

NBA 2020-21 “City” Jersey Activity:

Name: _____

Class Period: _____

NBA “The City” Edition Jersey Activity Description:

Nike collaborated with NBA teams this season to release new versions of the popular “City Edition” uniforms. Teams will wear these uniforms for specific promotional games, each paying tribute to their home city.

From color schemes to design features, each team’s “City Edition” uniform recognizes their city, state and/or community in a variety of ways. For example, with the first year’s “City Edition” release, the Indianapolis Pacers featured a checkered flag design on their jerseys in tribute to the city’s long history of auto racing. The Washington Wizards incorporated a marble pattern on each side of the jersey to mimic the Washington monument while the Philadelphia 76ers went with a parchment paper-inspired base color and script that resembles the Declaration of Independence.

For a look at a few of this year’s releases thus far (several teams have yet to announce this year’s jersey designs), click here <https://www.nba.com/news/new-team-uniforms-2020-21-season>. You can find previous year’s versions with a quick search online if you need more inspiration.

NBA “The City” Edition Jersey Activity Instructions:

Review lessons 6.1, 6.2, 6.3, 8.1 and 11.2 in Sports Career Consulting’s textbook (The Business of Sports & Entertainment) along with the “City Edition” PPT to see this year’s edition of the jerseys (you can also visit league and team websites for more), then answer the questions below.

1. Describe the concept of branding.
2. Explain the licensing process.
3. If your uniforms will include a sponsor patch (other than the Nike or Jordan Brand logo that already appears on the uniforms), explain why you partnered with that particular brand and how your city uniforms will benefit the corporate sponsor.
4. Describe how your city uniforms will also include a community relations component or support a specific cause.
5. On the next page, design your own version of a City Edition basketball uniform, imagining your school as the NBA team and your city as the team’s home. Provide details on how the uniform represents your community.

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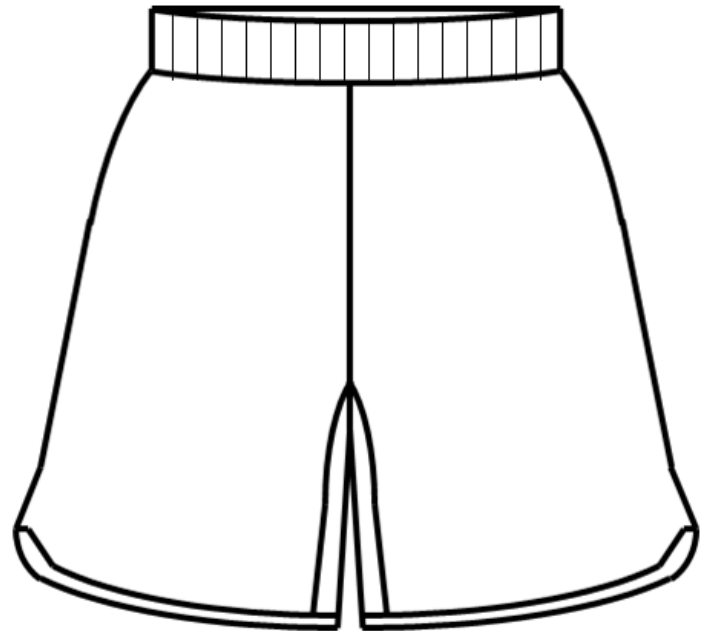
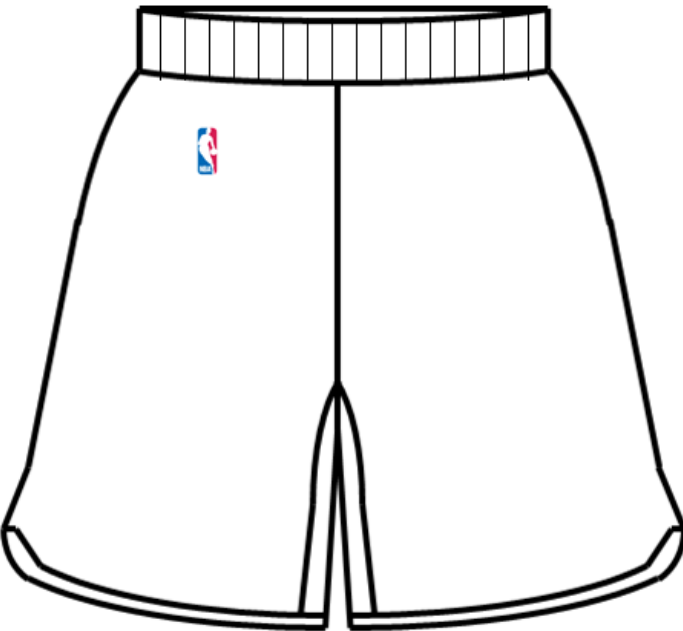
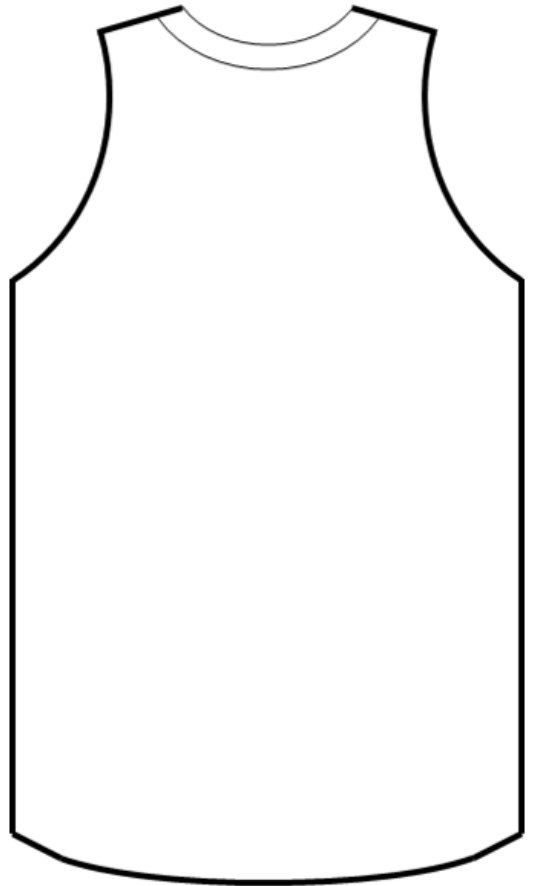
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Uniform Design Description:

UNIFORM FRONT



UNIFORM BACK



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