

2010

SPORTS MARKET PLACE DIRECTORY

*15,600 Listings, 80,000 Contact Names, 13 Indexes
The Ultimate Sports Business Source*



GREY HOUSE PUBLISHING

Single Sports

Multi Sports

College Sports

Media

Sports
Sponsors

Professional
Services

Facilities

Manufacturers,
Retailers

Events,
Meetings,
Trade Shows

Statistics

13 Indexes

2010

Sports
Market Place
Directory



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Introduction

This 2010 edition of Grey House Publishing *Sports Market Place Directory* is the classic sports reference work that has served the sports industry for the past 50 years. More than 2,400 pages comprise 10 chapters, including professional, college and youth leagues and teams, sports media, events, facilities, sponsors and professional services.

Praise for recent editions:

“This large reference work has served the sports industry for many years...[and] serves as a useful starting point for directory listings for media professionals, agents, athletic directors, coaches, athletes, equipment/apparel manufacturers, service providers, and job seekers. [It is] recommended [for] academic and public libraries, all levels.”
CHOICE, 2009

“If doubts persist that sports is a major industry, this exhaustive reference volume will erase any such premise. In 10 chapters, the business of sports is documented in detail...Grey House continues to improve on a useful, comprehensive sports directory. For the professional involved in any aspect of the sports business, this is an essential source. For the academic or public library supporting business research and activity, this directory will prove useful.”

American Reference Book Annual, 2009

The sports industry is one of the fastest-growing in the country, with many of its segments less affected by the recent economic slowdown than other industries. Whether your interest is professional, college, youth, or recreational, whether you deal with sport injuries, team uniforms, or stadium scoreboards, *Sports Market Place Directory* covers all the bases.

Plunkett Research estimates that \$410.6 billion was spent in the sports industry in 2009. Player contracts (and scandals), product endorsements, fan participation, new facilities, athlete sponsorships, and media coverage are all bigger than ever, not to mention the big business of sports-related products and services, like equipment, uniforms, marketing and public relations.

This 2010 edition of *Sports Market Place Directory* is your key to this dynamic industry, tracking 103 sports from Air Sports to Yachting. It offers valuable information for media professionals, agents, athletic directors, coaches, professional athletes, student athletes, job seekers, equipment and apparel manufacturers, service providers and fans.

Arrangement

Sports Market Place Directory is arranged in useful, business-minded chapters, such as Single Sports, College Sports, Events, Media, Facilities and Manufacturers. Each chapter is indexed separately, in addition to three all-volume indexes for a total of 13 indexes.

Listings are full of valuable information, including company name, address, phone, fax, web site, e-mail, description, key personnel and detailed corporate data. Our data reflects significant editorial update efforts, using phone, fax, and Internet research.

2010 Stats

Sports Market Place Directory 2010 has 15,567 listings. You'll find 14,205 web sites, 39,151 e-mail addresses, and 53,566 key executives. All chapters have been reviewed and updated, with an increased number of listings in most chapters. Here's a play-by-play:

- **Single Sports** has 2,198 sport-specific organizations, leagues and teams, all current at press time. This chapter includes all major professional coaches and managers, plus an alphabetical index.
- **Multi Sports** includes 12 specific categories, from athletic foundations to youth sports organizations for a total of 905 listings, plus an alphabetical index.
- **College Sports** has 1,676 listings of schools, with long lists of coaches, by division, plus associations, conferences, degree programs and an alphabetical index.
- **Events, Meetings & Trade Shows** includes 3,433 listings, with separate sections for trade shows and events. Events are broken down further, by both sport and date. In addition, this chapter includes two alphabetical indexes, one for trade shows and one for events.
- **Media** includes 3,871 newspapers and radio and television sports programs. Listings include sports editors, commentators and show hosts, all easy to find in an alphabetical index.
- **Sports Sponsors** includes 4,874 (1,555 more than last year) sponsors that support most major sports, including all college bowl games, plus an alphabetical index.
- **Professional Services** comprises 13 categories, from executive search services to ticket services, for a total of 1,798 listings, plus an alphabetical index.
- **Facilities** has 1,528 listings in seven categories from arenas to facility concession services, including stadiums, race tracks, architects, management services, plus an alphabetical index.
- **Manufacturers & Retailers** include 2,089 listings, with a separate section for Software Manufacturers. Listings include valuable contact information including key executives, plus products and brands. Chapter includes a subject index.
- **Statistics** includes charts on: **Sports Participation**, including total participation and percent change; **Consumer Purchases**, with numbers by age, gender and sport; **Attendance** numbers for Baseball, Hockey, Basketball, Soccer and Football.
- **All-Volume Indexes** are grouped in the back of the book: **Entry** is a straight alphabetical listing of all 15,567 listings; **Executive** is an alphabetical list of all key personnel, including title and affiliated organization; and **Geographic** lists all listings by country and state.

Sports Market Place Directory is also available for subscription on G.O.L.D. – Grey House OnLine Database. Subscribers have access to all this sports business-building detail, and can search by geographic area, key contacts, sports-related topics, and so much more. Plus, subscribers can download contact sheets to create their own mailing list or sales leads. Call (800) 562-2139 or visit <http://gold.greyhouse.com> for a free trial of the online database.

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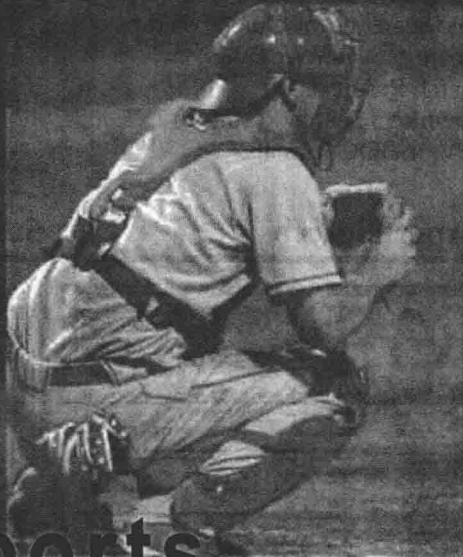
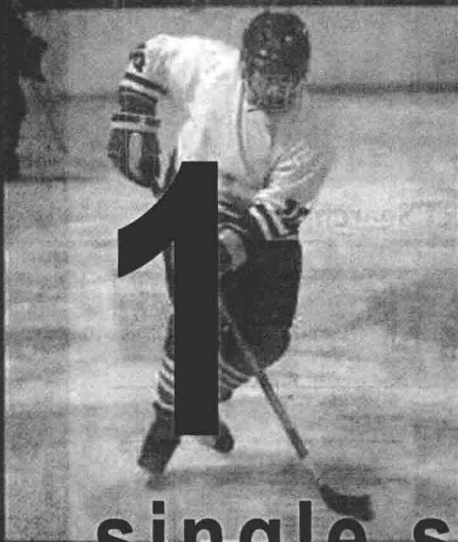
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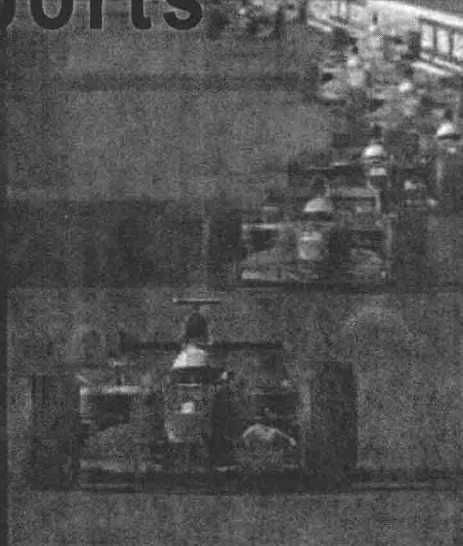
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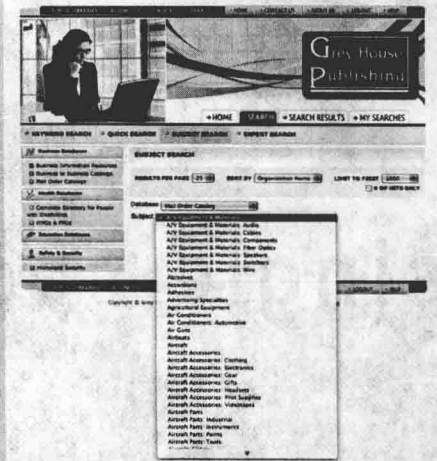
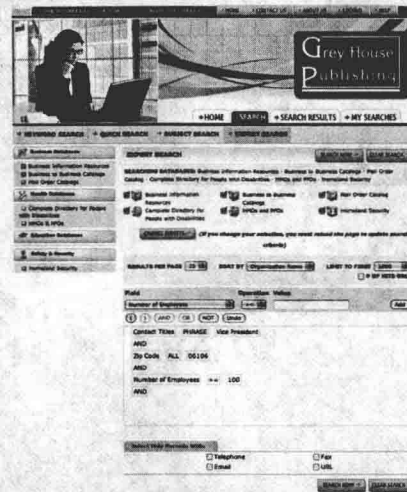
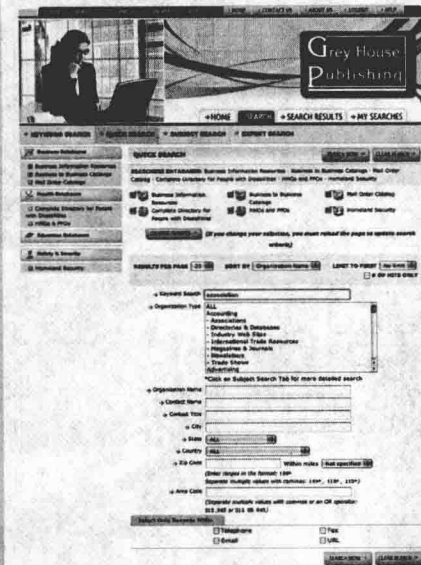
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