



## 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><a href="#">Discussion Prompts</a></div> <div>Discuss these questions with your classmates or with a partner.</div>	<div>Estimated time: 5 mins</div> <div><div>1.</div><div>What is sponsorship?</div></div> <div><div>2.</div><div>What are some examples of sponsorship that you have seen?</div></div> <div><div>3.</div><div>What makes sponsorship work?</div></div> <div><div>4.</div><div>Define Target market.</div></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><thead><tr><th></th><th>Team</th><th>Patch Sponsor</th><th>What They Do</th></tr></thead><tbody><tr><td>1</td><td>Cleveland Cavaliers</td><td></td><td></td></tr><tr><td>2</td><td>Dallas Mavericks</td><td></td><td></td></tr><tr><td>3</td><td>Denver Nuggets</td><td></td><td></td></tr><tr><td>4</td><td>Detroit Pistons</td><td></td><td></td></tr><tr><td>5</td><td>Atlanta Hawks</td><td></td><td></td></tr><tr><td>6</td><td>Boston Celtics</td><td></td><td></td></tr><tr><td>7</td><td>Brooklyn Nets</td><td></td><td></td></tr><tr><td>8</td><td>Charlotte Hornets</td><td></td><td></td></tr><tr><td>9</td><td>Chicago Bulls</td><td></td><td></td></tr><tr><td>10</td><td>New York Knicks</td><td></td><td></td></tr><tr><td>11</td><td>Portland Trailblazers</td><td></td><td></td></tr></tbody></table>		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		
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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		

*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