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# Sample Basketball Tournament Sponsorship Proposal

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NCAA Convention Proceedings  
Federal Sports Act of 1972  
Commerce Business Daily  
Sports Marketing  
The Athlete's Guide to Sponsorship  
The Sports Event Management and Marketing Playbook  
Freight Car Shortages  
Strategic Sports Event Management  
ACC Basketball  
Sport, Sponsorship and Public Health  
The Bowl Championship Series  
Sports Marketing  
Administration of Physical Education and Sport Programs  
Buying In  
The Business of Sports  
Sports Sponsorship  
Developing Successful Sport Sponsorship Plans  
Congressional Record  
International Encyclopedia of Women and Sports: S-Z. Index  
Contemporary Sport Management, 5E  
Sport Sponsorship Insights  
Encyclopedia of Sports Management and Marketing  
Grant Writing 101: Everything You Need to Start Raising Funds Today  
Proceedings of the ... Annual Convention of the National Collegiate Athletic Association  
Sports Market Place  
Sport and Migration  
Proposals to Regulate Illegal Internet Gambling  
Sport Marketing  
The Global Sports Arena  
Exceptional Events  
Sports Media, Marketing, and Management: Breakthroughs in Research and Practice  
Sponsorship in Marketing  
Profiles of Sport Industry Professionals  
Industrial Sports Journal  
Sports Advantage  
Sport Marketing  
Sport and the Color Line  
Managing Sport Events  
Strategic Sport Marketing

## Hearings

*Sample  
Basketball  
Tournament  
Sponsorship  
Proposal*

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### **AMAYA DICKERSON**

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NCAA Convention  
Proceedings McGraw-  
Hill/Irwin

Since the inception of the Atlantic Coast Conference, intense rivalries, legendary coaches, gifted players, and fervent fans have come to define the league's basketball history. In ACC Basketball, J. Samuel Walker traces the traditions and the dram

#### **Federal Sports Act of 1972** SAGE Publications

The hosting of sports events – whether large international events, or smaller niche events – can have a significant and long-lasting impact on the local environment, economy and society. Strategic Sports Event Management provides students and event managers with an insight into the strategic management of sports events of all scales and types, from international mega-events to school sports. Combining a unique conceptual framework with a practical, step-by-step guide to planning,

organising, managing and evaluating events, the book explains the importance of adopting a strategic approach, showing how to implement strategies that lead to successful outcomes over the short and long-term. This fully revised and updated third edition uses international case studies in every chapter, from the NBA and NFL to Formula One and the English Premier League, offering real-world insight into both larger and smaller events. In addition, woven throughout the book are a series of in-depth studies of the London Olympic Games, the ultimate sporting event and an important point of reference for all practising and aspiring event managers. The book covers every key aspect of the sports event management process, including sports organizations, such as the IOC, FIFA and IAAF, and their interactions with event partners, the media and promoters short-term and long-term benefits of the planning process event impact and legacy operational functions including finance, ticketing, transport,

venues, IT, human resources, and security marketing and communications, including social networking and new media the bidding process research and evaluation. Strategic Sports Event Management is the leading sports event management textbook and is now accompanied by a companion website containing a range of additional teaching and learning features. The book is important reading for all students of sport management or event management, and all practising event managers looking to develop their professional skills..

#### Commerce Business Daily Routledge

The application of marketing and management concepts to sports products and services is vital to the success of the industry. When appealing to the target audience of an event, it is essential to construct a strong marketing plan by utilizing emergent technologies and strategies. Sports Media, Marketing, and Management: Breakthroughs in

Research and Practice is a comprehensive reference source for the latest scholarly material on the effectiveness of current methodologies and theories, in an effort to improve promotional activities, management, and the organization of all aspects of the sports industry. Highlighting a range of pertinent topics, such as brand management, social media, and sports tourism marketing, this publication is ideally designed for students, researchers, academicians, professionals, and practitioners as well as scientists and executive managers interested in the marketing strategies of sporting media and events.

#### Sports Marketing

Routledge

'Sports Marketing' provides unique coverage of current topics such as sponsorship, including post-event evaluation, the growing global sports marketing industry, an assessment of legal and social environments, and a review of the increased participation and importance of the female market.

The Athlete's Guide to Sponsorship John Wiley & Sons

Sport Marketing, Fourth Edition With Web Study Guide, has been streamlined and updated to keep pace with the latest information and issues in the competitive world of sport marketing. This text maintains its position as the best-selling and original text in the field, continuing to direct students to a better understanding of the theoretical backbone that makes sport marketing such a unique and vibrant subject to study. Using the new full-color format and companion web study guide, students will stay engaged as they explore how fans, players, coaches, the media, and companies interact to drive the sport industry. Heavily updated with more contributions from industry professionals and emphasis on social media platforms that have revolutionized the field in recent years, this edition contains practical material that prepares students for careers in sport marketing. It also includes these updates: •A web study guide featuring exclusive video interviews with industry professionals and accompanying activities that tie core concepts and strategies from the book into applied situations

•Instructor ancillaries enhanced by gradable chapter quizzes that can be used with learning management systems  
 •An attractive and engaging full-color interior  
 •Chapter objectives, opening scenarios, engaging sidebars, and photos throughout the text that guide students in grasping important concepts  
 •Wrap-Up, Activities, and Your Marketing Plan sections at the end of each chapter that offer opportunities for self-assessment and review  
 The highly respected authors have long been recognized for their ability to define this exciting field, combining academic study and current research with industry experience for an unmatched learning experience for students preparing to enter the working world. The content in this fourth edition of Sport Marketing has been reorganized to make it easier to use in the classroom. Chapters 1 through 3 provide an overview of the field of sport marketing as an area of study and profession. Chapters 4 and 5 teach students how to research and study the behaviors of sport consumers, including an overview of marketing

segmentation. Chapters 6 through 13 provide extensive information on the nuts and bolts of the field, including the five Ps of sport marketing and special sections on branding, sales and service, engagement and activation, community relations, and social media. The final chapters explore legal issues, integration, and the future of sport marketing. Instructors may also take advantage of the student web study guide and complete package of ancillaries to enhance learning and presentation of core concepts. All materials, including the web study guide, instructor guide, test package, presentation package plus image bank, and LMS-compatible chapter quizzes, are available online. The world of sport marketing continues to evolve. *Sport Marketing, Fourth Edition With Web Study Guide*, offers students a complete view of the expansive field of sport, providing an understanding of the foundations of sport marketing and how to enhance the sport experience. *The Sports Event Management and Marketing Playbook*

#### Human Kinetics

This book focuses on how the sponsorship of sports works: the costs, the goals, evaluation and selection of the property a sponsor chooses, how to activate a sponsorship, how to create a brand association, public relations and brand image possibilities. Anything is possible in a sponsorship, it is simply what the sponsor and the property can agree to during their negotiations. There is, for example, the opportunity for product category exclusivity--no competing brand at a particular location. With the audience being harder to reach because of technology, sponsorship continues to be a viable way to obtain brand exposure and better connect a brand with a consumer. With global sponsorship spending totaling more than \$51 billion, it is clear that many companies see this as an important promotional communication strategy. Instructors considering this book for use in a course may request an examination copy here. [Freight Car Shortages](#)  
Routledge  
The year 2003 marks the one-hundredth anniversary of W.E.B. Du

Bois' "Souls of Black Folk," in which he declared that "the color line" would be the problem of the twentieth century. Half a century later, Jackie Robinson would display his remarkable athletic skills in "baseball's great experiment." Now, "Sport and the Color Line" takes a look at the last century through the lens of sports and race, drawing together articles by many of the leading figures in Sport Studies to address the African American experience and the history of race relations. The history of African Americans in sport is not simple, and it certainly did not begin in 1947 when Jackie Robinson first donned a Brooklyn Dodgers uniform. The essays presented here examine the complexity of black American sports culture, from the organization of semi-pro baseball and athletic programs at historically black colleges and universities, to the careers of individual stars such as Jack Johnson and Joe Louis, to the challenges faced by black women in sports. What are today's black athletes doing in the aftermath of desegregation, or with the legacy of Muhammad Ali's political stance? The

essays gathered here engage such issues, as well as the paradoxes of corporate sport and the persistence of scientific racism in the athletic realm.

**Strategic Sports Event Management** Routledge

Buying In juxtaposes women's college sports with the historical transformations that set the stage for contemporary big-time college sports. Miller draws on positive psychology to create a framework he calls "positive anthropology." He uses this lens to highlight athlete exploitation, pay-for-play, and other issues that affect college sports teams.

ACC Basketball McFarland  
The sports field is becoming increasingly complex and multifaceted, and sports are big business. This is the most comprehensive career sports book available, and a valuable reference for professors and students alike.

Sport, Sponsorship and Public Health Jones & Bartlett Publishers

This four-volume set introduces, on the management side, principles and procedures of economics, budgeting and finance; leadership;

governance; communication; business law and ethics; and human resources practices; all in the sports context. On the marketing side this reference resource explores two broad streams: marketing of sport and of sport-related products (promoting a particular team or selling team- and sport-related merchandise, for example), and using sports as a platform for marketing non-sports products, such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament. Together, these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today, providing an invaluable print or online resource for student researchers.

**The Bowl**

**Championship Series**

Waveland Press

The premier reference book for everything and everybody related to the sports industry.

**Sports Marketing** Taylor & Francis

As a sporting event planner, how do you keep up with the trends of the ticket buying public,

sponsorship and merchandising while at the same time attending to the hundreds of management and operational details required to execute the event? A successful sports event requires a planner that can read signals from their market and plan strategically to maintain sponsors and a full arena.

Administration of Physical Education and Sport Programs

Univ of North Carolina Press

The fifth edition of Strategic Sport Marketing integrates sport marketing frameworks, theory and practical cases to show students and practitioners how to develop and execute successful sport marketing strategies. The book explains contemporary sport markets, consumer behaviour, marketing strategies and best practices in sport marketing in a clear, comprehensive and engaging way. Built on a foundation of strategic decision-making, it offers a truly diverse set of case studies, 'sportviews' and examples from national and international sports and events, including Australian Rules (AFL) football, European soccer,

Russian hockey, Grand Slam tennis and the National Basketball Association (NBA). This new edition is revised to align with contemporary sport marketing applications, conceptualising sport as part of the experience economy and integrating technology and digitalisation themes into the book, reflecting the increasing focus on data and digital communications and media delivery of sport. It encourages critical and practical thinking and problem-solving on the part of the reader to help them improve their real-world professional practice. This book is an essential course text for students of sport marketing and management, as well as being a useful resource for all practitioners engaged in the marketing, promotion or communication of sport organisations or brands. Additional teaching and learning materials are available to accompany this book, including slides, class outlines and reflective questions and answers for each chapter. *Buying In* Routledge "The world of sports marketing can be both exciting and challenging

when working with high-level endorsements, licensing agreements, and high profile clients. In *Sports Marketing: The View of Industry Experts*, readers get a behind the scenes look at industry leaders as they discuss how they achieved their position, what their daily schedules look like, and what interesting projects and challenges are currently upon them. Through these bios, readers will hear directly from some of the most influential and successful people in the business and learn firsthand about the different opportunities available within the wide field of sports marketing, as well as a look at the fundamentals of the positions described."-- Publisher's website. [The Business of Sports](#) Human Kinetics An informative, step-by-step guide for anyone considering pursuing sponsorship, "The Athlete's Guide to Sponsorship" includes worksheets and simple management contracts that will help the reader untangle the complicated contractual webs that professional sponsorships can often weave. 40 photos. [Sports Sponsorship](#) Human Kinetics

Sponsorship is a vital area of contemporary sport business. This book offers a concise and practice-focused introduction to sport sponsorship, including an explanation of key concepts, a survey of the key tools required to be a successful practitioner, and insights into real-world practice from authors with extensive industry and academic experience. Covering sport at all levels, from professional to grassroots, and including international cases and examples throughout, the book demonstrates that sport sponsorship works if done correctly. Drawing on the latest cutting-edge research, it introduces the core principles of sport sponsorship and shows how to get maximum value at each stage of the sponsorship process, from plan to activation, servicing and evaluation, for sponsor, property or agency. Requiring no prior knowledge of sport sponsorship, and full of real-world examples of best practice, this is the perfect primer for any student or industry professional looking to improve and deepen their understanding of this core element of modern sport business.



### **Developing Successful Sport Sponsorship Plans**

Human Kinetics  
This invaluable text presents the theory and practice of the administration of physical education and sport programs in an easy-to-read, easy-to-use format. With a strong background in history, *Administration of Physical Education and Sport Programs, 5/E*, addresses current topics and trends in management and administration while investigating the future of athletic administration. Special emphasis is placed on diversity, ethics, standards, conflict resolution, and transparency needs in all organizations. Each chapter begins with a case study and includes engaging end-of-chapter exercises. Critical thinking scenarios reinforce key terms and concepts. From the basics of management and administration to more topic-specific chapters

discussing public relations, communications, law, and financial planning and budget restrictions, the text covers everything students need for administration courses. *Congressional Record* Jones & Bartlett Learning  
*Contemporary Sport Management, Fifth*, provides students with an overview of sport management by presenting extensive discussions of the foundational aspects of the profession and current topics from the field. The fifth edition continues to engage students with a full-color format and an integrated web study guide. The text also discusses the role of social media in revolutionizing the industry and the significance of sport as an international institution. Students will learn the relevance of legal, sociocultural, historical, political, and psychological concepts to the management of sport;

the professional skills and attitudes of successful sport managers; and ways in which the globalization of sport continues to affect sport management professions.

### **International Encyclopedia of Women and Sports: S-Z. Index**

Rowman & Littlefield  
Students and professionals can use this definitive, well-tested text to construct their own successful sponsorship plans. This new edition includes fully updated analysis of the latest sponsors and athlete endorsements, nine new chapters, as well as a "Best Practices" section to conclude each chapter. *Contemporary Sport Management, 5E* IGI  
Global  
*Managing Sport Events* presents the principles and practices of effective event management, taking readers through the entire process from event conception through postevent evaluation.

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