

# Sports Marketing Vocabulary

1. **Ambush Marketing**- efforts by an organization to associate itself w/ an event to gain some of the recognition and benefits associated w/ being an official sponsor.
2. **Borrowed Equity**- Using the appeal of an event to market a product.
3. **Exchanges**- Transaction between a producer & consumer.
4. **Producers**- An individual that supplies a product or service.
5. **Consumers**- An individual that uses a product or service.
6. **Sports Marketing**- The application of marketing principles to sports and non-sports products through sports
7. **Sports**- A source of diversion engaged in for pleasure.
8. **Marketing**- The process of developing, pricing, promoting, and distributing products to satisfy customers' needs and wants.
9. **Marketing Mix**- integrating sports products, pricing, promotion, and place to meet identified sport consumer needs.
10. **Marketing of Sports**- Marketing Principles used to market a team.
11. **Marketing thru Sports**- Marketing of a non-sports product during a sporting event.
12. **Sports Agent**- Intermediary that markets talent and determines an athlete's worth in a market.
13. **Sports Intermediary**- Organization that markets an event.
14. **Utility**- Satisfaction, value, or usefulness a user receives from a product or service
15. **Amateur**: An athlete which is NOT monetarily paid.
16. **Audience**: All individuals at or exposed to an event.
17. **Behavioral Segmentation**: Segmentation based on Rate of use.
18. **Consumer**: An individual which uses a product or service.
19. **Demographics**: Segmentation based on measurable statistics.
20. **Customer**: An individual that makes a purchase.
21. **Gate Receipt**: Total money from ticket sales for an event.
22. **Geographics**: Segmentation based on area, region, or climate.
23. **Market Segment**: Separating consumers into smaller groups.
24. **Niche Market**: A relatively small market with specialized need.
25. **Organized Sport**: A sport which is overseen by a sanctioning body.
26. **Professional**: An athlete which is monetarily paid for performance.
27. **Psychographics**: Segmentation based on personal interest and activities.
28. **Sport**: A source of diversion or activity engaged in for pleasure.

29. **Stadium as Place:** Simultaneous production & consumption of sports events at a venue.
30. **Arbitrary Allocation-** Promotional budgeting by "what I can afford"
31. **Borrowed equity-** Using the appeal of an event to market a product.
32. **Category-** Area in which sponsorships are classified (fast food)
33. **Clutter-** A drawback to sponsorship, where sponsors blend in with all of the other promotions delivered at an event.
34. **Competitive parity-** Promotional budgeting by "follow the market leader"
35. **Direct goal-** A measurable and tangible goal.
36. **Exclusivity-** A sponsorship where only one partner is promoted or allowed promotional opportunities.
37. **Feasibility-** Evaluation of a sponsorship to determine "if it would work"
38. **Indirect goal-** A goal which can be "felt" but not directly measured.
39. **Leveraging-** Increasing a sponsorship with additional marketing efforts.
40. **Percentage of sales-** Promotional budgeting using a set percent of gross sales.
41. **Objective & task-** Promotional budgeting which funds a specific goal.
42. **Retailer-** Company which sells merchandise to the end user.
43. **Signature Sponsor-** A sponsor who has paid for the most exposure and is most promoted during an event or at a property
44. **Sponsorship-** A corporate entity which is involved with a sports property in order to gain exposure and promote their products.
45. **Sports cape:** The physical surroundings of a venue that impact spectators' desire to stay and return to the venue.
46. **Sports Property:** Marketing item of value; such as a league, team, coach, or player
47. **Season Ticket:** Tickets purchased for a block of games during a season; typically better quality seats.
48. **Return on Investment:** Represents benefits of sponsors & advertisers for being involved in an event.
49. **Personal Seat License:** License purchased by a ticket holder which entitles that person to buy that seat's tickets.
50. **Luxury Box:** Seating typically purchased/leased by corporations and used for business meetings & entertainment.
51. **Licensor:** A company with a popular "official" logo.
52. **Licensing:** Authorized use of a brand, brand name, brand mark, trademark or trade name.
53. **Licensee:** A company with a license to reproduce an official brand mark.

- 54. **Event Marketing:** Applying marketing principles to the promotion and operation of an event.
- 55. **Branding:** A company's efforts at developing a personality and image.
- 56. **Brand:** A company's identifying mark or logo.
- 57. **Ad schedule:** organizes promotional message delivery
- 58. **Advertising:** One way mass communications paid for by an identified sponsor.
- 59. **Media:** Method of distribution for a promotional message.
- 60. **Personal Selling:** Interactive and interpersonal promotions meant to develop relationships and increase customer satisfaction.
- 61. **Promotion Mix:** The combination of promotional efforts for a business.
- 62. **Public Relations:** building a good image in the community: community involvement and good will.
- 63. **Publicity:** Nonpaid, news-style mass communications about a product or company.
- 64. **Sales Promotion:** Retailer focused promotion aimed at increasing short-term sales goals.
- 65. **Sponsorship:** Corporate investment in a sports property for exposure.
- 66. **Return On Investment:** Potential of earning for a corporate promotion.