

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



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

## Sports Career Consulting Student Packet – NBA “City Edition” Jerseys

### In this lesson, you will learn:

- Describe the concept of branding
- Explain the licensing process
- Recognize why a brand would want their logo on NBA uniforms
- Describe the concept of community relations
- **Activity:** Design your own city edition basketball uniform concept

RESOURCES	QUESTIONS
<p><b>DISCUSSION PROMPTS</b></p> <p><b>1</b> Review the “NBA City Edition” PPT slides and then discuss these questions with your classmates or with a partner.</p>	<p><i>Estimated time: 5 mins</i></p> <ol style="list-style-type: none"> <li>1. What is a brand? Is the NBA a brand? Nike and Jordan Brand? Do you think a city can be a brand?</li> <li>2. How might the different uniform variations help NBA teams to sell more merchandise? How might Nike and Jordan Brand benefit from an increase in jersey sales?</li> <li>3. Why do you think teams offer city-themed uniforms that pay tribute the communities in which they play?</li> <li>4. Based on information from the previous slides and the NBA website, what is one example of how a team has used the “City Edition” uniforms to build a community relations initiative?</li> <li>5. Which City Edition NBA uniform was your favorite? Why?</li> </ol>
<p><b>COMPREHENSION CHECK</b></p> <p><b>2</b></p> <p><u>Sports business concepts covered in this lesson plan:</u></p> <p>Students should review lessons 6.1, 6.2, 6.3, 8.1 and 11.2 in your textbook (SCC’s The Business of Sports &amp; Entertainment) to learn about the concepts covered in this lesson plan.</p>	<p><i>Estimated time: 30 mins</i></p> <ol style="list-style-type: none"> <li>1. What is branding?</li> <li>2. What is licensing?</li> <li>3. What is a licensee? Licensor?</li> <li>4. What is sponsorship?</li> <li>5. Why would a brand want their logo on an NBA uniform?</li> <li>6. What are community relations?</li> <li>7. Why do sports teams engage in community relations initiatives?</li> </ol>

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**SEE “NBA CITY UNIFORMS”  
ACTIVITY RUBRIC**

1. Nike collaborated with NBA teams again this season to release a “City Edition” uniform collection. NBA teams will wear these uniforms for specific games this season, each paying tribute to their home city.
2. Review the following lessons 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:

- Lesson 6.1 (Branding)
- Lesson 6.2, 6.3 (Licensing)
- Lesson 8.1 (Sponsorship)
- Lesson 11.2 (Community Relations)

You might also visit league and team websites for more examples of city edition uniforms for some additional inspiration when creating your own designs.

3. Using the handout provided by your teacher, 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.

Your presentation should include the following:

- Describe the concept of branding
- Explain the licensing process
- 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
- Describe how your city uniforms will also include a community relations component or support a cause
- Design your version of a city edition uniform, explaining how the uniforms will represent your city and why fans and the community will want to purchase them