

► PART II OF II

— SPM 261 · INTRODUCTION TO SPORT MANAGEMENT · ARCADIA UNIVERSITY

Current and Future Trends in Sport Management: A Macro View

Introduction to Sport Management · SPM 261

Current & Future Trends in Sport Management

PART I – ALREADY COVERED

01

Internship

ARE YOU QUALIFIED?

02

College Athletics

SIGNIFICANT GROWTH

PART II – TODAY

03

Sponsorship

TODAY

04

Sports Analytics

TODAY

✓ Internship / ✓ College Athletics / **Sponsorship** / Analytics

(3) Sponsorship: Business Through Sports



On-course signage: a PGA Tour
sponsorship placement

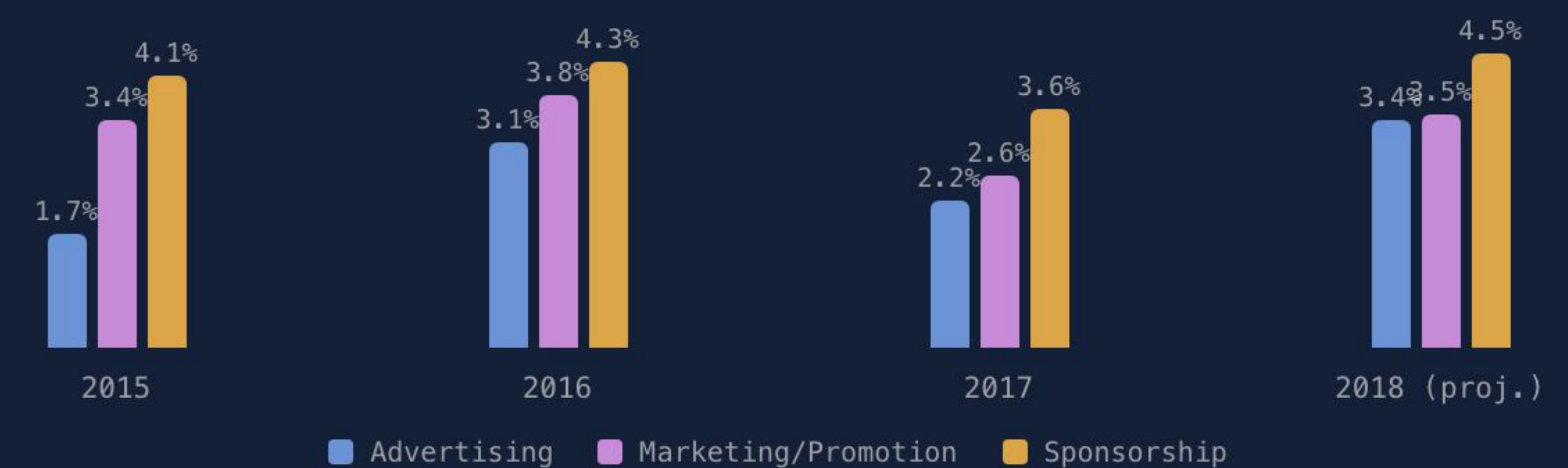
Sports as a powerful marketing tool

Sports as the most popular property sector

PROJECTED 2018 SHARES OF NORTH AMERICAN SPONSORSHIP



ANNUAL GROWTH OF ADVERTISING, MARKETING/PROMOTION AND SPONSORSHIP – NORTH AMERICA



Source – IEG, Inc, 2018

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Sports as more than a marketing tool

Corporate-related sport sponsorship objectives

Goodwill

Alter public perception

Involvement with the community

Want to be a sport marketer?

- Be an expert of sponsorship
 - Sponsorship is a major source of revenue
 - Corporate partnership unit in pro teams



A sport marketing / partnerships team



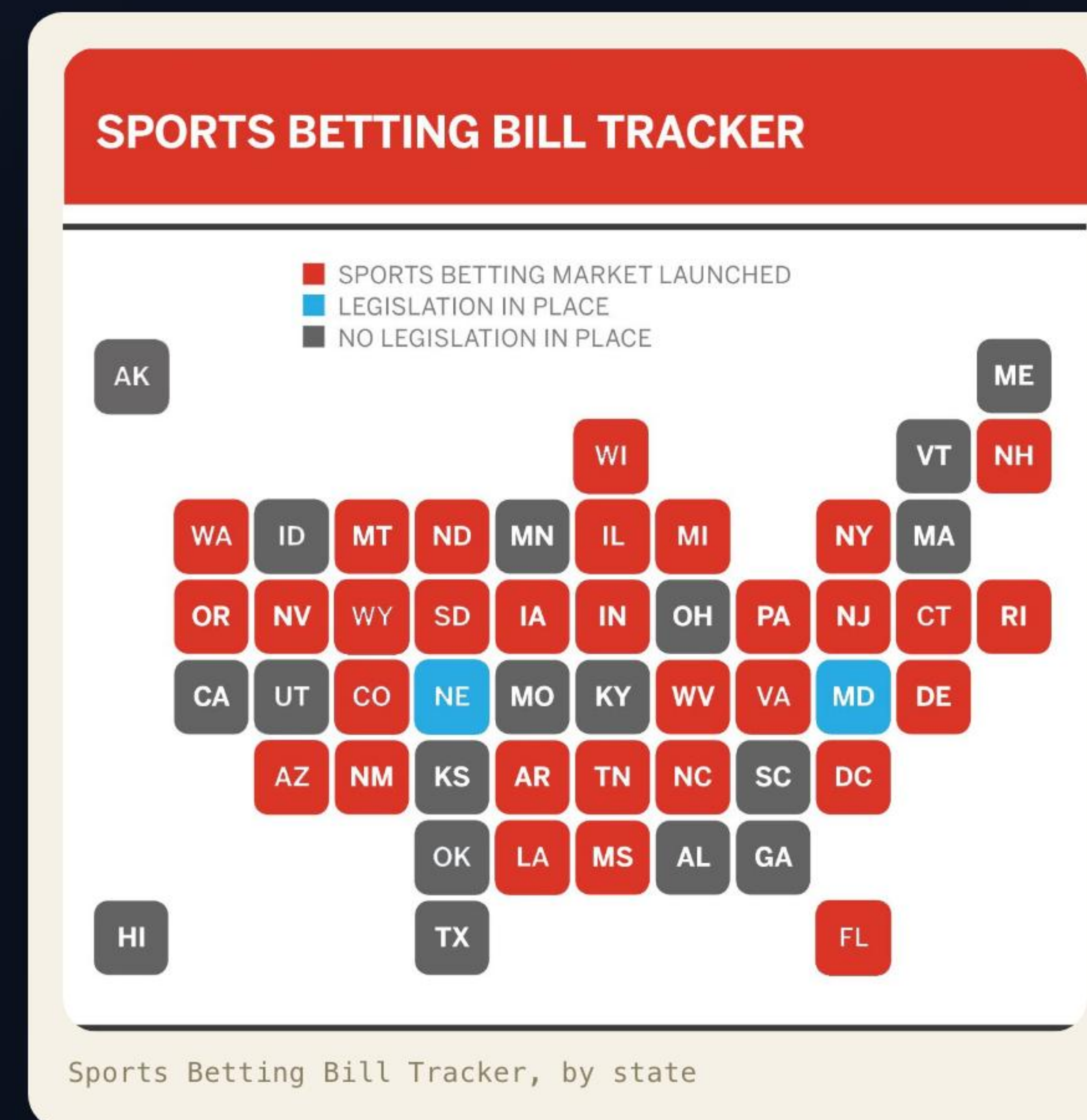
In-stadium sponsorship signage at Citi Field

Sports Betting

- *Legal or illegal?*
- Professional and Amateur Sports Protection Act (PASPA) of 1992 was ruled unconstitutional

➤ americangaming.org/research/state-of-play-map

Source — Last updated on Dec. 2, 2021. Data provided by American Gaming Association.



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Amount wagered on the Super Bowl in sports books in Nevada from 2004 to 2023

US\$ MILLIONS



Sports Betting

New revenue streams for teams & leagues

The NFL is projected to generate a combined incremental revenue of \$573M per year through TV advertising, sponsorship, and data / product revenue created by gambling services.

Major League TV Advertising Revenue from Gambling Services

\$451M

Major League Sponsorship Revenue from Gambling Services

\$92M

Major League Data and Product Revenue for 3rd Party Gambling Services

\$30M

Direct Incremental Revenues Impact **\$573M**

	CURRENT	% CHANGE	POST-PASPA
Media Rights	\$7,915	17.9%	\$9,335
Sponsorship	\$1,320	7.6%	\$1,420
Merchandise	\$420	2.1%	\$429
Ticket Sales	\$3,424	6.5%	\$3,648
Revenue Impact	\$13,079	13.4%	\$14,832

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Sports Betting

New job opportunities



A Las Vegas race & sports wagering lounge



DraftKings and FanDuel

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Sports Betting cont.



Speaker: Shea Barr

Search: "sports betting jobs"

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Center City Philadelphia – site visit

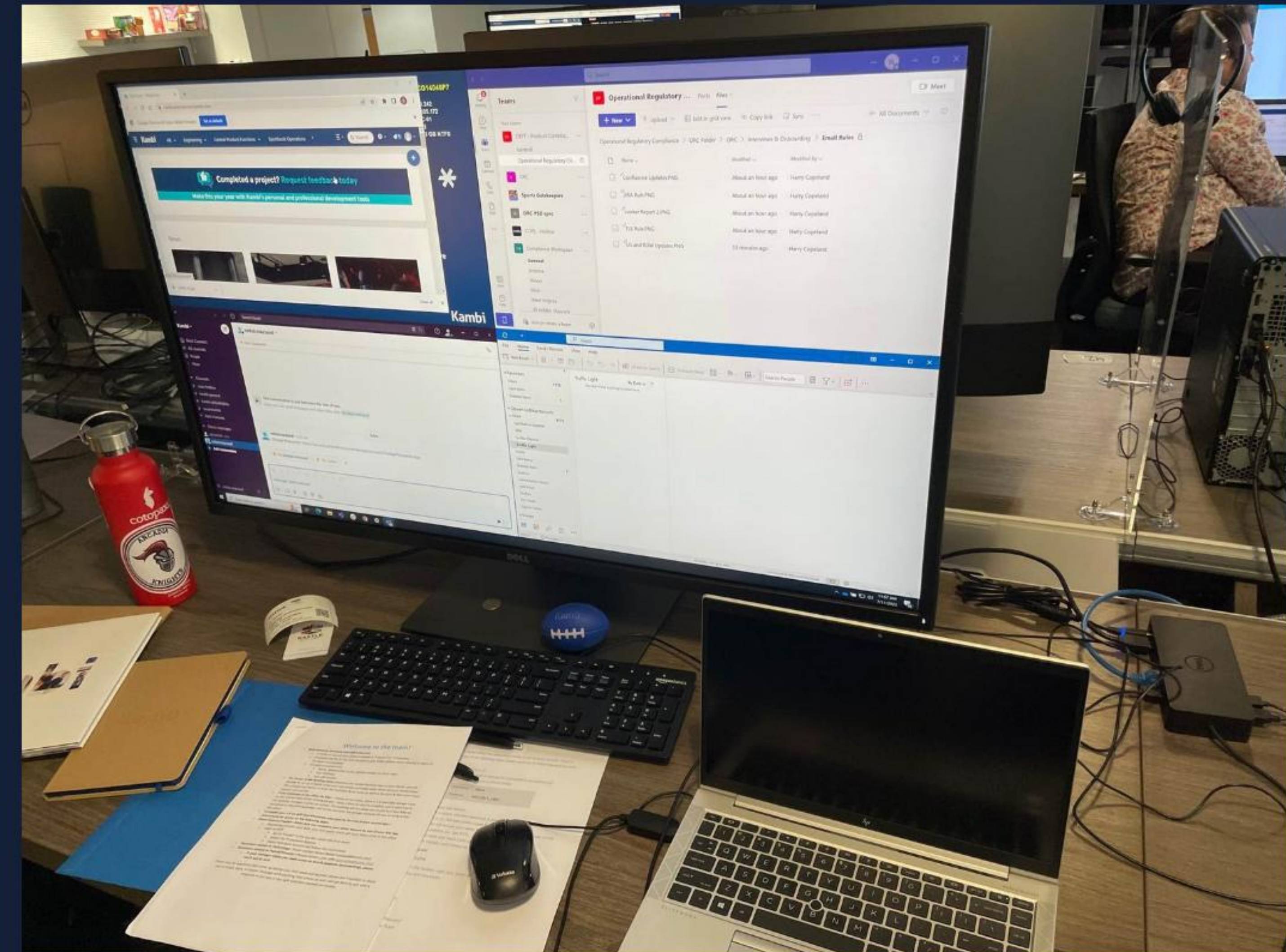


The Wanamaker Building, 100 Penn Square East

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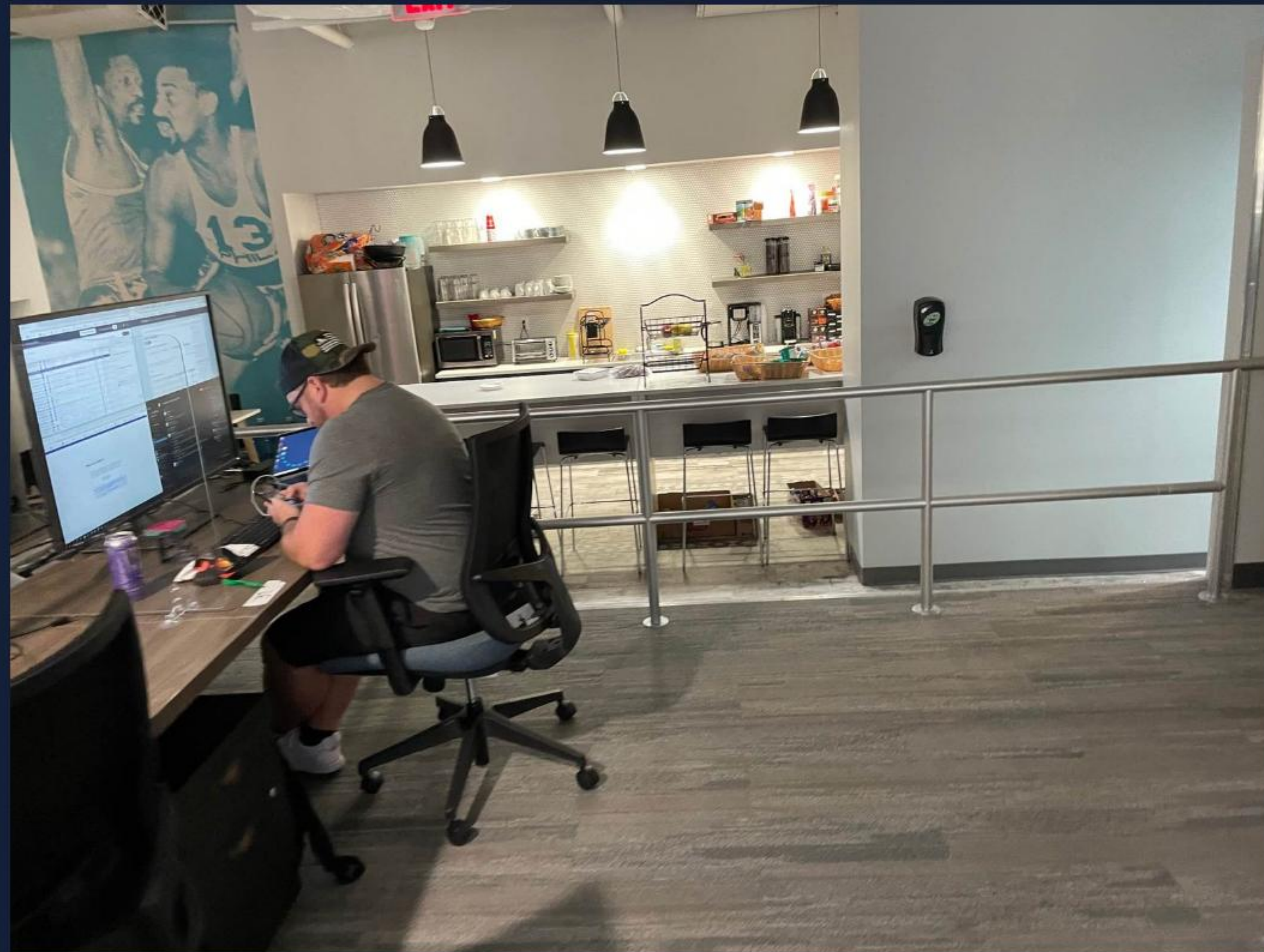


Kambi Sportsbook Unlimited – office entrance

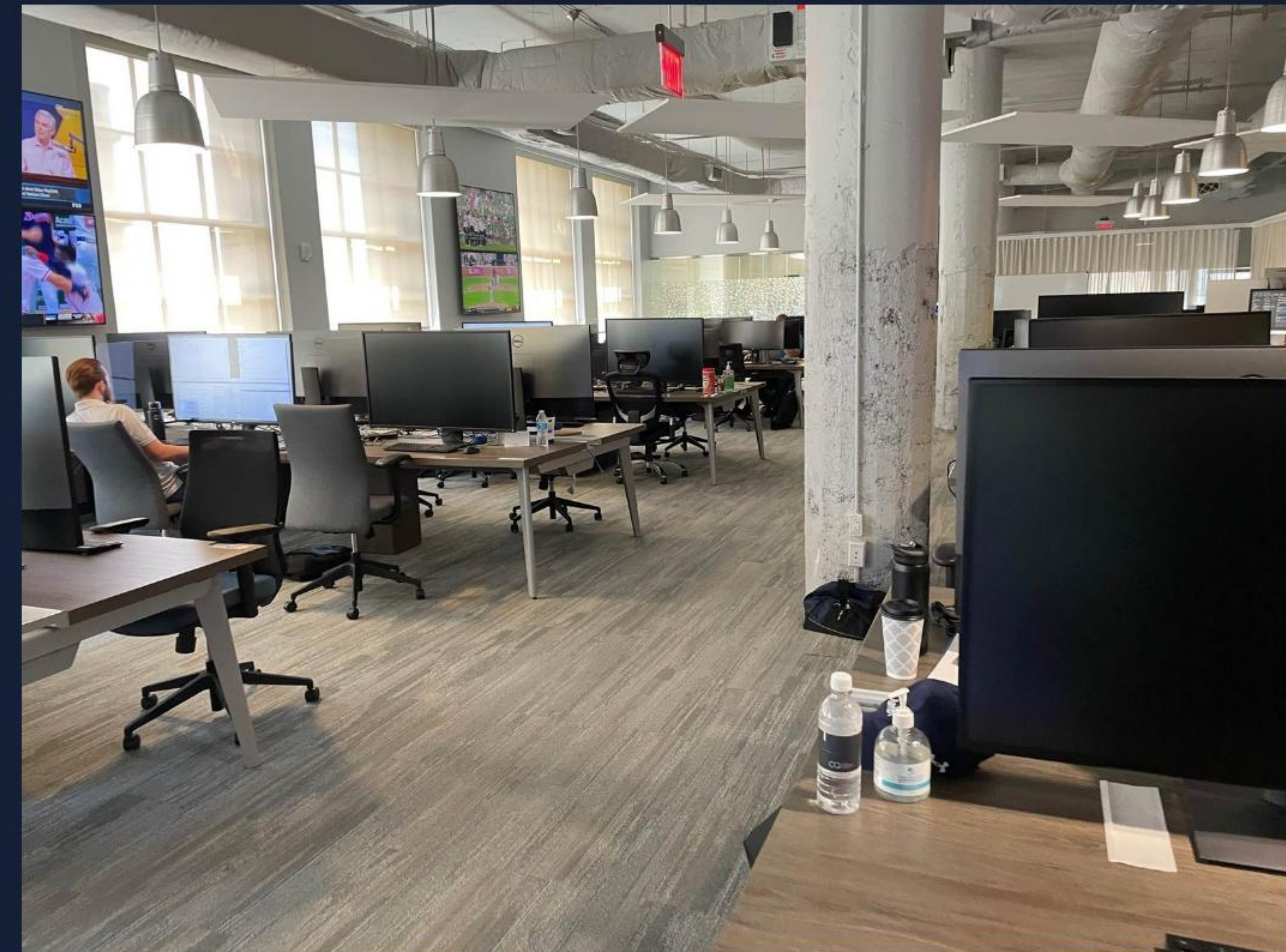


An employee workstation

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Employee break room



Trading floor – live sportsbook monitoring

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- Flexible work schedule
- Salary and benefits
- Potential to grow

➤ kambi.com/about-kambi-the-leading-b2b-sports-betting-platform



Kambi – a B2B sports betting platform

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Sports Betting cont.

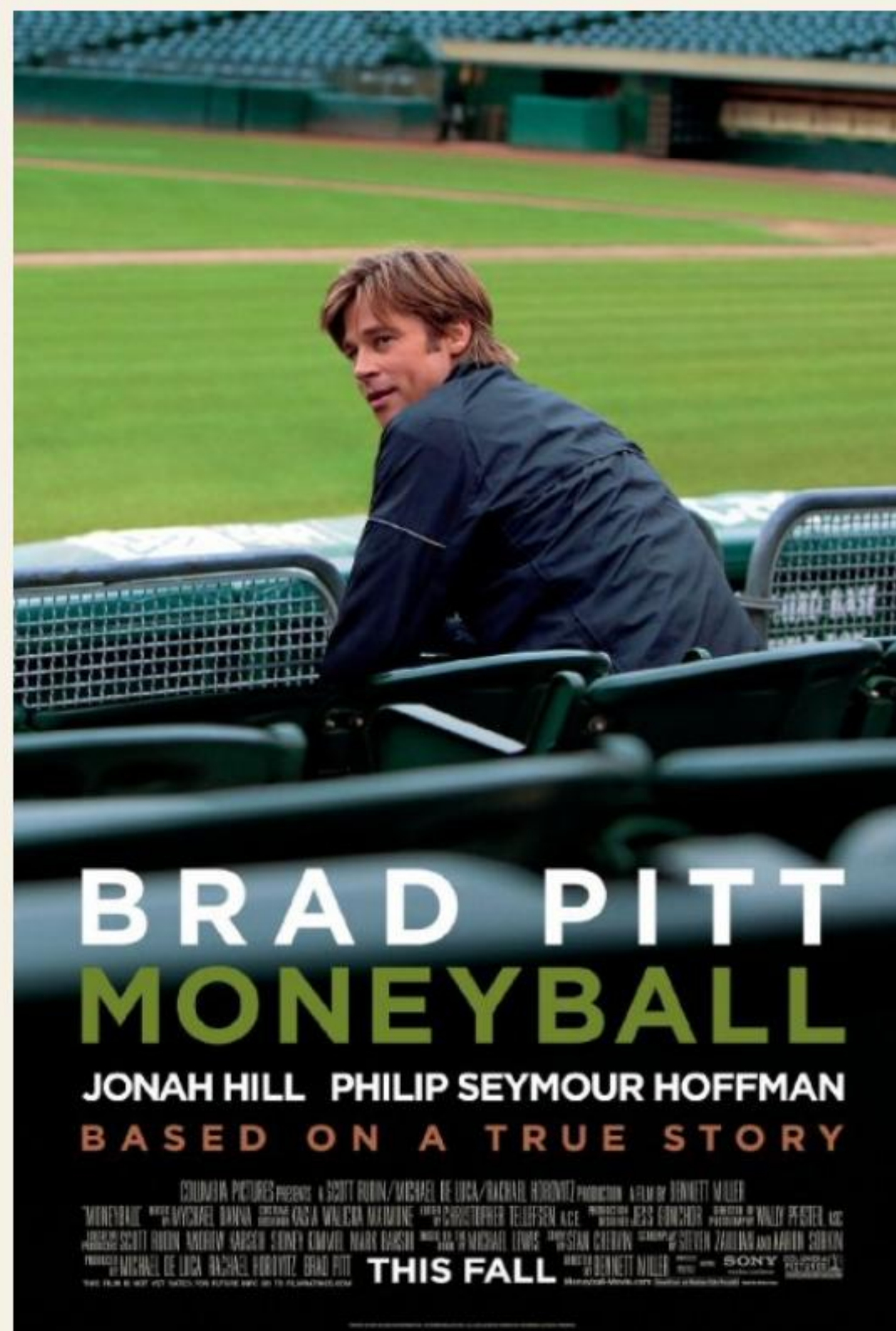
- Arcadia offers a Data Analytics minor

➤ arcadia.edu/majors-and-programs/data-analytics-minor

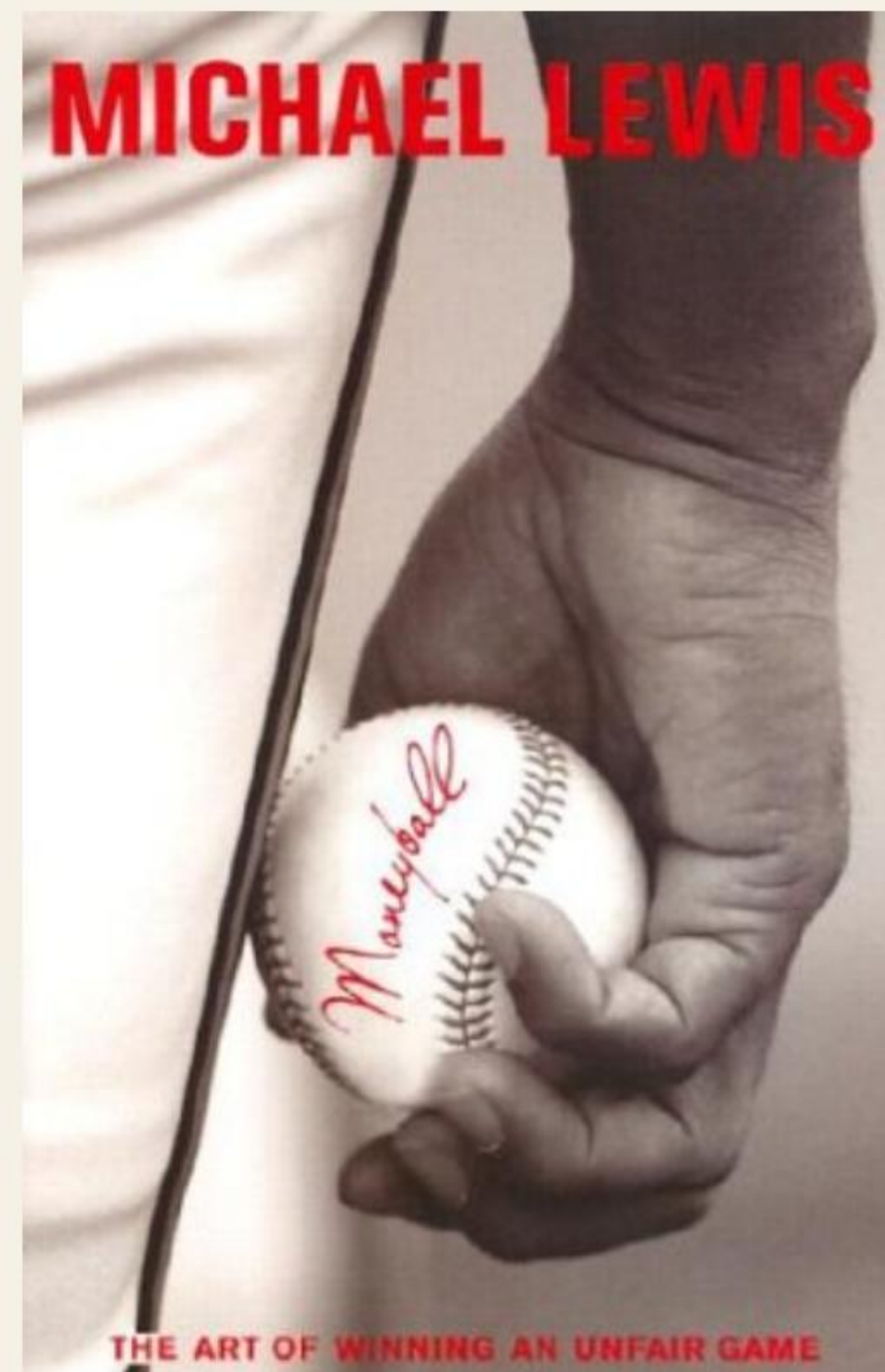
(4) Sports Analytics: Fastest Growing Area of Study



ESPN Stats & Analysis – “our mission to serve fans with the fastest, most accurate and insightful sports data in the world”



Moneyball (2011) – Brad Pitt, based on a true story



Moneyball: The Art of Winning an Unfair Game – Michael Lewis

Sports Analytics?

- Application of analytics in sports for purposes of in-game strategy, player performance, team operations, and policy implementation.



MIT Sloan Sports Analytics Conference, presented by ESPN



A sports analytics research presentation

Why do you need to consider studying sports analytics?

Job opportunities- leagues, teams, & consulting firms

FANATICS

Data Analyst III

Fanatics · New York, NY · via ZipRecruiter

EXPERIENCE AND SKILLS

- A minimum of 3 years proven experience in an analytics role.
- Strong SQL and Excel proficiency.
- Experienced building dashboards in Tableau.
- Experience in data analysis or mathematical model development.
- Demonstrated ability to partner closely with stakeholders, earning trust and prioritizing relationships.
- Customer focused; highly outcome-oriented and data-driven; experienced in working in high-growth environments.
- Logical and analytical approach to problem solving.
- Strong organizational and communication skills.
- Positive and flexible attitude, a willingness to embrace new initiatives.
- Understanding of sports betting or experience in customer behavior analysis a significant plus.
- Must be open to travel for team offsite's and events.

\$108,000 – \$198,000 / year

Depending on job-related knowledge, skills, and experience. Eligible for the Fanatics Betting and Gaming equity award. Salary range is listed in USD; ranges will change based on country of residence.

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Job opportunities- leagues, teams, & consulting firms

MAJOR LEAGUE SOCCER

Senior Manager, Business Insights & Analytics

Major League Soccer · New York, NY · via Software Sports Jobs

6 days ago

Full-time

Health insurance

Dental insurance

Paid time off

QUALIFICATIONS

- Bachelor's degree in Business, Marketing, Math, Statistics, Economics, Computer Science, or similar domain
- 7+ years of experience, with 5+ years in a quantitative analysis role for both internal and external stakeholders
- Experience with enterprise level reporting and ad hoc analyses to drive large, complex, cross-functional reporting that aligns to enterprise strategy

11 more item(s)

BENEFITS

- Total Rewards
- Starting Base Salary: \$110,000 – \$135,000
- MLS/SUM base salaries are contingent upon several factors including individual qualifications, market financials, and operational business needs

4 more item(s)

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AI...

DRAFTKINGS ★ 3.4
THE CROWN IS YOURS

Senior Associate, Digital Sports Partnerships

DraftKings · New York, NY

Full-time

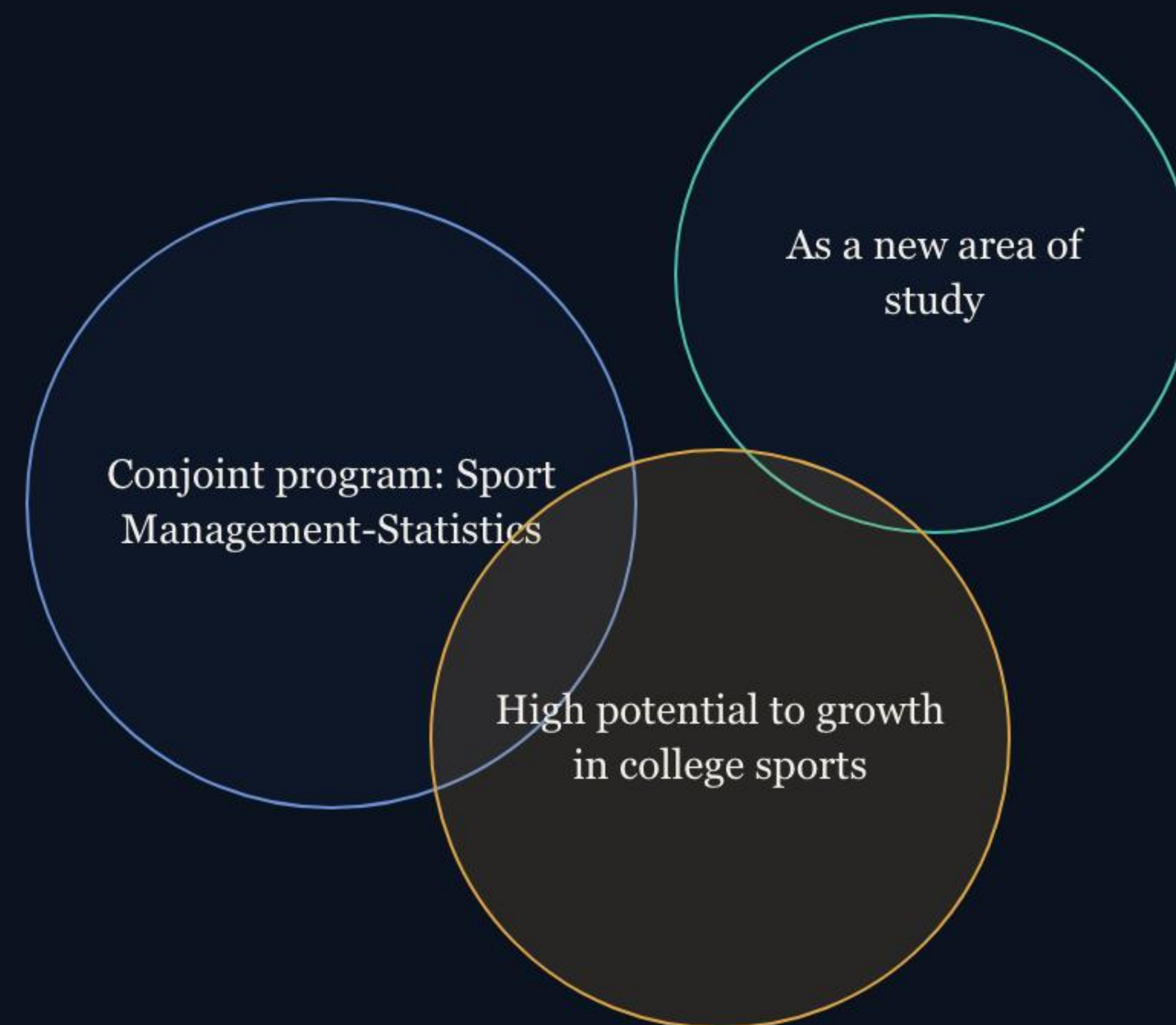
You must create an Indeed account before continuing to the company website to apply.

\$70,400 – \$88,000 / year

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In the future...

Managing a core product of sports using data analysis



Questions?

ARCADIA
UNIVERSITY