**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** |
| 1. Branding    1. Define brand    2. Cities as brands    3. Importance of branding | 15 |  | * Define brand * Can a city be a brand? Why or why not? * Why is branding important? * How might NBA teams benefit from “City Edition” uniforms? |
| 1. Licensing 2. Define licensing 3. Explain the licensing process 4. Differentiate between licensee and licensor | 15 |  | * What is licensing? * Explain the licensing process * Who is the licensor in this activity example, the NBA or Nike/Jordan Brand? Who is the licensor? |
| 1. Community Relations    1. Define community relations    2. Explain why community relations initiatives are important to sports teams. | 15 |  | * What is the concept of community relations? * Why do sports teams engage in community relations initiatives? |
| 1. Sponsorship    1. Define sponsorship    2. Recognize how a NBA jersey sponsorship benefits a brand | 15 |  | * What is sponsorship? * Why do brands sponsor? * How might a brand benefit from a NBA jersey sponsorship? |
| 1. Activity & Presentation | 40 |  | PPT presentation, demonstration of understanding of key concepts, “City Edition” uniform creation and explanation that supports the design elements |
| **PROJECT TOTAL SCORE** | 100 |  |  |