

Name: \_\_\_\_\_

Class Period: \_\_\_\_\_



## Sports Career Consulting: NBA "City Uniforms" – Branding Activity

### In this activity, you will:

- Understand the concept of branding and why it is an important marketing tool
- Explain the licensing process
- Recognize why brands sponsor professional sports teams
- Describe the concept of community relations
- Create your own "City Edition" NBA uniform design

Unit Six Key Concept	Point Value	Points Awarded	Requirement / Assessment
a. Branding a. Define brand b. Cities as brands c. Importance of branding	15		<ul style="list-style-type: none"> <li>• Define brand</li> <li>• Can a city be a brand? Why or why not?</li> <li>• Why is branding important?</li> <li>• How might NBA teams benefit from "City Edition" uniforms?</li> </ul>
b. Licensing a. Define licensing b. Explain the licensing process c. Differentiate between licensee and licensor	15		<ul style="list-style-type: none"> <li>• What is licensing?</li> <li>• Explain the licensing process</li> <li>• Who is the licensor in this activity example, the NBA or Nike/Jordan Brand? Who is the licensee?</li> </ul>
d. Community Relations a. Define community relations b. Explain why community relations initiatives are important to sports teams.	15		<ul style="list-style-type: none"> <li>• What is the concept of community relations?</li> <li>• Why do sports teams engage in community relations initiatives?</li> </ul>
e. Sponsorship a. Define sponsorship b. Recognize how a NBA jersey sponsorship benefits a brand	15		<ul style="list-style-type: none"> <li>• What is sponsorship?</li> <li>• Why do brands sponsor?</li> <li>• How might a brand benefit from a NBA jersey sponsorship?</li> </ul>
f. Activity & Presentation	40		PPT presentation, demonstration of understanding of key concepts, "City Edition" uniform creation and explanation that supports the design elements
<b>PROJECT TOTAL SCORE</b>	100		