



## 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																																																
<div>1</div> <div><u>Discussion Prompts</u></div> <div>Discuss these questions with your classmates or with a partner.</div>	<div>Estimated time: 5 mins</div> <div>1. What is sponsorship?</div> <div>Form of marketing in which companies align their name, brand, or logo with sports/entertainment properties or events for the purpose of achieving future profits</div> <div>2. What are some examples of sponsorship that you have seen?</div> <div>Student answers will vary</div> <div>3. What makes sponsorship work?</div> <div>Student answers will vary</div> <div>4. Define Target market.</div> <div>A specific group of consumers with a defining set of characteristics</div>																																																
<div>2</div> <div>SPONSORSHIP STUDENT ACTIVITY</div> <div>NBA Jersey Patch Sponsorship</div>	<div>Estimated time: 60-90 mins</div> <div>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?</div> <table><tr><th></th><th>Team</th><th>Patch Sponsor</th><th>What They Do</th></tr><tr><td>1</td><td>Cleveland Cavaliers</td><td>Goodyear</td><td>Tires</td></tr><tr><td>2</td><td>Dallas Mavericks</td><td>Chime</td><td>Mobile Banking</td></tr><tr><td>3</td><td>Denver Nuggets</td><td>Western Union</td><td>Money Transfers</td></tr><tr><td>4</td><td>Detroit Pistons</td><td>United Wholesale Mortgage</td><td>Mortgage lender</td></tr><tr><td>5</td><td>Atlanta Hawks</td><td>Sharecare</td><td>Health &amp; Wellness</td></tr><tr><td>6</td><td>Boston Celtics</td><td>Vistaprint</td><td>e-commerce</td></tr><tr><td>7</td><td>Brooklyn Nets</td><td>Webull</td><td>Electronic trading</td></tr><tr><td>8</td><td>Charlotte Hornets</td><td>LendingTree</td><td>Online lending (loans)</td></tr><tr><td>9</td><td>Chicago Bulls</td><td>Zenni Optical (Zenni)</td><td>Optical (eyeglasses)</td></tr><tr><td>10</td><td>New York Knicks</td><td>Squarespace</td><td>Website building</td></tr><tr><td>11</td><td>Portland Trailblazers</td><td>StormX</td><td>Cryptocurrency</td></tr></table>		Team	Patch Sponsor	What They Do	1	Cleveland Cavaliers	Goodyear	Tires	2	Dallas Mavericks	Chime	Mobile Banking	3	Denver Nuggets	Western Union	Money Transfers	4	Detroit Pistons	United Wholesale Mortgage	Mortgage lender	5	Atlanta Hawks	Sharecare	Health & Wellness	6	Boston Celtics	Vistaprint	e-commerce	7	Brooklyn Nets	Webull	Electronic trading	8	Charlotte Hornets	LendingTree	Online lending (loans)	9	Chicago Bulls	Zenni Optical (Zenni)	Optical (eyeglasses)	10	New York Knicks	Squarespace	Website building	11	Portland Trailblazers	StormX	Cryptocurrency
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12	Los Angeles Lakers	Bibigo	Korean food
13	Miami Heat	Ultimate Kronos Group	Workforce management
14	San Antonio Spurs	Frost Bank (Frosty)	Texas based bank
15	Houston Rockets	Credit Karma	Free credit scores, data
16	Milwaukee Bucks	Motorola	Consumer electronics
17	Philadelphia 76ers	Crypto.com	Cryptocurrency
18	Sacramento Kings	Dialpad	Software
19	Golden State Warriors	Rakuten	e-commerce (Japan)
20	Toronto Raptors	Sun Life Financial	Financial services (Canada)
21	Utah Jazz	Qualtrics	Cloud-based software
22	Washington Wizards		
23	New Orleans Pelicans	Ibotta	Mobile technology
24	Phoenix Suns	PayPal	Online financial services
25	Orlando Magic	Walt Disney World	Entertainment resort
26	Oklahoma City Thunder	Love's Travel Stops and Country Stores	Family-owned truck stop convenience store
27	Minnesota Timberwolves	Aura	Identity theft protection
28	Memphis Grizzlies		
29	Indiana Pacers	Motorola	Consumer electronics

*Estimated time: 5 mins*

#### 4 CHECK COMPREHENSION

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