

— SPM 261 • INTRODUCTION TO SPORT MANAGEMENT • PART I

Current and Future Trends in Sport Management: A Macro View

Introduction to Sport Management SPM 261



Current & Future Trends in Sport Management

PART I – THIS DECK

(1) Internship

Are you qualified?

(2) College Athletics

Significant Growth

PART II – COMING NEXT

(3) Sponsorship

Business Through Sports

(4) Sports Analytics

Fastest Growing Area of Study

(1) Internship: Are you qualified?



Internship

/ College Athletics

/ Sponsorship

/ Analytics

The single biggest annual sporting event

126M

TV AUDIENCE

10M

30-SECOND AD SPOT

???

TOTAL REVENUE PROJECTED

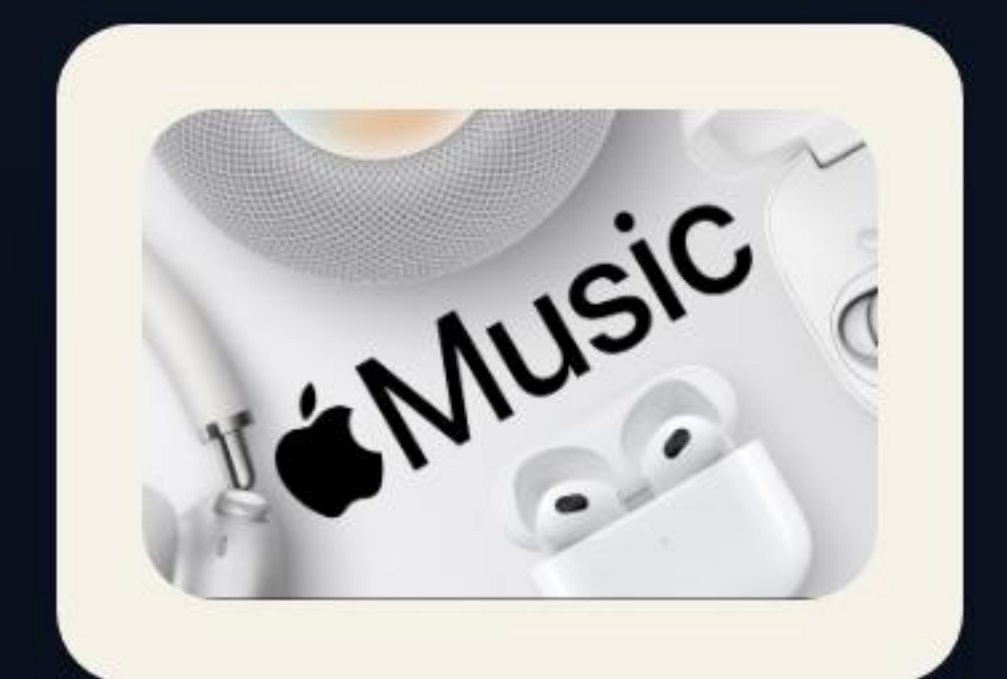
Apple Music

- Apple Music replaced Pepsi as sponsor in a deal that the N.F.L. had been shopping around for about \$50 million (per year)



Apple Music cont.

Apple Music revenue?



APPLE MUSIC ANNUAL USERS, 2015–2022 (MILLIONS)



APPLE MUSIC ANNUAL REVENUE, 2016–2022 (\$ BILLIONS)



Source – <https://www.businessofapps.com/data/apple-music-statistics/>

Internship

/ College Athletics

/ Sponsorship

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SUPER BOWL LVIII

Apple Music

HALFTIME SHOW

Internship

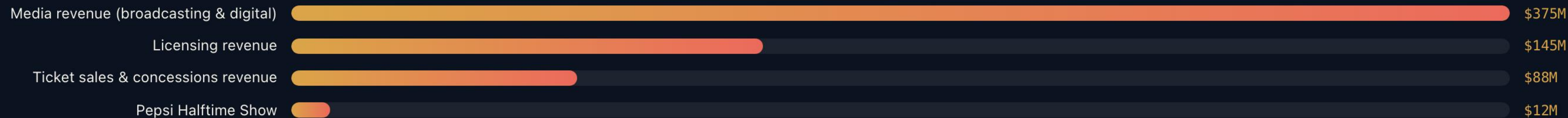
/ College Athletics

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Ex) Super Bowl 50

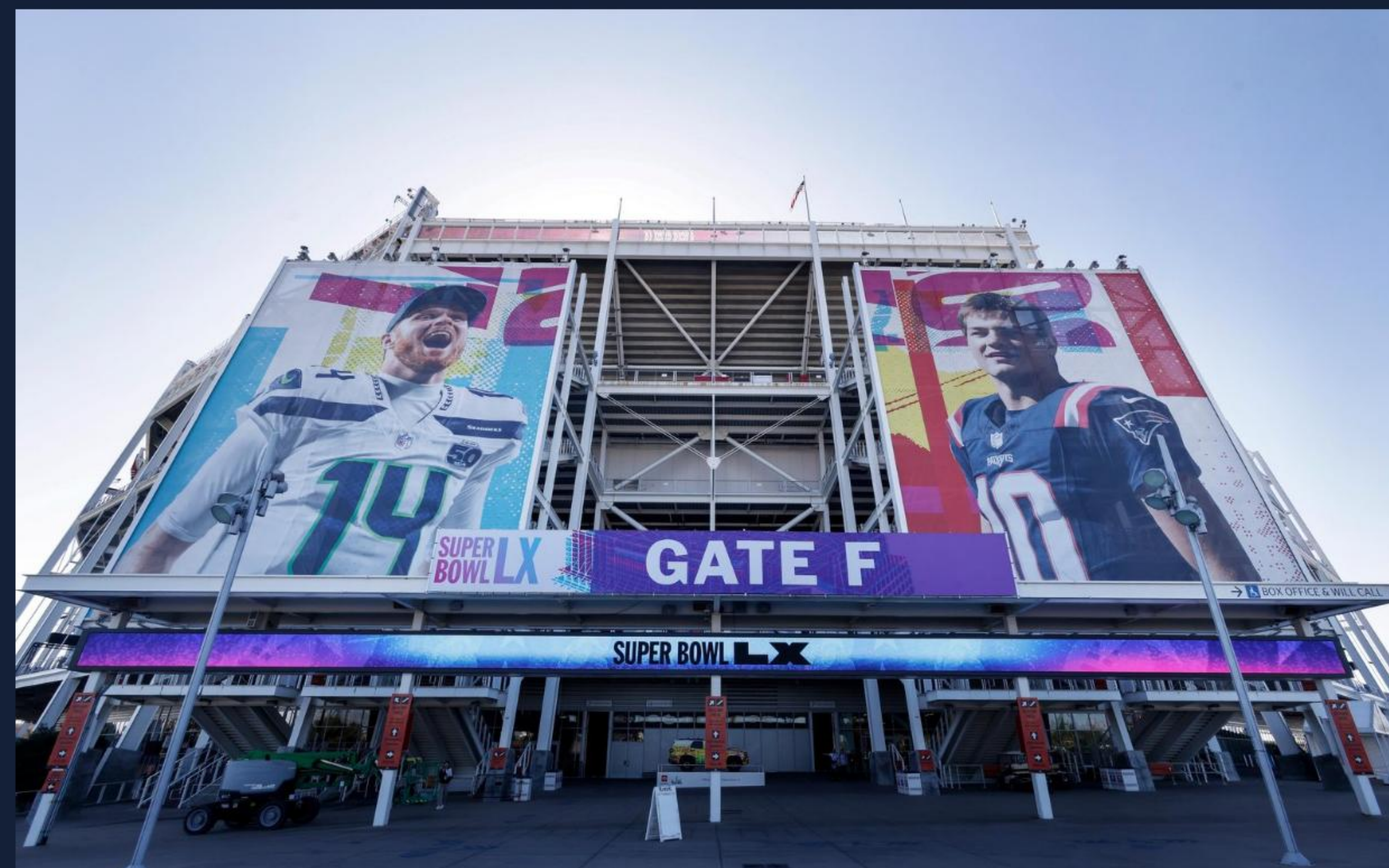
REVENUE IN MILLION U.S. DOLLARS



Estimated total revenue of about \$620 million

Economy of Super Bowl 60

- Tourism - \$370-\$630 million (90,000+ visitors; from outside Bay Area)
- Jobs- 5,000 jobs, \$300 million in labor income
- Government earnings- \$16 million (local taxes)
- Ticket sales- \$400 million (tickets + luxury boxes; starting ticket price = \$6K)
- Advertisement (NBC)- \$800 million (TV ads + streaming)
- Players payout- \$178K (each player on winning team); \$103K (losing team)
- Betting- \$1.76 billion (legally)
- Halftime show- NFL covers all production costs associated with the show



The NFL has extended its TV partnership with -----, -----, and ----- through the 2022 season.

The current rights (including the rights to all Sunday games during the regular season) run through 2022 and are estimated to be worth a combined \$3 billion per year.



NBC

2014, 2017, 2021 (seasons)

CBS

2015, 2018, 2020

Fox

2016, 2019, 2022

<https://www.forbes.com/sites/chris-smith/2015/01/31/the-money-behind-super-bowl-xliv/>

<http://adage.com/article/media/nfl-teams-split-7-3-billion-revenue-packers-numbers-reveal/299576/>

Internship

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The NFL signed new media rights agreements with CBS, NBC, Fox, ESPN and Amazon collectively worth about \$110 billion over 11 years, nearly doubling the value of its previous contracts.

CBS

2023, 2027, 2031 (seasons)

FOX

2024, 2028, 2032

NBC

2025, 2029, 2033

ESPN/ABC

2026, 2030

<https://www.nytimes.com/2021/03/18/sports/football/nfl-tv-contracts.html#:~:text=to%20your%20inbox.-,The%20N.F.L.,value%20of%20its%20previous%20contracts.>

<https://www.cnn.com/2021/03/18/nfl-media-rights-deal-2023-2033-amazon-gets-exclusive-thursday-night.html>

Internship

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Super Bowl Locations

*Where are the Super Bowl locations for 2027 &
2028?*

Internship

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- A 2024 survey from the National Sports Industry Association found that only 32% of first-time hires come from direct sports management backgrounds.
- Entry-level roles in sports management favor candidates with demonstrated digital marketing and data analytics skills, reflecting employers' focus on fan engagement metrics.
- Hiring concentration remains highest in metropolitan areas with major league franchises.
- Surveys from 2024 show 65% of employers prioritize relevant internship experience over advanced degrees, highlighting a tradeoff that suggests earlier workforce entry may improve job prospects more than extended schooling for many new grads.
- Projected 12% employment growth between 2024 and 2030 for sport management roles, per U.S. Bureau of Labor Statistics.
- Employers now prioritize competencies in AI tools, analytics, and digital communication alongside traditional sports management skills.

Internship

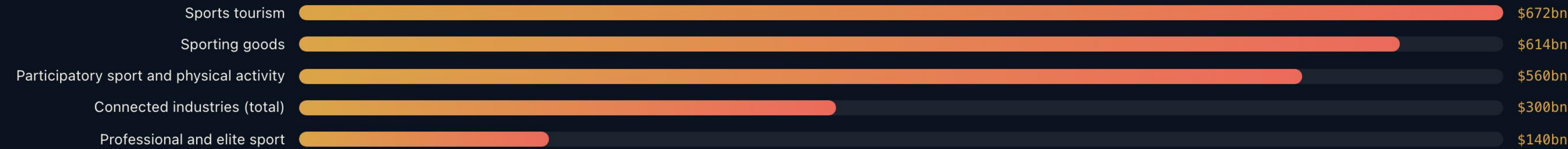
/ College Athletics / Sponsorship / Analytics

Arcadia Sport Management

- SPM270 (Practicum I) & SPM370 (Practicum II)
- SPM470 Internship
- Speakers Series
- Career fairs
- Adjunct faculty
- Sport Management Club

Total Global Revenue of Sport in 2025 - \$2.3 Trillion

SPORTS ECONOMY GLOBAL REVENUE POOLS, FOR 2025



Source – <https://www.nytimes.com/athletic/6963878/2026/01/16/davos-global-sports-economy-wef-takeaways/>

- Sports industry is large and diverse.
- *Classification and measurement of size and scope is difficult. Why?*
- Sport industry is scattered across at least 12 different industries in the NAICS.



Internship

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May 2023 National Industry-Specific Occupational Employment and Wage Estimates

NAICS 71200 - Spectator Sports

Bureau of Labor Statistics

https://www.bls.gov/oes/2023/may/naics3_711000.htm

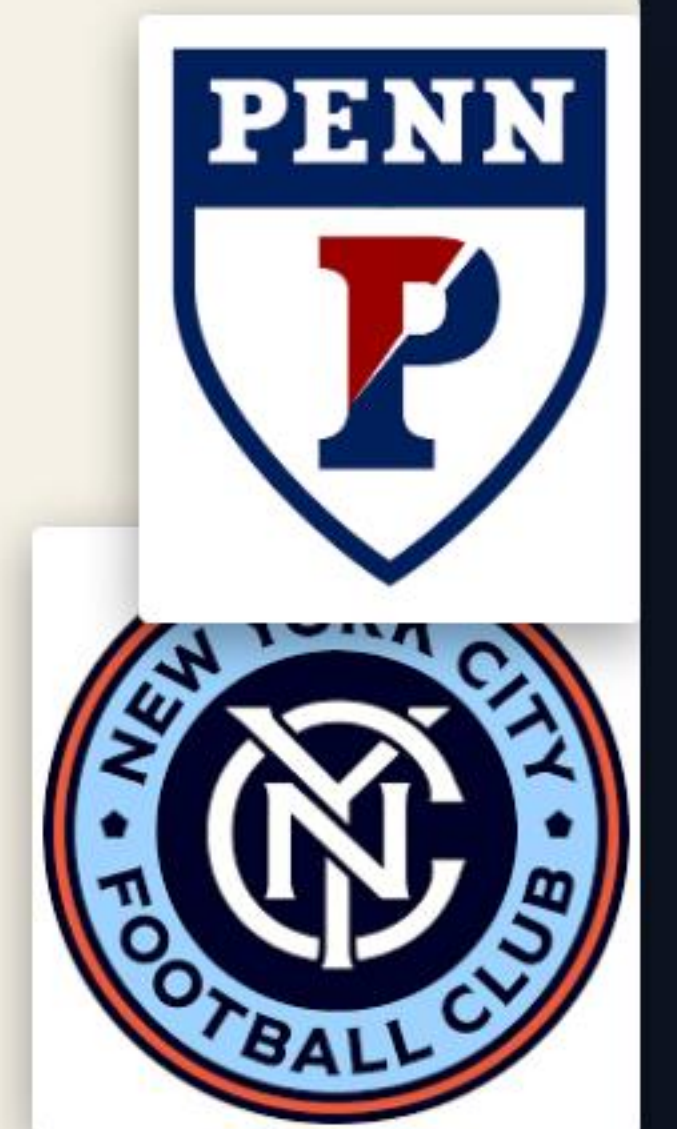
All Business Schools — Sports Management Salary

<http://www.allbusinessschools.com/business-careers/sports-management/salary/>

Job Placement



Job Placement



Internship

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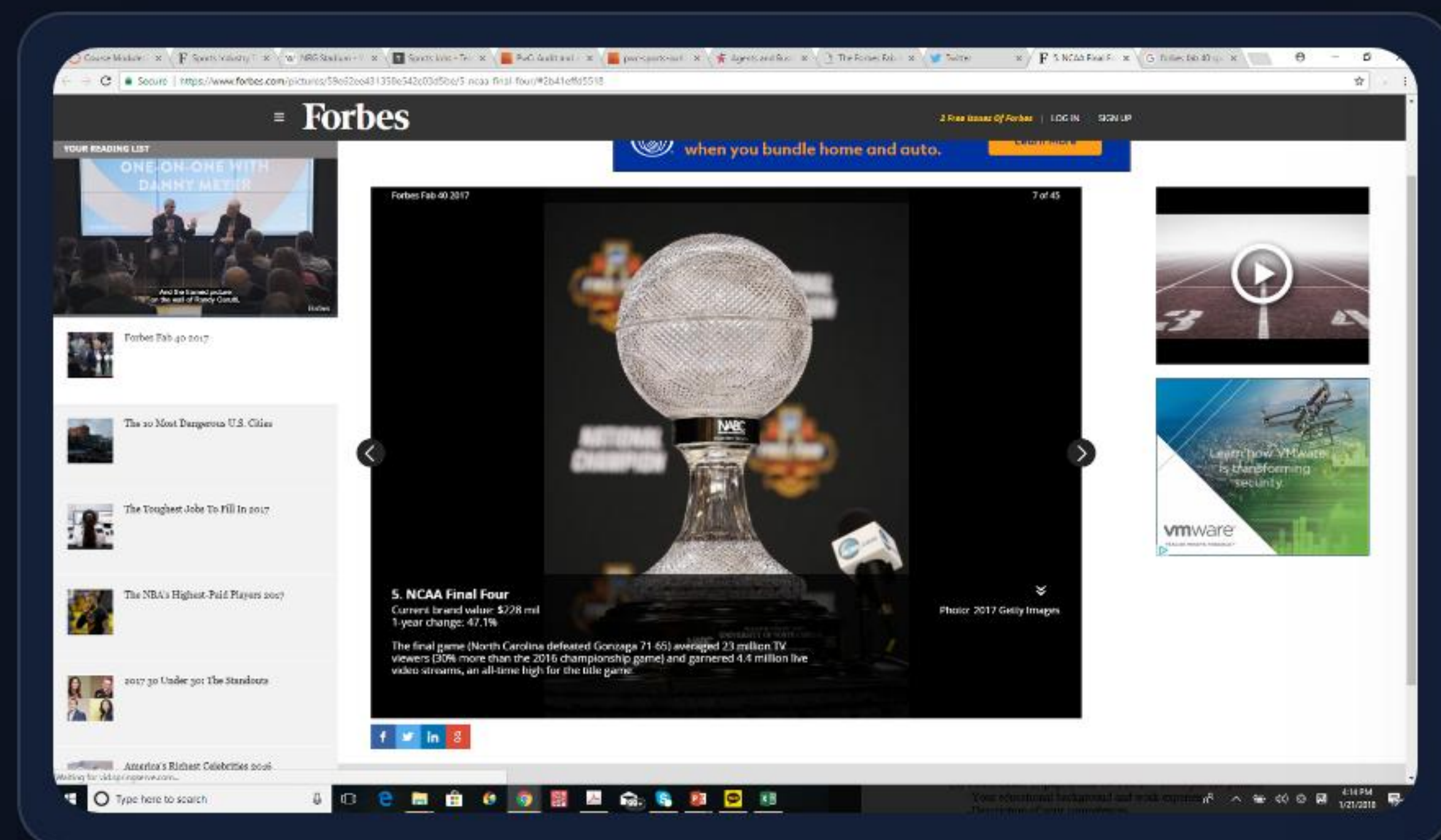
Do you believe a degree in sport management will set you apart from the competition?



(2) College Athletics: Significant Growth



✓ Internship / College Athletics / Sponsorship / Analytics



College Football Playoff – \$5.64 billion / 12-year deal (WSJ, 2013)

Source – <https://sport.news.am/eng/news/83075/forbes-presents-most-valuable-sports-events.html>

Most Valuable Sports Events Brands Worldwide (2019)

IN MILLION U.S. DOLLARS



Are you a college sports fan?

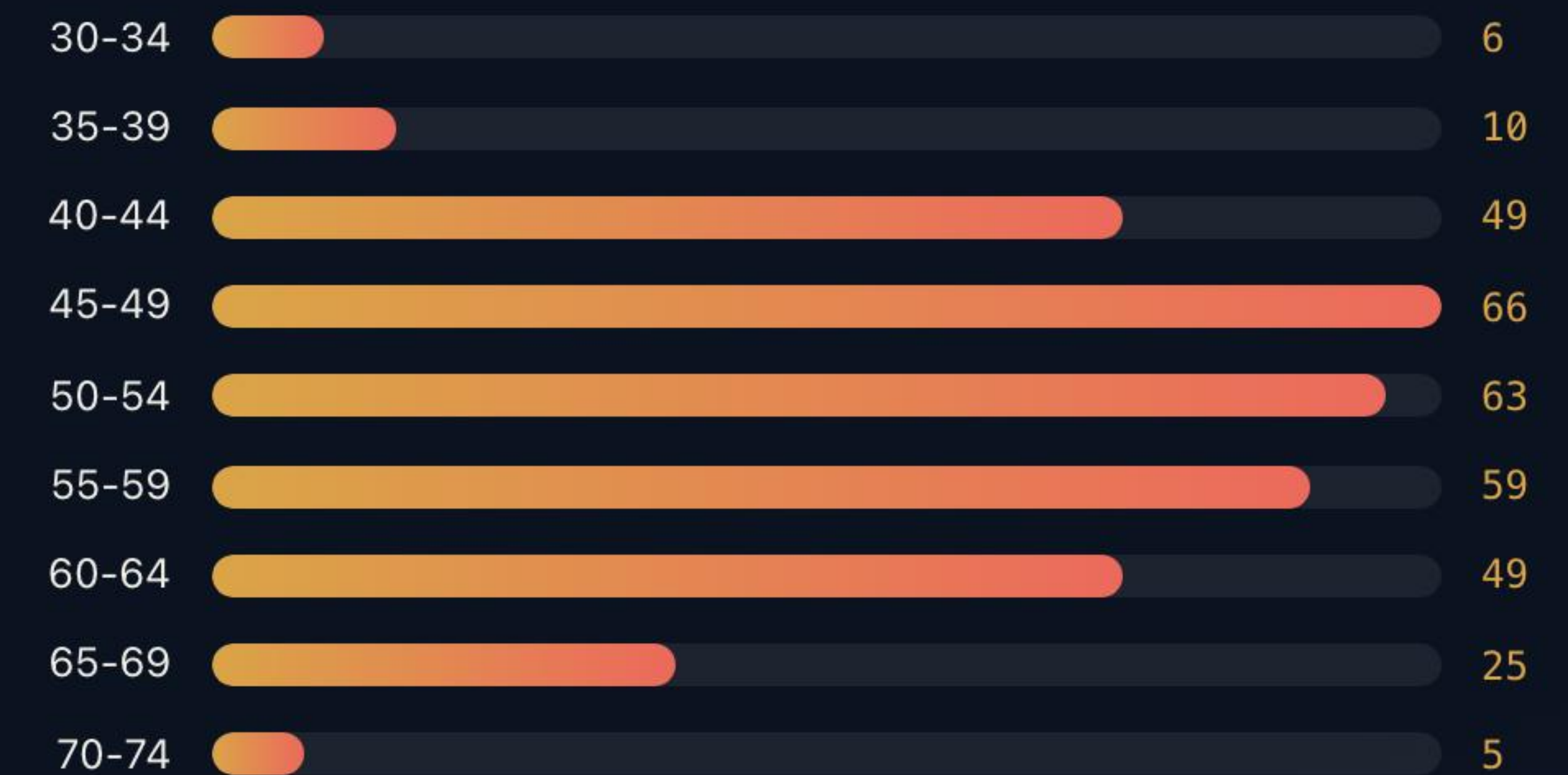
- Demographics of college sports fans (ESPN, 2013)
- 190 million fans (80 million-female; 60 million-minorities)
- 30 million fans (earning over \$100,000)



Implications?

- 1 College athletics is a great industry
Still competitive, but accessible — use your resources
- 2 Consider D-II & D-III
- 3 Need experiences
Master's degree is necessary

AGE OF CURRENT DIVISION I ATHLETIC DIRECTORS



**Age information not available for all 351 D-1 athletic directors.*

Questions?