

# SPORTS INDUSTRY OVERVIEW

## TEAMS, LEAGUES, & NGB'S



## UNIONS



## COLLEGES & UNIVERSITIES



## YOUTH SPORTS



## SPECIAL EVENTS



## AGENCIES (BRAND, ATHLETES)



## GOVERNMENT/CIVIC



## APPAREL, EQUIPMENT & MERCH



## VENUES



## MEDIA & CONTENT



## NON-SPORTS BRANDS



## SPORTS TECH & DATA



## PROFESSIONAL SERVICES



## NON-PROFITS/COMMUNITY ORGS

