****

### 

### Name: Lesson 8.1/Lesson 8.2/Lesson 8.3/Lesson 8.5

**Class Period:** UNDERSTANDING SPONSORSHIP

|  |
| --- |
| Sports Career Consulting - Unit 8: Understanding Sponsorship – NBA Patch Sponsors |
| In this lesson, you will learn to:  * Define and offer examples of sponsorship * List three ways a company might implement sponsorship programs * Understand why a company would engage in sponsorship |

|  |  |
| --- | --- |
| **Resources** | Questions |
| |  |  | | --- | --- | | 1 | [**Discussion Prompts**](https://docs.google.com/presentation/d/1oyQLnWhHdsqF1odJPYqDVA4GWmwj9ZgyJdwvw2-XvUM/edit#slide=id.p)  Discuss these questions with your classmates or with a partner. | | *Estimated time: 5 mins*   1. What is sponsorship? 2. What are some examples of sponsorship that you have seen? 3. What makes sponsorship work? 4. Define Target market. |
| |  |  | | --- | --- | | **2** | SPONSORSHIP STUDENT ACTIVITY  **NBA Jersey**  **Patch Sponsorship** | | *Estimated time: 60-90 mins*  *Identify the various patch sponsors of each NBA team and identify what type of business they are in and why would the sponsor be interested in Patch Sponsorship?*   |  |  |  |  | | --- | --- | --- | --- | |  | **Team** | **Patch Sponsor** | **What They Do** | | 1 | Cleveland Cavaliers |  |  | | 2 | Dallas Mavericks |  |  | | 3 | Denver Nuggets |  |  | | 4 | Detroit Pistons |  |  | | 5 | Atlanta Hawks |  |  | | 6 | Boston Celtics |  |  | | 7 | Brooklyn Nets |  |  | | 8 | Charlotte Hornets |  |  | | 9 | Chicago Bulls |  |  | | 10 | New York Knicks |  |  | | 11 | Portland Trailblazers |  |  | | 12 | Los Angeles Lakers |  |  | | 13 | Miami Heat |  |  | | 14 | San Antonio Spurs |  |  | | 15 | Houston Rockets |  |  | | 16 | Milwaukee Bucks |  |  | | 17 | Philadelphia 76ers |  |  | | 18 | Sacramento Kings |  |  | | 19 | Golden State Warriors |  |  | | 20 | Toronto Raptors |  |  | | 21 | Utah Jazz |  |  | | 22 | Washington Wizards |  |  | | 23 | New Orleans Pelicans |  |  | | 24 | Phoenix Suns |  |  | | 25 | Orlando Magic |  |  | | 26 | Oklahoma City Thunder |  |  | | 27 | Minnesota Timberwolves |  |  | | 28 | Memphis Grizzlies |  |  | | 29 | Indiana Pacers |  |  | |
| |  |  | | --- | --- | | 4 | **CHECK COMPREHENSION** | | *Estimated time: 5 mins*   * + - 1. TRUE or FALSE. Sponsorship is considered the same as advertising.       2. TRUE or FALSE. Companies typically use sponsorship as a vehicle to increase brand loyalty toward its products and/or services.       3. TRUE or FALSE. To be effective, sponsorship programs must meet the needs of the sponsoring party.       4. Sponsorship packages often include \_\_\_\_\_\_\_\_\_\_.   a. Right to use team or event marks, logos, names, or trademarks  b. Product and merchandise (game tickets, licensed merchandise)  c. Right to conduct promotional activities  d. All of the above |