

SPORTS MARKETING 2018-2019

18th edition | September 2017 | 584 pages | ISBN# 9781577832551

Published by Richard K. Miller & Associates (RKMA)
2413 Main Street, Suite 331, Miramar, FL 33025 | (888) 928-7562 | www.rkma.com

PART I: THE U.S. SPORTS MARKET

1 MARKET SUMMARY

- 1.1 Annual Revenue
- 1.2 Professional and Collegiate Sports
- 1.3 Economic Impact

2 SPORTS FANS

- 2.1 Overall Profile of Sports Fans
- 2.2 Demographic Profile Of U.S. Sports Fans
- 2.3 Fan Spending
- 2.4 Favorite Sports
- 2.5 Avid Fans
- 2.6 Fan Base By Gender
- 2.7 Female Fans
- 2.8 Fan Base By Age
- 2.9 Median Age By Sport
- 2.10 Median Household Income By Sport
- 2.11 Youth Fans
- 2.12 Fan Base By Ethnicity
- 2.13 African-American Fans
- 2.14 Hispanic-American Fans

3 PROFESSIONAL SPORTS

- 3.1 Professional League Revenue
- 3.2 Sports Teams
- 3.3 Transactions
- 3.4 Expansion
- 3.5 Relocation

4 ATHLETES

- 4.1 Favorite Athletes
- 4.2 Athletes' Salaries
- 4.3 Highest-Paid Athletes
- 4.4 Athlete Endorsements
- 4.5 Athlete Celebrities
- 4.6 Market Resources

5 PARTICIPATION & RECREATION

- 5.1 Conditioning and Fitness
- 5.2 Individual Sports
- 5.3 Racquet Sports
- 5.4 Team Sports
- 5.5 Outdoor Activities
- 5.6 Water Sports
- 5.7 Market Resources

6 TOP SPORTS CITIES

- 6.1 Overview
- 6.2 Avid Sports Fans City-by-City
- 6.3 Spectator Sports Attendance
- 6.4 Fan Ranking By Sport
- 6.5 Top Minor League Markets

7 SPORTS BRANDS

- 7.1 Overview
- 7.2 Athlete Brands
- 7.3 Business Brands
- 7.4 Event Brands
- 7.5 Team Brands

PART II: SPORTS MARKET SEGMENTS

8 ADVERTISING & SPONSORSHIPS

- 8.1 Market Assessment
- 8.2 TV Ad Spending
- 8.3 Top Sports Advertisers
- 8.4 Advertising Agencies in Sports Marketing
- 8.5 Sports Sponsorships
- 8.6 Naming Rights
- 8.7 Jersey Rights
- 8.8 Backdrop Sponsors
- 8.9 Market Resources

9 AGENTS & AGENCIES

- 9.1 Overview
- 9.2 Top Agents and Agencies
- 9.3 Top Agencies By League
- 9.4 Market Resources

10 CONCESSIONS

- 10.1 Market Assessment
- 10.2 Concessionaires
- 10.3 Best Food At Stadiums And Arenas

11 FANTASY SPORTS

- 11.1 Overview
- 11.2 Legality
- 11.3 Market Assessment
- 11.4 Demographics
- 11.5 Season-Long Fantasy Sports
- 11.6 Daily Fantasy Sports
- 11.7 Fantasy Sports and Professional Sports Leagues
- 11.8 Market Resources

12 FITNESS & HEALTH CLUBS

- 12.1 Fitness Activities
- 12.2 Fitness and Health Clubs
- 12.3 Market Leaders
- 12.4 Market Resources

13 GAME PROMOTIONS

- 13.1 Overview
- 13.2 Giveaways
- 13.3 Promotions and Events
- 13.4 All-You-Can-Eat Promotions

14 LICENSED MERCHANDISE

- 14.1 Professional Sports Properties
- 14.2 Top-Selling Professional Sports Jerseys
- 14.3 Top-Selling Professional Sports Team Merchandise
- 14.4 NASCAR Merchandise
- 14.5 Collegiate Merchandise
- 14.6 Market Resources

15 MEMORABILIA

- 15.1 Market Assessment
- 15.2 Sports Memorabilia Auctions
- 15.3 Sports Cards
- 15.4 Market Resources

16 SPORTING GOODS

- 16.1 Spending At Sporting Goods Stores
- 16.2 Sporting Goods Category Spending
- 16.3 Spending Distribution
- 16.4 Trends
- 16.5 Marketshare Leaders
- 16.6 Market Resources

17 SPORTS HALLS OF FAME & MUSEUMS

- 17.1 Overview
- 17.2 Largest Halls of Fame
- 17.3 List Of Sports Museums

18 SPORTS TRAVEL

- 18.1 Market Assessment
- 18.2 Favorite Cities For Sports Travel
- 18.3 Youth Sports Travel
- 18.4 Baseball Spring Training
- 18.5 Sports-Specialist Travel Agencies
- 18.6 Market Resources

19 STADIUMS & ARENAS

- 19.1 Sports Facility Construction
- 19.2 New Stadiums And Arenas
- 19.3 Professional Sports Stadiums and Arenas
- 19.4 Naming Rights
- 19.5 Personal Seat Licenses
- 19.6 Premium Seating

20 SPEEDWAYS

- 20.1 Overview
- 20.2 Major Speedways

21 TICKETING

- 21.1 Market Assessment
- 21.2 Secondary Ticketing
- 21.3 Dynamic Pricing
- 21.4 Professional League Sports Tickets
- 21.5 Moving Unsold Ticket Inventory
- 21.6 Ticketing Through Social Networks
- 21.7 Market Resources

PART III: SPORTS MEDIA

22 SPORTS TELEVISION BROADCASTING

- 22.1 Sports Network Overview
- 22.2 Sports Television Viewership
- 22.3 Most Watched Sports TV Programs
- 22.4 Broadcast Rights Agreements
- 22.5 Major Sports Networks
- 22.6 Sport-Specific Networks
- 22.7 League Networks
- 22.8 Regional Sports Networks
- 22.9 RSN Ratings

- 22.10 Sports Programming On Cable Networks
- 22.11 College Sports Broadcasts
- 22.12 European Sports Networks

23 SPORTS RADIO

- 23.1 Sports Radio Stations
- 23.2 Sports Radio Networks
- 23.3 The Sports Radio Audience
- 23.4 Advertising
- 23.5 Sports on Satellite Radio
- 23.6 Live Broadcast Baseball

24 SPORTS PERIODICALS

- 24.1 Market Assessment
- 24.2 Circulation
- 24.3 List of Sports Periodicals

25 NEWSPAPER SPORTS SECTIONS

- 25.1 How Fans Obtain Sports News
- 25.2 Sports Section Readership
- 25.3 Sports Editors

26 SPORTS ONLINE

- 26.1 Market Assessment
- 26.2 Sports Websites
- 26.3 Sports Website Demographics
- 26.4 Major League Sports Streaming Packages
- 26.5 Live Sports Online
- 26.6 Independent Sports Sites
- 26.7 Sports On Social Networks
- 26.8 Social Media Engagement

27 MOBILE

- 27.1 Sports Video Via Mobile
- 27.2 Enhancing The Stadium Experience
- 27.3 Stadium Networks
- 27.4 MLB Wireless Connectivity

PART IV: MAJOR EVENTS

28 ALL-STAR GAMES

- 28.1 MLB All-Star Game
- 28.2 NBA All-Star Game
- 28.3 NFL Pro Bowl
- 28.4 NHL All-Star Game

29 COLLEGE FOOTBALL PLAYOFF & BOWL GAMES

- 29.1 College Football Playoff
- 29.2 Bowl Games
- 29.3 Per-Team Payouts
- 29.4 Broadcast Rights And Viewership
- 29.5 Sponsors

30 FIFA WORLD CUP

- 30.1 Overview
- 30.2 World Cup 2014
- 30.3 Women's World Cup 2015
- 30.4 Economic Impact
- 30.5 Broadcast Rights
- 30.6 Sponsors

31 INDIANAPOLIS 500

- 31.1 Overview
- 31.2 Spectators And Economic Impact
- 31.3 Television Viewership

32 KENTUCKY DERBY

- 32.1 Overview
- 32.2 Attendance
- 32.3 Broadcast TV
- 32.4 Sponsors

33 NBA FINALS

- 33.1 Overview
- 33.2 TV Viewership
- 33.3 Economic Impact

34 NCAA FINAL FOUR & TOURNAMENT

- 34.1 Overview
- 34.2 Spectators
- 34.3 Broadcast Rights
- 34.4 TV Viewership
- 34.5 March Madness Ads
- 34.6 Economic Impact

35 OLYMPIC GAMES

- 35.1 Television Broadcast Rights
- 35.2 Prime-Time TV Audiences
- 35.3 Online Activities
- 35.4 Opening and Closing Ceremonies
- 35.5 Venue and Infrastructure Spending
- 35.6 United States Olympic Committee

- 35.7 National Governing Bodies
- 35.8 Market Resources

36 RUGBY WORLD CUP

- 36.1 Overview
- 36.2 Rugby World Cup 2015
- 36.3 Sponsors

37 STANLEY CUP

- 37.1 Overview
- 37.2 TV Viewership
- 37.3 Economic Impact

38 SUPER BOWL

- 38.1 Overview
- 38.2 TV Viewership
- 38.3 Super Bowl Ads
- 38.4 Economic Impact

39 WORLD SERIES

- 39.1 Overview
- 39.2 TV Viewership
- 39.3 Economic Impact

PART V: PROFESSIONAL LEAGUE SPORTS

40 MAJOR LEAGUE BASEBALL

- 40.1 League Revenue
- 40.2 Stadiums
- 40.3 Team Valuations
- 40.4 Player Salaries
- 40.5 Attendance
- 40.6 Sponsors
- 40.7 Television Broadcast Rights
- 40.8 Franchise Transactions
- 40.9 World Series
- 40.10 All-Star Game
- 40.11 Fan Demographics
- 40.12 Fan Loyalty
- 40.13 Market Resources

41 NATIONAL BASKETBALL ASSOCIATION

- 41.1 League Revenue
- 41.2 Arenas
- 41.3 Team Valuations
- 41.4 Player Salaries

- 41.5 Attendance
- 41.6 Sponsors
- 41.7 Television Broadcast Rights
- 41.8 Franchise Transactions
- 41.9 NBA Finals
- 41.10 All-Star Game
- 41.11 Fan Demographics
- 41.12 Fan Loyalty
- 41.13 Market Resources

42 NATIONAL FOOTBALL LEAGUE

- 42.1 League Revenue
- 42.2 Stadiums
- 42.3 Team Valuations
- 42.4 Player Salaries
- 42.5 Attendance
- 42.6 Sponsors
- 42.7 Television Broadcast Rights
- 42.8 Franchise Transactions
- 42.9 Super Bowl
- 42.10 Pro Bowl Game
- 42.11 Fan Demographics
- 42.12 Fan Loyalty
- 42.13 Market Resources

43 NATIONAL HOCKEY LEAGUE

- 43.1 League Revenue
- 43.2 Arenas
- 43.3 Team Valuations
- 43.4 Player Salaries
- 43.5 Attendance
- 43.6 Sponsors
- 43.7 Television Broadcast Rights
- 43.8 Franchise Transactions
- 43.9 Stanley Cup
- 43.10 All-Star Game
- 43.11 Fan Demographics
- 43.12 Fan Loyalty
- 43.13 Market Resources

44 MAJOR LEAGUE SOCCER

- 44.1 Overview
- 44.2 Stadiums
- 44.3 Team Valuations
- 44.4 Highest-Paid Players
- 44.5 Attendance

- 44.6 Sponsors
- 44.7 Television Broadcast Rights
- 44.8 Fan Demographics
- 44.9 Market Resources

45 PREMIER LEAGUE

- 45.1 Overview
- 45.2 Clubs
- 45.3 Team Valuations
- 45.4 U.S. Broadcast Rights And Viewership
- 45.5 Sponsors

46 UEFA CHAMPIONS LEAGUE

- 46.1 Overview
- 46.2 UEFA Champions League Final
- 46.3 2016/17 UEFA Champions League Participants
- 46.4 Top Teams
- 46.5 Top Players

47 MAJOR LEAGUE LACROSSE

- 47.1 Overview
- 47.2 Stadiums
- 47.3 Attendance
- 47.4 Broadcast Rights
- 47.5 Sponsors
- 47.6 Market Resources

48 NATIONAL LACROSSE LEAGUE

- 48.1 Overview
- 48.2 Arenas
- 48.3 Attendance
- 48.4 Broadcast Rights
- 48.5 Sponsors
- 48.6 Market Resources

49 CANADIAN FOOTBALL LEAGUE

- 49.1 Overview
- 49.2 Stadiums
- 49.3 Attendance
- 49.4 Broadcast Rights
- 49.5 Market Resources

50 ARENA FOOTBALL LEAGUE

- 50.1 Overview
- 50.2 Stadiums
- 50.3 Attendance

- 50.4 Sponsors
- 50.5 Broadcast Rights
- 50.6 Market Resources

51 MINOR LEAGUE BASEBALL

- 51.1 Overview
- 51.2 Team Valuations
- 51.3 Attendance
- 51.4 Class AAA Leagues
- 51.5 Sponsors
- 51.6 Market Resources

52 MINOR LEAGUE HOCKEY

- 52.1 Overview
- 52.2 American Hockey League
- 52.3 East Coast Hockey League
- 52.4 Market Resources

53 NBA DEVELOPMENT LEAGUE

- 53.1 Overview
- 53.2 NBA Gatorade League
- 53.3 Teams and NBA Affiliates
- 53.4 Arenas
- 53.5 Attendance
- 53.6 Media Rights
- 53.7 Sponsors

54 NORTH AMERICAN SOCCER LEAGUE & UNITED SOCCER LEAGUE

- 54.1 Overview
- 54.2 North American Soccer League
- 54.3 United Soccer League
- 54.4 Market Resources

PART VI: WOMEN'S LEAGUE SPORTS

55 WOMEN'S NATIONAL BASKETBALL ASSOCIATION

- 55.1 Overview
- 55.2 Arenas
- 55.3 Attendance
- 55.4 Sponsors
- 55.5 Television Broadcast Rights
- 55.6 TV Viewership
- 55.7 Fan Demographics
- 55.8 Market Resources

56 LEGENDS FOOTBALL LEAGUE

- 56.1 Overview
- 56.2 2017 Season
- 56.3 Media

57 NATIONAL PRO FASTPITCH

- 57.1 Overview
- 57.2 Teams
- 57.3 Sponsors
- 57.4 Market Resources

58 NATIONAL WOMEN'S HOCKEY LEAGUE

- 58.1 Overview
- 58.2 2016-2017 Season
- 58.3 Media
- 58.4 Sponsors

59 NATIONAL WOMEN'S SOCCER LEAGUE

- 59.1 Overview
- 59.2 Attendance
- 59.3 Media Rights
- 59.4 Sponsors
- 59.5 Market Resources

PART VII: COLLEGIATE & HIGH SCHOOL SPORTS

60 COLLEGE ATHLETIC PROGRAMS

- 60.1 Profiles of Major Programs

61 NCAA SPORTS

- 61.1 Overview
- 61.2 Men's and Women's Sports
- 61.3 Division I Conferences
- 61.4 NCAA Revenue
- 61.5 Conference Revenue
- 61.6 Athletic Department Revenue
- 61.7 Athletic Department Budgets
- 61.8 Broadcast Rights
- 61.9 Sponsors
- 61.10 Market Resources

62 NCAA FOOTBALL

- 62.1 Market Assessment
- 62.2 Football Program Valuations
- 62.3 Fans and Spectators
- 62.4 College Football Playoff and Bowl Games

- 62.5 Fan Demographics
- 62.6 Regular-Season Broadcasts

63 NCAA MEN'S BASKETBALL

- 63.1 Market Assessment
- 63.2 Fans and Spectators
- 63.3 Fan Demographics
- 63.4 NCAA Division I Finals
- 63.5 Favorite Teams
- 63.6 Regular-Season Broadcasts

64 NCAA WOMEN'S BASKETBALL

- 64.1 Fans and Spectators
- 64.2 Favorite Teams
- 64.3 NCAA Women's Finals

65 HIGH SCHOOL SPORTS

- 65.1 Overview
- 65.2 Most Popular Sports
- 65.3 Participation by Sport
- 65.4 Participation by State
- 65.5 Local Television Broadcasting
- 65.6 High School Sports Online
- 65.7 Sponsors and Promotions
- 65.8 Market Resources

66 YOUTH TEAM SPORTS

- 66.1 Participation
- 66.2 Youth Baseball
- 66.3 Youth Basketball
- 66.4 Youth Football
- 66.5 Youth Hockey
- 66.6 Youth Soccer

PART VIII: FIGHTING SPORTS

67 BOXING

- 67.1 Overview
- 67.2 Pay-Per-View Events
- 67.3 Televised Boxing
- 67.4 Boxing Fans
- 67.5 Promoters

68 ULTIMATE FIGHTING CHAMPIONSHIP

- 68.1 Overview
- 68.2 Live Events

- 68.3 Pay-Per-View Events
- 68.4 UFC On TV
- 68.5 UFC Online
- 68.6 MMA Fans
- 68.7 Sponsors
- 68.8 Market Resources

69 WORLD WRESTLING ENTERTAINMENT

- 69.1 Overview
- 69.2 Live Events and Television
- 69.3 The WWE Network
- 69.4 Pay-Per-View Events
- 69.5 Professional Wrestling Fans
- 69.6 Market Resources

PART IX: GOLF

70 GOLF PARTICIPATION

- 70.1 Participation
- 70.2 Spending
- 70.3 Golf Courses
- 70.4 Demographics
- 70.5 Market Resources

71 MEN'S TOUR

- 71.1 Overview
- 71.2 Highest-Earning Golfers
- 71.3 The PGA Tour
- 71.4 The Major Championships
- 71.5 Broadcast Rights
- 71.6 Sponsors
- 71.7 Market Resources

72 WOMEN'S TOUR

- 72.1 Overview
- 72.2 Highest-Earning Golfers
- 72.3 The LPGA Tour
- 72.4 Grand Slam
- 72.5 Broadcast Rights
- 72.6 Sponsors
- 72.7 Market Resources

73 MAJOR TOURNAMENTS

- 73.1 Overview
- 73.2 The Masters
- 73.3 U.S. Open Championships

- 73.4 The British Open Championship
- 73.5 PGA Championship
- 73.6 Ryder Cup
- 73.7 Presidents Cup

PART X: MOTORSPORTS

74 INDYCAR

- 74.1 Overview
- 74.2 Sponsors
- 74.3 Television and Radio Broadcast Rights
- 74.4 Racing Teams
- 74.5 IndyCar Series
- 74.6 Market Resources

75 NASCAR

- 75.1 Overview
- 75.2 Advertising and Sponsorships
- 75.3 Television Broadcast Rights and Ratings
- 75.4 Drivers and Racing Teams
- 75.5 Tracks
- 75.6 Monster Energy Cup Series
- 75.7 Nationwide Series
- 75.8 Fan Demographics
- 75.9 Market Resources

76 FORMULA ONE

- 76.1 Overview
- 76.2 Formula One 2017
- 76.3 United States Grand Prix
- 76.4 Grand Prix of America
- 76.5 Media Coverage

77 FORMULA E

- 77.1 Overview
- 77.2 Racing Teams
- 77.3 U.S. Races
- 77.4 FIA Formula E Championship 2016-2017
- 77.5 Sponsors

78 NHRA DRAG RACING

- 78.1 Overview
- 78.2 NHRA Mello Yello Drag Racing Series
- 78.3 Sportsman Series
- 78.4 Broadcast Rights
- 78.5 Sponsors
- 78.6 Market Resources

79 UNITED SPORTSCAR CHAMPIONSHIP

- 79.1 Overview
- 79.2 Tudor United SportsCar Championship
- 79.3 Broadcast Rights
- 79.4 Sponsors
- 79.5 Market Resources

80 WORLD OF OUTLAWS

- 80.1 Overview
- 80.2 Sprint Car Series
- 80.3 Late Model Series
- 80.4 Sponsors
- 80.5 Market Resources

81 MOTORCYCLE RACING

- 81.1 Overview
- 81.2 AMA Pro Motocross
- 81.3 Arenacross
- 81.4 MotoGP
- 81.5 Supercross
- 81.6 Market Resources

PART XI: TENNIS

82 TENNIS PARTICIPATION

- 82.1 Participation
- 82.2 Spending
- 82.3 Demographics
- 82.4 Market Resources

83 MEN'S TOURS

- 83.1 Overview
- 83.2 Highest-Earning Tennis Players
- 83.3 Grand Slam Tournaments
- 83.4 APT World Tour
- 83.5 US Open Series
- 83.6 Market Resources

84 WOMEN'S TOURS

- 84.1 Overview
- 84.2 Highest-Earning Tennis Players
- 84.3 WTA Tour
- 84.4 Grand Slam Tournaments
- 84.5 US Open Series
- 84.6 Sponsors
- 84.7 Market Resources

85 MAJOR TOURNAMENTS

- 85.1 BNP Paribas Open
- 85.2 Davis Cup
- 85.3 Fed Cup
- 85.4 Miami Open
- 85.5 US Open
- 85.6 Wimbledon

PART XII: ESPORTS

86 ESPORTS MARKET ASSESSMENT

- 86.1 Overview
- 86.2 Newzoo Assessment
- 86.3 SuperData Research Assessment
- 86.4 Esports Fans
- 86.5 Investment
- 86.6 Wagering

87 LEAGUES & CHAMPIONSHIPS

- 87.1 ELeague
- 87.2 ESL Gaming Network
- 87.3 *League Of Legends* World Championship Series
- 87.4 Major League Gaming

88 MEDIA & ADVERTISING

- 88.1 Esports Media
- 88.2 ELeague Viewership
- 88.3 Twitch
- 88.4 Advertising
- 88.5 Sponsorships

89 COLLEGIATE ESPORTS

- 89.1 Collegiate Clubs
- 89.2 Varsity Esports Programs
- 89.3 Collegiate Tournaments
- 89.4 Market Resources

PART XIII: ORGANIZED SPORTS/COMPETITIONS

90 AIR RACING

- 90.1 Overview
- 90.2 Red Bull Air Race
- 90.3 Reno Air Races

91 AMERICA'S CUP

- 91.1 Overview
- 91.2 The 34th America's Cup
- 91.3 Television Broadcasts and Web-Streamed Video
- 91.4 Sponsors and Hospitality
- 91.5 The 35th America's Cup
- 91.6 Market Resources

92 BASS FISHING & SPORTFISHING

- 92.1 Overview
- 92.2 Bass Anglers Sportsman's Society
- 92.3 Fishing League Worldwide
- 92.4 Western Outdoor News Bass
- 92.5 Sportfishing
- 92.6 Collegiate
- 92.7 Market Resources

93 BOWLING

- 93.1 Participation
- 93.2 United States Bowling Congress
- 93.3 Professional Bowlers Association
- 93.4 Professional Women's Bowling Association
- 93.5 Collegiate Teams
- 93.6 World Bowling Association
- 93.7 Market Resources

94 COMPETITIVE CHEERLEADING

- 94.1 Overview
- 94.2 Sanctioning Organizations
- 94.3 Collegiate Competitive Cheer
- 94.4 Market Resources

95 CRICKET

- 95.1 Overview
- 95.2 Organized Cricket in the United States
- 95.3 Cricket World Cup
- 95.4 ICC World Twenty20
- 95.5 Television Broadcasts
- 95.6 Market Resources

96 CYCLING

- 96.1 Overview
- 96.2 USA Cycling
- 96.3 Major U.S. Races
- 96.4 Velodrome Bicycle Racing
- 96.5 World Cycling League

- 96.6 Tour de France
- 96.7 Market Resources

97 DEW TOUR

- 97.1 Overview
- 97.2 Events
- 97.3 Sponsors
- 97.4 Market Resources

98 DOG SHOWS

- 98.1 Overview
- 98.2 Westminster Kennel Club Dog Show
- 98.3 National Dog Show
- 98.4 AKC/Eukanuba National Championship

99 EQUESTRIAN

- 99.1 Overview
- 99.2 Horse Shows
- 99.3 Polo
- 99.4 Rodeos
- 99.5 World Equestrian Games
- 99.6 Market Resources

100 EVENTS FOR ATHLETES WITH DISABILITIES

- 100.1 Overview
- 100.2 Summer and Winter Paralympic Games
- 100.3 Special Olympics
- 100.4 Disabled Sports USA
- 100.5 Market Resources

101 FIGURE SKATING

- 101.1 Overview
- 101.2 Sanctioning Organization
- 101.3 Skate America
- 101.4 Team Challenge Cup
- 101.5 Market Resources

102 FITNESS & STRENGTH COMPETITIONS

- 102.1 Profiles of Major Events

103 GYMNASTICS

- 103.1 Overview
- 103.2 Sanctioning Organizations
- 103.3 Major Events
- 103.4 Sponsors
- 103.5 Market Resources

104 HORSE RACING

- 104.1 Overview
- 104.2 Triple Crown
- 104.3 Preakness Stakes
- 104.4 Belmont Stakes
- 104.5 Kentucky Oaks
- 104.6 Breeders' Cup
- 104.7 Saratoga
- 104.8 Pegasus World Cup
- 104.9 Market Outlook
- 104.10 Market Resources

105 INTERNATIONAL CHAMPIONS CUP

- 105.1 Overview
- 105.2 North American Tours
- 105.3 Sponsors
- 105.4 Market Resources

106 LACROSSE

- 106.1 Overview
- 106.2 Sanctioning Organization
- 106.3 Growth of Lacrosse in the United States
- 106.4 Major Events
- 106.5 Market Resources

107 MARATHONS & ENDURANCE EVENTS

- 107.1 Participation
- 107.2 Major Events
- 107.3 Economic Impact
- 107.4 Business Assessment
- 107.5 Sponsors
- 107.6 Market Resources

108 MOUNTAIN BIKE RACES

- 108.1 Overview
- 108.2 UCI Events
- 108.3 USA Cycling Mountain Bike National Championships
- 108.4 Sea Otter Classic
- 108.5 Market Resources

109 RODEO

- 109.1 Overview
- 109.2 Professional Rodeo Cowboys Association
- 109.3 Professional Bull Riders
- 109.4 Major Events
- 109.5 Fan Demographics
- 109.6 Market Resources

110 ROLLER DERBY

- 110.1 Overview
- 110.2 Women's Flat Track Derby Association
- 110.3 Other Leagues
- 110.4 Market Resources

111 ROWING

- 111.1 Overview
- 111.2 Intercollegiate Rowing
- 111.3 Rowing At The Summer Olympic Games
- 111.4 The World Rowing Championships
- 111.5 Market Resources

112 RUGBY

- 112.1 Overview
- 112.2 Growth In Popularity
- 112.3 USA Rugby League
- 112.4 USA Rugby Series
- 112.5 Rugby in the Summer Olympic Games
- 112.6 Six Nations Championship
- 112.7 Rugby World Cup
- 112.8 Market Resources

113 SENIOR GAMES

- 113.1 Overview
- 113.2 State Games
- 113.3 Biennial Summer Games
- 113.4 Winter Senior Games
- 113.5 Sponsors
- 113.6 Market Resources

114 SKIING & SNOWBOARDING

- 114.1 Overview
- 114.2 Participation
- 114.3 Governing Organizations
- 114.4 Winter Olympic Events
- 114.5 FIS World Championships
- 114.6 USSA Grand Prix Series
- 114.7 Market Resources

115 SOCCER

- 115.1 Overview
- 115.2 Growth of Soccer in the United States
- 115.3 Sponsors
- 115.4 Market Resources

116 SOFTBALL

- 116.1 Overview
- 116.2 Amateur Softball Association
- 116.3 Market Resources

117 SPORT CLIMBING

- 117.1 Overview
- 117.2 Participation
- 117.3 USA Climbing
- 117.4 International Federation of Sport Climbing
- 117.5 Market Resources

118 STATE GAMES

- 118.1 Overview
- 118.2 Profiles of State Games
- 118.3 State Games Of America
- 118.4 Market Resources

119 SURFING

- 119.1 Overview
- 119.2 Championship Tours
- 119.3 Market Resources

120 SWIMMING, DIVING & WATER POLO

- 120.1 Overview
- 120.2 Sanctioning Organizations
- 120.3 Sponsors
- 120.4 Market Resources

121 TRACK & FIELD

- 121.1 Overview
- 121.2 Sanctioning Organization
- 121.3 Major Events
- 121.4 IAAF Diamond League
- 121.5 TrackTown USA
- 121.6 TrackTown Summer Series
- 121.7 Market Resources

122 TRIATHLONS

- 122.1 Overview
- 122.2 Demographics
- 122.3 Major Events
- 122.4 Market Resources

123 VOLLEYBALL

- 123.1 Overview
- 123.2 Sanctioning Organization
- 123.3 AVP Pro Beach Volleyball
- 123.4 Market Resources

124 WORLD BEACH GAMES

- 124.1 Overview
- 124.2 San Diego 2019

125 X GAMES

- 125.1 Overview
- 125.2 Summer X Games
- 125.3 Winter X Games
- 125.4 Television Viewership
- 125.5 Sponsors

APPENDIX A - ACADEMIC CENTERS

APPENDIX B - ANALYSTS

APPENDIX C - ASSOCIATIONS

APPENDIX D - PERIODICALS

APPENDIX E - SPORTS COMMISSIONS

REFERENCES