2-2 Economic Impact of College Athletics
2.2 ECONOMIC IMPACT OF COLLEGE ATHLETICS

• One common promotional campaign is to have restaurants give special offers to fans if the home team scores a certain number of points or holds the opponent to a low score.
2.2 ECONOMIC IMPACT OF COLLEGE ATHLETICS

- Retailers such as car dealers also promote themselves by having a popular coach or player present at the business site to sign autographs and visit with customers.
2.2 ECONOMIC IMPACT OF COLLEGE ATHLETICS

- CORPORATIONS BENEFIT BY SELLING THEIR PRODUCTS AND SERVICES DURING MAJOR COLLEGE SPORTING EVENTS.
2.2 ECONOMIC IMPACT OF COLLEGE ATHLETICS

• It is no accident that successful college teams are wearing Nike, Adidas, and Under Armour products.

• The name-brand apparel is highly visible during the sporting events and televised post-game interviews.
2.2 ECONOMIC IMPACT OF COLLEGE ATHLETICS

- CORPORATE SPONSORS ALSO GIVE FANS COMPLEMENTARY BANNERS AND SIGNS TO WAVE AT GAMES.
2.2 ECONOMIC IMPACT OF COLLEGE ATHLETICS

- LICENSE:

  THE LEGAL RIGHT TO REPRODUCE A TEAM’S LOGO IN EXCHANGE FOR PAYMENT.
2.2 ECONOMIC IMPACT OF COLLEGE ATHLETICS

• CONFERENCE:

• A GROUP OF COLLEGE ATHLETIC TEAMS WITHIN THE SAME REGION. CONFERENCES ARE CREATED IN ORDER TO HAVE ASSOCIATIONS OF MANAGEABLE SIZES FOR SCHEDULING REASONS.
CONFERENCE REALIGNMENT

• THE 1990’S WERE A TIME OF CHANGE FOR SOME OF THE COLLEGE CONFERENCES.

• CHANGES WITHIN CONFERENCES ARE MADE, IN PART, TO INCREASE REVENUES

  • EXAMPLE: MERGER OF THE BIG 8 CONFERENCE AND SELECTED TEAMS FROM THE SOUTHWEST CONFERENCE INCREASED REVENUE AND PUBLICITY BY FORMING THE BIG 12 CONFERENCE
CONFERENCE PLAYOFF GAMES

• WHY DO CONFERENCES WANT TO HAVE A CONFERENCE PLAYOFF GAME?
  • FOR MORE PRESTIGE, REVENUE AND TELEVISION EXPOSURE
ACTIVITY

- Pick any college team in the country
- Select an upcoming athletic event and create a flyer to promote that event
- Include the logo, date, time, and location of the event along with any other necessary info
- How it looks matters! Put thought into it