UFC On TV

In 2011, UFC and Fox agreed to a seven-year broadcast rights deal valued at an estimated \$90 million a year.

UFC on Fox averaged 1,867,000 viewers in 2018.

79.5 MMA Fans

According to a recent ESPN Sports Poll, 36% of adults who follow sports are fans of mixed martial arts.

Scarborough Research (www.scarborough.com) reported the following distribution of mixed martial arts fans:

Gender

- Male: 74.6%
- Female: 25.4%

Age

- 18-to-29: 36.5%
- 30-to-44: 37.1%
- 45-to-64: 21.7%
- 65 and older: 4.4%

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%

79.6 Sponsors

Reebok became the exclusive outfitter for the UFC in a \$70 million, six-year partnership that began in July 2015. Under the sponsorship agreement, third-party logos will no longer be allowed on UFC broadcasts. The bulk of the sponsorship revenue is paid directly to UFC fighters. Fighters will also receive royalty payments representing 20% of any UFC merchandise sold that bears their likeness.

79.7 Market Resources

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

WORLD WRESTLING ENTERTAINMENT

80.1 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>
• 2015:	\$659 million	\$ 39 million
• 2016:	\$729 million	\$ 56 million
• 2017:	\$801 million	\$ 76 million
• 2018:	\$903 million	\$114 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.

80.2 Live Events and Television

A perpetual traveling roadshow that crisscrosses the nation while broadcasting from packed arenas 52 weeks a year, WWE draws more than two million fans each year. And each week, wrestling shows attract up to 15 million television viewers, making them a fixture among the top-rated cable programs.

80.3 The WWE Network

In 2014, WWE launched The WWE Network, a 24/7 streaming network. The network includes past and present WWE shows, pay-per-views, and shows from the WWE Library. The subscription cost is \$9.99 monthly.

The WWE Network averaged 1.58 million paid subscribers in First Quarter 2019.

80.4 Pay-Per-View Events

WWE produces 12 pay-per-view (PPV) events annually and is the largest provider of PPV live-event programming in the U.S.

The 2019 WWE pay-per-view schedule was as follows:

- January 27: Royal Rumble (Phoenix, AZ)
- February 17: Elimination Chamber (Houston, TX)
- March 10: Fastlane (Cleveland, OH)
- April 7: WrestleMania 35 (East Rutherford, NJ)
- May 19: Money in the Bank (Hartford, CT)
- June 7: Super ShowDown (Jeddah, Saudi Arabia)
- June 23: Stomping Grounds (Tacoma, WA)
- July 14: Extreme Rules (Philadelphia, PA)
- August 11: SummerSlam (Toronto, ON, Canada)
- September 15: Clash of Champions (Charlotte, NC)
- October 6: Hell in a Cell (Sacramento, CA)
- November 1: Crown Jewel (Riyadh, Saudi Arabia)
- November 24: Survivor Series (Rosemont, IL)
- December 15: TLC: Tables, Ladders, Chairs (Minneapolis, MN)

PPV buys for *WrestleMania*, WWE's premier annual event, peaked at 1.22 million in 2012. PPV buys have dropped since 2013 because fans can now watch on the WWE Network. Approximately 40% of *WrestleMania* PPV buys are international.

80.5 Professional Wrestling Fans

While professional wrestling maintains a huge and loyal fan base, its popularity has diminished during the past decade. In its annual assessment of sports fans, an ESPN Sports Poll reported 6.4% of adults who follow sports say they are “very interested” in pro wrestling; in 2000 that figure was 11.6%.

A survey by Scarborough Research (www.scarborough.com) reported 3.7% of adults are avid WWE fans. WWE is most popular in the following metropolitan areas:

- Little Rock, AR: 9.5%
- Harlington-McAllen, TX: 9.3%
- Memphis, TN: 9.3%
- New Orleans, LA: 8.3%
- San Antonio, TX: 7.4%
- Birmingham, AL: 7.3%
- Mobile, AL-Pensacola, FL: 7.0%
- St. Louis, MO: 6.4%
- El Paso, TX: 6.3%
- Chattanooga, TN: 6.2%

The demographics of WWE fans are as follows:

Gender

- Male: 64%
- Female: 36%

Age

- Under 18: 23%
- 18-to-54: 62%
- 55 and above: 15%

Education

- Some high school: 28%
- High school graduate: 45%
- College: 18%

Income

- Under \$10,000: 18%
- \$10,000-\$19,999: 22%
- \$20,000-\$29,999: 16%
- \$30,000-\$39,999: 13%
- \$40,000-\$49,999: 12%
- \$50,000-\$59,999: 6%
- \$60,000-\$74,999: 5%
- Over \$75,000: 8%

80.6 Market Resources

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

PART X: GOLF

GOLF PARTICIPATION

81.1 Participation

There are 105 million self-professed golf fans and 36 million people have played. According to *Golf Participation in the U.S.*, by the National Golf Foundation (NGF, www.ngf.org), there are 24.1 million golfers in the U.S. ages 6 and up, a figure that has remained relatively unchanged since 2012. Approximately 37 million non-golfers say they are interested in taking up the game.

Total golf participation in 2018 was 32.1 million. The NFG reported that 23.8 million people played golf on a course in 2018, about the same as in 2016. Another 8.3 million participated solely at off-course locations such as Topgolf.

“More consumers are being drawn to off-course attractions such as Topgolf, the entertainment-themed ranges that mix chip shots with music and drinks, or other driving ranges and simulators. Getting them to a regular golf course is another story.”

SportsBusiness Journal, 5/21/18

An estimated 456 million rounds of golf were played in 2018, a slight drop from 466 million rounds in 2015.

81.2 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 \$16 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

81.4 Demographics

Percentages of select demographics that played on-course golf in 2018 were as follows (source: NGF):

- Juniors (ages 6-to-17): 11%
- Young adults (18-to-34): 26%
- Women: 24%
- Non-Caucasian: 18%
- Ages 65 and older: 15%

Women make up 19% of what the National Golf Foundation defines as core golfers – those playing at least eight rounds of golf a year. The average age of female golfers is 40.7. Core female golfers average 18.0 rounds a year.

81.5 Market Resources

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

National Golf Foundation, 501 N. Highway A1A, Jupiter, FL 33477. (561) 744-6006.
(www.ngf.org)

GOLF COURSES

82.1 Number Of Golf Courses

In 2018, there were 14,118 golf courses (includes regulation, executive and par-3 courses) in the U.S. (measured in 18-hole equivalents, meaning number of golf holes divided by 18), according to the National Golf Foundation (NGF, www.ngf.org). There were 15,014 golf facilities in the U.S. (a facility is defined as a business location where golf can be played on one or more golf courses).

The following are the states with the most golf courses:

- Florida: 1,157
- California: 873
- Michigan: 777
- New York: 734
- Texas: 721

82.2 Top Golf Courses

Golf ranks the top golf courses in the United States as follows:

1. Pine Valley (Pine Valley, NJ)
2. Cypress Point (Pebble Beach, CA)
3. Augusta National (Augusta, GA)
4. Shinnecock Hills (Southampton, NY)
5. Pebble Beach (Pebble Beach, CA)
6. Oakmont (Oakmont, PA)
7. National Golf Links of America (Southampton, NY)
8. Merion East (Ardmore, PA)
9. Sand Hills (Mullen, NE)
10. Pinehurst No. 2 (Pinehurst, NC)

Golf Digest ranked the following as the top U.S. golf courses in its 2019-2020 biennial ranking:

1. Pine Valley (Pine Valley, NJ)
2. Augusta National (Augusta, GA)
3. Cypress Point (Pebble Beach, CA)
4. Shinnecocck Hills (Southampton, NY)
5. Oakmont (Oakmont, PA)

6. Merion East (Ardmore, PA)
7. Pebble Beach (Pebble Beach, CA)
8. National Golf Links of America (Southampton, NY)
9. Sand Hills (Mullen, NE)
10. Fishers Island Club (Fisher's Island, NY)

MEN'S TOUR

83.1 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.

83.2 Highest-Earning Golfers

Forbes ranked the highest-earning golfers in 2018 as follows:

	Winnings	Endorsements	Total
• Tiger Woods:	\$ 1.3 million	\$42.0 million	\$43.3 million
• Phil Mickelson:	\$ 4.3 million	\$37.0 million	\$41.3 million
• Jordan Spieth:	\$11.2 million	\$30.0 million	\$41.2 million
• Rory McIlroy:	\$ 3.7 million	\$34.0 million	\$37.7 million
• Justin Thomas:	\$21.0 million	\$ 5.0 million	\$26.0 million

Leading tournament money winners in 2018 were as follows (source: PGA):

• Justin Thomas:	\$8,694,821
• Dustin Johnson:	\$8,457,352
• Justin Rose:	\$8,130,678
• Bryson DeChambeau:	\$8,094,489
• Brooks Koepka:	\$7,094,047
• Bubba Watson:	\$5,793,748
• Tony Finau:	\$5,620,138
• Tiger Woods:	\$5,443,841
• Webb Simpson:	\$5,376,417
• Jason Day:	\$5,087,461

83.3 The PGA Tour

The PGA Tour had 46 tournaments on its 2018-2019 schedule, with prize money totaling \$389.35 million.

Awarded since 2007, the FedEx Cup is the championship trophy for the PGA Tour.

“The race for the FedEx Cup is a story that continues throughout the entire season and it culminates in what makes for an exciting finish to the end of the season.”

Sean McManus, Chairman
CBS Sports
SportsBusiness Journal

Events of the 2018-2019 PGA Tour were as follows:

- October 4-7: Safeway Open (Napa, CA)
- October 11-14: CIMB Classic (Kuala Lumpur, Malaysia)
- October 18-21: CJ Cup at Nine Bridges (Jeju Island, South Korea)
- October 25-28: WGC-HSBC Champions (Shanghai, China)
- October 25-28: Sanderson Farms Championship (Jackson, MS)
- November 1-4: Shriners Hospital Open (Las Vegas, NV)
- November 8-11: Mayakoba Golf Classic (Playa del Carmen, Mexico)
- November 15-18: RSM Classic (St. Simons Island, GA)
- January 3-6: Sentry Tournament of Champions (Kapalua, HI)
- January 10-13: Sony Open (Honolulu, HI)
- January 17-20: Desert Classic (La Quinta, CA)
- January 24-27: Farmers Insurance Open (La Jolla, CA)
- January 31-February 3: Waste Management Phoenix Open (Scottsdale, AZ)
- February 7-10: AT&T Pebble Beach Pro-Am (Pebble Beach, CA)
- February 14-17: Genesis Open (Pacific Palisades, CA)
- February 21-24: WGC-Mexico Championship (Mexico City, Mexico)
- February 21-24: Puerto Rico Open (Rio Grande, Puerto Rico)
- February 28-March 3: Honda Classic (Palm Beach Gardens, FL)
- March 7-10: Arnold Palmer Invitational (Orlando, FL)
- March 14-17: Players Championship (Ponte Vedra Beach, FL)
- March 21-24: Valspar Championship (Palm Harbor, FL)

- March 28-31: WGC-Dell Technologies Match Play (Austin, TX)
- March 28-31: Corales Puntacana Resort & Club Championship (Punta Cana, Dominican Republic)
- April 4-7: Valero Texas Open (San Antonio, TX)
- April 11-14: Masters Tournament (Augusta, GA)
- April 18-21: RBC Heritage (Hilton Head Island, SC)
- April 25-28: Zurich Classic: TPC Louisiana (Avondale, LA)
- May 2-5: Wells Fargo Championship (Charlotte, NC)
- May 9-12: AT&T Byron Nelson (Dallas, TX)
- May 16-19: PGA Championship (Farmingdale, NY)
- May 23-26: Charles Schwab Challenge (Fort Worth, TX)
- May 30-June 2: The Memorial Tournament (Dublin, ON, Canada)
- June 6-9: RBC Canadian Open (Hamilton, ON, Canada)
- June 13-16: U.S. Open (Pebble Beach, CA)
- June 20-23: Travelers Championship (Cromwell, CT)
- June 27-30: Rocket Mortgage Classic (Detroit, MI)
- July 4-7: 3M Open (Blaine, MN)
- July 11-14: John Deere Classic (Silvis, IL)
- July 18-21: The Open (Portrush, Northern Ireland)
- July 18-21: Barbasol Championship (Nicholasville, KY)
- July 25-28: WGC-FedEx St. Jude Invitational (Memphis, TN)
- July 25-28: Reno-Tahoe Tournament (Reno, NV)
- August 1-4: Wyndham Championship (Greensboro, NC)

FedEx Cup Playoffs

- August 8-11: The Northern Trust (Jersey City, NJ)
- August 15-18: BMW Championship (Medinah, IL)
- August 22-25: Tour Championship (Atlanta, GA)
- December 12-15: Presidents Cup (Melbourne, Australia)

83.4 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 85 of this handbook.

83.5 Broadcast Rights

In 2006, the PGA Tour signed broadcast rights deals with CBS Sports, NBC Sports, and Golf Channel through 2012. Rights with all three broadcasters were

extended through 2022.

In 2013, the U.S. Golf Association signed a 12-year multimedia deal with Fox network and Fox Sports 1 to be the domestic broadcast partner for the U.S. Open and other USGA championships beginning in 2015. The deal was reported at about \$100 million a year, more than double the previous contract.

83.6 Sponsors

USGA Partners in 2019 were American Express, Cisco, Deloitte, Lexus, and Rolex.

PGA Tour Corporate Partners in 2019 were AON, Astellas, Avis Car Rental, BH Sports, Bridgestone, Carey, CDW, Charles Schwab, Citi, Coca-Cola, Cologuard, EZlinks Golf, FedEx, *Fortune*, Getty Images, *Golf Digest*, Grant Thornton, Grey Goose, Hawaii Tourism Authority, John Deere, Konica Minolta, Korn Ferry, Mackenzie Investments, Mastercard, MD Anderson, MetLife, Michelob Ultra, Mitsubishi Electric, Morgan Stanley, NetJets, O'Doul's, Omni Hotels & Resorts, Rocket Mortgage by Quicken Loans, Rolex, Servpro, Southern Company, Teeoff.com by PGA Tour, ThriveHive, Tiffany & Co., Travelers, United Airlines, United Rentals, *USA Today*, and Valspar.

83.7 Market Resources

National Golf Foundation, 501 N. Highway A1A, Suite 401, Jupiter, FL 33477.
(561) 744-6006. (www.ngf.org)

PGA Tour, 100 PGA Tour Boulevard, Ponte Vedra Beach, FL 32082. (904) 285-3700.
(www.pgatour.com)

The PGA of America, 100 Avenue of the Champions, Palm Beach Gardens, FL 33418.
(561) 624-8400. (www.pga.com)

United States Golf Association, P.O. Box 708, Far Hills, NJ 07931. (908) 234-2300.
(www.usga.org)

WOMEN'S TOUR

84.1 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.

84.2 Highest-Earning Golfers

By season, leading money winners were as follows (source: LPGA):

	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
• 2016:	Ariya Jutanugarn	\$2,550,928
• 2017:	Sung Hyun Park	\$2,335,883
• 2018:	Ariya Jutanugarn:	\$2,550,928

Leading tournament money winners in 2018 were as follows (source: LPGA):

• Lydia Ko:	\$2,492,994
• Brooke M. Henderson:	\$1,724,409
• In Gee Chun:	\$1,501,102
• Shanshan Feng:	\$1,458,579
• Sei Young Kim:	\$1,445,937
• Anna Nordqvist:	\$1,424,685
• Ha Na Jang:	\$1,383,575
• Brittany Lang:	\$1,259,787
• So Yeon Ryu:	\$1,259,485

84.3 The LPGA Tour

The 2019 LPGA Tour, which launched January 14, included 33 tournaments, 13 of which were held outside the United States. All LPGA tournaments are part of a playoff system, leading up to the CME Group Tour Championship.

The following are the U.S.-based 2019 LPGA Tour tournaments:

- January 20: Diamond Resorts Tournament of Champions (Lake Buena Vista, FL)
- March 8-24: Bank of Hope Founders Cup (Phoenix, AZ)
- March 25-31: Kia Classic (Carlsbad, CA)
- April 1-7: ANA Inspiration (Rancho Mirage, CA)
- April 15-20: LOTTE Championship (Oahu, HI)
- April 22-28: Hugel-Ar Premia LA Open (Los Angeles, CA)
- April 29-May 5: LPGA Mediheal Championship (Daly City, CA)
- May 20-26: Pure Silk Championship (Williamsburg, VA)
- May 27-June 2: U.S. Women's Open (Charleston, SC)
- June 3-9: ShopRite LPGA Classic (Galloway, NJ)
- June 10-16: Meijer LPGA Classic for Simply Give (Grand Rapids, MI)
- June 17-23: KPMG Women's PGA Championship (Chaska, MN)
- June 24-30: Walmart NW Arkansas Championship (Rogers, AR)
- July 1-7: Thornberry Creek LPGA Classic (Oneida, WI)
- July 8-14: Marathon Classic Presented by Dana (Sylvania, OH)
- July 17-20: Dow Great Lakes Bay Invitational (Midland, MI)
- August 26-September 1: Cambia Portland Classic (Portland, OR)
- September 23-29: Indy Women in Tech Championship (Indianapolis, IN)
- September 30-October 6: Volunteers of America Classic (The Colony, TX)
- November 18-24: CME Group Tour Championship (Naples, FL)

Total prize money for the LPGA Tour in 2019 was \$70.6 million, up from the \$65.4 million purse in 2018.

84.4 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

84.5 Broadcast Rights

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

84.6 Sponsors

LPGA Corporate Partners in 2019 were 18Birdies, Acer, All Nippon Airways, Andrews Sports Medicine & Orthopaedic Center, Aon, Arpin Van Lines, AXA XL, Consumer Cellular, Dormie Network, DOW, Getty Images, Global Rescue, Golfzon, HotelPlanner.com, Leaders Cosmetics, MailChimp, National Car Rental, NEC, Paradise City, PureSilk, Rolex, Jeju SamDaSoo, The J.M. Smucker Co., Titleist, TransPerfect, Versant Health, and Weatherman.

84.7 Market Resources

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

MAJOR TOURNAMENTS

85.1 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.

85.2 The Masters

The Masters (www.masters.org) is hosted in April as an invitational and played at Augusta National Golf Club (www.augusta.com).

The Masters operates under one-year broadcast rights contracts; CBS has been the tournament’s TV partner every year since 1956. ESPN televises the first and second rounds. Viewership for the final round has been as follows:

- 2015: 14.0 million
- 2016: 12.4 million
- 2017: 11.1 million
- 2018: 13.0 million
- 2019: 10.8 million

Average viewership was low in 2019 because the match was interrupted by weather. The final round peaked with 18.3 million viewers as Tiger Woods won his 5th Masters title.

CBS Sports reported that the 2019 final round was the most-streamed Masters ever, with 1 billion total minutes streamed and an average per-minute audience of 447,000 across the CBS Sports and The Masters websites and mobile apps.

TV advertising revenue for the 2019 Masters on CBS and ESPN was \$34.1 million, according to iSpot.tv, an increase from \$24.2 million the year prior.

85.3 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 United States Golf Association estimates the U.S. Open has an annual economic impact of \$125 million to \$150 million on the region hosting the tournament.

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.

The 119th U.S. Open Championship was held June 13-16, 2019, at Pebble Beach Golf Links (Pebble Beach, CA). The purse was \$12.5 million.

The final round on Fox averaged 7.3 million viewers and peaked at 10.2 million viewers, the best final round performance since 2013, according to Nielsen.

Fox Sports' fifth presentation of the U.S. Open Championship in 2019 averaged 3.7 million viewers across all four rounds, a 28% increase from the previous year.

85.4 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.

In 2018, final round coverage of the British Open had 6.5 million viewers in the U.S. on NBC. Sparked by a large following for Tiger Woods, it was the highest viewership in 18 years.

Tiger Woods missed the cut in 2019, as did fellow stars Phil Mickelson and Rory McIlroy. U.S. viewership dropped to 3.8 million.

“No Tiger and no drama meant a steep decline in ratings for the British Open. Sunday’s final round of the British Open on NBC was down 42% from last year. Overall, it is the fifth-lowest for final round coverage since 1995, ahead of only 2010, 2011, 2014 and 2015.”

Sports Media Watch, 7/22/19

85.5 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 101st PGA Championship took place May 16-19, 2019, at Bethpage State Park, Black Course (Farmingdale, NY). The purse was \$11.0 million.

CBS and TNT have long-term broadcast rights contracts for the PGA Championship. Viewership of the final round on CBS has been as follows:

- 2017: 4.9 million
- 2018: 8.5 million
- 2019: 5.0 million

85.6 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.

In 2016, the 41st Ryder Cup matches were held at Hazeltine National Golf Club (Chaska, MN). *Twin Cities Business* estimated the event brought \$135 million to the local economy.

The 42nd Ryder Cup matches were held September 28-30, 2018 on the Albatros Course of Le Golf National in Guyancourt, France.

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

NBC's final-day coverage in 2018 posted a total audience of 2.7 million viewers across a 5½-hour telecast, up 23% from the prior Ryder Cup.

Ryder Cup Sponsors are American Express, BMW, Emirates Airline, Ernst & Young, Johnnie Walker, National Car Rental, Omega, RBC, and Rolex.

Future Ryder Cup tournaments are scheduled in the U.S. as follows:

- 2020: Whistling Straits, Straits Course (Haven, WI)
- 2024: Bethpage State Park, Black Course (Farmingdale, NY)

85.7 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.

In 2017, the 12th edition of the Presidents Cup golf competition was played at Liberty National Golf Club (Jersey City, NJ).

The 2019 Presidents Cup is scheduled for December 12-25 at Royal Melbourne Golf Club in Melbourne, Australia.

The Presidents Cup is broadcast on NBC. Final day coverage of the 2017 Presidents Cup had 2.3 million viewers.

Presidents Cup Global Partners are Rolex and Citi.

Future U.S. President Cup tournaments are scheduled as follows:

- 2021: Quail Hollow Club (Charlotte, NC)
- 2025: TPC Harding Park (San Francisco, CA)

PART XI: MOTOR SPORTS

INDYCAR

86.1 Overview

IndyCar (www.indycar.com) sanctions the NTT 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 38 of this handbook.

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

86.2 Sponsors

NTT became the IndyCar Series title sponsor in January 2019. Prior title sponsors were Verizon (2014-2018) and Izod (2009-2013). Annual rights fees are estimated at more than \$10 million annually.

IndyCar's Official Sponsors for the 2019 racing season are AMR, Autodesk, BorgWarner Turbo Systems, Chevrolet, Clabber Girl, Coors Light, Dallara, Firestone, Holmatro, Honda, Honda Generators, Jostens, Larsens, Lincoln Electric, NTT, PerkinElmer, PFC Breaks, Racing Electronics, Safety Kleen, Sherwin-Williams, SiriusXM, Speedway, TAGHeuer, United Rentals, and Xtrac.

86.3 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. The deal was extended through 2021. 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
• 2016:	15	1.28 million
• 2017:	17	1.14 million
• 2018:	16	1.02 million

All IndyCar races have been broadcast on SiriusXM Satellite Radio since 2005.

86.4 Racing Teams

IndyCar teams and main sponsors for 2019 were as follows:

- A.J. Foyt Enterprises: ABC Supply
- Andretti Autosport: DHL, Group One, Indiana Donor Network, NAPA Auto Parts
- Andretti Herta Autosport with Curb Agajanian: Ruoff Home Mortgage
- Carin Motorsport: Arthur J. Gallagher & Co.
Novo Nordisk
- Chip Ganassi Racing: NTT Data, PNC Bank
- Dale Coyne Racing: PaySafe, Sealmaster,
Susan G. Komen for the Cure
- Ed Carpenter Racing: Fuzzy's Ultra Premium Vodka
- Harding Racing: Harding Group
- Rahal Letterman Lanigan Racing: Panasonic, United Rentals
- Schmidt Peterson Motorsports: Arrow Electronics, Lucas Oil,
Team One Cure
- Team Penske: Hitachi/Pennzoil/AAA, Menards,
Verizon Wireless

Part-time teams are Dreyer & Reinbold Racing, Jonathan Byrd's Racing, Lazier Burns Racing, and Pirtek Team Murray.

86.5 IndyCar Series

The 29th IndyCar Series season ran from March through September 2019, as follows:

- March 10: Firestone Grand Prix Of St. Petersburg (St. Petersburg, FL)
- March 24: IndyCar Classic (Austin, TX)
- April 7: Honda Indy Grand Prix of Alabama (Birmingham, AL)
- April 14: Grand Prix of Long Beach (Long Beach, CA)
- May 11: IndyCar Grand Prix (Indianapolis, IN)

- May 26: 103rd Running to the Indianapolis 500 (Indianapolis, IN)
- June 1-2: Chevrolet Detroit Grand Prix Race (Detroit, MI)
- June 8: DXC Technology 600 (Fort Worth, TX)
- June 23: REV Group Grand Prix at Road America (Elkhart Lake, WI)
- July 14: Honda Indy Toronto (Toronto, Ontario, Canada)
- July 20: Iowa 300 (Newton, IA)
- July 28: Honda Indy 200 at Mid-Ohio (Lexington, OH)
- August 18: ABC Supply 500 (Long Pond, PA)
- August 24: Bommarito Automotive Group 500 (Madison, IL)
- September 1: Grand Prix of Portland (Portland, OR)
- September 22: Firestone Grand Prix of Monterey (Monterey, CA)

86.6 Market Resources

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

NASCAR

87.1 Overview

Total attendance in 2018 at the 36 races of National Association for Stock Car Auto Racing (NASCAR, www.nascar.com) was an estimated 3.0 million, with an average television audience of 4.0 million viewers per race. NASCAR estimates its total U.S. fan base at 75 million.

According to an 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.

87.2 Advertising and Sponsorships

Monster Energy entered into a title sponsorship deal with NASCAR in December 2016. *SportsBusiness Journal* reported the two-year deal with a two-year option worth about \$20 million in annual rights fees.

According to *Forbes*, team sponsors spend \$650 million annually for the 35 cars in the Sprint Cup Series.

Advertisers spend \$300 million annually for ads during NASCAR broadcasts.

**“Sponsorships are the lifeblood of NASCAR ...
75% of team revenues are derived from them.”**

Forbes

Series Entitlement Sponsors for 2019 were Monster Energy, Xfinity, and Gander Outdoors.

The following were 2019 NASCAR Official Sponsors: 3M, AMR, AWS, Axalta, Busch, CapitalOne, Chevrolet, Coca-Cola, Digital-Ally, DraftKings, Fanatics, FDP, Featherlite Trailers, Ford, Geico, Goodyear, Growth Energy, Hotels for Hope, Ingersoll Rand, Jacob Companies, K&N, Lilly, Lixar, M&M Mars, Mack Trucks, Microsoft, Mobil 1, Moog, Netjets, Peak, Pit Boss, PNC, Prevost, Safety-Kleen, SiriusXM, Sugarlands Shine, Sunoco, The Weather Company, Toyota, TruNorth, Universal Technical Institute, Visa, Whelen Engineering, and Yeti.

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

87.3 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.

Under the current media rights revenue split, tracks receive 65%, teams earn 25%, and NASCAR retains 10%.

Average viewership for NASCAR Cup Series telecasts on Fox/FS1 have been as follows (source: The Nielsen Company [www.nielsen.com]):

- 2007: 9.3 million
- 2008: 9.3 million
- 2009: 8.7 million
- 2010: 7.8 million
- 2011: 8.6 million
- 2012: 7.9 million
- 2013: 7.8 million
- 2014: 7.0 million
- 2015: 5.9 million

- 2016: 5.6 million
- 2017: 4.9 million
- 2018: 4.0 million
- 2019: 4.1 million

87.4 Drivers and Racing Teams

According to *Forbes* (June 2019), the following are the NASCAR drivers with the highest annual earnings:

	Total Earnings	Salary/Winnings	Endorsements/Licensing
• Jimmie Johnson:	\$17.5 million	\$14.0 million	\$3.5 million
• Kyle Busch:	\$15.8 million	\$13.8 million	\$2.0 million
• Denny Hamlin:	\$14.2 million	\$12.7 million	\$1.5 million
• Kevin Harvick:	\$13.1 million	\$11.6 million	\$1.5 million
• Joey Logano:	\$11.0 million	\$ 9.6 million	\$1.4 million
• Brad Keselowski:	\$10.4 million	\$ 9.2 million	\$1.2 million
• Chase Elliott:	\$ 9.5 million	\$ 7.5 million	\$2.0 million
• Kyle Larson:	\$ 9.0 million	\$ 8.0 million	\$1.0 million
• Martin Truex:	\$ 8.2 million	\$ 7.3 million	\$ 900,000
• Clint Bowyer:	\$ 7.3 million	\$ 6.6 million	\$ 700,000

The following are estimates of 2018 valuations for NASCAR racing teams (source: *Forbes*):

• Hendrick Motorsports:	\$325 million
• Joe Gibbs Racing:	\$220 million
• Stewart-Haas Racing:	\$175 million
• Richard Childress Racing:	\$170 million
• Team Penske:	\$142 million
• Roush Fenway Racing:	\$140 million
• Chip Ganassi Racing:	\$ 68 million
• Front Row Motorsports:	\$ 21 million

87.5 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

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.

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.

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. Operations of Homestead-Miami Speedway have an economic impact of \$248 million.

NASCAR speedways are listed in Chapter 25 this handbook.

87.6 Monster Energy Cup Series

The following was the 2019 Monster Energy NASCAR Cup Schedule:

- February 17: Daytona 500 (Daytona International Speedway)
- February 24: Folds of Honor QuikTrip 500 (Atlanta Motor Speedway)
- March 3: Pennzoil 400 presented by Jiffy Lube (Las Vegas Motor Speedway)
- March 10: TicketGuardian 500 (ISM Raceway)
- March 17: Auto Club 400 (Auto Club Speedway)
- March 24: STP 500 (Martinsville Speedway)
- March 31: O'Reilly Auto Parts 500 (Texas Motor Speedway)
- April 7: Food City 500 (Bristol Motor Speedway)
- April 13: Toyota Owners 400 (Richmond Raceway)
- April 28: Geico 500 (Talladega Superspeedway)
- May 6: Gander RV 400 (Dover International Speedway)
- May 11: Digital Ally 400 (Kansas Speedway)
- May 26: Coca-Cola 600 (Charlotte Motor Speedway)
- June 2: Pocono 400 (Pocono Raceway)
- June 10: FireKeepers Casino 400 (Michigan International Speedway)
- June 23: Toyota/Save Mart 350 (Sonoma Raceway)
- June 30: Camping World 400 (Chicagoland Speedway)
- July 7: Coke Zero Sugar 400 (Daytona International Speedway)
- July 13: Quaker State 400 presented by Walmart (Kentucky Speedway)
- July 21: Foxwoods Resort Casino 301 (New Hampshire Motor Speedway)
- July 28: Gander RV 400 (Pocono Raceway)
- August 4: Go Bowling at The Glen (Watkins Glen International)
- August 11: Consumers Energy 400 (Michigan International Speedway)
- August 17: Bass Pro Shops NRA Night Race (Bristol Motor Speedway)
- September 1: Bojangles' Southern 500 (Darlington Raceway)
- September 8: Big Machine Vodka 400 at the Brickyard (Indianapolis Motor Speedway)

- September 15: South Point 400 (Las Vegas Motor Speedway)
- September 21: Federated Auto Parts 400 (Richmond Raceway)
- September 29: Bank of America Roval 400 (Charlotte Motor Speedway)
- October 6: Dover 400 (Dover International Speedway)
- October 13: 1000Bulbs.com 500 (Talladega Superspeedway)
- October 20: Hollywood Casino 400 (Kansas Speedway)
- October 27: First Data 500 (Martinsville Speedway)
- November 3: AAA Texas 500 (Texas Motor Speedway)
- November 10: Can-Am 500 (ISM Raceway)
- November 17: Championship - Ford EcoBoost 400 (Homestead-Miami Speedway)

87.7 Fan Demographics

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

Gender

- Male: 63%
- Female: 37%

Age

- 12-to-17: 9%
- 18-to-24: 9%
- 25-to-34: 18%
- 35-to-44: 18%
- 45-to-54: 22%
- 55 and older: 23%

Ethnicity

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

“NASCAR says that its multicultural audience is 20% of its total audience, which is pegged at 75 million. About half of that multicultural audience is Hispanic, which would equal 7.5 million fans.”

SportsBusiness Journal

87.8 Market Resources

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

FORMULA ONE

88.1 Overview

Formula One World Championship, generally referred to as Formula One or F1, is the premier racing series sanctioned by the Fédération Internationale de l'Automobile (FIA, www.fia.com). F1 cars are the fastest road course racing cars in the world, racing at speeds of up to 220 mph.

The F1 racing season consists of 19 Grand Prix races, with the lineup of venues changing somewhat each year. About half of races are hosted in Europe, where F1 is immensely popular. One F1 race is generally scheduled in the United States each season.

In September 2016, U.S.-based Liberty Media purchased Formula One from CVC, an Italian private equity company, for \$8 billion.

Formula One annual revenue was \$1.7 billion in 2017, down 1% from the previous year.

88.2 Formula One 2019

The 2019 racing season schedule was as follows:

- March 14-17: Australian Grand Prix (Melbourne)
- March 28-31: Bahrain Grand Prix (Sakhir)
- April 11-14: Chinese Grand Prix (Shanghai)
- April 25-28: Azerbaijan Grand Prix (Baku)
- May 9-12: Spanish Grand Prix (Barcelona)
- May 23-26: Monaco Grand Prix (Monte Carlo)
- June 6-9: Canadian Grand Prix (Montreal)
- June 20-23: French Grand Prix (Le Castellet)
- June 27-30: Austrian Grand Prix (Spielberg)
- July 11-14: British Grand Prix (Silverstone)
- July 25-28: German Grand Prix (Hockenheim)
- August 1-4: Hungarian Grand Prix (Budapest)
- August 29-September 1: Belgian Grand Prix (Stavelot)
- September 5-8: Italian Grand Prix (Monza)
- September 19-22: Singapore Grand Prix
- September 26-29: Russian Grand Prix (Sochi)
- October 10-13: Japanese Grand Prix (Suzuka)

- October 24-27: Mexican Grand Prix (Mexico City)
- October 31-November 3: United States Grand Prix (Austin)
- November 14-17: Brazilian Grand Prix (São Paulo)
- November 28-October 1: Abu Dhabi Grand Prix (United Arab Emirates)

88.3 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.

COTA has a capacity of 120,000. Each of the Grand Prix events between 2013 and 2018 were complete or near-sellouts.

A study commissioned by COTA assessed the economic impact of the United States Grand Prix on the Austin metropolitan area at about \$600 million.

COTA sponsors are *Austin American-Statesman*, Bud Light, Coca-Cola, Crown Royal, H-E-B, Pizza Hut, Seton Healthcare, Texas Lottery, Tito's Handmade Vodka, Topo Chico, and United Rentals.

88.4 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.

There is also talk of adding races in Las Vegas, Long Beach, or Miami.

88.5 Media Coverage

Formula One can be seen live or tape-delayed in almost every country and territory around the world and attracts one of the largest global television audiences.

In the U.S., F1 races are broadcast on ESPN, which picked up media rights in 2018 from NBC. ESPN Deportes is F1 spanish-language broadcaster in the U.S.

Formula One had a total global television audience of 400 million people for the 19 races of the 2018 season, a drop from 600 million 10 years prior. The decline is, in large part, because F1 is moving away from free-to-air broadcasts in favor of pay-TV deals.

Many of those who previously watched F1 on television are now watching the sport via other means. The sport has drawn criticism for moving away from free-to-air broadcasts in favor of pay-television deals.

“Since Formula 1 made the widespread move away from free-to-air television, swapping a large fanbase for a smaller group of paying customers, there has been much hand-wringing over the sport’s declining global fanbase.”

Motorsport.com

Formula One launched F1 TV, an over-the-top service, in 2018. The product has two tiers: The premium F1 TV Pro, which shows live races and costs \$70 to \$150 annually, or \$8 to \$12 monthly, depending on locations; and a non-live tier called F1 TV Access that costs \$20 to \$25 annually, or \$2 to \$3 per month. In the U.S., F1 TV competes with ESPN because F1 TV Pro also shows live races for the entire season, all 20 driver cameras, plus additional exclusive feeds. F1 TV does not report subscription data but has set 5 million as a potential high-water mark, which would represent 1% of the 500 million fans F1 claims worldwide.

FORMULA E

89.1 Overview

The FIA Formula E Championship (www.fiaformulae.com/en), or Formula E, a class of auto racing using electric-powered cars, launched in 2014.

Formula E is sanctioned by the Fédération Internationale de l'Automobile (FIA, www.fia.com), which also sanctions Formula One (F1). Jean Todt, president of FIA, founded Formula E with the vision of engaging the F1 audience and with the goal of advancing electric vehicle technology.

Formula E is owned by a consortium that includes Discovery Communications, Julius Baer, Liberty Global, and NewWave. According to CEO Alejandro Agag, recent transactions have placed the valuation at \$1 billion.

“The Formula E Series is already worth around \$1 billion despite debuting less than five years ago. The electric racing series is still in its infancy and far from joining the ranks of the most popular motorsports series in the U.S. But with several auto manufacturers joining in recent years, Formula E has seen its value skyrocket.”

SportsBusiness Journal, 6/10/19

89.2 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)

89.3 U.S. Races

The first Formula E race in the U.S. was held in Miami, Florida, in 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.

Long Beach, California, hosted Formula E races in 2015 and 2016. The events were free; attendance was approximately 25,000. Faraday Future, an electric-car start-up based in Gardena, signed on as the race's title sponsor. Other electric car companies, including Tesla, sponsored the Formula E event as well.

Qualcomm New York City ePrix races were held 2017 through 2019. There were two races each year. Race attendance averaged about 20,000.

89.4 Formula E Championship Season Five

The 5th season of the FIA Formula E Championship is as follows:

- December 15, 2018: Ad Diriyah, Saudi Arabia
- January 12, 2019: Marrakesh, Morocco
- January 26, 2019: Santiago, Chile
- February 16, 2019: Mexico City, Mexico
- March 10, 2019: Hong Kong
- March 23, 2019: Sanya, China
- April 13, 2019: Rome, Italy
- April 27, 2019: Paris, France
- May 11, 2019: Monaco
- May 25, 2019: Berlin, Germany
- June 22, 2019: Bern, Switzerland
- July 13-14, 2019: New York, NY - two rounds

89.5 Media

Broadcast on Fox Sports 1 and Fox Sports 2, Formula E races averaged 42,000 viewers for its first 10 races of the 2019 season, according to *SportsBusiness Journal*, a 59% drop from the prior season.

89.6 Sponsors

Formula E sponsors for 2018-2019 were ABB, Allianz, Antofagasta Minerals, BMW, Bosch, DHL, ENEL, Heineken, Hugo Boss, Julius Bär Private Swiss Banking, Michelin, Modis, Saudia Airlines, and TAG Heuer.

NHRA DRAG RACING

90.1 Overview

National Hot Rod Association (NHRA, www.nhra.org) is the governing body for drag racing in the United States and Canada. NHRA had more than 40,000 licensed competitors and more than 65,000 members as of April 2019.

The 24-event Mello Yello Drag Racing Series is NHRA's premier series. There are also three Sportsman Drag Racing Series.

By age, the share of adults who attended NHRA Drag Racing events in 2018 were as follows:

- 18-to-29: 2.57%
- 30-to-49: 1.63%
- 50-to-64: 0.56%

NHRA is noted for diversity among participants and its fan base.

“The NHRA has long been the most diverse racing series in the U.S., positioning itself well in a country that is rapidly changing along demographic lines. At a time when other major motorsports are trying to add more women and people of color to their driver ranks, the NHRA premier Mello Yellow Series has a long history of women, African-Americans, and Hispanics competing and winning.”

SportsBusiness Journal, 7/15/19

90.2 Tracks

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 126 independently operated member tracks (www.nhra.org/nhra101/membertracks.aspx).

90.3 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 was the 2019 schedule of races:

- February 7-10: Lucas Oil NHRA Winternationals (Pomona, CA)
- February 22-24: NHRA Arizona Nationals (Phoenix, AZ)
- March 14-17: Amalie Motor Oil NHRA Gatornationals (Gainesville, FL)
- April 5-7: DENSO Spark Plugs NHRA Four-Wide Nationals (Las Vegas, NV)
- April 12-14: NHRA SpringNationals (Houston, TX)
- April 26-28: NGK Spark Plugs NHRA Four-Wide Nationals (Charlotte, NC)
- May 3-5: NHRA Southern Nationals (Atlanta, GA)
- May 17-19: Virginia NHRA Nationals (Richmond, VA)
- May 30-June 2: Route 66 NHRA Nationals (Chicago, IL)
- June 7-9: Menards NHRA Heartland Nationals (Topeka, KS)
- June 14-16: NHRA Thunder Valley Nationals (Bristol, TN)
- June 20-23: Summit Racing Equipment NHRA Nationals (Norwalk, OH)
- July 5-7: NHRA New England Nationals (Epping, NH)
- July 19-21: Dodge Mile-High NHRA Nationals (Denver, CA)
- July 26-28: NHRA Sonoma Nationals (Sonoma, CA)
- August 2-4: NHRA Northwest Nationals (Seattle, WA)
- August 15-18: Lucas Oil NHRA Nationals (Brainerd, MN)
- August 28-September 2: Chevrolet Performance U.S. Nationals (Indianapolis, IN)
- September 12-15: Dodge NHRA Nationals (Reading, PA)
- September 27-29: AAA Insurance NHRA Midwest Nationals (St. Louis, MO)
- October 11-13: NHRA Carolina Nationals (Charlotte, NC)
- October 17-20: AAA Texas NHRA Fall Nationals (Dallas, TX)

- October 31-November 3: NHRA Nevada Nationals (Las Vegas, NV)
- November 14-17: Auto Club NHRA Finals (Pomona, CA)

90.4 Broadcast Rights

The NHRA Mello Yello Drag Racing Series was televised by Fox Sports 1 (FS1) starting with the 2016 season. Fox Sports provided four appearances on broadcast TV for the first time in the series' history, plus 17 live airings across Fox networks. NHRA's 15-year broadcast rights deal with ESPN ended with the 2015 season.

90.5 Sponsors

NHRA sponsors for 2019 were Advertising Edge, Allegiant Airlines, AMKUS Rescue Systems, BlueDEF Diesel Exhaust Fluid/Equipment, Blue Media, Buffalo Turbine, CatSpot, Chevrolet, Dasani, E3, Goodyear, Harley-Davidson, Honda, Lucas Oil, Magic Dry, Main Gate, Mello Yello, Peak Antifreeze, Pegasus Race Trailers, Powerade, Racing Electronics, Sioux City Truck and Trailer, Summit Racing Equipment, Sunoco, and Toyota.

90.6 Market Resources

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

SPORTSCAR CHAMPIONSHIP

91.1 Overview

American Le Mans Series presented by Tequila Patrón and Grand-Am Road Racing merged in September 2012 to form the WeatherTech SportsCar Championship (<https://sportscarchampionship.imsa.com/>). The circuit was dormant in 2013 and relaunched in March 2014. WeatherTech signed a deal to take over title sponsorship of the series starting in 2016, rebranding the series.

There are 13 circuits, as follows:

- Canadian Tire Motorsport Park (Clarington, Ontario, Canada)
- Circuit of the Americas (Austin, TX)
- Daytona International Speedway (Daytona, FL)
- Detroit Belle Isle Street Circuit (Detroit, MI)
- Lime Rock Park (Lakeville, CT)
- Long Beach Street Circuit (Long Beach, CA)
- Mid-Ohio Sports Car Course (Troy Township, OH)
- Road America (Elkhart Lake, WI)
- Road Atlanta (Braselton, GA)
- Sebring International Raceway (Sebring, FL)
- Virginia International Raceway (Alton, VA)
- Watkins Glen International (Watkins Glen, NY)
- WeatherTech Raceway Laguna Seca (Monterey, CA)

The International Motor Sports Association (IMSA, www.imsa.com) sanctions the SportsCar Championship.

91.2 WeatherTech SportsCar Championship

The 2019 WeatherTech SportsCar Championship racing season was as follows:

- January 24-27: Rolex 24 at Daytona (Daytona Beach, FL)
- March 13-16: Mobil 1 Twelve Hours of Sebring Presented by Advance Auto Parts (Sebring, FL)
- April 12-13: Bubba Burger Sports Car Grand Prix at Long Beach (Long Beach, CA)
- May 3-5: Acura Sports Car Challenge at Mid-Ohio (Lexington, OH)
- May 31-June 1: Chevrolet Detroit Grand Prix Presented by Lear (Detroit, MI)
- June 27-30: Sahlen's Six Hours of the Glen (Watkins Glen, NY)

- July 5-7: Sportscar Grand Prix (Clarington, ON)
- July 19-20: Northeast Grand Prix (Lakeville, CT)
- August 3-6: Road America (Elkhart Lake, WI)
- August 23-25: Michelin GT Challenge at VIR (Alton, VA)
- September 13-15: WeatherTech Raceway Laguna Seca (Monterey, CA)
- October 9-12: Motul Petit Le Mans (Braselton, GA)

91.3 Broadcast Rights

NBC contracted with IMSA to televise the entire 2019 season, replacing Fox Sports 1 as SCC broadcaster.

91.4 Sponsors

SportsCar Championship Partners for 2019 were Alkamel Systems, Automobile Club de l'Ouest, *Autoweek*, Axalta, Bubba Burger, Featherlite Trailers, Global Medical Response, Grassroots Motorsports, Konica Minolta, Michelin, Motul, National Carts, NetJets, OMP, Racer Media & Marketing, *Road & Track*, Skelton Optics, SunTrust, Tudor, *USA Today Sports*, VP Racing Fuels, WeatherTech, and ZF.

91.5 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

92.1 Overview

An estimated 4.5 million people attend dirt racing events each year. Of the 1,000 speedways in the U.S., some 800 are dirt tracks, most no bigger than a half mile. More than 50,000 competitive dirt racers enjoy the sport as a hobby.

The World of Outlaws (www.worldofoutlaws.com) is the only sanctioning body for full-time professional dirt racers. There are two racing series: Craftsman Sprint Car Series and Craftsman Late Model Series. More than 1.2 million fans attended World of Outlaws events in 2018. World of Outlaws events have been broadcast on ESPN and Speed since 2007.

92.2 Sponsors

NOS Energy Drink is the title sponsor for the Sprint Car Series. Morton Buildings is the title sponsor for the Late Model Series.

Sponsoring partners in 2019 for the Sprint Car Series were Cometic Gasket, Comp Cams, Drydene Performance Products, Edelbrock Racing, Hoosier Racing Tire, Impact Racing, Intercomp, iRacing, JE Pistons, J&J Auto Racing, KSE Racing Products, Morton Buildings, MSD Performance, NGK Spark Plugs, NOS Energy Drink, Racing Electronics, Sports Insurance Specialists, Textron Off Road, TNT Rescue, and VP Racing Fuels.

Sponsoring partners in 2019 for the Late Model Series were Arizona Sport Shirts, Capital Race Cars, Cometic Gasket, Comp Cams, Drydene Performance Products, Edelbrock Racing, Hoosier Racing Tire, Impact Racing, Integra Racing Shocks, Intercomp, iRacing, JE Pistons, Morton Buildings, MSD Performance, NGK Spark Plugs, Penske Shocks, Performance Friction Corporation, QA1, Quartermaster, Racing Electronics, Rocket Chassis, Sports Insurance Specialists, Textron Off Road, TNT Rescue, VP Racing Fuels, and Wisco Industries.

92.1 Market Resources

World of Outlaws, 7575-D West Winds Boulevard, Concord, NC 28027.
(704) 795-7223. (www.worldofoutlaws.com)

MOTORCYCLE RACING

93.1 Overview

Federation of International Motorcycling (www.fim-live.com) classifies motorcycle racing (also called moto racing) into four main categories, as follows:

- Road Racing
 - Traditional road racing
 - Motorcycle Grand Prix
 - Superbike racing
 - Supersport racing
 - Endurance racing
 - Sidecar racing
- Motocross
 - Supercross
 - Supermoto
- Enduro and Cross-Country
 - Enduro
 - Hare Scramble
 - Cross-country rally
- Track Racing
 - Indoor short track and TT racing
 - Speedway
 - Grasstrack
 - Ice speedway
 - Board track
 - Auto race track

Other categories of motorcycle racing are drag racing/sprints, hill climb, landspeed racing, UK sprinting, and vintage.

93.2 AMA Pro Motocross

Motocross (or MX) is off-road racing on a closed circuit.

The Lucas Oil Pro Motocross Championship (www.promotocross.com), held since 1972 and the major motocross series in the U.S., consists of 12 rounds held from early May through mid-September. There are three classes:

- 250 Motocross Class for 0-125 cc 2-stroke or 150-250 cc 4-stroke machines
- 450 Motocross Class for 150-250 cc 2-stroke or 251-450 cc 4-stroke machines
- Women's National Championship Series

The Motocross Championship is sanctioned by the American Motorcyclist Association (www.americanmotorcyclist.com) and managed by MX Sports Pro Racing (www.mxsportsproracing.com).

Lucas Oil has held title sponsorship of the Motocross Championship since 2009; the current deal runs through 2020.

NBC Sports Group presented comprehensive coverage of every 2019 qualifier, Moto 1 and Moto 2 from every race across NBC, NBCSN and NBC Sports Gold – NBC Sports Digital's direct-to-consumer live streaming product. NBC Sports Group and MX Sports Pro Racing began their partnership in the 2012 season.

Total series viewership is 5.5 million. NBC averages about 550,000 viewers for its three broadcasts.

The 2019 Lucas Oil AMA Pro Motocross Championship race schedule was as follows:

- May 18: Hangtown Motocross Classic (Sacramento, CA)
- May 25: Pala National (Pala, CA)
- June 1: Thunder Valley National (Lakewood, CO)
- June 15: High Point National (Mt. Morris, PA)
- June 22: Florida National (Jacksonville, FL)
- June 29: Southwick National (Southwick, MA)
- July 6: RedBud National (Buchanan, MI)
- July 20: Spring Creek National (Millville, MN)
- July 27: Washougal National (Washougal, WA)
- August 10: Unadilla National (New Berlin, NY)
- August 17: Budds Creek National (Mechanicsville, MD)
- August 24: Ironman National (Crawfordsville, IN)

Series Partners for 2019 were 100%, Acerbis, Alpine Stars, Deltran Battery Tender, Fly Racing, FLY Racing, FMF Racing, Garmin, Geico Motorcycle, Husqvarna Motorcycles, KMC Wheels, KTM, Lucas Oil, Lucas Oil, Motion Pro, MotoSport, MX Sports, Pirelli, Pivot Works, Racer X, Red Bull, Suzuki, Vertex, VP Racing, and Western Power Sports.

93.3 MotoGP

Grand Prix motorcycle racing is the premier category of motorcycle road racing. MotoGP (www.motogp.com) is the highest class of GP racing.

The 2019 Grand Prix motorcycle racing season is the 71st FIM. Road Racing World Championship season.

The 2019 MotoGP season comprises 19 Grands Prix, with 12 held in Europe, three in Asia, two in the Americas, and one each in Australia and the Middle East.

One race was held in the United States: the Red Bull Grand Prix of The Americas at Circuit of the Americas (Austin, TX) on April 14.

Official sponsors for the 2019 season were BMW, DHL, Michelin, Singha Beer, and Tissot. Race title sponsors were Eyetime, GoPro, HJC Helmets, Michelin, Monster Energy, Motul, Movistar de Aragon, Oakley, Octo, PPT, Pramac, Red Bull, and Shell.

93.4 Supercross

Supercross (or SX) is indoor motocross; it is notable for its numerous jumps. In 2007, Monster Beverage Co. was named title sponsor for the series, which was renamed Monster Energy Supercross (www.supercrosslive.com).

Monster Energy Supercross evolved in the 1970s out of motocross. Supercross involves racing of off-road motorcycles on artificial dirt tracks typically at baseball and football stadiums and consisting of steep jumps and obstacles.

Supercross is sanctioned by the American Motorcyclist Association (AMA, www.americanmotorcyclist.com). Feld Entertainment acquired Supercross from Live Nation Motor Sports in 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

Attendance figures have not been released by Supercross since 2014. Attendance for 2010-2014 seasons averaged about 850,000.

Supercross has been broadcast on Fox Sports 1 since 2006. Eleven live races were broadcast in 2019. Average viewership is 385,000.

The 2019 Monster Energy Supercross racing season had 17 events, as follows:

- January 5: Angel Stadium (Anaheim, CA)
- January 12: State Farm Stadium (Glendale, AZ)
- January 19: Angel Stadium (Anaheim, CA)
- January 26: Oakland-Alameda Coliseum (Oakland, CA)
- February 2: Petco Park (San Diego, CA)
- February 9: U.S. Bank Stadium (Minneapolis, MN)
- February 16: AT&T Stadium (Arlington, TX)
- February 23: Ford Field (Detroit, MI)
- March 2: Mercedes-Benz Stadium (Atlanta, GA)
- March 9: Daytona International Speedway (Daytona Beach, FL)
- March 16: Lucas Oil Stadium (Indianapolis, IN)
- March 23: CenturyLink Field (Seattle, WA)
- March 30: NRG Stadium (Houston, TX)
- April 6: Nissan Stadium (Nashville, TN)
- April 13: Broncos Stadium at Mile High (Denver, CO)

- April 27: MetLife Stadium (East Rutherford, NJ)
- May 4: Sam Boyd Stadium (Las Vegas, NV)

93.5 Supercross Futures

Supercross Futures (www.supercrosslive.com/supercross-futures), formerly Arenacross, is the advancement platform of Monster Energy AMA Supercross, an FIM World Championship. The series features amateur competition on a full-size, Supercross track. Supercross Futures is comprised of 8 events leading to an AMA National Championship with approximately 6,100 amateurs competing in 26 classes.

93.6 Market Resources

AMA Pro Racing, 525 Fentress Boulevard, Suite B, Daytona Beach, FL 32114.
(386) 492-1014. (www.amaproracing.com)

Federation of International Motorcycling, 11 Route de Suisse, 1295 Mies, Switzerland.
Tel. +41 (0) 22 950 95 00. (www.fim-live.com)

Feld Motor Sports, 4255 Meridian Parkway, Aurora, IL 60504. (630) 566-6100.
(www.feldmotorsportsonline.com)

MX Sports Pro Racing, 122 Vista Del Rio Drive, Morgantown, WV 26508.
(304) 284-0084. (www.mxsportsproracing.com)

PART XII: TENNIS

TENNIS PARTICIPATION

94.1 Participation

According to the United States Tennis Association (USTA, www.usta.com), 27 million people identify as tennis players, a total that includes those who have played in the past as well as current players. In total, there are approximately 600 million play occasions each year.

According to *2018 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	• 2013:	17.7 million
• 2009:	18.5 million	• 2014:	17.9 million
• 2010:	18.7 million	• 2015:	17.9 million
• 2011:	17.8 million	• 2016:	18.1 million
• 2012:	17.0 million	• 2017:	17.7 million

94.2 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

94.3 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%

94.4 Market Resources

National Tennis Foundation (www.nationaltennisfoundation.org)

United States Tennis Association, 70 West Red Oak Lane, White Plains, NY 10604.
(914) 696-7000. (www.usta.com)

TENNIS VENUES

95.1 Top Tournament Courts

Ranked by seating capacity, the following are the largest tennis tournament courts in the United States:

• Arthur Ashe Stadium (Flushing, NY):	23,771
Located at Billie Jean King National Tennis Center	
• Indian Wells Tennis Garden - Stadium 1 (Indian Wells, CA):	16,102
• Louis Armstrong Stadium (Flushing, NY):	14,000
Located at Billie Jean King National Tennis Center	
• Center Court - Hard Rock Stadium (Miami Gardens):	13,800
• Lindner Family Tennis Center - Center Court (Mason, OH):	11,435
• Volvo Stadium (Charleston, SC):	10,200
• Delray Beach Tennis Center - Stadium Court (Delray Beach):	8,200
• Grandstand Court (Flushing, Queens, NY):	8,125
Located at Billie Jean King National Tennis Center	
• Indian Wells Tennis Garden - Stadium 2 (Indian Wells, CA):	8,000
• William H.G. FitzGerald Tennis Center (Washington, D.C.):	7,500
• Nassau Veterans Memorial Coliseum (Uniondale, NY):	6,500
• Lindner Family Tennis Center - Grandstand Court (Mason, OH):	5,000
• Lindner Family Tennis Center - Court #3 (Mason, OH):	4,000
• Newport Casino (Newport, RI):	3,038
• River Oaks Country Club (Houston, TX):	3,000
• Court 17 (Flushing, Queens, NY):	2,500
Located at Billie Jean King National Tennis Center	
• Lindner Family Tennis Center - Court 10 (Mason, OH):	2,000

95.2 Venue Profiles

The following are profiles of tennis venues that host major tournaments:

Billie Jean King National Tennis Center

- Venues: Arthur Ashe Stadium, Louis Armstrong Stadium, Court 17
- Owner: United States Tennis Association
- Opened: 1997
- Major event hosted: US Open

Delray Beach Tennis Center

- Owner: Delray Swim & Tennis Club
- Opened: 1992
- Major event hosted: Chris Evert/Raymond James Pro-Celebrity Tennis Classic

Indian Wells Tennis Garden

- Courts: Stadium 1, Stadium 2
- Owner: Larry Ellison
- Opened: 2000
- Major event hosted: BNP Paribas Open

Lindner Family Tennis Center

- Owner: Tennis for Charity, Inc.
- Venues: Center Court, Grandstand Court, Court 3.
- Opened: 1981 - Center Court
- Opened: 1995 - Grandstand Court (Court 2)
- Opened: 1997 - Court 3
- Major event hosted: Western & Southern Open

Nassau Veterans Memorial Coliseum

- Owner: Nassau County
- Opened: 1972
- Major event hosted: New York Open

Newport Casino

- Owner: National Tennis Club
- Opened: 1897
- Home of the International Tennis Hall of Fame

River Oaks Country Club

- Owner: privately owned
- Opened: 1931
- Major events hosted: River Oaks International Tennis Tournament, U.S. Men's Clay Court Championships

Volvo Stadium

- Owner: privately owned
- Opened: 2001
- Major event hosted: Volvo Cars Open

William H.G. FitzGerald Tennis Center

- Owner: Municipality of Washington, DC
- Opened: 1991
- Major event hosted: Citi Open

MEN'S TOURS

96.1 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.

96.2 Highest-Earning Tennis Players

Forbes ranks the highest-earning men's tennis players in 2018 as follows:

	Winnings	Endorsements	Total
• Roger Federer:	\$12.2 million	\$65.0 million	\$77.2 million
• Rafael Nadal:	\$14.4 million	\$27.0 million	\$41.4 million
• Kei Nishikori:	\$ 1.6 million	\$33.0 million	\$34.6 million
• Novak Djokovic:	\$ 1.5 million	\$22.0 million	\$23.5 million
• Grigor Dimitrov:	\$ 6.7 million	\$ 6.7 million	\$12.7 million
• Andy Murray:	\$ 1.0 million	\$10.5 million	\$11.5 million

96.3 APT World Tour

According to *SportsBusiness Journal*, ATP World Tour annual revenue is \$107.1 million.

The 2019 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 11-17: New York Open (USTA Billie Jean King National Tennis Center, Flushing Meadows, NY)
- February 18-24: Delray Beach Open by Vitacost.com (Delray Beach, FL)
- March 7-17: BNP Paribas Open (Indian Wells, CA)
- March 20-31: Miami Open Presented by Itaú (Miami Lakes, FL)
- April 8-14: Fayez Sarofim & Co. US Men's Clay Court (Houston, TX)
- July 14-21: Newport Hall of Fame Open (Newport, RI)
- July 22-28: BB&T Atlanta Open (Atlanta, GA)
- July 27-August 4: Citi Open (Washington, DC)
- August 5-11: Rogers Cup (Montreal, Canada)
- August 11-18: Western & Southern Open (Cincinnati, OH)
- August 18-24: Winston-Salem Open (Winston-Salem, NC)
- August 26-September 8: 2019 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 in 2019 were Emirates Airline, FedEx, Infosys, and Peugeot.

“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

96.4 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.

96.5 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

97.1 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.

97.2 Highest-Earning Tennis Players

Forbes ranks the highest-earning female tennis players in 2018 as follows:

	Winnings	Endorsements	Total
• Serena Williams:	\$0.1 million	\$18.0 million	\$18.1 million
• Caroline Wozniacki:	\$7.0 million	\$ 6.0 million	\$13.0 million
• Sloane Stephens:	\$5.7 million	\$ 5.5 million	\$11.2 million
• Garbine Muguruza:	\$5.5 million	\$ 5.5 million	\$11.0 million

97.3 WTA Tour

According to *SportsBusiness Journal*, WTA tour annual revenue is \$69.7 million.

The 2019 WTA World Tour had 78 events. Twelve of the 78 events were held in the U.S. and Canada, as follows:

- January 21-27: Oracle Challenger Series (Newport Beach, CA)
- February 25-March 3: Oracle Challenger Series (Indian Wells, CA)
- March 19-30: Miami Open presented by Itau (Miami Lakes, FL)
- April 1-7: Volvo Car Open (Charleston, SC)
- July 29-August 4: Mubadala Silicon Valley Classic (San Jose, CA)
- July 29-August 4: Citi Open (Washington, DC)
- August 5-11: Rogers Cup (Montreal, Quebec, Canada)
- August 12-18: Western & Southern Open (Cincinnati, OH)
- August 18-24: NYJTL Bronx Open (Flushing Meadows, NY)
- August 26-September 7: 2019 US Open Tennis Championships (Flushing Meadows, NY)
- September 2-8: Oracle Challenger Series (New Haven, CT)
- November 10-17: Oracle Challenger Series (Houston, TX)

WTA World Tour matches are broadcast by CBS Sports, ESPN, ESPN2, NBC, and Tennis Channel.

97.4 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 (Miami Gardens, FL)
- Mutua Madrid Open (Madrid, Spain)
- US Open (Flushing Meadows, NY)
- Wimbledon (London)

97.5 Sponsors

WTA Tour sponsors for 2019 were Dubai Duty Free, iQIYI, Porsche, and SAP.

97.6 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

98.1 BNP Paribas Open

The BNP Paribas Open (www.bnpparibasopen.com), also called the Indian Wells Masters, has been played at the Indian Wells Tennis Garden (Indian Wells, CA) since 1974. The tournament is a Masters 1000 event on the men's tour and is a Premier Mandatory event on the women's tour. Indian Wells Tennis Garden is the second-largest permanent tennis stadium in the world. The tournament is one of the most lavish events among all sports competitions.

BNP Paribas Open attendance has been as follows:

- | | |
|-----------------|-----------------|
| • 2009: 332,498 | • 2015: 456,672 |
| • 2010: 339,657 | • 2016: 438,058 |
| • 2011: 350,086 | • 2017: 439,261 |
| • 2012: 370,406 | • 2018: 450,502 |
| • 2013: 382,227 | • 2019: 475,372 |
| • 2014: 431,527 | |

BNP Paribas was the Premier Sponsor for 2019. Sponsors were Audi, Emirates Airline, Fila, Masimo, Oracle, Penn, and Steve Furgal's International Tennis Tours.

The 2020 BNP Paribas Open is scheduled for March 11-22.

98.2 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 2019 Davis Cup by Rakuten, the 119th of the tournament, was hosted by Caja Mágica in Madrid, Spain, November 18-24, 2019.

In 2015, ITF signed a seven-year rights agreement with beIN Media Group to provide global television and digital coverage of the Davis Cup and Fed Cup.

The tournament is streamed live at www.daviscup.tv.

Sponsors for 2019 were Adecco, beIN Sports, Head, and Rakuten.

98.3 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 2019 Fed Cup by BNP Paribas, the 57th edition of the tournament, was scheduled at RAC Arena (Perth, Australia), November 9-10, 2019.

Sponsors were Adecco, beIN Sports, and BNP Paribas.

98.4 Miami Open

Held in March at Hard Rock Stadium (Miami Lakes, FL), the two-week combined men's and women's Miami Open Presented by Itaú (www.miamiopen.com) has become one of the top sporting events in the U.S. for corporate hospitality. IMG (www.img.com) owns the Miami Open.

The tournament had historically been held at the Tennis Center at Crandon Park in Key Biscayne, Florida, from 1988 through 2018, before moving to Miami Gardens for 2019.

The Miami Open annually generates an economic impact of over \$380 million for the Miami-Fort Lauderdale region.

In 2016, the tournament was televised in the United States on ESPN, ESPN2, and Tennis Channel, with 106.5 hours of recorded coverage. The tournament was also broadcast to 193 territories around the world and received an estimated 12,000 hours of global television coverage.

Miami Open Presented by Itaú attendance has been as follows:

• 2009: 293,228	• 2015: 308,486
• 2010: 312,386	• 2016: 300,952
• 2011: 316,267	• 2017: 304,643
• 2012: 326,131	• 2018: 303,339
• 2013: 307,809	• 2019: 388,734
• 2014: 306,842	

Itaú became the title sponsor in 2015; Sony was the previous sponsor. Platinum sponsors in 2019 were Emirates Airline, Lacoste, Peugeot, Rolex, and Ultimate Software.

Gold sponsors were Advocare, Assist Card, Baptist Health South Florida, Claro, Dekton, FedEx, Kim Crawford, Laykold, Moët & Chandon, SAP, Stella Artois, Steve Furgal's International Tennis Tours, and The British Virgin Islands,

The 2020 event will be held March 23-April 5.

98.5 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	• 2014: 713,642
• 2010: 712,976	• 2015: 691,280
• 2011: 658,664	• 2016: 688,542
• 2012: 710,803	• 2017: 691,143
• 2013: 713,026	• 2018: 732,665

An \$825 million, 11-year broadcast rights agreement between the US Open and ESPN began in 2015. CBS had broadcast the US Open for the previous 46 years.

US Open sponsors for 2018 were American Express, Chase, Deloitte, Emirates Airline, Evian, IBM, JPMorgan, Mercedes-Benz, Polo Ralph Lauren, Rolex, and Spectrum.

“The US Open, which attracts over 700,000 visitors per year, offers brands access to a relatively well-educated and affluent demographic and, unlike many sporting events, has an audience that’s split equally between men and women.”

SportsBusiness Journal

The 2019 US Open was scheduled for August 19 - September 8.

98.6 Wimbledon

Since the first championships in 1877, Wimbledon’s (www.wimbledon.org) history, elegance, and timeless grass-court setting have held a special place in sports. Wimbledon is jointly hosted by The All England Tennis and Croquet Club and The Lawn Tennis Association.

In 2011, the All England Tennis and Croquet Club awarded broadcast rights to the Wimbledon Championships through 2024 to ESPN. *The New York Times* estimated the value of the deal, which ended NBC’s 43-year run of coverage of the event, at \$500 million. Viewership for Wimbledon 2019 finals matches averaged 3.8 million on ESPN and ESPN2.

Wimbledon is the most-watched TV sports event in the United Kingdom. Broadcast by BBC, viewership in 2019 peaked at 9.3 million.

Attendance at Wimbledon is limited by the capacity and fluctuates only slightly

year-to-year. Attendance crossed and has stayed over the 400,000 mark since 1997, reaching more than 500,000 once. Attendance was 473,169 in 2019.

Wimbledon sponsors in 2019 were American Express, Evian, Häagen-Dazs, HSBC, IBM, Jaguar Land Rover, Lanson, Lavazza, OPPO, Pimms, Polo Ralph Lauren, Robinsons, Slazenger, and Stella Artois.

The 133rd Wimbledon Championships were held July 1-14, 2019. The 134th Wimbledon Championships are scheduled for June 29-July 12, 2020.

PART XIII: ESPORTS

ESPORTS MARKET ASSESSMENT

99.1 Overview

Esports, defined as video game competitions in which players compete in front of live audiences, are rapidly gaining popularity in the United States.

“The growth of competitive esports has been anything but an overnight phenomenon, with the market swelling from humble fighting and shooting games in the 1990s, when tournament prizes would be a few hundred dollars, to an industry that generates hundreds of millions of dollars annually. The global championships, whose tournament prize pools are in the millions of dollars, currently see their finales pack arenas worldwide.”

The New York Times

According to a survey by McKinsey & Company’s Global Sports and Gaming Practice (www.mckinsey.com), 37% of people who play competitive video games at least once a week also watch esports weekly.

99.2 Esports Viewers

‘Esports Enthusiasts’ are defined by Newzoo (www.newzoo.com) as frequent viewers and active participants of esports. In 2019, this group numbered 201.2 million globally and is 71% male; 50% are ages 21-to-35. Including 252.6 million ‘Occasional Viewers,’ the total global audience is 453.8 million.

eMarketer (www.emarketer.com) assesses the number of people (any age) in the U.S. that watch professional esports on hosted digital video platforms at least once a month, as follows (change from prior year in parenthesis):

- 2018: 25.7 million (22.9%)
- 2019: 30.3 million (18.1%)
- 2020: 34.8 million (14.8%)
- 2021: 39.2 million (12.5%)
- 2022: 43.1 million (10.1%)
- 2023: 46.2 million (7.3%)

Tech & Media Outlook 2019, by Activate Inc. (www.activate.com), estimated that there are 63 million people in the U.S. had viewed at least one esports event.

99.3 Market Assessment

The *2019 Global Esports Market Report*, by Newzoo, assesses the 2019 esports global market at \$1.1 billion, an increase of 36.7% from the previous year. Most of the global esports business in 2019 was from North America (38%) and China (18%).

Revenue was distributed as follows:

- Sponsorship: 40%
- Advertising: 19%
- Media rights: 18%
- Game publishing fees: 13%
- Merchandise and tickets: 11%

Newzoo estimates the esports market will generate \$1.8 billion in 2022.

PricewaterhouseCoopers (PwC, www.pwc.com) estimated worldwide esports revenues in 2018 at \$805 million, distributed as follows:

- Sponsorship: \$277 million
- Media rights: \$181 million
- Streaming advertising: \$163 million
- Consumer contribution: \$129 million
- Consumer ticket sales: \$ 55 million

PwC projected worldwide esports revenues of \$1.58 billion by 2022, an 18.4% compounded annual growth rate (CAGR). Media rights revenue is projected to grow at a 11.5% CAGR to \$449 million by 2022; the CAGR of rate of sponsorship and advertising is projected at 5.5%.

Goldman Sachs (www.goldmansachs.com) assessed that total global esports revenues reached \$869 million in 2018. Revenues are forecast to more than triple by 2022, reaching \$2.96 billion.

99.4 Top Esports Companies

Ranked by 2018 valuation, *Forbes* ranked the most valuable esports companies* as follows

	Valuation	Revenue	# Players	# Teams
• Cloud9:	\$310 million	\$22 million	92	11
• Team SoloMid:	\$250 million	\$25 million	39	7
• Team Liquid:	\$200 million	\$17 million	65	14
• Echo Fox:	\$150 million	\$11 million	23	8
• OpTic Gaming:	\$130 million	\$10 million	52	6
• Fnatic:	\$120 million	\$11 million	45	11
• Gen.G Esports:	\$110 million	\$12 million	50	7
• G2 Esports:	\$105 million	\$ 8 million	53	11
• Immortals:	\$100 million	\$ 5 million	22	4
• Envy Gaming:	\$ 95 million	\$ 5 million	69	7
• 100 Thieves:	\$ 90 million	\$ 5 million	33	4
• Counter Logic Gaming:	\$ 50 million	\$ 4 million	45	7

* Includes only companies that compete in gaming and excludes game publishers and arena builders.

“The nascent esports industry resembles the Wild West. Esports companies are constantly buying and selling teams and players to compete in the best leagues and build audiences on Amazon’s Twitch and Alphabet’s YouTube. Facilities are being built where gamers can train. It’s a shootout to see who can be the biggest and baddest brand.”

Forbes, 10/26/18

99.5 Investment

Seven- and eight-figure rounds of venture capital funding gone to esports, according to *Bloomberg Businessweek*.

In 2017, there were 74 deals worth \$1.52 billion involving esports companies, according to PitchBook (www.pitchbook.com). The majority of investments were from angel and venture capital investors. During the first nine months of 2018, there were 63 deals worth \$2.34 billion. For comparison, there were six deals worth \$34 million in 2008.

Several iconic sports names have invested in esports franchises. Robert Kraft, owner of the New England Patriots, and Magic Johnson have invested in Overwatch League. Dan Gilbert, owner of the NBA’s Cleveland Cavaliers, invested in 100 Thieves

after it got its League of Legends team in 2017. Boston Celtics co-owner Jim Pallotta's Raptor Group invested in Fnatic. Memphis Grizzlies co-owner Steve Kaplan holds a share in the ownership group behind Immortals. Houston Rocket's owner Tilman Feritta owns Clutch Gaming.

Investments have paid off, at least in the short term. Riot Games began selling franchises for its game League of Legends at \$10 million in the summer of 2017. Activision Blizzard began selling franchises for \$20 million for its Overwatch League around the same time. In late 2019, League of Legends franchises were being valued at \$50 million by bankers. Overwatch franchise valuations are \$60 million to \$80 million, depending on location.

LEAGUES & CHAMPIONSHIPS

100.1 ELeague

ELeague (www.eleague.com), a professional league for *Counter-Strike: Global Offensive*, launched in September 2015 as a joint venture of Turner Broadcasting and talent agency WME-IMG, now called Endeavor (www.endeavorco.com). The 24-team league has two 10-week seasons annually, with each season comprised of a regular season, playoffs, and a championship. Matches are played at the Turner Studios facility in Atlanta, Georgia, and broadcast live on TBS on Friday nights. The broadcast is simultaneously available on Twitch, an online streaming service.

100.2 ESL Gaming Network

ESL Gaming Network (www.eslgaming.com), an esports production and broadcasting company, operates several high profile, branded international and national leagues and tournaments, including top tier stadium-size events as well as grassroots amateur cups, leagues, and matchmaking systems. As of March 2017, ESL had operated more than 3,500 tournaments and paid out over \$19 million in prize money.

Owned by Swiss media conglomerate MTG and headquartered in Cologne, Germany, ESL has a global footprint, with offices in the United States, Canada, Russia, France, Poland, Spain, and China. ESL opened its U.S. studio in Burbank, California, in 2014.

Major tournaments are the 59-event Intel Extreme Masters, the 20-event ESL One Series, and ESL National Championships. ESL also runs events for game makers, including Riot's *League of Legends* and Blizzard Entertainment's *Overwatch*.

ESL has filled 12 stadiums around the world – including Madison Square Garden (New York, NY) and SAP Center (San Jose, CA) – with fans for its esports tournaments.

Corporate partners are BenQ, Blizzard, Intel, Red Bull, Riot, Smart Checker, Twitch, and Wargaming.net.

“The biggest tournaments are already filling entire arenas, including New York City’s Madison Square Garden. ESL’s broadcasters sit at SportsCenter-esque desks providing play-by-plays with enthusiasm levels suited to the Super Bowl, which has helped competitive gaming appeal to a broader audience. The company regularly streams esports content six or seven days a week.”

MarketWatch

100.3 Evolution Championship Series

The Evolution Championship Series, commonly known as Evo, is an annual esports event that focuses exclusively on fighting games. It has been held at various venues in Las Vegas since 2005.

Evo 2019 took place at Mandalay Bay, August 2-4.

100.4 FIFA eWorld Cup and eMLS Cup

The FIFA eWorld Cup (www.fifa.com/fifaeworldcup/) has been presented by EA Sports (www.easports.com) since 2004. Each tournament has players competing in games of the latest incarnation of the FIFA video game series. The open qualifying format allows millions to compete in the initial online stages, which has resulted in the FIWC being recognized as the largest online eSports game by Guinness World Records.

In April 2019, Major League Soccer (MLS, www.mlssoccer.com) launched eMLS Cup, an esports tournament, in conjunction with the EA Sports FIFA franchise. The tournament serves as an official league qualifier for the FIFA eWorld Cup.

“MLS and its clubs see an opportunity to more deeply connect with one of sports’ more digital-centric fan bases.”

SportsBusiness Journal, 2/5/19

100.5 Fortnite World Cup

Based on the video game Fortnite and hosted by Epic Games, Fortnite World Cup (www.epicgames.com/fortnite/competitive/en-US/events/world-cup) is an annual esports competition. The inaugural event took place in July 2019 at the Arthur Ashe Stadium (Flushing, NY). The World Cup is split into two different events, one for solo players and a separate for two-player teams. The prize pool was \$30 million.

Epic Games reported that tickets for the 23,700-seat stadium were sold out. An estimated 2.3 concurrent million viewers on Twitch.tv and YouTube streaming services watched the Fortnite World Cup finales.

100.6 League Of Legends World Championship Series

Riot Games (www.riotgames.com), publisher of *League of Legends*, the most popular game in the world with 100 million monthly players, has hosted the *League of Legends* World Championship since 2011.

According to Esports Charts (www.esportscharts.com), Worlds 2018 Grand Final had a peak global viewership of more than 200 million spectators from all broadcast and digital media, a record for esports.

In 2017, Riot Games awarded 10 permanent franchise spots in the North American League Championship Series for \$10 million each. The league started play in 2018.

In 2019, the league was rebranded as League of Legends Championship Series (LCS). There were 10 teams, as follows:

- 100 Thieves
- Cloud9
- Clutch Gaming
- Counter Logic Gaming
- Echo Fox
- FlyQuest
- Golden Guardians
- OpTic Gaming

- Team SoloMid
- Team Liquid

With the exception of some touring events, all games of the LCS are played live at Riot Games' studios (Los Angeles, CA). All games are streamed live in several languages on Twitch.tv and YouTube, with broadcasts regularly attracting over 300,000 viewers.

100.7 Major League Gaming

Major League Gaming (MLG, www.mlg.com), launched in 2002, holds official video game tournaments throughout the United States and Canada.

MLG operates the MLG Pro Circuit, the longest-running eSports league in North America, CWL Global Pro League, and GameBattles, the largest cross platform online gaming tournament system with 9 million registered users across the globe.

MLG hosts a premium streaming service, mlg.tv, which streams competitions. Competitions have also been broadcast on ESPN.com.

In 2014, MLG opened the 14,000 sq. ft. MLG.tv Arena in Columbus, Ohio.

Activision Blizzard, publisher of Call of Duty, acquired MLG in 2016 for \$46 million.

100.8 NBA 2K League

In 2018, the National Basketball Association launched the NBA 2K League (<https://2kleague.nba.com>), becoming the first U.S. professional sports organization to have an esports league of its own. Based around the popular NBA 2K video game series, esports players compete in 5-on-5 games throughout a season running from spring to summer.

In its inaugural season, 17 of the 30 NBA franchises participated in the 2K League. Four additional NBA franchises participated in 2019. 2K League teams use the same team names as their professional counterparts.

100.9 Overwatch League

The Overwatch League (OWL, www.overwatchleague.com), a professional esports league for the video game Overwatch, produced by its developer Blizzard Entertainment (www.blizzard.com), launched in 2018. OWL follows the model of traditional professional sporting leagues by using a set of permanent, city-based teams backed by separate ownership groups. The league plays a regular season and playoffs format rather than the use of promotion and relegation common in other esports leagues.

The 2019 season opened with 20 teams, 13 of which were in the United States and Canada. Other teams were based in China, France, South Korea, and the United

Kingdom. U.S. and Canadian teams were as follows:

- Atlanta Reign
- Boston Uprising
- Dallas Fuel
- Florida Mayhem (Miami-Orlando)
- Houston Outlaws
- Los Angeles Valiant
- Los Angeles Gladiators
- New York Excelsior
- Philadelphia Fusion
- San Francisco Shock
- Toronto Defiant
- Vancouver Titans
- Washington Justice

In 2019, the total prize pool was \$5.0 million, an increase from \$3.5 million in the inaugural season.

In 2018, Activision Blizzard signed a multiyear deal with Walt Disney to broadcast the Overwatch League on ESPN, Disney XD and ABC.

OWL sponsors for the 2019 season were Coca-Cola, Intel, OMEN by HP, State Farm, T-Mobile, and Toyota.

100.10 Super League Gaming

Super League Gaming (SLG, www.superleague.com), founded in 2014, hosts esports tournaments in underused spaces such as malls and movie theaters. The esports platform is aimed at amateur level players.

SLG has a deal with about 25 Cinemark theaters to host weekly intercity tournaments for Minecraft, Clash Royale, and other titles.

Super League Gaming went public on NASDAQ in 2018 (stock symbol: SLGG).

ESPORTS VENUES

101.1 Overview

Venues of all type are being staged to host esports tournaments. Sports arenas and performing arts centers including KeyArena (Seattle, WA), Madison Square Garden (New York, NY), SAP Center (San Jose, CA), and Staples Center (Los Angeles, CA) have hosted esports tournaments. Cinemark has opened at least 25 of its theaters for Super League Gaming tournaments. And spaces in existing buildings at over 500 universities have been converted for esports competitions.

The large crowds drawn by esports tournaments have spurred the construction of venues dedicated to esports. According to *SportsBusiness Journal*, there were about a dozen professional esports venues across the U.S. at year-end 2018.

“If it seems like new facilities for esports are popping up everywhere, it's because they kind of are.”

Forbes, 5/31/19

101.2 Venue Profiles

The following are the largest professional esports venues in the U.S.:

Blizzard Arena (Burbank, CA)

- Capacity: 50,000 sq. ft.
- Owner: Blizzard Entertainment Inc.
- Opened: 2018
- Major event hosted: Overwatch League games

Esports Arena (Oakland, CA)

- Capacity: 16,000 sq. ft.
- Owner: Esports Arena franchise
- Opened: 2017

Esports Arena (Santa Ana, CA)

- Capacity: 15,000 sq. ft.
- Owners: Tyler Endres and Paul Ward
- Opened: 2015

Esports Stadium (Arlington, VA)

- Capacity: 100,000 sq. ft.
- Owner: Arlington Convention center
- Opened: 2016
- Cost: \$10 million

Fusion Arena (Philadelphia, PA)

- Capacity: 60,000 sq. ft.; 3,500 seats
- Owner: Comcast Spectacor and The Cornish Cos.
- Opening: scheduled for 2021
- Cost: \$50 million

HyperX Esports Arena (Las Vegas, NV)

- Capacity: 30,553 sq. ft.
- Owner: Allied Esports (www.elcgaming.com/company/allied-esports)
- Opened: 2018
- Cost: \$10 million

LCS Studio (Los Angeles, CA)

- Capacity: 14,000 sq. ft.
- Owner: Riot Games
- Opened: 2015
- Major event hosted: League of Legends Championship Series

Localhost Arena (Lakewood, CO)

- Capacity: 18,000 sq. ft.
- Owners: Mile High Esports and N3rd Street Gamers
- Opened: 2018

MLG.tv Arena (Columbus, OH)

- Capacity: 14,000 sq. ft.
- Owner: Major League Gaming
- Opened: 2014

Planet Oasis eSports Arena (Columbus, OH)

- Capacity: 30,000 sq. ft.
- Owner: Major League Gaming
- Opening: Scheduled for 2020
- Cost: \$10 million

Among the largest esports venues on colleges campuses are those at Bellevue University (Bellevue, NE), Concordia University (Austin, TX), Full Sail University (Winter Park, FL), Hawaii Pacific University (Honolulu, HI), Ohio State University (Columbus, OH), Tiffin University (Tiffin, OH), University of Akron (Akron, OH), University of California (Irvine, CA), University of North Texas (Denton, TX), University of Washington (Seattle, WA), and Western Michigan University (Kalamazoo, MI).

MEDIA & ADVERTISING

102.1 Esports Media

Esports media competes directly for viewer's time with traditional sports media.

“The rising popularity of competitive video-gaming, or esports, is chipping away at viewership of traditional sports, a new study shows. About 76% of esports fans say they are spending less time watching games such as football and baseball because they are tuned into video game competitions instead, according to Newzoo.”

The Wall Street Journal, 10/13/16

The following is a summary of esports media:

- Online streaming service Twitch is the largest esports media company (see 102.3).
- Turner Broadcasting, in partnership with Endeavor, formed ELeague, a professional league for *Counter-Strike: Global Offensive*, in 2015. Matches are broadcast live on TBS on Friday nights.
- YouTube Gaming, launched in 2015, contracted for exclusive English-language streaming rights to the ESL Pro League in 2017.
- In January 2017, Facebook Live secured exclusive streaming rights to Blizzard's *Heroes of the Storm* tournament, which had aired on ESPN the prior two seasons.
- ESPN unveiled a newsgathering operation to cover esports in 2016.
- Major League Gaming (MLG, www.majorleaguegaming.com) operates MLG.tv, an online broadcast network for professional level competitive gaming.
- ESL Gaming Network signed a partnership in February 2017 with former Fox TV executive David Hill.
- In December 2016, Riot Games, publisher of *League of Legends*, signed a deal with MLBAM's BAMTech subsidiary that gives the Major League Baseball spinoff

exclusive rights to create a dedicated viewing app for fans and to sell sponsorships and ads.

- Activision Blizzard, publisher of iconic video game titles *Call of Duty*, *World of Warcraft*, *Heroes of the Storm*, and Overwatch operates MLG.tv.

102.2 Twitch

Gaming networks provide a platform for gamers to play or watch games online. Twitch.tv, acquired by Amazon in 2014 for \$970 million, is the most popular gaming network.

The average Twitch user spends two hours a day engaging with the site. During its peak hours, Twitch is the web's fourth largest source of traffic, behind Netflix, Google, and Apple.

“While new competitors are gunning for its streaming dominance, Twitch remains the destination of choice for anyone who wants to watch others play video games.”

SportsBusiness Journal

In total, Twitch had more than 1.5 million broadcasters and logged more than 100 million unique viewers a month, with those viewers racking up a collective 20 billion minutes of viewing time of the more than 11 million videos that are broadcast.

“Twitch boasts more than 2 million unique streamers per month, drawing 9.7 million active daily viewers with an engagement rate of 106 minutes watched per person per day. Twitch streams most of the biggest esports competitions across the globe, drawing huge audiences. The site is free, but Twitch’s secret sauce is its ad revenue model. The top 17,000 streamers, which include professional esports players, can participate in an ad-revenue-sharing program. The players, not Twitch, decide in real time when the ads run during their streaming sessions. So a top esports player might hop on Twitch to practice playing, draw thousands of viewers, and then take a quick break and ask viewers to watch an ad, noting that it will help support their career.”

Advertising Age

COLLEGIATE ESPORTS

103.1 Collegiate Clubs

Esports clubs have been organized at most major U.S. universities. In 2009, the gaming club at Princeton University spearheaded the formation of the Collegiate Starleague (CSL, www.cstarleague.com).

CSL hosts tournaments in some of the most popular game titles and has awarded over \$400,000 in scholarship money to collegiate champions. During the 2018-2019 academic year, clubs from 900 schools and 30,000 players participated in CSL.

“Esports have taken off on campuses across the country, including Harvard and Florida State University. More than 10,000 students now play in the biggest college league, 4,600 more than the number of men who play on Division I college basketball teams. The stakes keep climbing, too: Winning a big tournament can sometimes earn players several years’ worth of tuition money.”

The New York Times

Many college clubs also participate in the Ivy League of Legends (IvyLoL, www.ivylol.com), which formed in 2012. IvyLoL is organized into four Premier Leagues (East, North, South, and West) and an Open League.

103.2 Varsity Esports Programs

Robert Morris University (Chicago, IL) created a sanctioned video game team in 2014, becoming the first college to do so.

In July 2016, seven colleges sanctioned esports programs. By April 2017, the number of collegiate varsity programs had grown to 35.

Most colleges are letting esports evolve on their own, sanctioning clubs and providing practice space but not imposing the regulations governing traditional sports.

National Association of Collegiate eSports (NACE, <https://nacesports.org>) formed in July 2016 to coordinate in areas such as competition, eligibility, path to graduation, and scholarships. One of NACE's first tasks was to define what makes an esports program a varsity sport. Largely, it means that the program is fully integrated into the school, receives funding, recruits, offers scholarships, has an esports-specific facility for practice and play, and provides equipment.

According to Michael Brooks, Executive Director of NACE, about 40% of varsity esports are run by athletic departments, 40% are run by student affairs or other student services departments, and 20% are managed by an academic department such as media or entertainment studies.

“Schools are intrigued by the connection with students focused on science, technology, engineering and math. Essentially, administrators see esports as another way to recruit students in their hyper-competitive landscape. In their mind, it has become a way to engage the science, technology, engineering and math students, for whom it becomes their sport.”

Val Ackerman, President
Big East
SportsBusiness Journal

Most esports team budgets start at around \$200,000. Salaries, facilities, equipment, and scholarships are the main costs; many schools are able to get gaming equipment donated. NACE estimates over \$15 million in scholarships and aid have been granted.

As of June 2019, over 130 schools had sanctioned varsity esports teams.

103.3 High School Esports League

High School Esports League (HSEL, www.highschoolsportsleague.com) was founded in 2012 to assist high school students and teachers organize esports teams.

HSEL also organizes regional and national competitive gaming competitions.
As of August 2019, HSEL had partnered with over 1,500 high schools.

103.4 Market Resources

High School Esports League. (816) 287-1962. (www.highschoolsportsleague.com)

National Association of Collegiate eSports, 1200 Grand Boulevard, Kansas City, MO 64106. (<https://nacesports.org>)

PART XIV: RODEO

RODEO FANS

104.1 Overview

According to the Professional Rodeo Cowboys Association (PRCA, www.prorodeo.com), more than 43 million people identify themselves as rodeo fans. An estimated 22 million people attend rodeo events annually, and another 40 million watch from home.

The PRCA now holds over 600 sanctioned rodeos a year; over 5,000 cowboys and cowgirls participate in PRCA events.

104.2 Major Events

Attendance at select major rodeo and western lifestyle events is as follows:

- Houston Livestock Show & Rodeo (Houston, TX; www.rodeohouston.com): 2.1 million
- San Antonio Stock Show & Rodeo (San Antonio, TX; www.sarodeo.com): 1.1 million
- Fort Worth Stock Show and Rodeo (Fort Worth, TX; www.fwssr.com): 920,000
- National Western Stock Show (Denver, CO; www.nationalwestern.com): 633,000
- Cheyenne Frontier Days (Cheyenne, WY; www.cfdrodeo.com): 583,000
- Greeley Independence Stampede (Greeley, CO www.greeleystampede.org): 448,000

104.3 Fan Demographics

Cities with the highest percentages of adults that are pro rodeo fans are as follows (sources: Nielsen Scarborough 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%

PROFESSIONAL RODEO COWBOYS ASSOCIATION

105.1 Overview

The Professional Rodeo Cowboys Association (PRCA, www.prorodeo.com) PRCA has five rodeo tours and circuits, as follows:

- ProRodeo Tour
- RAM National Circuit Finals
- PRCA Xtreme Bulls
- PRCA Xtreme Broncs
- All-American ProRodeo Series

The Wrangler National Finals Rodeo is the season-ending championship event for the PRCA.

105.2 Wrangler National Finals Rodeo

The primary circuit of the PRCA is the Wrangler National Finals Rodeo (NFR). Held annually since 1959, the event is widely acknowledged to be the world's premier rodeo.

Since 1985, Wrangler National Finals Rodeo has been held every December at the Thomas & Mack Center in Las Vegas, Nevada. The current contract with Las Vegas Events keeps the Wrangler NFR in Las Vegas through 2024. The event is attended annually by approximately 170,000 people.

Broadcast on CBS Sports Network, the 2018 National Rodeo Finals attracted an average of 630,000 viewers per broadcast, down from the 720,000 per night for the previous year.

Viewership by age was as follows (percentage of population in each age group):

- 18-to-29: 5.95%
- 30-to-49: 6.79%
- 50-to-64: 3.07%

105.3 ProRodeo Tour

The top cowboys and cowgirls compete in 55 of the PRCA's largest regular season rodeos where they try to earn points for the tour's finals event, the ProRodeo Tour Finale, held every September in Puyallup, Washington. The competitor with the

highest total points in each rodeo event is crowned the ProRodeo Tour Champion. Several of the ProRodeo Tour events, including the finale, are broadcast on CBS Sports Network. All of the tour stops are broadcast live on the ProRodeoTV website.

The 2019 ProRodeo Tour stops were as follows:

- Arlington, TX
- Austin, TX
- Baker, MT
- Billings, MT
- Bremerton, WA
- Caldwell, ID
- Canby, OR
- Casper, WY
- Cheyenne, WY
- Clovis, CA
- Cody, WY
- Colorado Springs, CO
- Corpus Christi, TX
- Deadwood, SD
- Denver, CO
- Dodge City, KS
- Ellensburg, WA
- Filer, ID
- Fort Worth, TX
- Gooding, ID
- Greeley, CO
- Guymon, OK
- Heber City, UT
- Hermiston, OR
- Houston, TX
- Kennewick, WA
- Lawton, OK
- Livingston, MT
- Logandale, NV
- Lovington, NM
- Nampa, ID
- Oakley City, UT
- Ogden, UT
- Pecos, TX
- Phillipsburg, KS
- Prescott, AZ
- Puyallup, WA
- Rapid City, SD
- Red Bluff, CA
- Redding, CA
- Redmond, OR
- Reno, NV
- Salinas, CA
- San Angelo, TX
- San Antonio, TX
- Santa Maria, CA
- Sheridan, WY
- Sikeston, MO
- Spanish Fork, UT
- Spooner, WI
- Springdale, AR
- St. Paul, OR
- Tucson, AZ
- Vernal, UT
- Walla Walla, WA

In 2019, the ProRodeo payout was \$30,443,413.

105.4 RAM National Circuit Finals

The Circuit System is the cornerstone of the PRCA. Every PRCA participant belongs to a circuit and has an opportunity to advance to the National Circuit Championship.

The system that breaks up the United States into 12 circuits. The circuits include as few as one state, such as the California, Texas and Montana circuits, to as many as 13 states.

A competitor must qualify in his or her regional circuit to move on to the National Circuit Finals Rodeo (NCFR), held every spring in Kissimmee, Florida. The top two contestants in each of the seven rodeo events from the 12 different PRCA regional circuits compete in the four-day championship event.

The NCFR is comprised of eight events, as follows:

- Bareback riding
- Barrel racing
- Bull riding
- Saddle bronc riding
- Steer wrestling
- Team roping (headers)
- Team roping (heelers)
- Tie-down roping

In addition to the eight individual event winners, there is also an overall champion titled the All-Around Cowboy.

The championship round of the NCFR is broadcast on CBS Sports Network.

105.5 Xtreme Bulls Tour

The Xtreme Bulls Tour, launched in 2003, features only bull riding competitions. The tour has 55 two-day stops; 40 PRCA bull riders compete in each event. The top 12 riders in the tour standings along with the top in the PRCA world standings compete for the tour title.

The Xtreme Bulls tour has Division 1 and Division 2 events. The Division 1 events, including the tour finale, are broadcast live on the Wrangler Network website.

The Xtreme Bulls Tour World Finale is held in conjunction with the PRCA-sanctioned Ellensburg (Washington) Rodeo.

105.6 Xtreme Broncs Tour

The Xtreme Broncs Tour, launched by PRCA in 2016, is a series of events that features only saddle bronc riding competition. In 2019, the tour had 20 stops throughout the U.S.

Qualifiers from the tour compete in the PRCA Xtreme Broncs Finals in August. Rapid City, South Dakota, was the host site for the 2019 finals.

105.7 All-American ProRodeo Series

The All-American ProRodeo Series is considered the minor league series of the PRCA. Professional, as well as semi-professional, cowboys and cowgirls compete on this tour of smaller PRCA rodeos to qualify for the All-American ProRodeo Series Finale, held every October in Waco, Texas.

The championship round of the All-American ProRodeo Series Finale is broadcast on CBS Sports Network.

105.8 Sponsors

PRCA sponsors for 2019 were American Quarter Horse Association, Boot Beer, Boyd Gaming, Cactus Gear Ropes & Saddlery, Carroll Original Wear, Cinch Jeans & Shirts, Coors Brewing Co., Dodge RAM, Golden Buckle Beer, Heel-O-Matic, Hesston by Massey Ferguson, Justin Boots, Las Vegas Convention & Visitors Authority, Las Vegas Events, MGM Grand, Mirage Las Vegas, Montana Silversmiths, Outlaw Equine, Pendleton Whiskey, Polaris Ranger, Priefert Rodeo & Ranch Equipment, Restol Hats, South Point Hotel Casino & Spa, and Wrangler.

105.9 Market Resources

Professional Rodeo Cowboys Association, 101 ProRodeo Drive, Colorado Springs, CO 80919. (719) 593-8840. (www.prorodeo.com)

PROFESSIONAL BULL RIDERS

106.1 Overview

Professional Bull Riders (PBR) was created in 1992 when a group of bull riders broke away from the Professional Rodeo and Cowboys Association and started a circuit for bull riders only. WME-IMG, which rebranded as Endeavor (www.endeavorco.com), acquired PBR in 2015 for a reported \$100 million.

Annual attendance at PBR tour events is more than 3 million.
There are also tours in Australia, Brazil, Canada, and Mexico.

106.2 Unleash The Beast Tour

In 2018, PBR's elite series tour was rebranded as the Unleash The Beast Tour; Monster Energy is the title sponsor.

The 2020 Unleash The Beast Tour has 25 stops, as follows:

- January 3-5: Madison Square Garden (New York, NY)
- January 11-12: Allstate Arena (Chicago, IL)
- January 24-26: Golden 1 Center (Sacramento, CA)
- January 31-February 1: Chesapeake Energy Arena (Oklahoma City, OK)
- February 7-8: Staples Center (Los Angeles, CA)
- February 22-23: Enterprise Center (St. Louis, MO)
- February 29-March 1: Sprint Center (Kansas City, MO)
- March 6-7: Verizon Arena (North Little Rock, AR)
- March 14-15: Infinite Energy Arena (Duluth, GA)
- March 21-22: Gila River Arena (Glendale, AZ)
- March 27-29: Dreamstyle Arena (Albuquerque, NM)
- April 3-5: Denny Sanford Premier Center (Sioux Falls, SD)
- April 17-19: Rimrock Auto Arena (Billings, MT)
- July 20-21: Frontier Days Park (Cheyenne, WY)
- August 7-8: BOK Center (Tulsa, OK)
- August 15-16: Fertitta Center (Houston, TX)
- August 21-22: Bridgestone Arena (Nashville, TN)
- August 29-30: Tacomadome (Tacoma, WA)
- September 11-12: Honda Center (Anaheim, CA)
- September 18-20: JQH Arena (Springfield, MO)

- September 26-27: Eaglebank Center (Fairfax, VA)
- October 3-4: Yuengling Center (Tampa, FL)
- October 10-11: Greensboro Coliseum (Greensboro, NC)
- October 17-18: Target Center (Minneapolis, MN)
- October 24-25: Ford Idaho Center (Nampa, ID)

106.3 PBR World Finals

The Unleash The Beast Tour culminates in the PBR World Finals, held in November at T-Mobile Arena in Las Vegas, Nevada. The champion is awarded \$1 million.

Daily attendance is 13,000 to 15,000, totaling about 70,000 for the five-day event.

PBR XXVI was held November 6-10, 2019.

106.4 Media

CBS has broadcast rights for PBR events through 2028.

In 2019, CBS carried 20 hours of PBR programming and its cable channel, CBS Sports Network, carried more than 85 hours from 28 events. PBR events averaged more than 1 million viewers per CBS broadcast during the 2019 season.

RidePass, a digital network owned by PBR and simulcast in partnership with FloSports, launched in 2018. Live and on-demand content includes 150 live events and 700 hours of PBR programming.

106.5 Sponsors

PBR sponsors for 2019 were Ariat, B&W Trailer Hitches, Boot Barn, Caterpillar, Cooper Tires, Coors, Express Ranches, Ford, Jack Daniel's, Lincoln Welders, Lucas Oil Products, MGM Grand Las Vegas, Monster Energy, Montana Silversmiths, National High School Rodeo Association, Priefert Rodeo & Ranch Equipment, Real Time Pain Relief, Rocky Mountain Elk Foundation, Rogue, Sonic, U.S. Border Patrol, Visa, Visit Las Vegas, Wrangler, and YETI.

106.6 Market Resources

Professional Bull Riders, 101 West Riverwalk, Pueblo, CO 81003. (719) 242-2800. (www.pbr.com)

PART XV: ORGANIZED SPORTS/COMPETITIONS

AIR RACING

107.1 Overview

In air racing competitors race against the clock and complete tight turns through a slalom course consisting of pylons, or 'air gates.'

Air races date to 1909. There are two major competitions: The Red Bull Air Race and The National Championship Air Races.

107.2 Red Bull Air Race

The Red Bull Air Race (www.redbullairrace.com), created by Red Bull and established in 2003, is a series of races held at eight venues. At each venue the top eight places earn World Championship points. The air racer with the most points at the end of the Championship becomes Red Bull Air Race World Champion.

After a three-year hiatus for safety improvements and reorganization, the Red Bull Air Race resumed in 2014.

The 2019 World Championship had the following stops:

- February 8-9: Abu Dhabi, United Arab Emirates
- June 15-16: Kazan, Russia
- July 13-14: Budapest, Hungary
- September 7-8: Chiba, Japan
- October 14-15: Indianapolis, IN
- November 8-9: Saudi Arabia

The events attract large crowds and are broadcast, both live and taped, worldwide.

Global Partners for the 2019 Red Bull Air Race were DHL, Hamilton Watch, and Rauch.

107.3 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 2019 races were Amador Stage Lines, AV Fuel, Breakthru Beverage, Circus Circus Reno, City of Reno, Classic Adventures, Click Bond, CrossCheck Aviation, Dassault Falcon, DP Air Corporation, El Jimador, Eldorado Resort Casino, Fallon, Flying, Grand Sierra Resort and Casino, Honda Generators, Hondalet, Insurance Technologies and Programs, Ladd Gardner Insurance, Lincoln Military Housong, Mercer-Fraser Company, Model Dairy, Morrey, New Amsterdam Vodka, Nugget Casino Resort, Oris, Peppermill Reno, Pepsi, Sierra Office Solutions, Silver Legacy Resort Casino, State of Nevada, Stella Artois, Stihl, SwissTrax, TruMoo, and Visit Reno Tahoe.

The 2019 races were held September 11-15.

AMERICA'S CUP

108.1 Overview

America's Cup (www.americascup.com), held every four years, is the most famous and most prestigious regatta and match race in sailing. The Louis Vuitton Cup regattas of the America's Cup are a challenge-driven yacht series that consist of a best-of-nine series of match racing (a duel between two boats).

Held around the world, over six million people attend regattas each year. The regattas are among the most extravagant social events in all of sports.

Among sporting competitions, the America's Cup is the most costly for participants. The average cost for entry is a minimum \$200 million.

“Though the America’s Cup is less familiar to Americans than other major global sports properties like Formula One and the UEFA Champions League, it is considered alongside FIFA’s World Cup and the Olympics to be one of the world’s largest sporting events.”

SportsBusiness Journal

108.2 The 35th America's Cup

The 35th America's Cup took place June 2017 in Great Sound, Hamilton, Bermuda. The races were conducted using hydrofoiling America's Cup Class yachts, which are slightly larger than the AC45F yachts used in the world series.

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.

The challenger, Emirates Team New Zealand, won by a score of 7 to 1 over the defender, Oracle Team USA. Emirates Team New Zealand had defeated the other four challengers to win the Louis Vuitton America's Cup Challenger Playoffs trophy. Other challenging clubs were Artemis Racing (Sweden), Groupama Team France, Land Rover BAR (United Kingdom), and Softbank Team Japan.

108.3 The 36th America's Cup

The 36th America's Cup presented by Prada will be contested by the winner of the 2017 America's Cup, Royal New Zealand Yacht Squadron, represented by Emirates Team New Zealand, and the winner of the 35th Prada Cup. The challenger selection series will take place January-February 2021. The series will be contested in the AC75 class monohulls.

The Presenting and Naming Partner of the 36th America's Cup is Prada. Global Partners are G.H. Mumm Champagne and Yanma.

108.4 Market Resources

America's Cup Headquarters, Pier 23, Suite 100, San Francisco, CA 94111.
(www.americascup.com)

BASS FISHING & SPORTFISHING

109.1 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).

109.2 Bass Anglers Sportsman's Society

B.A.S.S., primarily a conservation and advocacy group, has about 600,000 members. Founded by Ray Scott in 1967, B.A.S.S. manages more than 30 national fishing tournaments annually. ESPN paid an estimated \$35 million to \$40 million in 2001 to buy the family-run operation. B.A.S.S. was sold to private investors in 2010.

The top 50 anglers compete in 12 annual events. The top prize in the Bassmaster Classic is \$500,000.

The Bassmaster Tournament Trail consists of four series, as follows:

- Academy Sports + Outdoors B.A.S.S. Nation Series
- Bassmaster Elite Series
- Bassmaster Opens
- Costa Bassmaster High School Series presented by Dick's Sporting Goods

The 2019 Bassmaster Tournament Trail schedule was as follows:

- March 16-18: Geico/CO Bassmaster Classic presented by Dick's Sporting Goods (Lake Hartwell, Greenville, SC)

- April 19-21: Academy Sports + Outdoors B.A.S.S. Nation Western Regional presented by Magellan (Lake Shasta, Redding, CA)
- April 19-21: Carhartt Bassmaster College Western Conference Regional California presented by Bass Pro Shops (Lake Shasta, Redding, CA)
- April 20-22: Bass Pro Shops Southern Open #2 (Lake Chickamauga, Dayton, TN)
- April 27-30: Academy Sports + Outdoors Bassmaster Elite at Ross Barnett (Ross Barnett Reservoir, Ridgeland, MS)
- April 29: Costa Bassmaster High School Southern Open presented by Dick's Sporting Goods (Lake Chickamauga, Dayton, TN)
- May 11-13: Carhartt Bassmaster College Eastern Conference Regional presented by Bass Pro Shops (Lake Cherokee, Dandridge, TN)
- May 17-21: Toyota Bassmaster Texas Fest benefitting the Texas Parks and Wildlife Department (Lake Sam Rayburn, Lufkin, TX)
- June 2-5: GoPro Bassmaster Elite at Dardanelle presented by Econo Lodge (Lake Dardanelle, Russellville, AR)
- June 8-10: Carhartt Bassmaster College Wildcard presented by Bass Pro Shops (Lay Lake, Shelby County, AL)
- June 14-16: Academy Sports + Outdoors B.A.S.S. Nation Eastern Regional presented by Magellan (Upper Chesapeake Bay, North East, MD)
- June 15-17: Bass Pro Shops Central Open #2 (Sabine River, Orange, TX)
- June 29-July 1: Bass Pro Shops Northern Open #1 (Oneida Lake, Syracuse, NY)
- July 20-23: HUK Bassmaster Elite at St. Lawrence presented by Go Rving (St. Lawrence River, Waddington, NY)
- July 27-30: Bassmaster Elite at Champlain presented by Dick Cepek Tires & Wheels (Lake Champlain, Plattsburgh, NY)
- August 3-5: Bass Pro Shops Northern Open #2 (James River, Richmond, VA)
- August 24-27: Advance Auto Parts Bassmaster Elite at St. Clair (Lake St. Clair, Macomb County, MI)
- September 7-9: Bass Pro Shops Northern Open #3 (Douglas Lake, Dandridge, TN)
- September 14-17: Toyota Bassmaster Angler of the Year Championship (Mille Lacs Lake, Mille Lacs, MN)
- September 19-22: Bassmaster Classic Bracket (Pokegama Lake, Grand Rapids, MN)
- September 28-30: Bass Pro Shops Southern Open #3 (Smith Lake, Jasper, AL)
- October 5-7: Bass Pro Shops Central Open #3 (Grand Lake O' the Cherokees, Grove, OK)

Premier B.A.S.S. sponsors for 2019 were Bass Pro Shops, Berkley Fishing, Huk, Hummingbird, Mercury, Minn-Kota Sports, Nitro Performance Bass Boats, Power-Pole, Shell Rotella, Skeeter Fishing Boats, Toyota Trucks, Triton Boats, and Yamaha.

109.3 Fishing League Worldwide

Fishing League Worldwide (www.flwfishing.com), also known as FLW, the world's largest tournament-fishing organization, offers anglers of all skill levels the opportunity to compete for millions in prize money.

The top bass tournament on the FLW Tour, the Forrest Wood Cup, is the most lucrative tournament in professional bass fishing. Named for Forrest L. Wood, founder of Ranger Boats and developer of the modern bass-fishing boat, the Forest Wood Cup was the first to offer a \$1 million prize for the winner, in 2007.

The four major tournament circuits, which offer a path to the Forrest Wood Cup, are as follows:

- Costa FLW Series
- FLW Tour
- T-H Marine Bass Fishing League
- YETI College Fishing

There is also a High School Fishing tournament circuit.

The FLW television show, broadcast to more than 564 million households worldwide, airs on the NBC Sports Network (NBCSN), the Pursuit Channel, and the World Fishing Network (WFN). Episodes are also broadcast online at FLWFishing.com and the FLW YouTube channel at YouTube.com/FLWFishing.

Fishing League Worldwide has hosted FLW Fantasy Fishing since 2008. The Fantasy Fishing season consists of seven tournaments held in conjunction with the FLW Tour. At each event of the Tour season – six regular-season tournaments and the Forrest Wood Cup – more than \$7,000 in cash and prizes are awarded to the top 50 Fantasy Fishing teams.

FLW Outdoors administers fantasy fishing competitions in conjunction with its six regular-season FLW tournaments. Players pick 10 anglers from the 155 pros who enter each tourney in the order they believe the fishermen will finish. The player with the most points at the end of each competition wins \$100,000. Whoever compiles the most points over all six tournaments wins \$1 million, a record fantasy-sports payout.

FLW Tour sponsors for 2019 were BoatBling.net, Buck Knives, Carrot Stix, Charlie's Worms, Columbia PFG, Costa, Denta Stix, Duracell, Evinrude, Falcon Graphite Rods, Frabill, Gene Larew Lures, General Tire, Go Pro, Jackson Kayak, Kid Casters, Leer, Lew's, Lipton Tea, Livingston Lures, Lowrance, Lungerhunt Fishing Products, Motorsports Designs, Mudhole, Navionics, Old Spice, Pedigree, Plano Molding, Polaris Off-Road Vehicles, Power-Pole, Quaker State, Ranger Boats, Strike King, T-H Marine Supplies, The Bass Federation, Yamamoto Custom Boats, YETI, and Zoom Bait Company.

109.4 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 2019 U.S. Open was held October 17-19.

WON BASS also hosts the annual California Open at Clear Lake. The 2020 event is scheduled for April 8-10.

WON BASS sponsors for 2019 were Bass Cat, Costa, Daiwz, Mercury, Plano Molding, Rich Tauber Fishing, Savage Gear, Seaguar, St. Croix Rods, and Yo-Zuri America.

109.5 Major League Fishing

Major League Fishing (MLF, www.majorleaguefishing.com), established in partnership between the Professional Bass Tour Anglers' Association (PBTAA) and Outdoor Channel, was founded in 2012. There are two competitions, the Selects and Cups, which are each fished by a different set of anglers. The Cup anglers compete for a chance to fish the MLF World Championship.

The 2019 Bass Pro Tour had nine stops, as follows:

- January 29-February 3: Kissimmee, FL
- February 12-17: Conroe, TX
- March 26-31: Raleigh, NC
- April 9-14: Dayton, TN
- April 30-May 5: Cullman, AL
- May 17-22: Branson, MO
- May 31-June 5: Table Rock, MO
- June 25-30: Neehah, WI
- August 21-25: Redcrest Bass Pro Tour Championship, La Crosse, WI

MLF airs on Outdoor Channel, World Fishing Network, and Discovery Channel.

In 2018, MLF was the top-rated show on Outdoor Channel. The show focuses on personalities and struggles of anglers in competition rather than purely on results.

109.6 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)
- Participants prowl the lakeshores and riverbanks in search of catfish holes, then reach in and try to pull out the fish by hand.

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.

109.7 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. Teams compete in the Carhartt Bassmaster College Series presented by Bass Pro Shops to qualify for the championship.

“Some 250 boats took the water for the Carhartt Bassmaster College Series. The tournaments provide good exposure for students and the sport overall. They’re part of Bassmaster’s efforts to encourage youth from second grade and up to wet a line.”

SportsBusiness Journal, 4/1/19

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.

109.8 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)

Major League Fishing, 4500 S. 129th E. Avenue, Tulsa, OK 74134. (918) 281-4555. (www.majorleaguefishing.com)

WON BASS, 185 Avenida La Pata, San Clemente, CA 92673. (949) 366-0030. (www.wonbass.com)

110

BOWLING

110.1 Participation

In 2018, 67 million people bowled at least once, according to GoBowling! (www.gobowling.com).

According to *2018 Sports, Fitness And Leisure Activities Topline Participation Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 45.5 million people bowl at least once each year, 9.6 million bowl 13 or more times.

According to the National Federation of State High School Associations (www.nfhs.org), 32,159 boys and 27,880 girls competed in bowling in the 2017-2018 academic year.

110.2 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.

110.3 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 XX, was held November 2019, in Las Vegas, 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 2019 were Brunswick, Go Bowling!, and United States Bowling Congress.

110.4 Professional Women's Bowling Association

The Professional Women's Bowling Association (PWBA, www.pwba.com) Tour re-launched in 2015 following a 12-year hiatus.

Broadcast on ESPN2, the national PWBA Tour schedule features seven regular-season events and three nationally televised majors, concluding with the PWBA Tour Championship tournament in September.

Each PWBA Tour event includes a pro-am experience where amateurs bowl in a competition paired with PWBA players.

The PWBA Tour provides an opportunity for collegiate bowling stars to continue playing professionally.

110.5 Collegiate Teams

Collegiate bowling has grown in popularity under the USBC Collegiate programs. The programs include men's and women's teams at the club, National Association of Intercollegiate Athletics (NAIA), National Junior College Athletic Association (NJCAA) levels, and women's varsity teams with the National Collegiate Athletic Association (NCAA).

More than 3,500 student-athletes on 200 college and university intercollegiate bowling teams compete in more than 80 certified tournaments each year. Approximately 100 colleges and universities across the country offer bowling scholarships.

USBC Collegiate oversees and conducts the Intercollegiate Team and Singles Championships. The country's top 80 men's and top 64 women's collegiate teams compete in regional events for the right to advance to the annual Intercollegiate Team Championship, a nationally-televised tournament.

“We have 63 schools across the country now where the bowling program is now a part of the athletic department. The NCAA championships took place in April and it was just natural for these ladies to graduate from that program onto our tour. There is also a nice pipeline in place from an athlete perspective that we will see realized in the next decade.”

Chad Murphy, Co-Commissioner
Professional Women's Bowling Association

110.6 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 most recent Championships were held in December 2016 in Doha, Qatar. The next Championship will be played in 2020 in Tokyo, Japan.

World Championships – men and women – are held every four years. The 2017 World Championships were held in Kuwait.

World Tenpin Bowling Championships for men are held once every four years. The 2018 Championships were held in Hong Kong.

World Bowling Association sponsors for 2019 were AMF, bowlingdigital.com, BPAA, Brunswick, Kegel, Lanetalk, and Storm.

110.7 Media And Advertising

In 2003, ESPN and CBS Sports Network began televising PBA events on Sunday afternoons and Tuesday evenings.

The top advertisers during bowling telecasts in 2018 were as follows:

- Barbasol: \$969 million
- Geico: \$568 million
- HotelPlanner.com: \$494 million
- AMF Bowling Centers: \$393 million
- Concrete Software: \$372 million
- Pepsi: \$360 million

In 2019, PBA signed a broadcast rights deal with Fox Sports.

110.8 Market Resources

Professional Bowlers Association, 55 E. Jackson Boulevard, Suite 401, Chicago, IL 60604. (206) 332-9688. (www.pba.com)

Professional Women's Bowling Association, 621 Six Flags Drive, Arlington, TX 76011. (800) 514-2695. (www.pwba.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

111.1 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), 162,669 girls and 3,8511 boys competed in competitive spirit competitions during the 2017-2018 academic year.

ESPN has broadcast various competitive cheer events since 1997.

111.2 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 26-27, 2019: Kay Bailey Hutchison Convention Center (Dallas, TX)

NCA All-Star National Championship

- March 1-3, 2019: Kay Bailey Hutchison Convention Center (Dallas, TX)

NCA & NDA Collegiate Cheer and Dance Championship

- April 4-6, 2019: The Band Shell/Ocean Center/Peabody Auditorium (Daytona Beach, FL)

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.

Major competitions are broadcast on Varsity TV.

111.3 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.

111.4 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

112.1 Overview

Cricket, which dates to the 15th century when it was first played in England, is the world's second-most-popular sport, after soccer.

The International Cricket Council (ICC, <http://icc-cricket.yahoo.net>), the governing body for the sport, has 104 member countries. Australia, Bangladesh, England, India, New Zealand, Pakistan, South Africa, Sri Lanka, West Indies, and Zimbabwe are Full Members. There are 35 Associates Members, including the United States, and 59 Affiliate Members.

Smithsonian estimates that 30,000 Americans play or watch cricket annually.

Cricket was popular in the U.S. during the 18th and 19th centuries, but the rise of baseball displaced cricket as the favored pastime.

“Cricket holds its position on the global business stage as the world’s second largest sport economy but its share in the U.S. sports industry has been insignificant despite having rich history, including the honor to host the first international cricket match in 1844. However, thanks to an emerging commitment from the International Cricket Council to develop the sport in the States, cricket could find its way back into American favor.”

SportsBusiness Journal

There are several variations in the length of a game of cricket – ranging from Test Cricket, which is played over five days, to Twenty20 (T20), which places a limit of 20 overs per side and takes about three hours.

Professional cricket is most active in India, where some players earn salaries of \$400,000. The sport was reorganized in India in 2008 with the formation of the Indian Premier League (IPL, www.iplt20.com). Brand Finance (www.brandfinance.com) values the league at \$4.1 billion. Franchises have sold for as much as \$370 million.

112.2 Organized Cricket in the United States

The USA Cricket Association (USACA, www.usaca.org) is the governing body for cricket in the United States and is recognized by the International Cricket Council.

There is currently no professional cricket league in the United States. Pro Cricket organized in 2004 and disbanded after playing only one season. Major League Cricket was organized in 2000 but disbanded in 2007 without playing a season. Neither league was sanctioned by the USACA.

USACA recognizes 40 leagues, each of which has eight or more teams.

Leagues are as follows:

- American Cricket Conference (Chicago; www.accleague.org)
- American Cricket League (New York; www.newyorkcricket.com)
- Arizona Cricket Association (www.dreamcricket.com/azcricket/)
- Atlanta-Georgia Cricket Conference (www.atlantacricket.com)
- Bay Area Cricket Alliance (California; www.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; there are 18 dedicated cricket fields in the Bronx, 16 in Brooklyn, and 13 in Queens. A complex of 10 cricket fields in the Bronx's Cortlandt Park that opened in 2013 is considered the best facility in the United States.

In 2015, a three-match tour of international cricket stars called Cricket All Stars (www.cricketallstars2015.com) was hosted at Citi Field (New York, NY), Minute Maid Park (Houston, TX), and Dodger Stadium (Los Angeles, CA). Playing T20, the tour drew a combined crowd of over 60,000. The exhibition was discontinued after the inaugural games.

India-West Indies exhibition matches in August 2016 drew a capacity audience of 15,000 at Central Broward Regional Park (Lauderhill, Florida). Broward County opened the \$10-million, taxpayer-funded stadium there in 2008, noting a growing Caribbean population in the region.

112.3 Cricket World Cup

The ICC Cricket World Cup, organized by the International Cricket Council, is the premier international championship of men's One Day International (ODI) cricket. Held every four years, the tournament is the world's fourth-most-viewed sporting event.

The 12th ICC Cricket World Cup (www.cricketworldcup.com), won by England, took place May 30-July 14, 2019, in England and Wales. The 2019 World Cup was broadcast by 44 licensees and in seven languages across 220 territories. The global television viewership was estimated at 2.6 billion.

112.4 ICC World Twenty20

The ICC World Twenty20, or World T20, is the international championship of Twenty20 cricket organized by the ICC. The tournament currently consists of 16 teams, comprising all ten ICC full members and six other associate or affiliate members chosen through the World Twenty20 Qualifier. The event has generally been held biennially. The 6th tournament, held March-April 2016, was hosted by India.

Competing in the 2016 tournament were Afghanistan, Australia, Bangladesh, England, Hong Kong, India, Ireland, Netherlands, New Zealand, Oman, Pakistan, Scotland, South Africa, Sri Lanka, West Indies, and Zimbabwe. West Indies won the ICC World Twenty20 final.

In India alone, the cumulative in-house viewership for the event was 730 million. In the U.S., more than 1.4 million households tuned in to Willow TV during odd hours to watch the Twenty20. On Twitter, the tournament generated 5.75 billion impressions of tweets related to ICC World Twenty20. For comparison, Super Bowl 50 generated 4.3 billion impressions on Twitter.

The 2018 tournament, planned to be played in South Africa, was cancelled. Australia will host the tournament in 2020 and India will host in 2021.

112.5 Television Broadcasts

ESPN Star Sports, a 24-hour channel dedicated to cricket, launched in 2007. The network is reported to have paid \$1.1 billion for the broadcast rights for a package of games that includes two Cricket World Cups.

NBC Sports Network has carried Cricket Australia's Big Bash League matches live since January 2017.

112.6 Market Resources

International Cricket Council, Street 69, Dubai Sports City, Sh Mohammed Bin Zayed Road, Dubai, PO Box 500 070, United Arab Emirates. Tel. +971 4 3828800. (www.@icc-cricket.com)

USA Cricket Association, 8461 Lake Worth Road, Suite B-1-185, Lake Worth, FL 33467. (561) 839-1888. (www.usaca.org)

CYCLING

113.1 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).

113.2 USA Cycling

Recognized by the United States Olympic Committee and the Union Cycliste Internationale, USA Cycling (www.usacycling.org) is the official governing body for all disciplines of competitive cycling in the United States, including road, track, mountain bike, BMX, and cyclo-cross.

USA Cycling, with 63,000 members and 2,750 clubs, sanctioned over 3,000 events in 2019. Club activities generally focus on touring and club rides and do not involve racing.

Sponsors in 2019 were ASSOS of Switzerland, Frog Bikes, Just Bare Chicken, KT Tape, Nationwide Insurance, Science in Sport, Solos Smart Glasses, and United Airlines.

113.3 Major U.S. Races

The 2019 USA Cycling National Championship Schedule is as follows:

- March 29-31: USA Cycling Elite BMX National Championships (Rock Hill, SC)
- April 6-7: USA Cycling Collegiate BMX National Championship (DeSoto, TX)
- May 10-12: USA Cycling Collegiate Road National Championships (Augusta, GA)
- May 11: USA Cycling Marathon Mountain Bike National Championships (Palo Duro Canyon, TX)
- June 20-23: USA Cycling Amateur Road National Championships (Hagerstown, MD)
- June 27-29: USA Cycling Para-cycling Road National Championship (Knoxville, TN)
- June 27-30: USA Cycling Professional Road National Championships (Knoxville, TN)
- July 2-7: USA Cycling Junior & Elite Track National Championships (Carson, CA)
- July 23-28: USA Cycling Mountain Bike National Championships (Winter Park, CO)
- August 8-11: USA Cycling Masters Road National Championships (Colorado Springs, CO)
- August 27-31: USA Cycling Masters Track National Championships (Carson, CA)
- Sept. 12-15: USA Cycling Collegiate Track National Championships (Rock Hill, SC)
- October 18-20: USA Cycling Collegiate Mountain Bike National Championships (Durango, CO)
- December 10-15: USA Cycling Cyclocross National Championships (Tacoma, WA)

Major annual tours and race dates in 2019 were as follows:

- May 1-5: Tour of the Gila (Silver City, NM; www.tourofthegila.com)
- May 12-18: Amgen Tour of California (14 host cities; www.amgentourofcalifornia.com)
- May 26-28: Winston-Salem Cycling Classic (Winston-Salem, NC; www.winstonsalemcycling.com)
- August 12-18: Larry H. Miller Tour of Utah (www.tourofutah.com)
- September 8: Thompson Bucks County Classic (Bucks County, PA; www.buckscountyclassic.com)

According to *SportsBusiness Journal*, the major races (Amgen Tour of California and Larry H. Miller Tour of Utah) have annual operating budgets of \$10 million to \$12 million; none are profitable. The Tour de France, for comparison, has an estimated operating budget of \$100 million and nets \$30 million to \$50 million, primarily from television rights.

The major U.S. events endure because of the personal commitment of event owners.

113.4 Velodrome Bicycle Racing

Cycling arenas, or velodromes, have steeply banked oval tracks consisting of two 180° circular bends connected by two straights that transition to the circular turn through a moderate easement curve. Races are held throughout the year.

There are 30 active velodromes in the United States, as follows:

- Alkek Velodrome (Houston, TX; www.houstoncycling.org)
- Alpenrose Velodrome (Gresham, OR; www.obra.org/track)
- Asheville Mellowdrome (Asheville, NC; www.ashevillecycling.com/track.html)
- Baton Rouge Velodrome (Baton Rouge, LA; www.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)
- Colorado Springs Velodrome (Colorado Springs, CO; www.teamusa.org/about-the-usoc/olympic-training-centers/csotc/velodrome)
- 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)
- Island 200 Indoor Velodrome (Neville Island, PA; www.island200.com)
- Jerry Baker Memorial Velodrome (Redmond, WA; <http://velodrome.org/jbmv/>)
- Kissena Velodrome (Queens, NY; www.kissena.info)
- Major Taylor Velodrome (Indianapolis, IN; <http://indycycloplex.com>)
- National Sports Center Velodrome (Blaine, MN; <http://velodrome.nscsports.org>)
- National Velodrome and Events Center (Reading, PA; www.worldcyclingleague.com/national-velodrome/)
- Northeast Velodrome (Londonberry, NH; www.facebook.com/pg/northeastvelo/about/)
- 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)
- VELO Sports Center (Carson, CA; www.stubhubcenter.com/velo)
- Washington Park Velodrome (Kenosha, WI; www.kenoshavelodrome.com)

The American Track Racing Association (ATRA, www.raceatra.com) sanctions races at the velodromes.

TeamTrak by the World Cycling League (WCL, www.worldcyclingleague.com), a velodrome bicycle racing circuit, were announced in 2015. A premiere event was held at the Velo Sports Center (Carson, CA) in March 2016 as a showcase to possible sponsors, investors, velodrome owners, fans and media partners. As of 2019, the league was still

seeking funding and had not yet launched.

Worldwide, there are 80 indoor velodromes in 32 countries.

113.5 Tour de France

The Tour de France (www.letour.fr), a 22-day, 20-stage road race run over more than 3,000 km, is the world's premier cycling race. The time taken to complete each stage becomes a cumulative total to decide the winner at the end of the Tour. The race consists of 20 to 22 teams each with nine riders. The Tour de France is a familiar sporting name around the globe, even to those not generally interested in cycling.

Sponsorship is key to the Tour de France. Few images of the Tour don't feature a company name emblazoned on a bicycle, jersey, helmet, or team van. Each team is known by the name of its sponsor.

“As much as cycling is about sport, it is also about advertising. And the Tour de France, more than any other event, is the time when companies hope to reap the benefit of the millions of dollars they spend each year supplying teams with salaries, uniforms, bikes, hotel rooms, and all manner of luxury. The presence of advertising at the Tour can hardly be overstated. Each of the main prizes in the race – for the overall winner, the best mountain climber, the best sprinter and so forth – conforms to the colors or logo of its corporate sponsor. The race is preceded each day over its entire route by a publicity caravan, a mile-long parade of 45 corporate floats.”

The New York Times

The level of television exposure during the tour is significant, particularly for companies doing business in France. The television broadcast of the Tour regularly reaches more than 4.5 million viewers in France, nearly half of the global television audience.

Most stages are in mainland France, although since the 1960s stages in nearby countries have been common. The 106th Tour de France began with an individual time trial in Brussels, Belgium, on July, 6, 2019, and concluded with the Champs-Élysées stage in Paris on July 28, 2019. The 21-stage, 3,460 km (2,150 mile) race featured 20 cycling teams.

113.6 Market Resources

USA Cycling, 210 USA Cycling Point, Suite 100, Colorado Springs, CO 80919.
(719) 434-4200. (www.usacycling.org)

DARTS

114.1 Participation

Darts is most popular in bars and pubs, with the most serious participants playing in leagues.

According to the Sports & Fitness Industry Association (SFIA, www.sfia.org), 16.6 million people play darts at least once a year – 11.3 million are casual participants (<13 times per year) and 5.3 million are core participants (>13 times per year).

The American Darts Organization (ADO, www.adodarts.com) sanctions local and regional tournaments throughout the U.S. ADO has about 250 member clubs representing roughly 50,000 members.

The sport is most popular in the U.K., where about 4.5 million play in leagues, more than double the number of league players in the U.S.

114.2 Darts Championships On TV

Televised darts is popular in international markets. In the U.K., Sky Sports produces more than 1,000 hours of sports coverage annually.

Fox Sports broadcast the PDC World Series of Darts North American Championship on FS1.

“Programming like darts will fare much better than sports afternoon studio shows that have been garnering a lot of press. If poker can find a niche, darts can, too, given that it’s now become a worldwide phenomenon.”

David Hill, Founder
Fox Sports

BBC America broadcast the William Hill World Darts Championship in December 2018.

**“Smaller properties like darts can find a home –
and coveted time slots – at channels like BBC
America.”**

SportsBusiness Journal, 12/17/18

114.3 Market Resources

American Darts Organization, P.O. Box 182, Loveland, OH 45140. (618) 207-0788.
(www.adodarts.com)

DOG SHOWS

115.1 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.

115.2 Westminster Kennel Club Dog Show

The Westminster Kennel Club Dog Show (www.westminsterkennelclub.org), the largest and most prestigious dog show in the U.S., was established in 1877 and is the second longest continuously held sporting event in America. The two-day show is held annually at Madison Square Garden (New York, NY).

Fox Sports and the Westminster Kennel Club announced a 10-year worldwide, multi-platform rights agreement to bring the show to Fox Sports 1 and Nat Geo WILD beginning in 2017. USA Network, in conjunction with NBC, had broadcast the Westminster Kennel Club Dog Show since 1984. Viewership on the first night of primetime coverage on FS1 averaged 970,000.

The 143rd Westminster Kennel Club Dog Show was held February 11-12, 2019. Purina ProPlan is the title sponsor. Cosequin and Embark also sponsor the show.

115.3 National Dog Show

The National Dog Show (<http://nds.nationaldogshow.com>), inaugurated in 1879, is sponsored by The Kennel Club of Philadelphia. The show is held at the Greater Philadelphia Expo Center at Oaks.

The National Dog Show is televised on NBC on Thanksgiving Day immediately after the Macy's Thanksgiving Day Parade as part of a five-hour block of family programming. The broadcast had 20 million viewers in 2018, according to *The Washington Post*.

Purina is the presenting sponsor of the National Dog Show.

115.4 AKC/Eukanuba National Championship

AKC National Championship presented by Royal Canin (www.akc.org/events/aenc/), sponsored by the American Kennel Club, has been held annually in December since 2005. Over 3,000 dogs compete; seven go to the Best In Show competition.

The 18th Championship was held December 15-16, 2018 in Orlando, Florida.

The Championship is streamed at <http://live.eukanuba.com>.

115.5 Market Resources

American Kennel Club, 101 Park Avenue, New York, NY 10178. (212) 696-8200. (www.akc.org)

The Westminster Kennel Club, 111 Broadway, Suite 805, New York, NY 10006. (212) 213-3165. (www.westminsterkennelclub.org)

DRONE RACING

116.1 Overview

In the sport of drone racing, pilots control drones through a 3D course using first-person view (FPV), or a live stream camera feed from the drones. Drone racing began in Australia in 2013; organized participation is now worldwide.

There are two primary leagues, each with an annual worldwide championship. Venture capital-backed Drone Racing League (DRL, www.thedroneracingleague.com) produces high-budget made-for-TV races. MultiGP (www.multigp.com) is a grassroots organization that helps pilots organize local and regional races.

116.2 Drone Racing League

The Drone Racing League season consists of six sets of competitions called Levels and the Allianz World Championship. Eighteen (18) pilots compete in the championship, which is held in December. The winner of each Level secures a place in the championship. The remaining championship slots go to pilots with the best average finishes.

DRL airs on NBC Sports, Twitter, Sky Sports, ProSieben, Groupe AB, OSN, and Fox Sports Asia.

116.3 MultiGP

MultiGP is a global, professional, drone racing league with over 1,000 chapters and 20,000 members. The league is headquartered in the U.S.; chapters are throughout Asia, Australia, Europe, and South Africa.

Championships have been held since 2015.

116.4 Market Resources

Drone Racing League, 2880 S. Las Vegas Boulevard, Las Vegas, NV 89109. (www.thedroneracingleague.com)

MultiGP, 111 Enterprise Avenue SE, Palm Bay, FL 32909. (321) 549-3002. (www.multigp.com)

EQUESTRIAN

117.1 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. It is estimated that 27 million people in the United States have ridden a horse.

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.

117.2 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.

117.3 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 2019, USPA sanctioned 98 tournaments, the largest of which was the 115th U.S. Open Polo Championship, held March 27-April 21 in Wellington, Florida. Broadcast by NBC Sports, the Championship typically has 350,000 to 500,000 viewers.

Among the elite polo tournaments is the Miami Beach Polo World Cup (www.miamipolo.com), inaugurated in 2005. Teams from Argentina, Brazil, Germany, and the United States compete for the La Martina Trophy during the four-day event. Annual attendance is about 10,000 people. Sponsors are E! Entertainment, Heys, Lufthansa Private Jet, Maserati, and The Raleigh.

The World Polo Championship, organized by the Federation of International Polo (FIP, www.fippolo.com) and held every three or four years, is polo's major competition between countries. The event was last held in the United States in 1998, when Santa Barbara, California, hosted the 5th edition of the Championship. The 11th edition of the Championship took place at Sydney Polo Club (Australia) in 2017.

117.4 Rodeos

Rodeos are assessed in Part XIV of this handbook.

117.5 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. Attendance was estimated at 500,000.

The 8th edition of the World Equestrian Games were held September 11-23, 2018 at Tryon International Equestrian Center (Tryon, NC). Attendance was approximately 200,000, significantly less than the anticipated 300,000 to 400,000 because the event occurred shortly after Hurricane Florence. Only one day of the event was cancelled because of flooding but many people cancelled plans to come or didn't make the attempt because national news broadcasts painted North Carolina as a total disaster after the hurricane.

117.6 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)

EVENTS FOR ATHLETES WITH DISABILITIES

118.1 Overview

According to U.S. Paralympics (www.usparalympics.org), there are 21 million individuals in the United States who are living with a disability. One in 10 take part in fitness activities on a daily basis.

U.S. Paralympics, a division of the U.S. Olympic Committee formed in 2001, sanctions paralympic sports in the United States. The group's activities extend beyond hosting teams for international competitions, and through a range of sports programs strives to make a difference in the lives of physically disabled people.

Special Olympics (www.specialolympics.org) is the world's largest organization for people with intellectual disabilities. Like the International Paralympic Committee, the Special Olympics organization is recognized by the International Olympic Committee; however, Special Olympics World Games are not held in the same year or in conjunction with the Olympic Games.

118.2 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 2018 Winter Paralympics, the 12th Paralympic Winter Games, held in PyeongChang, South Korea, featured five sports, as follows:

- Alpine skiing
- Biathlon
- Cross-country skiing
- Sledge hockey
- Wheelchair curling

NBC Sports Network aired 94 hours of live coverage, almost double the broadcasts of the Winter Paralympics in Sochi, Russia, four years prior. There was also online streaming content.

The 15th Summer Paralympic Games, in Rio de Janeiro, Brazil, September 7-18, 2016, featured 20 sports, as follows:

- Archery
- Athletics
- Boccia
- Cycling
- Equestrian
- Football 5-a-side
- Football 7-a-side
- Goalball
- Judo
- Powerlifting
- Rowing
- Sailing
- Shooting
- Swimming
- Table tennis
- Volleyball
- Wheelchair basketball
- Wheelchair fencing
- Wheelchair rugby
- Wheelchair tennis

“Following Rio, one thing we’ve noticed is the growth of the Paralympic movement in scale and reach. Television ratings quadrupled in the United States for 2016 over London 2012. Best of all, a few Paralympians ... are taking on celebrity-level followings and could potentially score some major endorsement deals in the future. Add to this the fact that many countries have drastically increased their investment and interest in Paralympic sports over the past decade or so.”

SportsBusiness Journal

U.S Paralympic sponsors are 24 Hour Fitness, Adecco, Allstate, AT&T, BMW, BP, Deloitte, GE, Hilton Hotels, Liberty Mutual Insurance, McDonald’s, Nike, Oroweat, Procter & Gamble, Samsung, The Hartford, United Airlines, and Visa.

International Paralympic sponsors are Allianz, Atos, BP, Ottobock, Panasonic, Samsung, Toyota, and Visa.

118.3 Special Olympics

More than 5.3 million athletes of all ages are involved in Special Olympics sports training and competition worldwide. There are national, regional, and local Special Olympics competitions in over 170 countries. There are more than 108,000 events a year, 19,000 of which are in the United States.

The major global competitions are the Special Olympics World Games, which alternate between summer and winter games. Special Olympics World Games are held every two years, most recently in Los Angeles, California, July 25-August 2, 2015. It was the largest event in Los Angeles since the 1984 Olympic Games. ESPN provided daily coverage.

The 11th Special Olympics World Winter Games were held March 14-21, 2019 in Abu Dhabi, United Arab Emirates.

The quadrennial Special Olympics USA National Games have been held since 2006. Host cities have been, and will be, as follows:

- 2006: Ames, IA
- 2010: Lincoln, NE
- 2014: Newark, NJ
- 2018: Seattle, WA
- 2022: Orlando, FL

Special Olympics sponsors are 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.

118.4 Disabled Sports USA

Disabled Sports USA (DS/USA, www.disabledsportsusa.org), a national nonprofit organization established in 1967 by disabled Vietnam Veterans, offers sports rehabilitation programs to anyone with a permanent disability. Activities include winter skiing, water sports, summer and winter competitions, and fitness and special sports events. Participants include those with visual impairments, amputations, spinal cord injury, dwarfism, multiple sclerosis, head injury, cerebral palsy, and other neuro-muscular 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, FDNY Family Transport Foundation, Fire Department of New York, Flancer's Café, Freedom Group, Gallagher Briody & Butler, Gary and Kathryn Purwin, General Electric, Genesis Today, Graybeards Ltd., Health Discovery Corporation, Intermedia Partners, John Doyle, Loyola Recovery Foundation, Luck Family Foundation, Maritime Telecommunications Network, National Rural Electric Cooperative Association, National Beer Wholesalers Association, New York City Police Department, Pentagon Ski Club, PGA of America, R&B Sports, South Carolina Research Authority, Thunderbirds Charities, Turner Foundation, US Family Health Plan, and W.H. Mell Associates.

118.5 Market Resources

Athletes with Disabilities Network, 2845 Crooks Road, Rochester Hills, MI 48309. (248) 829-8353. (www.adnpage.org)

Challenged Athletes Foundation, 9591 Waples Street, San Diego, CA 92191. (858) 866-0959. (www.challengedathletes.org)

Disabled Sports USA, 451 Hungerford Drive, Suite 100, Rockville, MD 20850. (301) 217-0960. (www.disabledsportsusa.org)

Special Olympics, 1133 19th Street NW, Washington, DC 20036. (202) 628-3630. (www.specialolympics.org)

U.S. Paralympics Division, United States Olympic Committee, 27 South Tejon, Colorado Springs, CO 80909. (719) 866-2030. (www.usparalympics.org)

FIGURE SKATING

119.1 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 24.2 million viewers for its evening telecasts of figure skating at the 2018 Winter Olympics in PyeongChang, South Korea. This was a slight drop from 25.1 million viewers from the Winter Olympics in Sochi, Russia. The decline was attributed, in part, to a threefold increase in online streaming coverage. 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 The Media Audit (www.themediiaudit.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

119.2 Sanctioning Organizations

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 2019 Partners are Bridgestone, Consumers Cellular, Folgres, Geico, HomeLight, Jif, Toyota, Viking River Cruises, and Wayfair.

119.3 ISU Grand Prix of Figure Skating

The ISU Grand Prix of Figure Skating is a series of invitational senior internationals organized by the International Skating Union. Medals are awarded in the disciplines of men's singles, ladies's singles, pair skating, and ice dancing. Skaters earn points based on their placement at each event and the top six in each discipline qualified to compete at the Grand Prix Final.

The following are the events of the 2019 Grand Prix of Figure Skating:

- 2019 Skate America: October 18-20
- 2019 Skate Canada October 25-27
- 2019 Internationaux de France: November 1-3
- 2019 Cup of China: November 8-10
- 2019 Rostelecom Cup (Russia): November 15-17
- 2019 NHK Trophy (Japan): November 22-24
- 2019 Grand Prix Final (Turin, Italy): December 5-8

119.4 Skate America

Skate America (www.2019skateamerica.com), launched in 1979, is an annual

senior-level figure skating competition hosted by U.S. Figure Skating. Medals are awarded in four disciplines: men's singles, ladies' singles, pair skating, and ice dancing. Progressive is the title sponsor for the competition.

Host cities for Skate America have been as follows:

- 2008: Everett, WA
- 2009: Lake Placid, NY
- 2010: Portland, OR
- 2011: Ontario, CA
- 2012: Kent, OH
- 2013: Detroit, MI
- 2014: Chicago, IL
- 2015: Milwaukee, WI
- 2016: Chicago, IL
- 2017: Lake Placid, NY
- 2018: Everett, WA
- 2019: Las Vegas, NV

119.5 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

120.1 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/)

- American Ninja Warrior is a contest in which competitors attempt to complete a four-stage obstacle course. The competition is a spin-off of Japan-based Sasuke. The series launched in 2009 and airs on NBC and G4TV.

America's Strongest Man (www.strongmancorporation.com)

- America's Strongest Man, established in 1997, is an annual strongman competition featuring only American athletes. The event is held at Hollywood Casino (St. Louis, MO).

CrossFit Games (<http://games.crossfit.com>)

- 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.

North America's Strongest Man (www.strongmancorporation.com)

- North America's Strongest Man, established in 1992, is an annual strongman competition featuring American and Canadian athletes.

The World's Strongest Man (www.theworldsstrongestman.com)

- The World's Strongest Man, launched in 1997, is an annual event of strength athletics. Competitors qualify based on top placings at the World's Strongest Man Super Series events or are invited based on a top placing in national or international competitions. Thirty contestants take part across five heats; the top two in each heat compete in the 10-man finals. The competition is organized by Trans World International, a division of IMG Media (www.imgworld.com). Met-RX is the event sponsor.

Ultimate Beastmaster (www.netflix.com/title/80095299)

- Ultimate Beastmaster is a competition with 12 contestants who run an obstacle course known as The Beast; the winner is crowned "Beastmaster". The competition is broadcast as a reality show that premiered on Netflix in 2017.

GYMNASTICS

121.1 Overview

According to *2018 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; 4.8 million participate at least once each year.

Gymnastics is recognized as an official sport for both men and women by the National Collegiate of Athletic Association (NCAA, www.ncaa.org).

More than 550 gymnastics camps are held each summer throughout the U.S.

121.2 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.

121.3 Major Events

The following were the major gymnastics competitions for 2019:

- March 1: 2019 Nastia Liukin Cup (Greensboro Coliseum, Greensboro, NC)
- March 2: 2019 American Cup (Greensboro Coliseum, Greensboro, NC)
- March 2: 2019 Elite Team Cup (Greensboro Coliseum, Greensboro, NC)
- July 2-6: 2019 USA Gymnastics Championships (Iowa Events Center, Des Moines, IA)
- August 8-10: 2019 U.S. Gymnastics Championships (Sprint Center, Kansas City, MO)

The 2019 U.S. Gymnastics Championships had an attendance of 33,984, a record. Viewership on NBC was 2.78 million, a drop from 3.07 million in 2018.

121.4 Market Resources

International Federation of Gymnastics, Ave de la Gare 12, 1003 Lausanne, Switzerland. Tel: +41 21 321 5510. (www.fedintgym.com)

USA Gymnastics, 130 East Washington Street, Suite 700, Indianapolis, IN 46204. (317) 237-5050. (www.usagym.org)

HORSE RACING

122.1 Overview

There are 96 horse racetracks (excluding tracks at county fairs) in the U.S. There were 4,432 race days at these tracks in 2018, up 3.1% from the previous year. Purses were \$1.12 billion in 2018, 3.1% higher than in 2017.

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 \$11.27 billion in 2018, up 3.5% 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.

Top-earning jockeys in 2018 were as follows (source: *BloodHorse*):

- Irad Ortiz, Jr.: \$27,727,039
- Jose L. Ortiz: \$26,792,697
- Javier Castellano \$22,125,615
- Joel Rosario: \$21,538,452
- Florent Geroux: \$21,471,603

122.2 Top Races

Ranked by attendance in 2018, the following were the top thoroughbred races:

- Kentucky Derby: 157,813
- Preakness Stakes: 134,487
- Kentucky Oaks: 113,510
- Belmont Stakes: 90,327
- Breeders' Cup Classic: 70,423
- Travers Stakes: 49,418
- Black-Eyed Susan Stakes: 48,265
- Breeders' Cup Distaff: 42,249

122.3 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 39 of this handbook.

122.4 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 2019 Breeders' Cup was held November 1-2 in Santa Anita Park.

122.5 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.

Travers Stakes, dating to 1864 and often referred to as Saratoga's Midsummer Derby, is the most popular racing day during the Saratoga meet.

122.6 Pegasus World Cup

The Pegasus World Cup, a thoroughbred race at Gulfstream Park (Hallandale Beach, FL), was first run in 2017. With a purse of \$12 million, the Pegasus World Cup is the richest horse race in the world. The first-place purse is \$7 million.

122.7 Market Outlook

Thoroughbred breeders and race tracks, working through The Jockey Club (www.jockeyclub.com), are working hard to promote racing to Millennials.

America's Best Racing (ABR, www.americasbestracing.net), a multimedia fan development and awareness-building platform funded by The Jockey Club, has invited social media influencers to race tracks to generate enthusiasm about racing. ABR has also built up social media followings on Facebook, Instagram, and Twitter, and has posted video of young people enjoying a day at the races on YouTube.

A survey by Turnkey Sports & Entertainment (www.turnkeyse.com) asked senior-level sports industry executives what they see as the biggest deterrent to drawing Millennials to the sport of horse racing. Responses were as follows:

- Lack of personalities: 40%
- Limited media coverage of non-Triple Crown events: 18%
- Use/treatment of animals: 17%
- Short duration of events: 7%
- Gambling aspect: 2%

When asked what strategies would most help grow the popularity of horse racing, responses were as follows:

- Mobile betting apps: 35%
- Including a form of team competition: 12%
- Global series/competition: 10%
- Online streaming or races: 9%

122.8 Market Resources

BloodHorse, 3101 Beaumont Centre Circle, Suite 300, Lexington, KY 40513.
(800) 582-5604. (www.bloodhorse.com)

Equibase Corporation, 821 Corporate Drive, Lexington, KY 40503. (800) 333-2211.
(www.equibase.com)

National Thoroughbred Racing Association, 2525 Harrodsburg Road, Lexington, KY 40504. (859) 223-5444. (www.ntra.com)

INTERNATIONAL CHAMPIONS CUP

123.1 Overview

In 2013, U.S.-based Relevent Sports (www.relevantssports.com) created the International Champions Cup (ICC, www.internationalchampionscup.com), a North America-based preseason soccer tour of European football clubs.

In 2015, ICC expanded to editions in Australia and China as well as North America. The North American edition is branded as International Champions Cup North America (ICCNA) Presented by Heineken.

123.2 North American Tours

The 2013 inaugural edition featured eight clubs: Real Madrid, Juventus, Chelsea FC, Inter Milan, AC Milan, Valencia, Everton, and the LA Galaxy.

The 2014 International Champions Cup expanded to 13 cities in the United States and Canada. European clubs Real Madrid, Manchester United, Liverpool, Manchester City, AC Milan, Roma, Inter Milan, and Olympiacos played three matches each in a new round-robin format. More than 631,000 fans attended the tournament, with a global audience of over 80 million tuned in throughout 150 countries. The match at Michigan Stadium (Ann Arbor, MI) had an attendance of 109,318 fans, the largest soccer match in U.S. history.

International Champions Cup North America 2015, held across 15 cities, included Manchester United, FC Barcelona, Chelsea FC, SL Benfica, ACF Fiorentina, Club América, the LA Galaxy, the New York Red Bulls, the San Jose Earthquakes, and eventual champions Paris Saint-Germain.

International Champions Cup North America 2016, held across 15 cities, included teams AC Milan, Celtic FC, Chelsea FC, FC Barcelona, FC Bayern Munich, FC Internazionale, Leicester City FC, Liverpool FC, Paris Saint-Germain, and Real Madrid. Ticket sales were reported at nearly 800,000.

International Champions Cup North America 2017, held across 12 U.S. cities, included teams Roma, Barcelona, Juventus, Manchester City, Manchester United, Paris Saint-Germain, Real Madrid, and Tottenham Hotspur.

International Champions Cup North America 2018 included 17 games held across 15 U.S. cities. Attendance was as follows:

Date	Match	Attendance
July 20:	Manchester City vs. Borussia Dortmund (Soldier Field; Chicago, IL)	34,629

July 22:	Liverpool vs. Borussia Dortmund (Bank of America Stadium; Charlotte, NC)	55,447
July 25:	Juventus vs. Bayern Munich (Lincoln Financial Field; Philadelphia, PA)	32,105
July 25:	Borussia Dortmund vs. Benfica (Heinz Field; Pittsburgh, PA)	16,171
July 25:	Manchester City vs. Liverpool (MetLife Stadium; East Rutherford, NJ)	52,635
July 25:	Roma vs. Tottenham Hotspur (SDCCU; San Diego, CA)	18,861
July 25:	Milan vs. Manchester United (StubHub Center; Carson, CA)	21,742
July 28:	Benfica vs. Juventus (Red Bull Arena, Harrison, NJ)	24,194
July 28:	Manchester United vs. Liverpool (Michigan Stadium; Ann Arbor, MI)	101,254
July 28:	Bayern Munich vs. Manchester City (Hard Rock Stadium; Miami Gardens, FL)	29,195
July 28:	Barcelona vs. Tottenham Hotspur (Rose Bowl; Pasadena, CA)	66,805
July 31:	Manchester United vs. Real Madrid (Hard Rock Stadium; Miami Gardens, FL)	64,141
July 31:	Tottenham Hotspur vs. Milan (U.S. Bank Stadium; Minneapolis, MN)	31,264
July 31:	Barcelona vs. Roma (AT&T Stadium; Arlington, TX)	54,726
August 4:	Real Madrid vs. Juventus (FedEx Field; Landover, MD)	71,597
August 4:	Milan vs. Barcelona (Levi's Stadium; Santa Clara, CA)	51,391
August 7:	Real Madrid vs. Roma (MetLife Stadium; East Rutherford, NJ)	51,528

LACROSSE

124.1 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 miles-long fields.

According to *2018 SFIA Participation Topline Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 2.2 million people in the U.S. play lacrosse each year; 1.0 million play monthly.

124.2 Sanctioning Organization

US Lacrosse (www.uslacrosse.org) was founded in 1998 as the national governing body of men's and women's lacrosse. In 2018, there were 450,000 members and 68 chapters in 45 states.

US Lacrosse National Partners for 2019 were Greenfields and Nationwide Insurance. Official Partners were DJC, The Pearl by Guardian, Impact Instant Canopy, MedStar Sports Medicine, National Center for Safety Initiatives, NCSU, and SISU.

124.3 Growth of Lacrosse in the United States

The SFIA estimates that participation in lacrosse among children ages six and older increased 118% during the past decade, ranking it as the most rapidly growing youth sport in the U.S.

Lacrosse participation has expanded nationwide from a base that had previously existed only in prep schools around Baltimore and parts of New York State and New England.

Rick Burton, Ph.D., the David B. Falk Professor of Sport Management at Syracuse University, identifies the following market drivers for lacrosse:

- Lacrosse is a relatively easy game to learn and understand. It sets up easily on a football or soccer field.
- Lacrosse is generally a high-scoring game that is played and enjoyed by both men and women.
- Lacrosse helps NCAA athletic departments comply with gender equality mandates because the sport is popular with women and team sizes are large.
- Lacrosse can be played in a low-cost way. The full competition game requires a

helmet/eye guard and some padding, but other than the stick and a ball, the game can be played recreationally on any area of grass with two makeshift nets. A decent game can be played with as few as six people, and two people can play a game of catch almost anywhere.

- Lacrosse has caught the attention of big-time sports apparel and equipment companies who are helping grow the game while extending their businesses.

Approximately 520,000 people play lacrosse as members of high school and college varsity or intramural teams.

There are more than 300 women's and more than 240 men's college lacrosse teams playing in Divisions I, II, and III.

According to the National Federation of State High School Associations (www.nfhs.org), 113,313 boys and 96,904 girls competed in lacrosse during the 2017-2018 school year. Over 3,000 high schools have lacrosse teams.

124.4 Major Events

The following are the major lacrosse events for 2019:

- May 8-11: WCLA National Championships (Princess Anne Athletic Complex and Sportsplex in Virginia Beach, VA)
- May 25-26: Women's National Tournament (Cedar Lane Regional Park; Bel Air, MD)
- July 19-21: US Lacrosse Nationals (United Sports; Downingtown, PA)

124.5 Market Resources

US Lacrosse, 113 West University Parkway, Baltimore, MD 21210. (410) 235-6882. (www.uslacrosse.org)

MARATHONS & ENDURANCE EVENTS

125.1 Participation

According to Running USA (www.runningusa.org), there were 17.0 million running event finishers in 2018; 9.7 million women and 7.3 million men completed endurance races. Race finishers by distance were as follows:

- 5K: 8.3 million
- Half-marathon: 2.0 million
- 10K: 1.4 million
- Marathon: 550,600
- Other: 6.4 million

125.2 Major Events

According to Running USA, there were 30,400 organized running events in 2018. Races by distance were as follows:

- 5K: 17,000
- 10K: 4,200
- Half-marathon: 2,800
- 8K/5 mile: 1,200
- Marathon: 1,100
- Other: 4,100

Ranked by number of race finishers, the top 20 running events were as follows:

- AJC Peachtree Roadrace 10K (Atlanta, GA): 56,993
- TCS New York City Marathon (New York, NY): 51,267
- Bolder Boulder (Boulder, CO): 44,671
- Lilac Bloomsday Run (Spokane, WA): 42,206
- Bank of America Chicago Marathon (Chicago, IL): 40,523
- Blue Cross Broad Street Run (Philadelphia, PA): 34,237
- Bay to Breakers (San Francisco, CA): 28,009
- Brooklyn Half Marathon (Brooklyn, NY): 27,428
- Cooper River Bridge Run (Charleston, SC): 26,804
- Boston Marathon (Boston, MA): 26,640
- OneAmerica 500 Festival Mini-Marathon (Indianapolis, IN): 24,768
- Army Ten Miler (Washington, DC): 24,008
- Bank of America Shamrock Shuffle (Chicago, IL): 23,379

• Ukrop's Monument Avenue 10K (Richmond, VA):	23,127
• Rock 'n' Roll Las Vegas (Las Vegas, NV):	22,086
• Walt Disney World Marathon Weekend (Lake Buena Vista, FL):	21,495
• Across the Bay 10K (Annapolis, MD):	20,908
• Los Angeles Marathon (Los Angeles, CA):	20,608
• 12 th Annual Pat's Run (Tempe, AZ):	20,385
• United Airlines NYC Half (New York, NY):	20,140

125.3 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 (Atlanta, GA):	\$ 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

125.4 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

125.5 Sponsors

The following are title sponsors of major marathons:

- Broad Street Run (Philadelphia): Blue Cross
- Charlottesville Marathon: Miller Lite
- Chicago Marathon: Bank of America
- Columbus Marathon: Nationwide Children's Hospital
- Corporate Challenge Boston: JPMorgan Chase
- Corporate Challenge Central Park: J.P. Morgan
- Corporate Challenge Rochester: JPMorgan Chase
- Corporate Run Miami: Mercedes Benz
- Detroit Marathon: Talmer Bank
- Falmouth (MA) Road Race: New Balance
- Georgia Marathon: Publix
- Houston Marathon: Chevron
- Knoxville Marathon: Covenant Health
- Miami Marathon: Life Time Fitness
- Minneapolis Marathon: Ortho
- New York City Half Marathon: United Airlines

- New York City Marathon: TATA Consultancy Services (TCS)
- New York Mini 10K: Oakley
- Orlando Marathon: Disney Princess
- Peachtree Road Race: *Atlanta Journal-Constitution (AJC)*
- Rock 'n' Roll Arizona Marathon: P.F. Chang's
- Rock 'n' Roll Nashville Marathon: St. Jude's
- San Francisco Women's Marathon: Nike
- Shamrock Shuffle (Chicago): Bank of America
- Silicon Valley Turkey Trot (San Jose): Applied Materials
- Tacoma City Marathon: Michelob Ultra
- Ten Miler (Washington, DC): U.S. Army
- 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. It is an affluent group that spends, and from a marketer’s perspective, it is a very attractive demographic.”

SportsBusiness Journal

125.6 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)

MOUNTAIN BIKE RACES

126.1 Overview

Mountain bike racing dates to the mid-1970s. The Union Cycliste International (UCI, www.uci.ch), the world governing body for sports cycling which oversees international competitive cycling events, sanctioned its first mountain bike competition, the UCI Mountain Bike Cup, in 1990.

Cross-country mountain biking events were added to the Summer Olympic Games in 1996.

126.2 UCI Events

The UCI Mountain Bike World Cup (www.uci.ch/mountain-bike/) has been held annually since 1991. In 2019, eight Mountain Bike World Cup events were held April through September in Andorra, Australia, Austria, Canada, France (two events), Germany, and Great Britain. Events are broadcast live and globally on Red Bull TV.

The UCI Mountain Bike & Trials World Championships, held annually since 1991, are considered the most prestigious competition in mountain bike racing. Events include the disciplines of cross country, downhill, four-cross, cross-country eliminator, and trials. UCI Mountain Bike World Championships were held in Lenzerheide, Switzerland, and Mont-Sainte-Anne, Canada, in 2018 and 2019, respectively.

UCI Official Partners for 2019 were GoPro, Mercedes-Benz, Mitas, Oakley, Santini, Shimano, and Tissot Swiss Watches.

126.3 USA Cycling Mountain Bike National Championships

USA Cycling (www.usacycling.org) hosts the USA Cycling Mountain Bike National Championships, considered to be the premier event mountain bike racing event in the U.S. The 2019 Championships were held in Winter Park, Colorado, July 23-28.

USA Cycling also hosted other major mountain bike racing events in 2019, as follows:

- March 29-31: USA Cycling Elite BMX National Championships (Rock Hill, SC)
- April 6-7: USA Cycling Collegiate BMX National Championship (DeSoto, TX)

- May 10-12: USA Cycling Collegiate Road National Championships (Augusta, GA)
- May 11: USA Cycling Marathon Mountain Bike National Championships (Palo Duro Canyon, TX)
- June 20-23: USA Cycling Amateur Road National Championships (Hagerstown, MD)
- June 27-30: USA Cycling Professional Road National Championships (Knoxville, TN)
- July 2-7: USA Cycling Junior & Elite Track National Championships (Carson, CA)
- August 8-11: USA Cycling Masters Road National Championships (Colorado Springs, CO)
- August 27-31: USA Cycling Masters Track National Championships (Carson, CA)
- September 12-15: USA Cycling Collegiate Track National Championships (Rock Hill, SC)
- October 18-20: USA Cycling Collegiate Mountain Bike National Championships (Durango, CO)
- December 10-15: USA Cycling Cyclocross National Championships (Tacoma, WA)

USA Cycling sponsors for 2019 were ASSOS of Switzerland, Frog Bikes, Just Bare Chicken, KT Tape, Nationwide Insurance, Science in Sport, Solos Glasses, and United Airlines.

126.4 Sea Otter Classic

The Sea Otter Classic (www.seaotterclassic.com), held annually at Mazda Raceway Laguna Seca (Monterey, CA) since 1991, is the world's largest cycling festival. The 2019 Sea Otter Classic was held April 11-14.

The festival includes mountain bike races, road bike racing, recreational rides, a kids' carnival, and outreach activities for women and girls. The Sea Otter Classic also includes the largest consumer bike exposition in North America, with more than 450 vendors representing nearly 800 brands displaying their products.

The four-day event draws approximately 10,000 professional and amateur athletes and 70,000 fans.

Sea Otter Classic Partners for 2019 were Bosch, Bulls eBikes, Hyper Treads, Kenda, Prologo, Specialized, and SRAM.

126.5 Market Resources

Sea Otter Classic, 215 West Franklin Street, Suite 214, Monterey, CA 93940. (831) 373-2331. (www.seaotterclassic.com)

USA Cycling, 210 USA Cycling Point, Suite 100, Colorado Springs, CO 80919.
(719) 434-4200. (www.usacycling.org)

ROLLER DERBY

127.1 Overview

Roller derby dates to the mid-1930s. Popularity peaked in the 1940s when more than 5 million spectators watched the sport in about 50 cities across the U.S. The popularity of roller derby faded in the second half of the 20th century.

Dominated by all-female amateur leagues, roller derby experienced a revival in the early 2000s. There are also male, co-ed, and junior leagues.

There are 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 were one of eight sports considered by the 123rd International Olympic Committee but are not included in the 2020 Olympic Summer Games.

127.2 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 430 Full Member Leagues and 36 Apprentice Leagues at year-end 2018.

WFTDA developed formal rules for roller derby game play that are followed by most non-member leagues as well as members. *Derby News Network* estimates that more than 98% of roller derby competitions worldwide are conducted under WFTDA rules.

WFTDA announces monthly team rankings and hosts an annual series of playoffs and a championship for member leagues. The top 40 teams as of June 30 compete in four Division 1 Playoff Tournaments and the WFTDA Championship Tournament.

WFTDA sponsors in 2019 were Atom Skates, Bont, Chaya, Heraty Law, Left Turn Clothing, Radar Wheels, Ridell, RollerCon Las Vegas, and S1 Helmet Co.

127.3 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 2019, MRDA had 67 member leagues.

The Junior Roller Derby Association (JRDA, www.juniorrollerderby.org), established in 2009, is the governing body for leagues with players ages 18 and younger. There are 160 junior roller derby leagues.

The 2019 JRDA Championships were held July 26-29 in Loveland, Colorado.

127.4 Market Resources

Junior Roller Derby Association, P.O. Box 439437, Chicago, IL 60643.
(www.juniorrollerderby.org)

Men's Roller Derby Association (www.mensrollerderbyassociation.com)

Women's Flat Track Derby Association, P.O. Box 14100, Austin, TX 78761.
(www.wftda.org)

ROWING

128.1 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.

128.2 Intercollegiate Rowing

There are two collegiate rowing team categories: heavyweight (or openweight) and lightweight.

Men's rowing (neither heavyweight or lightweight) has never had a national organizing body. Women's heavyweight rowing is organized through the National Collegiate Athletic Association (NCAA, www.ncaa.org). The NCAA does not sponsor women's lightweight rowing championships.

An annual championship regatta is hosted by the American Collegiate Rowing Association (www.americancollegiaterowing.com).

Regattas are coordinated by 13 conferences, as follows:

Big Ten Conference

- Men's crew: none
- Women's crew: Indiana University, Michigan State University, Ohio State University, University of Iowa, University of Michigan, University of Minnesota, University of Wisconsin

Colonial Athletic Association

- Men's crew: none
- Women's crew: Drexel University, George Mason University, Old Dominion University, Northeastern University, SUNY at Buffalo, University of Delaware

Conference USA

- Men's crew: none
- Women's crew: California State University Sacramento, Kansas State University, San Diego State University, University of Alabama, University of Kansas, University of Oklahoma, University of Tennessee, University of Texas at Austin, West Virginia University

Eastern Association of Rowing Colleges

- Men's crew: Boston University, Brown University, College of the Holy Cross, Columbia University, Cornell University, Dartmouth College, George Washington University, Georgetown University, Harvard University, Massachusetts Institute of Technology, Princeton University, Rutgers University, Syracuse University, United States Naval Academy, University of Delaware, University of Pennsylvania, University of Wisconsin, Yale University
- Women's crew: Boston College, Boston University, Brown University, Columbia University, Cornell University, Dartmouth College, George Washington University, Georgetown University, Harvard (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: Colgate, Fordham University, University of Buffalo, University of Delaware, University of Massachusetts, University of New Hampshire, University of Rhode Island, Villanova University, West Virginia University

Liberty League Conference

- Men's crew: Hamilton College, Hobart College, Rochester Institute of Technology, Skidmore College, St. Lawrence University, Union College, Vassar College
- Women's crew: Hamilton College, Rochester Institute of Technology, Skidmore College, St. Lawrence University, Union College, Vassar College, William Smith College

Metro Atlantic Athletic Conference

- Men's crew: Fairfield University, Iona College, Jacksonville University, Manhattan College, Marist College
- Women's crew: Canisius College, Drake University, Fairfield University, Iona College, Jacksonville University, Loyola University Maryland, Manhattan College, Marist College, Robert Morris University, Sacred Heart University, Stetson University

Mid-Atlantic Rowing Conference

- Men's crew: Franklin & Marshall College, North Park University, Richard Stockton College, Rutgers University Camden, University of Mary Washington, Washington

College

- Women's crew: Bryn Mawr College, Franklin & Marshall College, Marietta College, North Park University, Richard Stockton College, Rutgers University Camden, University of Mary Washington, Washington College

New England Rowing Conference

- Men's crew: Amherst College, Bates College, Brandeis University, Boston College, Bowdoin College, Clark University, Colby College, Connecticut College, Franklin Pierce University, Massachusetts Maritime Academy, Middlebury College, Trinity College, Tufts University, United States Coast Guard Academy, University of Massachusetts Amherst, University of Massachusetts Lowell, University of New Hampshire, University of Rhode Island, University of Vermont, Wesleyan University, Williams College, Worcester Polytechnic Institute
- Women's crew: Amherst College, Bates College, Brandeis University, Bowdoin College, Clark University, Colby College, College of the Holy Cross, Connecticut College, Franklin Pierce University, Middlebury College, Mount Holyoke College, Simmons College, Smith College, Trinity College, Tufts University, United States Coast Guard Academy, University of Massachusetts Lowell, University of New Hampshire, University of Vermont, Wellesley College, Wesleyan University, Williams College

Northwest Collegiate Rowing Conference

- Men's crew: Humboldt State University, Lewis & Clark College, Pacific Lutheran University, Seattle Pacific University, University of Puget Sound, Western Washington University, Willamette University
- Women's crew: Humboldt State University, Lewis & Clark College, Pacific Lutheran University, Seattle Pacific University, University of Puget Sound, Western Washington University, Willamette University

Pac 12 Conference

- Men's crew: Oregon State University, Stanford University, University of California, University of California Los Angeles, University of Southern California, University of Washington, Washington State University
- Women's crew: Oregon State University, Stanford University, University of California, University of California Los Angeles, University of Southern California, University of Washington, Washington State University

Patriot League

- Men's crew: none
- Women's crew: Boston University, Bucknell University, Colgate University, College of the Holy Cross, Lehigh University, Massachusetts Institute of Technology, United States Naval Academy

Western Intercollegiate Rowing Association

- Men's crew: Arizona State University, California State University - Humboldt, California State University - Long Beach, California State University - Sacramento, Chapman University, Gonzaga University, Lewis & Clark College, Loyola Marymount University, Orange Coast College, Pacific Lutheran University, Portland State University, San Diego State University, Santa Clara University, Seattle University, Seattle Pacific University, Sonoma State University, St. Mary's College, University of California Berkeley, University of California Davis, University of California Irvine, University of California San Diego, University of California Santa Barbara, University of Colorado, University of Portland, University of Puget Sound, University of San Diego, University of the Pacific, Washington State University, Western Washington University, Willamette University
- Women's crew: Arizona State University, California State University - Humboldt, California State University - Long Beach, California State University - Sacramento, Chapman University, Evergreen State College, Gonzaga University, Lewis & Clark College, Loyola Marymount University, Mills College, Orange Coast College, Pacific Lutheran University, Portland State University, San Diego State University, Santa Clara University, Seattle University, Seattle Pacific University, Sonoma State University, St. Mary's College, Stanford University, University of California Berkeley, University of California Davis, University of California Irvine, University of California San Diego, University of California Santa Barbara, University of Colorado, University of Portland, University of Puget Sound, University of San Diego, University of the Pacific, Washington State University, Western Washington University, Willamette University

The following are the major collegiate regattas:

Dad Vail Regatta

- Held annually in Philadelphia, the Dad Vail Regatta is recognized as the national championship for smaller men's college rowing teams unable to compete at the IRA Championship Regatta. It is the largest collegiate race in the nation.

Eastern Sprints

- The Eastern Sprints is the annual rowing championship for the men's teams of the Eastern Association of Rowing Colleges. Since 1946, the Rowe Cup has been awarded to the college whose heavyweight men's crews score the highest combined total number of points in the varsity, junior varsity, and freshman races. The Women's Eastern Sprints have been held as part of the event since 1974.

Harvard-Yale Regatta

- The Yale-Harvard Regatta, America's oldest collegiate athletic competition, has been held annually between Yale University and Harvard University since 1852.

IRA Championship Regatta

- The IRA Championship Regatta (www.row2k.com/ira) is considered the United

States' collegiate national championship of rowing. The Intercollegiate Rowing Association, of which Columbia, Cornell, Pennsylvania, Navy, and Syracuse are members, organizes the championship events. The five member schools invite other colleges to participate. The regatta includes both men's and women's (lightweight) events for sweep boats of all sizes.

NCAA Rowing Championship

- Since 1997, the NCAA has hosted an invitational rowing championship for women. There are championships for Division I, Division II, and Division III colleges.

128.3 Rowing At The Summer Olympic Games

Rowing has been part of the Summer Olympic Games since 1900.

The following 14 events were held at the 2016 Summer Olympic Games in Rio de Janeiro, Brazil:

- Men: Quad sculls, Double sculls, Single sculls, Eight, Coxless four, Coxless pair
- Lightweight Men: Coxless four, Double sculls
- Women: quad sculls, Double sculls, Single sculls, Eight, Coxless pair
- Lightweight Women: Double sculls

Olympic rowing events fall under the jurisdiction of the International Rowing Federation (FISA, www.worldrowing.com).

128.4 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.

World Rowing Championships have been held and are scheduled as follows:

- 2016: Rotterdam, Netherlands
- 2017: Sarasota, FL
- 2018: Plovdiv, Bulgaria
- 2019: Linz-Ottensheim, Austria
- 2020: Bled, Slovenia
- 2021: Shanghai, China
- 2022: Racice, Czech Republic

128.5 Market Resources

North American Rowing Association, 6 Essex Road, Suite 4, Ipswich, MA 01938. (978) 238-9005. (www.noara.org)

RUGBY

129.1 Overview

Rugby, also called rugby football, is one of the world's most popular sports. The sport has only modest popularity in the United States. The global popularity of rugby can be traced to its English roots and the spread of the game throughout Europe and the Commonwealth nations. The popularity of rugby in England is similar to that of American football in the United States. It is the national sport in New Zealand, South Africa, Wales, Fiji, Samoa, Tonga, and Madagascar.

A full-contact team sport, rugby has several formats, the most popular of which are rugby union, rugby sevens, and rugby league.

Rugby union, played with 15 players per side, is administered by World Rugby (www.worldrugby.org) and is the most popular form of rugby globally.

Rugby sevens, also known as seven-a-side, is a variant of rugby union in which teams are made up of seven players, instead of the usual 15, and play shorter matches.

Rugby league, played with 13 players per side, is administered by the Rugby League International Federation (www.rlif.org). Rugby league is most prominent in Australia, England, New Zealand, France, Fiji, and Papua New Guinea.

According to *2018 SFIA Participation Topline Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 1.6 million people in the U.S. play rugby each year; 524,000 play eight or more times, a 14% increase from the previous year.

129.2 Growth In Popularity

Rugby has been growing in popularity far beyond its traditional base in Western Europe. In China, for example, e-commerce and media company Alibaba entered into a broadcast rights deal with World Rugby and launched an initiative with the goal of getting one million Chinese to play by 2026. In Brazil, seven times more people watched the 2015 Rugby World Cup than four years prior. And the African Rugby Confederation has grown to 32 nations from six in 1986.

In the U.S., the popularity of rugby is spreading beyond its traditional base of East Coast college campuses and prep schools.

“Over the past decade, American rugby officials have made a concerted effort to court football players, sprinters, and other athletes with translatable skills – a push that coincided with a burgeoning college sevens league whose championship is televised by NBC Sports.”

Time

Since 2009, when rugby secured a spot in the 2016 Summer Olympics, rugby participation doubled worldwide, to 7.7 million players, according to World Rugby. Women’s participation increased fivefold, to almost 2 million.

129.3 Major League Rugby

Major League Rugby is assessed in Chapter 58 of this handbook.

129.4 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.usarll.com). Three former AMNRL clubs joined the USARL. AMNRL folded in 2014.

The USARL season launches in June and ends with the Championship in August.

The 2019 USARL season opened with the following 12 clubs:

- Atlanta Rhinos (Atlanta, GA)
- Boston Thirteens (Boston, MA)
- Brooklyn Kings (Brooklyn, NY)
- Delaware Black Foxes (New Castle, DE)
- Jacksonville Axemen (Jacksonville, FL)
- Lakeland Renegades (Lakeland, FL)
- New York Knights (New York, NY)
- Northern Virginia Eagles (Nokesville, VA)
- Philadelphia Fight (Conshohocken, PA)
- Southwest Florida Copperheads (Fort Myers, FL)
- Tampa Mayhem (Tampa, FL)
- White Plains Wombats (White Plains, NY)

129.5 USA Rugby Series

USA Rugby (www.usarugby.org) is the national governing body for the sport of rugby union in the United States.

USA Rugby sponsors two major series, as follows:

- The Rugby Weekend Tripleheader Presented by UL, held annually in November in Chicago
- Emirates Airline Summer Series, held annually in June, with two weekend matches held in various stadiums

129.6 Rugby in the Summer Olympic Games

The International Olympic Committee reinstated rugby sevens as an Olympic sport in the 2016 Summer Olympics, held in Rio de Janeiro, Brazil. Both men's and women's teams competed. Rugby had previously last played in the Summer Olympic Games in 1924, when fifteen-a-side version of rugby union was played. Rugby will again be played in the 2020 Olympics, to be held in Tokyo, Japan.

“The Olympic gold medal is considered to be the pinnacle of our sport.”

Bernard Lapasset, President
International Rugby Board

129.7 Six Nations Championship

The Six Nations, Europe's Premier International Rugby Tournament (www.sixnationsrugby.com), is the largest rugby tournament in Europe. England, France, Ireland, Italy, Scotland, and Wales play in the annual tournament.

Matches for the tournament, held in February and March, are played in the following stadiums:

	Capacity
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An assessment commissioned by MasterCard found that the games deliver a \$632.8 million total economic impact for the six competing nations.

Royal Bank of Scotland has been the title sponsor since 2004. Partners are Accenture, Guinness, and Tissot.

The current champions are Ireland, having won the 2018 tournament.

129.8 Rugby World Cup

The Rugby World Cup is assessed in Chapter 44 of this handbook.

129.9 Market Resources

USA Rugby League, 39 Broadway, 12th Floor, New York, NY 10006. (www.usarll.com)

World Rugby, Huguenot House, 35-38 St Stephen's Green, Dublin 2 Ireland.

Tel. (+00 353) 1 240 9200. (www.worldrugby.org)

SENIOR GAMES

130.1 Overview

The National Senior Games Association (NSGA, www.nsga.com) organizes and presents the biennial Summer National Senior Games, also known as The Senior Olympics. The Summer National Senior Games is the largest multi-sport event in the world for seniors. Participants must be over 50 years of age.

NSGA serves as the umbrella for member state organizations across the United States that host State Senior Games or Senior Olympics. There are Senior Games in 49 states; only North Dakota is without games. Athletes must place in State Senior Games to qualify for participation in the National Senior Games. State games qualify 25,000 to 30,000 athletes; about 12,000 actually participate in the national games.

There are 19 medal sports in the National Senior Games and most state senior games, as follows: archery, badminton, basketball, bowling, cycling, golf, horseshoes, pickleball, race walk, racquetball, road race, shuffleboard, softball, swimming, table tennis, tennis, track and field, triathlon, and volleyball. Demonstration sports include equestrian, fencing, lawn bowling, rowing, sailing, soccer, and water polo.

NSGA's overall mission is to assist seniors in achieving greater value and quality in their lives by staying healthy, active, and fit. Some 250,000 senior athletes participate in NSGA-sponsored events.

130.2 State Games

Alabama

- Alabama Senior Olympics (<http://physicalfitness.alabama.gov/Sports.aspx>)

Alaska

- Alaska International Senior Games (www.alaskaisg.org)

Arizona

- Arizona Senior Olympics (www.seniorgames.org)

Arkansas

- Arkansas Senior Olympics (www.srsports.org)

California

- California Senior Games (www.californiaseniorgames.org)

Colorado

- Rocky Mountain Senior Games (www.rockymountainseniorgames.com)

Connecticut

- Connecticut Masters Games (www.ctmastersgames.org)

Delaware

- Delaware Senior Olympics (www.delawareseniorolympics.org)

District of Columbia

- DC Senior Games (<http://dpr.dc.gov/DC/DPR>)

Florida

- Florida Senior Games (www.flasports.com/senior-games/senior-games-home.html)

Georgia

- Georgia Golden Olympics (www.georgiagoldenolympics.org)

Hawaii

- Hawaii Senior Olympics (<http://hawaii.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 (www.okseniorgames.com)

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)

130.3 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, KY	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
• 2017:	Birmingham, AL	12,000
• 2019:	Albuquerque, NM	12,000

130.4 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.

130.5 Sponsors

Humana is the presenting sponsor for the Summer National Senior Games. Zibrio, is the gold medal sponsor.

130.6 Market Resources

National Senior Games Association, P.O. Box 82059, Baton Rouge, LA 70884. (225) 766-6800. (www.nsga.com)

SKIING & SNOWBOARDING

131.1 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.

131.2 Participation

According to the *2018 SFIA Participation Topline Report*, published by the Sports & Fitness Industry Association (www.sfia.org), 9.9 million people in the U.S. (age 6 and older) participate at least once per year in downhill skiing and 7.6 million snowboard.

According to the National Ski Areas Association (NSAA, www.nsaa.org), the U.S. ski industry recorded 59.0 million visits for the 2018-2019 season, an 11% increase over the previous year. Visits by region were as follows:

- Northeast: 11.6 million
- Southeast: 4.3 million
- Midwest: 6.4 million
- Rocky Mountains: 21.7 million
- Pacific West: 11.5 million

The number of annual ski visits varies based on snowfall, among other factors.

The National Federation of State High School Associations (www.nfhs.org) reported that 5,317 boys and 4,616 girls competed in alpine skiing in the 2017-2018 academic year.

131.3 Governing Organizations

The U.S. Ski and Snowboard Association (USSA, (<http://ussa.org>), founded in 1905, is the national governing body for Olympic skiing and snowboarding. The USSA is composed of over 30,000 athletes, officials and coaches, with a network of over 100,000 parents, volunteers, and supporters helping to create opportunities for young athletes. There are 425 member clubs.

The USSA and its local clubs coordinate programs in seven Olympic sports: alpine, cross country, disabled, freestyle, ski jumping, Nordic combined, and snowboarding.

International Ski Federation (FIS, www.fis-ski.com), based in Switzerland, is the governing body for international winter sports, including the Olympic disciplines of Alpine skiing, cross-country skiing, ski jumping, Nordic combined, freestyle skiing, and snowboarding.

131.4 Winter Olympic Events

The following were skiing and snowboarding events of the 2018 Winter Olympic Games, held in Pyeongchang, South Korea:

- Alpine skiing
- Biathlon
- Big air snowboarding
- Cross country skiing
- Freestyle skiing
- Nordic combined
- Ski jumping
- Snowboard
- Team event, alpine skiing

131.5 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 2019 FIS Alpine World Ski Championships were held at ARE ski resort, Sweden, in February. The Championships were broadcast on NBC, NBC Sports, and Universal Sports Network.

FIS Nordic World Ski Championships

- The FIS Nordic World Ski Championships have been held since 1925 for men and since 1954 for women. Championship events include cross-country skiing, ski jumping, and Nordic combined (a combination sport consisting of both cross-country and ski jumping). The event is biennial.

- The 2019 FIS Nordic World Ski Championships were held in Seefeld, Austria.
- The 2021 FIS Nordic World Ski Championships will be held in Oberstdorf, Germany.
- The 2023 FIS Nordic World Ski Championships will be held in Planica, Slovenia.

FIS Ski Flying World Championships

- The Ski Flying World Champion is determined after four jumps. Forty jumpers qualify for the competition and jump the first round, 10 are eliminated, and the 30 remaining jumpers compete in the last three rounds. The person with the most points combined after four jumps is declared the World Champion. There is also a team event between National teams of four jumpers, with two jumps each. The event is biennial.
- The 2018 FIS Ski Flying World Championships were held in Oberstdorf, Germany.
- The 2020 FIS Ski Flying World Championships will be held in Planica, Slovenia.
- The 2022 FIS Ski Flying World Championships will be held in Vikersund, Norway.

131.6 USSA Grand Prix Series

The major series for freeskiing and snowboarding is the Toyota U.S. Freeskiing Grand Prix (<http://usfreeskiing.com/events/sprint-us-grand-prix-0>). The events of the 2018-2019 series were as follows:

- December 5-6, 2018: Copper Mountain, CO
- March 6-9, 2019: Mammoth Mountain, CA

2019-2020 sponsors were Bose, GoPro, High West Distillery, L.L. Bean, Orig3n, and Toyota.

131.7 Market Resources

International Ski Federation (FIS), Marc Hodler House, Blochstrasse 2, 3653 Oberhofen Thunersee, Switzerland. Tel. +41 (0)33 244 6161. (www.fis-ski.com)

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

132.1 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 Men's World Cup, which is assessed in Chapter 36 of this handbook, is the world's most popular sports event.

The Federation Internationale de Football Association (FIFA, www.fifa.com) is soccer's global governing body.

Founded in 1913, the United States Soccer Federation (www.ussoccer.com) is the governing body of soccer in all its forms in the United States.

Soccer is recognized as an official sport for both men and women by the National Conference of Athletic Association (NCAA, www.ncaa.org).

Major League Soccer is assessed in Chapter 52 of this handbook.

132.2 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.

2018 Sports, Fitness And Leisure Activities Topline Participation Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), reported that 11.9 million people participate in outdoor soccer at least once a year; 5.3 million people play 26 or more times. Indoor soccer sees annual participation of 5.4 million people.

According to the National Federation of State High School Associations (www.nfhs.org), 456,362 boys and 390,482 girls competed in soccer during the 2017-2018 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.

132.3 Sponsors

Volkswagen is the presenting partner for the U.S. Soccer Federation. Sponsors in 2019 were AT&T, Budweiser, Coca-Cola, Continental Tire, Cutter, Deloitte, Hisense USA, Johnson & Johnson, Nike, Powerade, Secret Deodorant, TAG Heuer, Thorne, VISA, and Volpi Foods.

132.4 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

133.1 Overview

According to *2018 SFIA Participation Topline Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 7.3 million people play slow pitch softball at least once each year; 4.2 million play 13 or more times. Also, 2.3 million people play fast pitch softball; 1.2 million play 26 or more times.

According to the National Federation of State High School Associations (www.nfhs.org), 367,861 girls played on high school softball teams during the 2017-2018 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 67 of this handbook.

133.2 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 for 2019 were GameChanger, IHG, MTM Recognition, NFCA, Nike, Oklahoma City Convention & Visitors Bureau, Pocket Radar, Softball Factory, SportsEngine, Thorne, United Airlines, and US Sports Camps.

133.3 Market Resources

Amateur Softball Association of America, 2801 NE 50th Street, Oklahoma City, OK 73111. (405) 424-5266. (www.asasoftball.com)

National Softball Association, P.O. Box 7, Nicholasville, KY 40340. (859) 887-4114.
(www.playnsa.com)

SPORT CLIMBING

134.1 Overview

Sport climbing competitions are usually held indoors on climbing walls. There are three categories of climbing competition, as follows:

Lead Climbing

- In lead climbing, the most popular discipline of sport climbing, competitors climb a route within a certain time frame, clipping into pre-placed quickdraws along the route.

Speed Climbing

- Competitors climb a slightly overhanging IFSC-certified vertical piste; the person or team that can climb a route the fastest is the winner.

Bouldering

- The bouldering competition consists of climbing without belay ropes on short walls. This discipline is marked by high difficulty concentrated into a short route, limited competition time, and close proximity to the spectators. The climber can attempt a route more than once. The score is determined by the overall number of routes sent by the competitor and the number of attempts needed.

Sport climbing will be included in the 2020 Summer Olympic Games in Tokyo, Japan.

134.2 Participation

According to the *2018 Sports, Fitness And Leisure Activities Topline Participation Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), participation in climbing is as follows:

- Indoor: 5.0 million
- Ice/Mountaineering: 2.5 million
- Sport/boulder: 2.1 million

134.3 USA Climbing

USA Climbing (www.usaclimbing.org) is the official governing body of climbing competitions in the United States.

There are three national championships, as follows:

Bouldering National Cup

- The Bouldering National Cup Series consists of four bouldering competitions across the country culminating in the Bouldering Open National Championships. A total of \$50,000 is awarded to competitive climbers over the course of the season through this series. The 2018-2019 regional events were held as follows:
 - September 21-22, 2018: Ascend Pittsburgh (Pittsburgh, PA)
 - October 12-13, 2018: Mesa Rim Academy (San Diego, CA)
 - November 16-17, 2018: Momentum Silver Street (Houston, TX)
 - December 14-15, 2018: Ascent Studio (Fort Collins, CO)
- The 2018-2019 Bouldering Open National Championships were held at Deschutes County Fair and Expo Center (Redmond, OR), February 1-2, 2019.

Sport & Speed Open National Championships

- The 2019 Sport & Speed Open National Championships were held Sportrock (Alexandria, VA), March 8-9.

Collegiate National Championships

- A participant must be a student at a four-year university, must compete in one local competition (October through February), and must compete in one regional competition (held late-March through early April). The 2019 championship was held at Climb Murfreesboro (Murfreesboro, TN), April 26-27.

There are also Bouldering Youth National Championships and Sport & Speed Youth National Championships.

134.4 International Federation of Sport Climbing

The International Federation of Sport Climbing (IFSC, www.ifsc-climbing.org) is the international governing body for the sport of competitive climbing.

There are two international championships, as follows:

Climbing World Championship

- The IFSC Climbing World Championship is a competition held biennially in September. This event determines the male and female world champions in the three disciplines of sport climbing. IFSC World Championships 2016 and 2018 were held in Paris, France, and Innsbruck, Austria, respectively.

Climbing World Cup

- The IFSC Climbing World Cup is a series of competitions held annually. The athletes compete in three disciplines: lead, bouldering, and speed. The number of

competitions and venues vary from year to year. The 2018 Climbing World Cup competition was held in Munich, Germany.

134.5 Market Resources

International Federation of Sport Climbing, Via Carlo Matteucci 4, 10143 Torino, Italy.
Tel. +39 011 385 3995. (www.ifsc-climbing.org)

USA Climbing, 4665 Nautilus Court, Suite 502A, Boulder, CO 80301. (303) 499-0715.
(www.usaclimbing.org)

STATE GAMES

135.1 Overview

Thirty-one states conduct statewide sports festivals known as State Games, which are modeled after the Olympic Games.

Nationwide more than 90 sports are offered each year in State Games, with competitions held in 536 communities for participants from over 6,000 cities and towns. Both recreational and competitive, State Games events have been the first step for many Olympic and professional athletes.

State Games competitions include Olympic or Pan American sports such as basketball, bowling, diving, figure skating, ice hockey, road races, soccer, softball, swimming, tae kwon do, tennis, track & field, and volleyball, as well as a wide variety of local favorites such as arm wrestling, equestrian, field hockey, horseshoes, mountain biking, and more.

Each year nearly 500,000 athletes of all ages, backgrounds, and skill levels take part in State Games competitions nationwide. An additional 1.2 million spectators attend State Games events, all made possible by the work of thousands of coaches, parents, officials, sponsors, and more than 100,000 volunteers.

135.2 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

135.3 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 2019 State Games of America were held July 31-August 4, in Lynchburg, Virginia.

135.4 Market Resources

National Congress of State Games, 171 Monroe Avenue NW, Suite 700, Grand Rapids, MI 49503. (616) 233-3563. (www.stategames.org)

SURFING

136.1 Participation

According to *2018 SFIA Participation Topline Report*, by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 2.7 million people surf; 975,000 do so eight or more times each year.

136.2 World Surf League

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

136.3 Championship Tour

The 2019 Men's & Women's Championship Tour is as follows:

- April 3-13: Quiksilver Pro Gold Coast
(Gold Coast, Queensland, Australia)
- April 17-27: Rip Curl Pro Bells Beach
(Bells Beach, Victoria, Australia)
- May 13-25: Indonesia Bali Pro (Keramas, Bali)
- May 29-June 9: Margaret River Pro
(Margaret River, Western Australia)
- June 20-28: Oi Rio Pro (Saquarema, Rio de Janeiro, Brazil)
- July 9-22: J-Bay Open (Jeffreys Bay, South Africa)
- August 21-31: Tahiti Pro Teahupo'o
(Teahupo'o, Tahiti, French Polynesia)
- September 19-22: Surf Ranch Pro (Lemoore, CA)

- October 3-13: France Pro (Landes, Aquitaine, France)
- October 16-28: Meo Pro Peniche (Peniche, Portugal)
- December 8-20: Billabong Pipe Masters [Men] (Banzai Pipeline, Oahu, HI)
- November 25-December 7: Maui Women's Pro (Honolua Bay, Maui, HI)

136.4 Market Resources

World Surf League, 149 Bay Street, Santa Monica, CA 90405. (310) 450-1212.
www.worldsurfleague.com)

SWIMMING, DIVING & WATER POLO

137.1 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), 175,594 girls and 138,935 boys competed in swimming and diving during the 2017-2018 school year.

Swimming, diving, and water polo are recognized as official sports for both men and women by the National College Athletic Association (NCAA, www.ncaa.org).

137.2 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, as follows:

- United States Masters Swimming (USMS, www.usms.org)
- United States Synchronized Swimming (www.usasynchro.org)
- USA Diving (www.usadiving.org)
- USA Swimming (www.usaswimming.org),
- USA Water Polo (www.usawaterpolo.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.

137.3 Sponsors

Sponsors for swimming, diving, and water polo are as follows:

United States 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

- AQUAhydrate, Big Fish Payroll Services, Clubspaces, Colorado Time Systems,

Kaenon Polarized, Kitasa, KT Tape, Sea Air Federal Credit Union, S&R Sport, United Airlines, and Vistaprint

137.4 International Swimming League

The International Swimming League (ISL; <https://isl.global/>) is scheduled to debut in October 2019 as the first professional sports league for elite swimming. ISL will host a series of U.S. and European-based competitions that culminate in a global championship at the Mandalay Bay Events Center in Las Vegas.

ISL was founded by Ukrainian financier Konstantin Grigorishin. Mixed gender teams will compete for points in fast-paced races – including sprint, relay and skin.

ISL has four U.S.-based teams, as follows:

- Cali Condors
- DC Trident
- Los Angeles Current
- New York Breakers

137.5 Market Resources

Fédération Internationale de Natation (FINA), Avenue de l'Avant-Poste 4, CH - 1005 Lausanne, Switzerland. Tel. +41 21 310 4710. (www.fina.org)

International Swimming League, Alfred-Escher-Strasse 17, 8002 Zurich, Switzerland. (<https://isl.global/>)

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

138.1 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 *2018 SFIA Participation Topline Report*, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 4.2 million people in the U.S. participate in track & field activities at least once each year; 2.1 million participate at least twice per month.

According to the National Federation of State High School Associations (www.nfhs.org), 600,097 boys and 488,592 girls competed in track & field during the 2017-2018 school year.

Track & field is recognized as an official sport for both men and women by the National College Athletic Association (NCAA, www.ncaa.org).

Among television broadcasts of Summer Olympic events, track & field has the highest viewership.

138.2 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.

138.3 Major Events

USATF sponsors a U.S. team (i.e., Team USA) in several events each year. The 2019 Team USA Events were as follows:

USATF Championship Series

- January 26: New Balance Indoor Grand Prix (Boston, MA)
- January 26: Dr. Norb Sander Invitational (New York, NY)

- February 9: NYRR Millrose Games (New York, NY)
- February 22-24: USATF Indoor Championships (New York, NY)
- April 26-27: Penn Relays (Philadelphia, PA)
- April 27: Drake Relays (Des Moines, IA)
- May 16: USATF Distance Classic (Pasadena, CA)
- June 16: adidas Boost Boston Games (Boston, MA)
- June 30: Nike Prefontaine Classic (Eugene, OR)
- July 25-28: USATF Outdoor Championships (Des Moines, IA)

2019 Team USA Events

- January 12: Great Stirling Cross Country
- February 16: NACAC Cross Country Championships
- March 24-30: 2019 WMA Indoor Championships
- March 30: 2019 IAAF World Cross Country Championships
- Apr. 20-21: Pan American Race Walk Cup
- June 8: Trail World Championships
- July 14: NACAC Mountain Running Championships
- July 26 - August 11: Pan American Games
- September 1: IAU 50km World Championships
- September 27 - October 6: IAAF World Championships in Athletics
- November 15: 35th World Mountain Running Championships
- November 16: WMRA Long Distance Mountain Running Championships

2019 National Championships

- January 26: USATF 50 km Race Walk Championships
- February 2: USATF Cross Country Championships
- February 15: USATF 100 Mile Road Championships
- February 16: USATF 50 km Trail Championships
- February 22-24: Toyota USATF Indoor Championships
- March 1-3: USATF Masters Indoor Track and Field Championships
- March 9: USATF 15 km Championships
- March 15-17: USATF Hershey Youth Indoor Championships
- March 16: USATF Masters 8 km Championships
- March 17: USATF 20 km Race Walk Championships & Pan Am RW Cup Trials
- April 23: USATF 1 Mile Championships
- April 28: USATF Masters 10 km Championships
- May 5: USATF Half Marathon Championships
- May 11: USATF 25 km Championships
- June 8: USATF Women's 10 km Championship
- June 9: USATF Half Marathon Trail Championships
- June 21-23: USATF U20 Outdoor Championships

- June 25-30: 2019 USATF Youth Outdoor National Championship
- July 11-14: USATF Masters Outdoor Championships
- July 25-28: Toyota USATF Outdoor Championships
- August 17: USATF Masters 5 km Championships
- August 23: USATF Masters 1 Mile Championship
- September 2: USATF 20 km Championships
- October 6: USATF 10 Mile Championships
- October 26: USATF Masters 15 km Championships
- November 2: USATF 5 km Championships
- December 7: USATF 100 Mile Trail Championships

USA Track & Field sponsors for 2019 were Chobani, Garden of Life, Hershey, Nike, and University of Phoenix.

138.4 IAAF Diamond League

Launched in 2010, IAAF Diamond League (www.diamondleague.com), sanctioned by the International Association of Athletics Federations, is an annual international series of track and field meetings.

There are 14 meetings each year, with one held in the United States. In 2019, the Prefontaine Classic was held at Hayward Field (Eugene, Washington), June 30.

138.5 TrackTown USA

TrackTown USA (www.gotracktownusa.com), a non-profit organization, hosts track & field events with the goal of inspiring the next generation of track and field athletes and fans. The organization is responsible for organizing the 2019 IAAF World Junior Championships, the 2019 USA Track & Field Outdoor Championships, the 2019 IAAF World Indoor Championships in Portland, the 2020 U.S. Olympic Track & Field Team Trials, and the 2021 IAAF World Track & Field Championships.

TrackTown sponsors are Beynon, Nike, Oakley, Oregon Track Club, Peace Health, and U.S. Army.

138.6 Market Resources

Tracktown USA, 2350 Oakmont Way, Suite 201, Eugene, OR 97401. (541) 343-6129. (www.gotracktownusa.com)

USA Track & Field, 132 East Washington Street, Suite 800, Indianapolis, IN 46204. (317) 261-0500. (www.usatf.org)

TRIATHLONS

139.1 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 2019, USA Triathlon (www.usatriathlon.org) had more than 800 local clubs with 400,000 members.

USA Triathlon Partners for 2019 were 2XU, Active Network, After Shokz, Ashford Awards, Boca Gear, Body Glide, Gatorade Endurance, Hand & Stone Massage and Facial Spa, Health IQ, KT Tape, Nationwide, Normatec, Pilates For Sports, Quintana Roo, Roka, Rudy Project, Science In Sport, TechnoGyn, Thorne, Toyota, Training Peaks, and Wahoo.

An estimated 2.5 million people complete a triathlon each year. USA Triathlon sanctioned 4,300 races in 2019.

139.2 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

139.3 Major Events

The following are the major annual triathlon events:

Escape From Alcatraz

- Escape from Alcatraz (www.escapealcatraztri.com) is a non-standard-length race that begins with a 1.5 mile swim in frigid San Francisco Bay waters from Alcatraz Island to shore, followed by an 18-mile bicycle and eight-mile run in the extremely hilly terrain of the San Francisco Bay area. The run includes the notorious Sand Ladder – a 400-step staircase climb up a beachside cliff. The 37th Escape from Alcatraz Triathlon was held June 10, 2019.
- Sponsors for 2019 were Actelion, AfterShokz, Echo-Sigma, FinisherPix, Hornblower Cruises & Events, Rudy Project, *San Francisco Chronicle*, Science In Sport, SF Gate, Sports Basement, Tervis, Tribike Transport, U.S. Air Force Special Ops, and White Claw Hard Seltzer.

Iron Girl

- Launched in 2004, Iron Girl (www.irongirl.com) now hosts three events nationwide, varying in distance from 5K, 10K, ½ marathon, and triathlon. The following are 2019 events:
 - March 31: Clearwater Half Marathon & 5K (Clearwater, FL)
 - August 11: Pleasant Prairie Sprint Triathlon (Pleasant Prairie, WI)
 - August 11: Grimsby, Canada Sprint Triathlon (Grimsby, ON)
- Iron Girl Event Series Partner for 2019 was FinisherPix.

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).
- 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 2019 consisted of seven events, as follows:
 - April 14: Miami Beach, FL
 - May 27: Austin, TX
 - July 13: Minneapolis, MN
 - July 21: New York, NY
 - August 24: Chicago, IL
 - September 15: Tempe, AZ
 - September 22: Miami, FL

St. Anthony's Triathlon

- St. Anthony's Triathlon (<https://satriathlon.com>) attracts more than 4,000 competitors and is viewed by many as the kickoff to the triathlon season. The April 26-28, 2019, event was the 36th annual. St. Anthony's Triathlon, held in St. Petersburg, Florida, is sponsored by BayCare Health System.

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>).

139.4 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)

ULTIMATE

140.1 Participation

Ultimate Frisbee, commonly called Ultimate, is a rapidly growing non-contact sport played with a flying disc. The object of the game is to score points by passing the disc to a player in the opposing end-zone, similar to an end-zone in American football or rugby.

According to the *2018 SFIA Participation Topline Report*, by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 3.1 million people play Ultimate; 850,000 do so 13 or more times a year. These figures were 5.1 million and 1.5 million, respectively, five years prior.

Ultimate is hugely popular in the Pacific Northwest region, and co-ed leagues offer games for players of every level. The Potlatch Tournament, held annually in July, attracts the West Coast's best players.

140.2 USA Ultimate

USA Ultimate (www.usultimate.org) is the national governing body for the sport of Ultimate. Ultimate membership was 62,000 in 2018, up 55% from five years prior.

USA Ultimate has established regional- and state-based organizations in California, Illinois, Minnesota, New England, and North Carolina.

USA Ultimate owns and operates 14 championship events annually, attracting teams in collegiate, youth, and adult club divisions. Six of the events attract more than 1,000 competitors.

“As in most sports, Ultimate events with large youth fields are attractive to communities because they bring families that fill additional hotel rooms.”

SportsBusiness Journal

140.3 Collegiate Teams

According to USA Ultimate, there are over 800 college teams in North America, separated into Men's (nearly 550 teams) and Women's (around 250 teams) Divisions. Approximately 18,000 students compete for the teams. Teams compete in the UFA Championship series during the spring, with winners advancing to nationals to compete for the championship title in May.

The 2018 USA Ultimate college championships, held in Cincinnati, Ohio, generated 12,000 room nights and \$4 million in Economic Impact.

The Division-I Men's and Women's College Championships were held in Milwaukee, Wisconsin, May 25-28.

140.4 Market Resources

USA Ultimate, 5825 Delmonico Drive, Suite 350, Colorado Springs, CO 80919.
(800) 872.4384. (www.usultimate.org)

VOLLEYBALL

141.1 Overview

According to *2018 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	3.4 million
• Beach Volleyball:	4.9 million	1.4 million
• Grass Volleyball:	3.9 million	947,000

According to the National Federation of State High School Associations (www.nfhs.org), 446,583 girls and 60,976 boys participated in volleyball competition during the 2017-2018 academic year.

Volleyball is recognized as an official sport for both men and women by the National Collegiate Athletic Association (NCAA, www.ncaa.org).

Volleyball is a sport of the Summer Olympic Games.

141.2 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.ussa.com), US Youth Volleyball League (www.ysyvl.org), USA Deaf Sports Federation (www.usdeafsports.org), and the Volleyball Hall of Fame (www.volleyhall.org).

141.3 AVP Pro Beach Volleyball

AVP Pro Beach Volleyball (www.avp.com), organized in 2001, ceased operations in 2010. Over one million people attended an AVP event as recently as 2008 and the circuit reported annual revenue of \$25 million.

In 2011, AVP announced a reorganization and events were again hosted beginning in 2012.

The 2019 tour schedule included eight events, as follows:

- May 3-5: Huntington Beach Open (Huntington Beach, CA)
- May 17-19: Austin Open (Austin, TX)
- June 7-9: Gold Series New York City Open (New York, NY)
- June 21-23: Seattle Open (Seattle, WA)
- July 26-28: Hermosa Beach Open (Hermosa Beach, CA)
- August 16-18: Gold Series Manhattan Beach Open (Manhattan Beach, CA)
- August 30-September 1: Gold Series Championships (Chicago, IL)
- September 20-22: Hawaii Open (Waikiki, Hawaii)

141.4 P1440 Series

The p1440 volleyball tournaments (www.p1400.com), founded by three-time Olympic gold medalist Kerri Walsh Jennings, launched in 2018 with events in Huntington Beach, Las Vegas, and San Jose.

The p1440 events had a prize purse of \$900,000 for its 2018 events.

“P1440 goes to market with a key distinguishing factor compared to the AVP: It charges admission, \$40 per day and \$80 for the three-day event. That price includes concerts, fitness talks, yoga and meditation sessions, cooking demonstrations, and other experiences.”

SportsBusiness Journal, 9/24/18

141.5 Market Resources

AVP Pro Beach Volleyball, 560 Newport Circle, Corona CA 92881. (949) 679-3599. (www.avp.com)

USA Volleyball, 4065 Sinton Road, Suite 200, Colorado Springs, CO 80907.
(719) 228-6800. (www.teamusa.org/USA-Volleyball.aspx)

X GAMES

142.1 Overview

The X Games (<http://xgames.espn.go.com/>), owned by Walt Disney Company and managed by ESPN, includes the Summer X Games (held in June or July) and Winter X Games (held in January or February).

Summer X Games were inaugurated in 1995. Competitions include five sports: freestyle BMX (three events), MotoX (six events), skateboard (six events), surfing (two events), and rallying.

Winter X Games launched in 1997. There are day and evening events including skiing, snowboarding, and snowmobiling.

Summer and Winter X Games combine concerts and other entertainment with the competitions.

142.2 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 138,780
- 2016: Austin, TX 100,000
- 2017: Minneapolis, MN 105,000
- 2018: Minneapolis, MN 119,000

142.3 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 85,000
- 2002: Aspen, CO 36,300
- 2003: Aspen, CO 48,700
- 2004: Aspen, CO 66,500
- 2005: Aspen, CO 66,750
- 2006: Aspen, CO 69,650
- 2007: Aspen, CO 76,150
- 2008: Aspen, CO 72,500
- 2009: Aspen, CO 68,100
- 2010: Aspen, CO 81,400
- 2011: Aspen, CO 114,200
- 2012: Aspen, CO 108,000
- 2013: Aspen, CO 114,500
- 2014: Aspen, CO 116,600
- 2015: Aspen, CO 115,500
- 2016: Aspen, CO 102,600
- 2017: Aspen, CO 109,000
- 2018: Aspen, CO 115,000

142.4 Television Viewership

Summer X Games 2018 viewership across ESPN, ESPN2 and ABC was 530 million, 38% year-over-year (YOY) for all telecasts.

Winter X Games 2018 viewership across ESPN, ESPN2 and ABC was 990 million, 10% YOY for all telecasts.

142.5 Digital Media

The following is a summary of the digital and social media following (source: ESPN):

Summer X Games 2018

- The X Games' YouTube channel had more than 26 million minutes streamed, up 646% year-over-year, with the average watch time reaching more than 11 minutes
- The total number of video views on X Games' YouTube channel topped 2.3 million
- The X Games Facebook page reached more than 9 million fans, up 120% YOY. Those fans logged 4 million video views, up 210% YOY.
- On Instagram, the X Games page reached more than 1.6 million people, with 8.5 million video views, up 225% YOY.
- X Games social media accounts gained over 50,000 new followers during the week of the event.

Winter X Games 2018

- The number of minutes streamed on X Games' YouTube channel nearly tripled in 2018, with 11.5 million minutes streamed, up 185% YOY.
- The total number of video views on X Games' YouTube channel was 2.0 million, up 183% YOY.
- Streaming of X Games Aspen content provided a 9.5% lift for the 18-to-34 TV audience.
- During the event period, there were nearly 12,000 X Games-related social media posts, generating 53.8 million total interactions; nearly one of every four interactions was driven by an athlete's social media content.
- Across X Games Facebook, Twitter and Instagram, video engagement hit 10.6 million video views, with Instagram driving 92% of total actions.

142.6 Sponsors

Sponsors for Summer X Games 2019 were Explore Minnesota, Fruit of the Loom, GEICO, Go RVing, Harley-Davidson, Hotels.com, LifeProof, Monster Energy, Nexcare, Pacifico, SoFi, The Real Cost, and Toyota.

Sponsors for Winter X Games 2019 were GEICO, Great Clips, Harley-Davidson, Jeep, Monster Energy, Nobis, Pacifico, Polaris, SoFi, The Real Cost, Timbersled, and Wendy's.

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

H2R Market Research, 4650 S. National Avenue, Springfield, MI 65810.
(417) 877-7808. (www.h2rmarketresearch.com)

Hookit, 3398 Carmel Mountain Road, Suite 100, San Diego, CA 92121.
(888) 874-3375. (www.hookit.com)

IEG, 350 North Orleans Street, Suite 1200, Chicago, IL 60654. (312) 944-1727.
(www.sponsorship.com)

Kantar Media, 11 Madison Avenue, 12th Floor, New York, NY 10010. (212) 991-6000.
(www.kantarmedia.com)

Plunkett Research, P.O. Drawer 541737, Houston, TX 77254. (713) 932-0000.
(www.plunkettresearch.com)

Richard K. Miller & Associates, 2413 Main Street, Suite 331, Miramar, FL 33025.
(888) 928-7562. (www.rkma.com)

Simmons Research, 800 Fairway Drive, Suite 295, Deerfield Beach, FL 33441.
(866) 256-4468. (www.simmonsresearch.com)

The Harris Poll, 1100 Wilson Boulevard, Suite 1000, Arlington, VA 22209.
(www.theharrispoll.com)

The Marketing Arm, 1999 Bryan Street, 32nd Floor, Dallas, TX 75201. (214)259-3200.
(www.themarketingarm.com)

The Media Audit, 1400 Broadfield Boulevard, Suite 200, Houston, TX 77084.
(713) 626-0333. (www.themediiaaudit.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

International Health, Racquet & Sportsclub Association (IHRSA), 70 Fargo Street, Boston, MA 02210. (800) 228-4772. (www.ihrsa.org)

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, 120 Sycamore Avenue, Suite 23, Vermillion, SD 57069. (724) 991-7518. (www.nassm.com)

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

APPENDIX D

COLLEGE DEGREE PROGRAMS IN SPORTS BUSINESS

Adelphia University (New York)
Alabama A&M University (Alabama)
Alvernia University (Pennsylvania)
American International College (Massachusetts)
American Public University (West Virginia)
Anna Maria College (Massachusetts)
Aquinas College (Michigan)
Arizona State University (Arizona)
Arkansas State University (Arkansas)
Ashland University (Ohio)
Auburn University (Alabama)
Averett University (Virginia)
Baker University (Kansas)
Baldwin-Wallace College (Ohio)
Ball State University (Indiana)
Barry University (Florida)
Barton College (North Carolina)
Baylor University (Texas)
Belmont Abbey College (North Carolina)
Belmont University (Tennessee)
Bemidji State University (Minnesota)
Bethany College (Kansas)
Blackburn College (Illinois)
Bluefield College (Virginia)
Bowling Green State University (Ohio)
California Baptist University (California)
California State University, Bakersfield (California)
California State University, Long Beach (California)
California University of Pennsylvania (Pennsylvania)
Campbell University (North Carolina)
Canisius College (New York)
Cardinal Stritch University (Wisconsin)
Carson-Newman University (Tennessee)
Castleton State College (Vermont)
Cazenovia College (New York)

Cedarville University (Ohio)
Centenary University (New Jersey)
Central Michigan University (Michigan)
Chowan University (North Carolina)
Claflin University (South Carolina)
Clark University (Iowa)
Clemson University (South Carolina)
Cleveland State University (Ohio)
Coastal Carolina University (South Carolina)
Colby-Sawyer College (New Hampshire)
College of Idaho (Idaho)
College of Mouth St. Joseph (Ohio)
College of Saint Rose (New York)
Columbia College Chicago (Illinois)
Columbia International University (South Carolina)
Columbia University (New York)
Concordia University (Minnesota)
Concordia University Chicago (Illinois)
Coppin State University (Maryland)
Daemen College (New York)
Dakota Wesleyan University (South Dakota)
Daniel Webster College (New Hampshire)
Davenport University (Michigan)
Dean College (Massachusetts)
Defiance College (Ohio)
Delaware State University (Delaware)
Delaware Valley College (Pennsylvania)
DePaul University (Illinois)
Desales University (Pennsylvania)
Drexel University (Pennsylvania)
Duquesne University (Pennsylvania)
East Carolina University (North Carolina)
East Central University (Oklahoma)
East Stroudsburg University (Pennsylvania)
East Tennessee State University (Tennessee)
Eastern Connecticut State University (Connecticut)
Eastern Illinois University (Illinois)
Eastern Kentucky University (Kentucky)
Eastern Michigan University (Michigan)
Eastern New Mexico University (New Mexico)
Elms College (Massachusetts)
Elon University (North Carolina)
Endicott College (Massachusetts)
Erskine College (South Carolina)

Fairleigh-Dickinson University (New Jersey)
Farmingdale State College (New York)
Flagler College (Florida)
Florida Atlantic University (Florida)
Florida A&M University (Florida)
Florida Southern College (Florida)
Florida State University (Florida)
Fordham University (New York)
Franklin Pierce University (New Hampshire)
Fresno State University (California)
Full Sail University (Florida)
Gannon University (Pennsylvania)
Gardner-Webb University (North Carolina)
George Mason University (Virginia)
George Washington University (District of Columbia)
Georgetown University (District of Columbia)
Georgia Southern University (Georgia)
Georgia State University (Georgia)
Glennville State College (West Virginia)
Gonzaga University (Washington)
Grambling State University (Louisiana)
Grand Canyon University (Arizona)
Grand View University (Iowa)
Greensboro College (North Carolina)
Guilford University (North Carolina)
Hampton University (Virginia)
Henderson State University (Arkansas)
High Point University (North Carolina)
Hofstra University (New York)
Holy Family University (Pennsylvania)
Howard University (District of Columbia)
Howard Payne University (Texas)
Idaho State University (Idaho)
Illinois State University (Illinois)
Indiana State University (Indiana)
Indiana University (Indiana)
Indiana University-Purdue University Indianapolis (Indiana)
Indiana University of Pennsylvania (Pennsylvania)
Indiana Wesleyan University (Indiana)
Iona College (New York)
Iowa Wesleyan College (Iowa)
Ithaca College (New York)
Jacksonville University (Florida)
James Madison University (Virginia)

Johnson & Wales University Charlotte (North Carolina)
Johnson & Wales University Denver (Colorado)
Johnson and Wales University North Miami (Florida)
Johnson & Wales University Providence (Rhode Island)
Judson University (Illinois)
Keiser University (Florida)
Kennesaw State University (Georgia)
Kent State University (Ohio)
Kentucky Wesleyan College (Kentucky)
Keuka College (New York)
Keystone College (Pennsylvania)
Kutztown University (Pennsylvania)
Lancaster Bible College (Pennsylvania)
Lassell College (Massachusetts)
Lees-McCrae College (North Carolina)
Lenoir-Rhyne University (North Carolina)
Lewis University (Illinois)
Liberty University (Virginia)
Limestone College (South Carolina)
Lincoln College - Normal (Illinois)
Livingstone College (North Carolina)
Lock Haven University (Pennsylvania)
Long Island University (New York)
Loras College (Iowa)
Louisiana State University (Louisiana)
Loyola University Chicago (Illinois)
Lubbock Christian University (Texas)
Luther College (Iowa)
Lynchburg College (Virginia)
Lynn University (Florida)
Malone University (Ohio)
Manhattanville College (New York)
Marian University (Wisconsin)
Marquette University Law School (Wisconsin)
Marshall University (West Virginia)
Martin Methodist College (Tennessee)
Maryville University (Missouri)
Massachusetts College of Liberal Arts (Massachusetts)
Medialle College (New York)
Menlo College (California)
Meredith College (North Carolina)
Merrimack College (Massachusetts)
Mesa State College (Colorado)
Messiah College (Pennsylvania)

Methodist University (North Carolina)
Metropolitan State University of Denver (Colorado)
Michigan State University (Michigan)
MidAmerica Nazarene University (Kansas)
Middle Tennessee State University (Tennessee)
Millikin University (Illinois)
Minnesota State University Mankato (Minnesota)
Misericordia University (Pennsylvania)
Mississippi State University (Mississippi)
Missouri Baptist University (Missouri)
Missouri State University (Missouri)
Mitchell College (Colorado Connecticut)
Montana State University Billings (Montana)
Morehead State University (Kentucky)
Mount Ida College (Massachusetts)
Mount St. Mary's University (Maryland)
Nebraska Wesleyan University (Nebraska)
Neumann University (Pennsylvania)
New England College (New Hampshire)
New Hampshire Technical Institute (New Hampshire)
New York University (New York)
Newberry College (South Carolina)
Niagara University (New York)
Nichols College (Massachusetts)
North Carolina State University (North Carolina)
North Central College (Illinois)
North Dakota State University (North Dakota)
North Greenville College (South Carolina)
Northern Illinois University (Illinois)
Northern Kentucky University (Kentucky)
Northwestern State University (Louisiana)
Northwestern University (Illinois)
Northwood University (Florida)
Northwood University (Michigan)
Nova Southern University (Florida)
Ohio Dominican University (Ohio)
Ohio State University (Ohio)
Ohio University (Ohio)
Old Dominion University (Virginia)
Olivet College (Michigan)
Olivet Nazarene University (Illinois)
Otternein College (Ohio)
Pennsylvania State University (Pennsylvania)
Pfeiffer University (North Carolina)

Point Loma Nazarene University (California)
Point Park University (Pennsylvania)
Post University (Connecticut)
Quincy University (Illinois)
Radford University (Virginia)
Rice University (Texas)
Robert Morris University (Pennsylvania)
Rockhurst University (Missouri)
Rogers State University (Oklahoma)
Rutgers University (New Jersey)
Sacred Heart University (Connecticut)
Saint Joseph's University (Pennsylvania)
Saint Leo University (Florida)
Saint Mary's College of California (California)
Salem International University (West Virginia)
Salem State University (Massachusetts)
Sam Houston State University (Texas)
Samford University (Alabama)
San Diego State University (California)
San Jose State University (California)
Schreiner University (Texas)
Seattle University (Washington)
Seton Hall University (New Jersey)
Shawnee State University (Ohio)
Shenandoah University (Virginia)
Shepherd University (West Virginia)
Siena Heights University (Michigan)
Simpson College (Iowa)
Slippery Rock University (Pennsylvania)
Southeast Missouri State University (Missouri)
Southeastern University (Florida)
Southern Adventist University (Tennessee)
Southern Connecticut State University (Connecticut)
Southern Illinois University (Illinois)
Southern Methodist University (Texas)
Southern Nazarene University (Oklahoma)
Southern New Hampshire University (New Hampshire)
Southern Wesleyan University (South Carolina)
Southwest College (Kansas)
Southwestern Oklahoma State University (Oklahoma)
Springfield College (Massachusetts)
St. Ambrose University (Iowa)
St. John Fisher College (New York)
St. John's University (New York)

St. Thomas University (Florida)
State University of New York, Brockport (New York)
State University of New York, Cortland (New York)
State University of New York, Sullivan (New York)
Stephen F. Austin State University (Texas)
Stetson University (Florida)
Syracuse University (New York)
Tabor College (Kansas)
Taylor University (Indiana)
Temple University (Pennsylvania)
Texas A&M University (Texas)
Texas A&M University Corpus Christi (Texas)
Texas Southern University (Texas)
Texas Tech University (Texas)
Texas Women's University (Texas)
The Citadel (South Carolina)
Thomas College (Maine)
Tiffin University (Ohio)
Tompkins Cortland Community College (New York)
Towson University (Maryland)
Trine University (Indiana)
Troy University (Alabama)
Tulane University (Louisiana)
Tusculum College (Tennessee)
Union College (Kentucky)
Union University (Tennessee)
United States Sports Academy (Alabama)
University of Akron (Ohio)
University of Alabama (Alabama)
University of Arizona (Arizona)
University of Arkansas (Arkansas)
University of Arkansas, Little Rock (Arkansas)
University of California, Los Angeles (California)
University of California, Riverside (California)
University of Central Florida (Florida)
University of Central Missouri (Missouri)
University of Charleston (West Virginia)
University of Cincinnati (Ohio)
University of Colorado, Colorado Springs (Colorado)
University of Colorado, Denver (Colorado)
University of Connecticut (Connecticut)
University of Dallas (Texas)
University of Dayton (Ohio)
University of Delaware (Delaware)

University of Evansville (Indiana)
University of Findlay (Ohio)
University of Florida (Florida)
University of Georgia (Georgia)
University of Houston (Texas)
University of Illinois (Illinois)
University of Indianapolis (Indiana)
University of Iowa (Iowa)
University of Kansas (Kansas)
University of Kentucky (Kentucky)
University of Louisiana Lafayette (Louisiana)
University of Louisville (Kentucky)
University of Mary Hardin-Baylor (Texas)
University of Massachusetts (Massachusetts)
University of Memphis (Tennessee)
University of Miami (Florida)
University of Michigan (Michigan)
University of Minnesota (Minnesota)
University of Minnesota Crookston (Minnesota)
University of Missouri (Missouri)
University of Mount Union (Ohio)
University of Nebraska Kearney (Nebraska)
University of Nebraska - Lincoln (Nebraska)
University of New England (Maine)
University of New Hampshire (New Hampshire)
University of New Haven (Connecticut)
University of New Mexico (New Mexico)
University of North Carolina (North Carolina)
University of North Florida (Florida)
University of North Texas (Texas)
University of Northern Colorado (Colorado)
University of Oklahoma (Oklahoma)
University of Oregon (Oregon)
University of Pennsylvania (Pennsylvania)
University of Pittsburgh Bradford (Pennsylvania)
University of Saint Mary (Kansas)
University of San Francisco (California)
University of South Carolina (South Carolina)
University of South Dakota (South Dakota)
University of Southern Indiana (Indiana)
University of Southern Maine (Maine)
University of Southern Mississippi (Mississippi)
University of St. Francis (Illinois)
University of St. Thomas (Minnesota)

University of Tampa (Florida)
University of Tennessee (Tennessee)
University of Tennessee Chattanooga (Tennessee)
University of Tennessee Martin (Tennessee)
University of Texas (Texas)
University of the Incarnate Word (Texas)
University of the Pacific (California)
University of Washington (Washington)
University of West Georgia (Georgia)
University of West Florida (Florida)
University of Wisconsin La Crosse (Wisconsin)
University of Wisconsin Parkside (Wisconsin)
Valparaiso University (Indiana)
Villanova School of Law (Pennsylvania)
Virginia Commonwealth University (Virginia)
Virginia Intermont College (Virginia)
Warner University (Florida)
Washington State University (Washington)
Wayne State College (Nebraska)
Wayne State University (Michigan)
Webber International University (Florida)
West Chester University (Pennsylvania)
West Liberty University (West Virginia)
West Virginia University (West Virginia)
Western Illinois University (Illinois)
Western Kentucky University (Kentucky)
Western Michigan University (Michigan)
Western New England University (Massachusetts)
Western Oregon University (Oregon)
Wichita State University (Kansas)
Widener University (Pennsylvania)
Wilkes University (Pennsylvania)
William Penn University (Iowa)
William Woods University (Missouri)
Wilmington University (Delaware)
Wilson College (Pennsylvania)
Wingate University (North Carolina)
Winston-Salem State University (North Carolina)
Winthrop University (South Carolina)
Xavier University (Ohio)
York College of Pennsylvania (Pennsylvania)

APPENDIX E

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 F

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)

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