



Sports Career Consulting Teacher Lesson Plan Guide – 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>DISCUSSION PROMPTS</p> <p>1 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> <p>STUDENT ANSWERS WILL VARY</p> <ol style="list-style-type: none"> 1. What is a brand? Is the NBA a brand? Nike and Jordan Brand? Do you think a city can be a brand? 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? 3. Why do you think teams offer city-themed uniforms that pay tribute the communities in which they play? 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? 5. Which City Edition NBA uniform was your favorite? Why?
<p>COMPREHENSION CHECK</p> <p>2</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 & 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"> 1. What is branding? Branding is the use of a name, design, symbol, or a combination of those elements that a sports or entertainment organization uses to help differentiate its products from the competition. 2. What is licensing? Licensing refers to an agreement which gives a company the right to use another’s brand name, patent, or other intellectual property for a royalty or fee. 3. What is a licensee? Licensor? A licensor is the company or individual granting the license (NBA in this case) while the licensee is the company or individual paying for the rights to use the licensor’s name or property (Nike or Jordan Brand in this case). 4. What is sponsorship? Sponsorship is a form of marketing in which companies attach their name, brand, or logo to an event for the purpose of achieving future profits. The goal of sponsorship is to generate a bond between company and customer. Essentially, sponsorships provide a partnership between two parties.

	<p>5. Why would a brand want their logo on an NBA uniform? Brands typically sponsor sports and entertainment properties as a vehicle to:</p> <ul style="list-style-type: none"> • Increase brand loyalty • Create awareness and visibility • Change or reinforce image • Drive retail traffic • Drive sales • Showcase community responsibility • Display brand attributes • Entertain clients and hospitality • Recruit and retain employees • Create merchandising opportunities • Build company awareness • Differentiate products • Associate with particular lifestyles • Business-to-Business marketing • Distinguish from the competition • Introduce a new product or service to a large audience • Enter new markets <p>In this case, placing advertising on jerseys generates millions of impressions, generating exposure and building brand awareness. In some cases, a company might use the jersey sponsorship to help launch a new product or service. In other cases, the brand might want to connect with a loyal fan base.</p> <p>6. What are community relations? Community relations refer to activities that focus on an individual or organization's commitment to bettering their respective community. Sports teams and athletes are often quick to lend a helping hand when their communities are suffering, recognizing the powerful platform available to them and the role they can play in helping a community to recover and/or heal.</p> <p>7. Why do sports teams engage in community relations initiatives? The goal of a community relations effort is to assist in achieving an organization's public relations objectives related to enhancing public understanding, gaining public approval and acceptance, ultimately leading to public support while building loyalty with fans.</p>
<p>STUDENT ACTIVITY</p> <p>3</p> <p>SEE "NBA CITY UNIFORMS" ACTIVITY RUBRIC</p>	<p><i>Suggested estimated time: 120 minutes</i></p> <ol style="list-style-type: none"> 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 (<i>The Business of Sports & Entertainment</i>) along with the "City Edition" PPT to see this year's edition of the jerseys: <ul style="list-style-type: none"> • Lesson 6.1 (Branding) • Lesson 6.2, 6.3 (Licensing) • Lesson 8.1 (Sponsorship) • Lesson 11.2 (Community Relations) <p>You might also visit league and team websites for more examples of city edition uniforms for some additional inspiration when creating your own designs.</p>

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| | <p>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.</p> <p>Your presentation should include the following:</p> <ul style="list-style-type: none">• 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 |
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