

## Basketball Sponsorship Package

Sports Sponsorship  
 "Better Living"  
 Changing the Game  
 The Comprehensive Guide to Careers in Sports  
 Concept to Completion  
 National Basketball Association Franchises  
 Strategic Sport Marketing  
 Athletic Director's Desk Reference  
 A Biographical Directory of Professional Basketball Coaches  
 Principles and Practice of Sport Management  
 An Introduction to Leisure, Entertainment and Tourism Services  
 Statement  
 Sport Public Relations  
 Meet the Press  
 Developing Leaders for a High-Performance Industry  
 The Golden Age of Amateur Basketball  
 Strategic Sport Management  
 Principles and Practices  
 Sustainability of Sports Clubs  
 Historical Dictionary of Basketball  
 Business Periodicals Index  
 Victoria Parliamentary Debates (Hansard).  
 Legislative Assembly  
 A Practical Approach  
 Managing Sport Events  
 The Handbook of College Athletics and Recreation Administration  
 Borders, Boundaries and Crossings  
 Exceptional Events  
 Cross-cultural Perspectives on Patterns of Representations and Marginalization  
 Encyclopedia of Sports Management and Marketing  
 Broadcast and Cable Selling  
 Sales and Revenue Generation in Sport Business  
 Sports Marketing  
 The Sport Enterprise: A Student's Perspective 2nd Edition  
 My Career in Collegiate Sports Marketing  
 Intellectual Property, Unfair Competition and Publicity  
 The Sports Strategist  
 The National Basketball Association  
 How to Give Young People a Chance

*Basketball Sponsorship Package*

*Downloaded from [ftp.wivq.com](http://wivq.com) by guest*

### **TYLER GARRETT**

**Sports Sponsorship** Scarecrow Press

The curator of the Political History Collection at the Smithsonian Institution explores how big business--with the help of the federal government--became expert in manipulating advertising and public relations to inflame Americans desire for consumption. UP.

**"Better Living"** Jones & Bartlett Learning

Many Kentuckians and fans of intercollegiate athletics are familiar with the name Jim Host. As founder and CEO of Host Communications, he was the pioneer in college sports marketing. Host's prevailing innovation in collegiate sports was the concept of bundled licensing, which encouraged corporate partners to become official sponsors of athletic programs across media formats. Host and his team developed the NCAA Radio Network and introduced what became known as the NCAA's Corporate Partner Program, which employed companies such as Gillette, Valvoline, Coca-Cola, and Pizza Hut to promote university athletic programs and the NCAA at large. Host was

involved with the construction of Rupp Arena, the Kentucky Horse Park, and the KFC Yum! Center. But few know his full story. *Changing the Game* is the first complete account of the entrepreneur's professional life, detailing his achievements in sports radio, management, and broadcasting; his time in minor league baseball, real estate, and the insurance business; and his foray into Kentucky politics, including his appointments under governors Louie B. Nunn and Ernie Fletcher. This memoir provides a behind-the-scenes look at the growth of big-time athletics and offers solutions for current challenges facing college sports.

**Changing the Game** African Books Collective

To many young people, the term sport has an exhilarating ring; to many older persons, it signifies recreation and leisure. From colonial times, it has been viewed as a means of social control. Increasingly, it is being touted by governments and donor agencies as a self-evident tool of Africa's development. How accurate are these individual, romantic and moral notions of sport? In this volume, eleven African scholars offer insightful analyses of the complex ideological and structural dimensions of modern sport as a cultural institution. Drawing on various theories and cross-cultural data, the contributors to this volume highlight the various ways in which sport norms, policies,

practices and representations pervasively interface with gender and other socially constructed categories of difference. They argue that sport is not only a site of competition and physical recreation, but also a crossroad where features of modern society such as hegemony, identities, democracy, technology, development and master statuses intertwine and bifurcate. As they point out in many ways, sport production, reproduction, distribution and consumption are relational, spatial and contextual and, therefore, do not pay off for men, women and other social groups equally. The authors draw attention to the structure and scope of efforts needed to transform the exclusionary and gendered nature of sport processes to make them adequate to the task of engendering Africa's development. *Gender, Sport and Development in Africa* is an immensely important contribution to current debates on the broader impacts of sport on society. It is an essential reading for students, policy-makers and others interested in perspectives that interrogate the grand narratives of sport as a neutral instrument of development in African countries. Routledge

Any sports marketing student or prospective sports marketer has to understand in detail genuine industry trends and be able to recognise 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 profiles of leading industry executives 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.

[The Comprehensive Guide to Careers in Sports](#) Oxford University Press

The Historical Dictionary of Basketball is a comprehensive account of all forms of basketball, amateur, professional, men's, women's, Olympic, domestic, and international, from its invention in 1891 by Dr. James Naismith through the present day. This is done through a chronology, an introductory essay, an extensive bibliography, and over 600 cross-referenced dictionary entries on the people, places, teams, and terminology of the game.

**Concept to Completion** Edward Elgar Publishing

The Amateur Athletic Union (AAU) has long symbolized the idealism of amateur athletic competition. For basketball especially, the AAU provided an opportunity for athletes to showcase their skills for the benefit of the team and the sport, not the bottom line. In *The Golden Age of Amateur Basketball*, Adolph H. Grundman recounts the history of the AAU National Tournament during its golden age, 1921 through 1968. Grundman analyzes the early tournaments, examining rule changes, key players, and dominant teams. He explores the rivalries between corporations for amateur dominance after 1935, the competition between the AAU and the National Collegiate Athletic Association for representation in Olympic basketball, the question of just how amateur basketball really was, and the reasons for the demise of postcollegiate amateur basketball. *The Golden Age of Amateur Basketball* provides the first history of AAU basketball and identifies players and teams that made major contributions to basketball history.

**National Basketball Association Franchises** Lexington Books

*The Business of Sports*, Second Edition is a comprehensive collection of readings that focus on the multibillion-dollar sports industry and the dilemmas faced by today's sports business leaders. It contains a dynamic set of readings to provide a complete overview of major sports business issues. The Second Edition covers professional, Olympic, and collegiate sports, and highlights the major issues that impact each of these broad categories. The Second Edition continues to provide insight from a variety of stakeholders in the industry and cover the major business disciplines of management, marketing, finance, information technology, accounting, ethics and law. In addition, it features concise introductions, targeted discussion questions, and graphs and tables to convey relevant financial data and other statistics discussed. This book is designed for current and future sports business leaders as well as those interested in the inner-workings of the industry.

**Strategic Sport Marketing** SAGE Publications

Sport, and in particular the sporting environment, has undergone significant changes in recent decades. The social significance and commercialization of sport; the use of new technologies and organizational structures; and the involvement of various stakeholders matter more today than ever before. This book addresses the key influence of stakeholders in particular on the activities of sports organizations, taking into account certain territorial differences around the world, but also within Europe. The authors explain the key characteristics of the management of sports organizations as opposed to other organizations. These include the strategic management and setting of long-term goals such as sporting success, sustainable funding, youth training, and community building. The authors present a strategic model for these goals and stakeholders in the context of sport, together with research-based case studies in which the critical factors in the strategic management of successful and unsuccessful sports organizations are identified.

[Athletic Director's Desk Reference](#) Lulu.com

Running a successful sporting event—whether it's a local event, state championship, or

international competition—requires the knowledge and skills to plan, organize, promote, lead, and communicate effectively. *Managing Sport Events*, Second Edition With Web Resource, will prepare readers to manage events with ease, guiding them through the entire process, from event conception to postevent evaluation. Merging research findings with best practices, *Managing Sport Events*, Second Edition, presents the key principles of event management to prepare students to enter the field with the skills needed to immediately engage in event production and evaluation. With updated references throughout, the second edition emphasizes practical application by offering plenty of contemporary examples and learning opportunities for students: New industry profiles at the beginning of each chapter showcase professionals putting theory into practice. Added sections address emerging trends and topics, such as sustainability and event security. Examples show how new technologies can be utilized for event management and event presentation. Scenarios highlighting recreational and community events better represent smaller-scale events such as a local 5K run or a youth basketball tournament. Case studies and learning activities at the end of each chapter allow students to put theory into practice. A new web resource offers mini case studies with multiple-choice questions that provide immediate feedback to help students gauge their comprehension. *Managing Sport Events*, Second Edition, leads students through the reality of what it takes to conduct a successful event. Starting with event conception and development, the text then addresses key planning areas, including staffing, budgeting, marketing, promotion, sponsorship, and legal and risk management. It then moves into key operational areas such as services, logistics, and on-site management, and it concludes the process with postevent duties and considerations. *Managing Sport Events*, Second Edition, integrates the traditional business segments of sport management with the unique requirements of event management. This guide is an essential resource for current and future professionals working in parks and recreation, tourism and hospitality, and sports at all levels—youth, high school, college, amateur, minor league, professional, and international competition.

[A Biographical Directory of Professional Basketball Coaches](#) BRILL

"The text provides students and professionals with an understanding of all aspects of sport public relations, framing its discussion in terms of a managerial and proactive approach to PR"--

[Principles and Practice of Sport Management](#) Human Kinetics

"Sport Finance, Third Edition," allows students to grasp fundamental concepts in sport finance, even if they have not previously studied finance. The text engages students with a practical approach to traditionally difficult financial skills and principles.

**An Introduction to Leisure, Entertainment and Tourism Services** Human Kinetics

Jeff Marcus provides, in alphabetical order, the year-by-year coaching records for every pro major league coach in basketball history beginning with the American Basketball League (ABL), which formed in 1925 and was the first league to play in larger arenas on the East Coast and in the Mid West, then tracking the birth of the National Basketball League (NBL) from its onset in 1937 to its convergence 12 years later with the BAA, forming what we know today as the NBA. Brief but detailed biographical sketches are provided for every coach in these leagues.

*Statement National Basketball Association Franchises Team Performance and Financial Success*

1936 was the most significant year in basketball's first half century. For the first time, Olympic basketball ended with a gold medal game. Dr. James Naismith was honored at the Berlin Olympics for his wonderful invention, as basketball achieved widespread international acceptance in a short period of time. 45 years after creating an exciting indoor sport for a physical education class, Naismith watched 23 countries vie for the gold. Boycotts protested Hitler's policies within the Olympic host country of Germany, and as a result, politics and sports were forever linked. Other meaningful firsts for the 1935-36 playing season included controversy in the US Olympic Tryout system, a problematic lack of funding for US Olympians, and the actualization of new basketball strategies. Fast breaking offenses, dunking the ball, and full court zone pressure were important new techniques that radically changed the game. This book tells the little known story of the 1936 team which transformed basketball. The book documents the McPherson Refiners significant role in developing basketball's faster, dynamic playing style. The mishaps and fortunes of the Refiners and three other AAU teams who placed men on Berlin's muddy clay court will be the focus of the book.

**Sport Public Relations** Routledge

This student text provides a foundation of theory and principles for those seeking sports management position. It provides an overview of the reasons and foundations for sport marketing

as well as theoretical and research issues, and why market segmentation is important.

[Meet the Press](#) Human Kinetics

"This applied reference includes management tips, planning tools, and policies for athletic administrators. Designed primarily as a reference for intercollegiate athletic program administrators, high school athletic administrators, courses in athletic administrations and libraries"--

*Developing Leaders for a High-Performance Industry* John Wiley & Sons

*Sales and Revenue Generation in Sport Business* provides a comprehensive overview of the many ways in which sport organizations generate revenues across all avenues and segments of the industry. Readers will learn a practical approach to sales and how to apply the method for a successful career.

**The Golden Age of Amateur Basketball** Edward Elgar Publishing

Praise for *The Handbook of College Athletics and Recreation Administration* "The Handbook of College Athletics and Recreation Administration provides insiders' in-depth and firsthand perspectives on issues in the contemporary professional administration of intercollegiate athletics and recreation, as well as practical solutions to these issues. It is a must-read for anyone who is interested in pursuing a career in college athletics and campus recreation administration." —Ming Li, professor and chair, Department of Sports Administration, College of Business, Ohio University "The Handbook of College Athletics and Recreation Administration is a useful text for undergraduate students preparing for sport management careers within postsecondary institutions. This book effectively blends historical perspectives, theoretical foundations, and practical illustrations in a relevant format that addresses key issues in intercollegiate sports and campus recreation. Of particular value is the focus on people and importance of building relationships based on integrity, trust, and mutual respect." —Tom Collins, associate professor of sport management, chair of Sport Studies and Physical Education, Chowan University

[Strategic Sport Management](#) Human Kinetics Publishers

Today's high-performance sports business is more complex than ever before and presents new challenges to the industry at all levels. Sports organizations are fighting hard for the money and engagement of fans, media, and sponsors while facing unprecedented competition both domestically and internationally. The cost of doing business continues to rise, while traditional revenue streams are under increased pressure. In *The Sports Strategist: Developing Leaders for a High-Performance Industry*, authors Irving Rein, Ben Shields, and Adam Grossman demonstrate that relying too much on winning is a losing long-term strategy for dealing with these challenges. Instead, they argue that sports organizations must focus on identifying and maximizing key factors that, unlike winning, can be controlled and shaped. By building a more well-rounded business, sports strategists will position themselves and their organizations for sustainable success in the industry. Blending extensive industry experience and real-world case studies with their academic expertise, the authors arm students with the combination of the necessary tools to help them make better strategic decisions. Students will learn how to design identities, reinvigorate venue experiences, manage narratives, and maximize new technology in today's connected world. In addition, readers will explore how to implement business analytics, build public support, and apply ethics in decision-making. These techniques are vital to creating a successful sports organization that is ready to reap the benefits of winning when it does happen, without having to suffer when it does not. The demand for innovative leaders who can address these issues and make tough decisions on which challenges to prioritize has never been greater. *The Sports Strategist* is an essential resource for anyone looking to thrive in the sports industry.

**Principles and Practices** Human Kinetics

Updated and revised with the latest data in the field, *Principles and Practice of Sport Management*, Sixth Edition provides students with the foundation they need to prepare for a variety of sport management careers. Intended for use in introductory sport management courses at the undergraduate level, the focus of the Sixth Edition is to provide an overview of the sport industry and cover basic fundamental knowledge and skill sets of the sport manager, as well as to provide information on sport industry segments for potential employment and career opportunities.

**Sustainability of Sports Clubs** Macmillan International Higher Education

Bringing together preeminent international researchers, emerging scholars and practitioners, Paul M. Pedersen presents the comprehensive *Encyclopedia of Sport Management*, offering detailed entries for the critical concepts and topics in the field.