



# sports **marketing**

A PRACTICAL APPROACH

LARRY DEGARIS



# Sports Marketing

Any sports marketing student or prospective sports marketer has to understand in detail genuine industry trends and be able to recognize solutions to real-world scenarios. *Sports Marketing: A practical approach* is the first textbook to offer a comprehensive, engaging, and practice-focused bridge between academic theory and real-life, industry-based research and practice. Defining the primary role of the sports marketer as revenue generation, the book is structured around the three main channels through which this can be achieved – ticket sales, media, and sponsorship – and explores key topics such as:

- Sports markets and business markets (B2B)
- Fan development
- Brand management
- Media audiences, rights, and revenue
- Live sports events
- Sponsorship
- Merchandise and retail.

Integrating real industry-generated research into every chapter, the book also includes analyses of industry job descriptions and guidance for developing and preparing for a career in sports marketing. It goes further than any other sports marketing textbook in surveying the international sports market, including international cases and detailed profiles of international consumer and business markets throughout. A companion website offers multiple choice questions for students, editable short answer and essay questions, and lecture slides for instructors.

No other textbook offers such a relevant, practice-focused overview of contemporary sports marketing. It is the ideal companion to any sports marketing course.

**Larry DeGaris** is a leading research consultant to the sponsorship and sports marketing industries, and Professor of Marketing at the University of Indianapolis, USA. He has personally conducted over 100 research studies for sports organizations funded to well over \$3 million, and is a sought after expert for the media.

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**A practical approach**

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*Aim high. You're better than you think you are.*

**In memory of...**

**Don "Sonny Boy Hinko" Hinchey. The best wingman ever, in and out of the office.**

**And dedicated to...**

**Lani, both a distraction from writing and an inspiration for finishing.**

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# Preface

I learned marketing on the job. The first marketing class I was ever in was one that I taught. In reading leading sports marketing textbooks, I found little resemblance to my experiences working in sports marketing. This book is an attempt to bridge that gap.

I thank my editors at Routledge for providing the impetus for putting this book together. After criticizing sports marketing textbook proposals because they largely fail to reflect sports marketing practice, my editors at Routledge, Simon Whitmore in particular, provided me with the opportunity to do something different. That proved to be more of a challenge than I had anticipated. Most sports marketing textbooks follow the template set by leading marketing textbooks and apply marketing principles to sports examples, with a focus on the principles not the practice.

Marketing practice is more goal-driven than process-oriented. Therefore, this book attempts to focus on how sports marketing can be tied to larger business goals, especially sales and profits. In organizing the book, I “followed the money.” This book tries to “follow the money” by (1) structuring chapters around revenue generation; and (2) emphasizing areas in which there are employment opportunities.

First, I look at revenue opportunities in sports marketing. Globally, the sports industry generates revenues from (1) live events, (2) media, and (3) commercial (e.g., sponsorship and licensing/merchandising). The [first part](#) of the book discusses marketing goals and strategies. The remaining three parts of the book discuss specific marketing tactics to generate revenue in each of the three revenue domains.

The book is also structured around revenue opportunities for readers of the book, i.e., jobs. Not surprisingly, the greatest number of job opportunities in sports marketing can be found in the areas which generate the greatest revenue. One of the features of this book is that it links strategies and tactics to job descriptions from actual job ads.

The sports business is a sales-based industry. “Sell or die” is the common mantra among sports executives. Consequently, the book is very sales-oriented, with four chapters devoted exclusively to the sales process as applied to specific sports domains.

One of the unique features of this book is its emphasis on sports’ use in business-to-business marketing. The contribution of client entertainment and corporate hospitality is substantial with respect both to ticket sales and sponsorships. Both academics and practitioners have paid far too little attention to the B2B component of sports marketing. With this book, I hope to promote a more rigorous approach to this part of the business.

At the very least, I hope this book helps to further the conversation between academics and practitioners. I hope academics can use the books to better understand what practitioners are looking for; and I hope practitioners will start to look toward academia as a potential resource.

I’d also like to say a few words about “learning objectives” for the book. The main goal of this book is to provide readers with enough of a framework to think about sports marketing,

and enough interesting examples to spur thought. Readers will notice that I used a lot of examples from reports in the *SportsBusiness Journal*. I highly recommend a subscription to the SBJ as a companion to the book. Sports marketing is a rapidly evolving discipline. As readers will note, there is a premium placed on innovation and creativity in sports marketing, especially with respect to identifying new sources of revenue. Rather than reaching conclusions, I hope this book helps readers formulate some good questions.



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I've had great teachers and coaches. They taught me both to love sports and to love school.

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