# The Fan

The reason for the success of organized sports is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1.
2.
3.
4.
5.
6.

# Sports

\_\_\_\_\_\_\_\_\_\_ are a source of diversion or physical activity engaged in for pleasure.

1. Can be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Can be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Sports Consumers

Consumers exchange \_\_\_\_\_\_\_\_ for a \_\_\_\_\_\_\_ good or service

Sports Consumers exchange in different ways:

1. Spectators as Consumers
2. Participants as Consumers

Sports Attraction
Why Do We Participate?

1.
2.
3.
4. Enjoy the game and competition
5.
6. Spend time with others, feel part of a group

Fan Motivation
Reasons to Attend a Game

1.
2.
3.
4.
5.
6.

Fan Attendance Factors
What Fans Value

1. Reasonably Priced Parking ($8) & Tickets ($25)
2. Adequate Parking/Access
3. Reasonably Priced Foods
4. Home Team With A Winning Record
5. Close Score
6. Home Team Star Regarded As Top 10 Player
7. Reasonably Priced Souvenirs
8. Game That Ends In Less Than Three Hours
9. Wide Variety Of Snack Foods
10. Taken From Shank Book

# Types of “Fans”

1. Audience
2. Consumers
3. Customers

# Fan = Target Market

1. “Fans” are typically segmented in to smaller markets by teams:
2. “\_\_\_\_\_\_\_\_\_\_\_\_\_\_” or “ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_”
3. Specific Market Segments:
4. D
5. P
6. G
7. B

# Market Segmentation

1. Grouping consumers together \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Separating consumers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Targeting must be:

# Niche Market

1. A relatively small part of a market that has \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Examples

Target Marketing / Market Segmentation

#

# Types of Sports Participants

1. Participants have two classifications
2. Sports have two classifications

Athletes

1. Amateur Athletes
2. An athlete that is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. EXAMPLES:
4. Professional Athletes
5. An athlete that is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# EXAMPLES:

# Classification of Sport

1. Organized Sports
2. Sport that is controlled by an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

EXAMPLES:

1. Un-Organized Sports
2. Sport that is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. May have rules of play

# Sports Producers

1. Sports Producers May Provide: