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

**Class Period:** UNDERSTANDING SPONSORSHIP

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| 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 |

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| **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?   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   1. What are some examples of sponsorship that you have seen?   Student answers will vary   1. What makes sponsorship work?   Student answers will vary   1. Define Target market.   A specific group of consumers with a defining set of characteristics |
| |  |  | | --- | --- | | **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 | 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 | | 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 | |
| |  |  | | --- | --- | | 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 |