

Discover innovative ideas and techniques in sport sales, promotion, and sponsorship

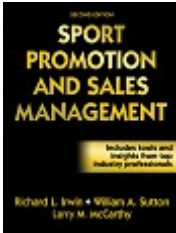
Champaign, IL-- Students in sport management and professionals in the sport industry will find *Sport Promotion and Sales Management, Second Edition*, brimming with fresh and innovative ideas and techniques in sales, promotion, and sponsorship. In keeping pace with the changing times in the sport promotion and sales industry, this book features much new material:

- Two new chapters (and three total) on sport sponsorship that greatly expand the discussion in that critical area, including how to negotiate, nurture, and activate sponsorships
- A detailed exploration of a nine-step "eduselling" process, an emerging sales model created by author William A. Sutton that will help readers increase product utilization and satisfaction by teaching how to use tickets and sponsorships to achieve business objectives
- Greater emphasis on the roles of sales and sponsorship as integral parts of developing a successful sport business
- A radically updated technology chapter that places great emphasis on e-commerce and gives an overview of the rapid changes that technological innovations are bringing to the industry

The authors use their extensive academic and professional knowledge by providing numerous examples based on their own experiences in consulting with teams, events, and organizations in the NFL, NBA, NHL, and LPGA. In addition, the authors offer contemporary examples of sales and promotion management in practice, further illuminating successful practice for readers.

Sport Promotion and Sales Management, Second Edition, presents a wide-ranging view of what it takes to be successful in the field. With its complete and current coverage of pertinent issues, this text is an invaluable resource for students and professionals alike as they prepare for or shape their careers in sport promotion and sales.

For more information on *Sport Promotion and Sales Management*, contact Human Kinetics at 800-747-4457 or visit www.HumanKinetics.com.



ABOUT THE BOOK

Sport Promotion and Sales Management - 2nd Edition

Richard L. Irwin · William A. Sutton · Larry McCarthy

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ABOUT THE AUTHORS

Richard L. Irwin, EdD, is a professor and the director of the Bureau of Sport & Leisure Commerce at the University of Memphis. He has taught promotion and sales at the university level for 18 years and has served as consultant with numerous sport businesses on topics relating to sales, sponsorship, licensing, and promotion. A founding member and past president of the Sport Marketing Association (SMA), Dr. Irwin has published numerous articles in sport marketing and management journals, contributed to books, and delivered presentations at regional, national, and international conferences on topics associated with sales and promotion.

William A. Sutton, EdD, currently serves as a professor and associate department head for the DeVos Sport Business Management graduate program at the University of Central Florida. In addition to his duties at UCF, Dr. Sutton is the founder and principal of Bill Sutton & Associates, a consulting firm specializing in strategic marketing and revenue enhancement. Before assuming his current positions, he served as vice president of team marketing and business operations for the National Basketball Association and has held academic appointments at Robert Morris University, Ohio State University, and the University of Massachusetts at Amherst.

In addition to *Sport Promotion and Sales Management*, Dr. Sutton is a coauthor for all three editions of *Sport Marketing*. He has also authored more than 100 articles and has made more than 100 national and international presentations. He is a past president of NASSM and a founding member of the Sport Marketing Association (SMA) and *Sport Marketing Quarterly*, where he has also served as coeditor. Dr. Sutton is a featured author for *Street and Smith's Sports Business Journal* (SBJ) and for the basketball strategy and business magazines *Basketball Gigante* and *FIBA Assist*, published in Italy.

Larry M. McCarthy, PhD, is an associate professor of management and director of the Institute of International Business at the W. Paul Stillman School of Business at Seton Hall University. He teaches in the Center for Sport Management. He held an academic appointment as the coordinator of the graduate sport management program at Georgia Southern University. A founding member of the SMA, he served as the first secretary-treasurer of the association. McCarthy's research interests focus on the activities of professional sport franchises, cross-cultural studies, and international sport management. He has published articles in national and international journals and has presented his work at national and international conferences. A lifelong member of the Gaelic Athletic Association (GAA), he is secretary of the New York Board of the GAA and was an Olympic envoy to the Olympic Council of Ireland for the Centennial Olympic Games.

CONTENTS

- Chapter 1.** Introduction to Sport Promotion and Sales
- Chapter 2.** Theoretical Foundations for Effective Sport Promotion and Sales
- Chapter 3.** Incentivizing Sport Consumers
- Chapter 4.** Training the Sport Ticket Sales Staff
- Chapter 5.** Generating Ticket Sales in Sport
- Chapter 6.** Sport Ticket Customer Service and Retention
- Chapter 7.** Sport Sponsorship Fundamentals
- Chapter 8.** Sport Sponsorship Sales
- Chapter 9.** Sport Sponsorship Activation
- Chapter 10.** Promotional Merits of Sport Licensing
- Chapter 11.** E-Commerce as a Promotional Tool in Sport
- Chapter 12.** Sport Brand Communications
- Chapter 13.** Sport Promotion and Sales Risk Management

Appendix A. Redbirds FansFirst Plan 2001

Appendix B. Memphis Redbirds Sponsor Survey