

Sports Branding in Modern Media

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First Steps



What exactly comes to mind when you hear the Newman softball team? What stands out to you? What does that trigger in your brain?



Branding is about establishing an image for your team.



In order to gain sponsors and promote the Newman Softball team, the program must be promoted in a way that attracts people to the team.

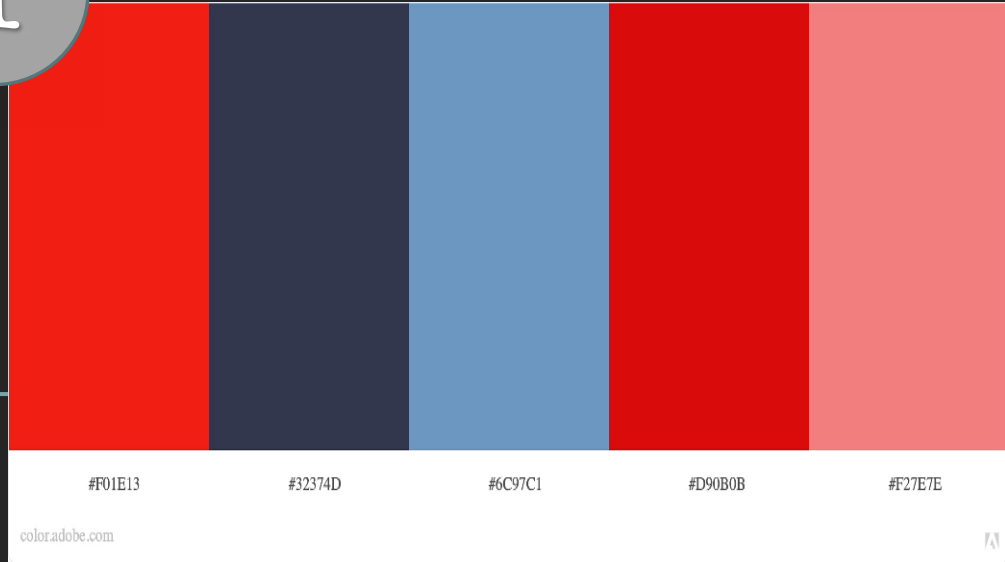
Importance of Branding and Media

- Sports are a business. therefore you must promote and sell the business.
- Newman Softball lacks a name for the team.
- Social Media is the most important way to build a brand for your team.

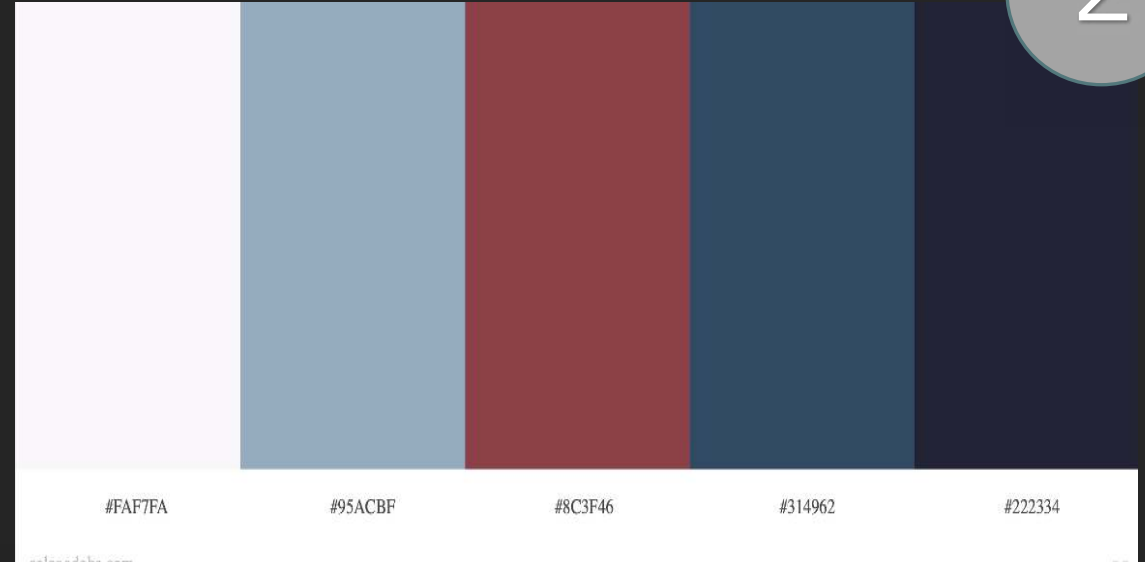




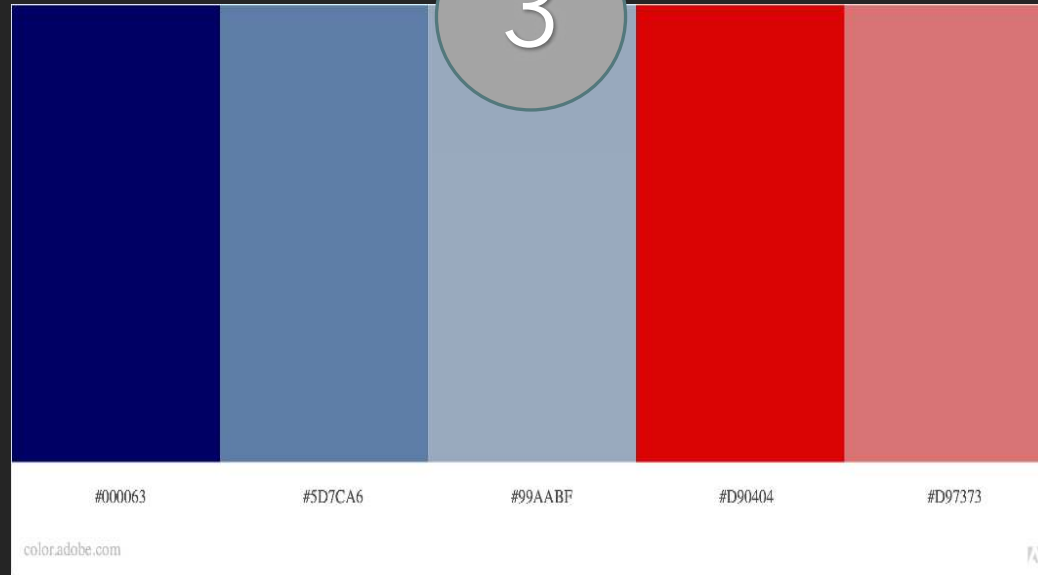
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Importance of Sponsors:

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graph TD; A[Importance of Sponsors:] --- B[Sponsorships are how teams gain money to help enhance their program.]; A --- C[Newman University Softball struggles to find sponsors.]; A --- D[The players must all be on the same page when it comes to fundraising.];
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Sponsorships are how teams gain money to help enhance their program.

Newman University Softball struggles to find sponsors.

The players must all be on the same page when it comes to fundraising.

Four
different
forms of
Sponsors

Crowdfunding Campaign

Team Fundraising

Providing a company with a motive

Reaching out to popular chain businesses

Thank you!

HOPE ECKLEY