



# ALL ABOUT SPORTS MANAGEMENT!



**1** Introduction to Sport  
Management

**2** Roles and  
Responsibilities

**3** Marketing for UMich  
Football

**4** Budgeting  
(Needs vs. Wants)

**5** Community Building



Empowering Youth

[www.bakebackamerica.com](http://www.bakebackamerica.com)

# Welcome to BBA!

We are a nonprofit that empowers youth to create community based programs, inspiring one another to give back. This pamphlet is an interactive way to learn about sport management. It promotes creativity amongst youth, and the exploration of new topics through fun and educational based activities. We look forward to inspiring you to grow and learn.

Enjoy!

Max Fenton, Student Leader at BBA



# What is Sport Management?

**the field of business dealing  
with sports and recreation!**



**What does a sport  
management company do?**

- **organize events**
- **manage teams**
- **promote sports!**

# Getting Started

**1**

**Choose a Sport**

**2**

**Create a Company  
Name**

**3**

**Make a Logo**

**4**

**Create Merchandise**

# Choose Your Sport

Circle the sport or write one in



other



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# Create a Name For Your Company

## Brainstorm Some Ideas



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## Final Name



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# Create your Company Logo

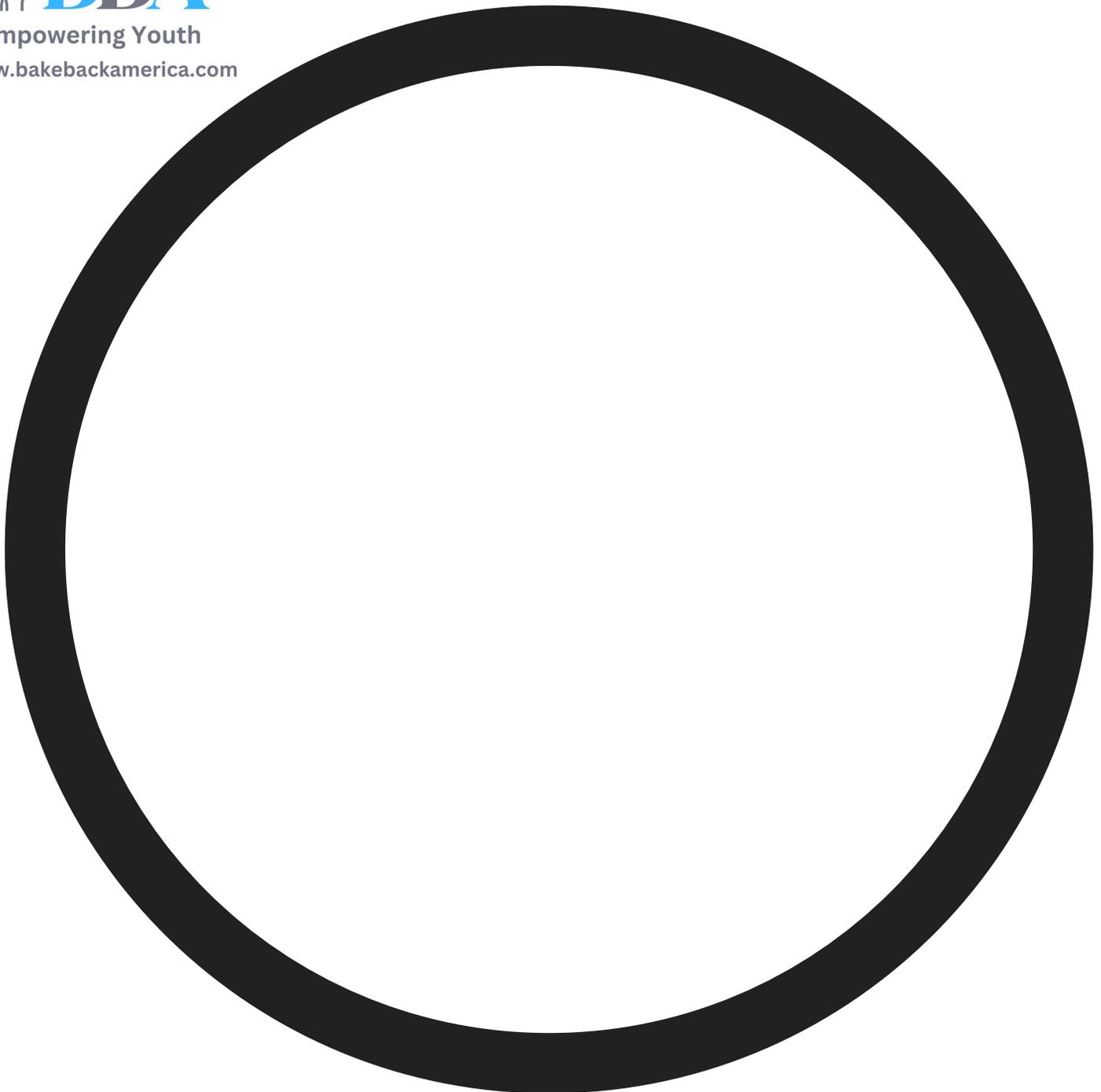
A logo is an image that helps the public identify a brand. In the circle below, design a logo that represents your company.

## Example Logo



Empowering Youth

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# Create your Company Merch

Project suggestions: Create a project that markets your company image.

## Create a Jersey

- paper
- markers
- stickers
- scissors



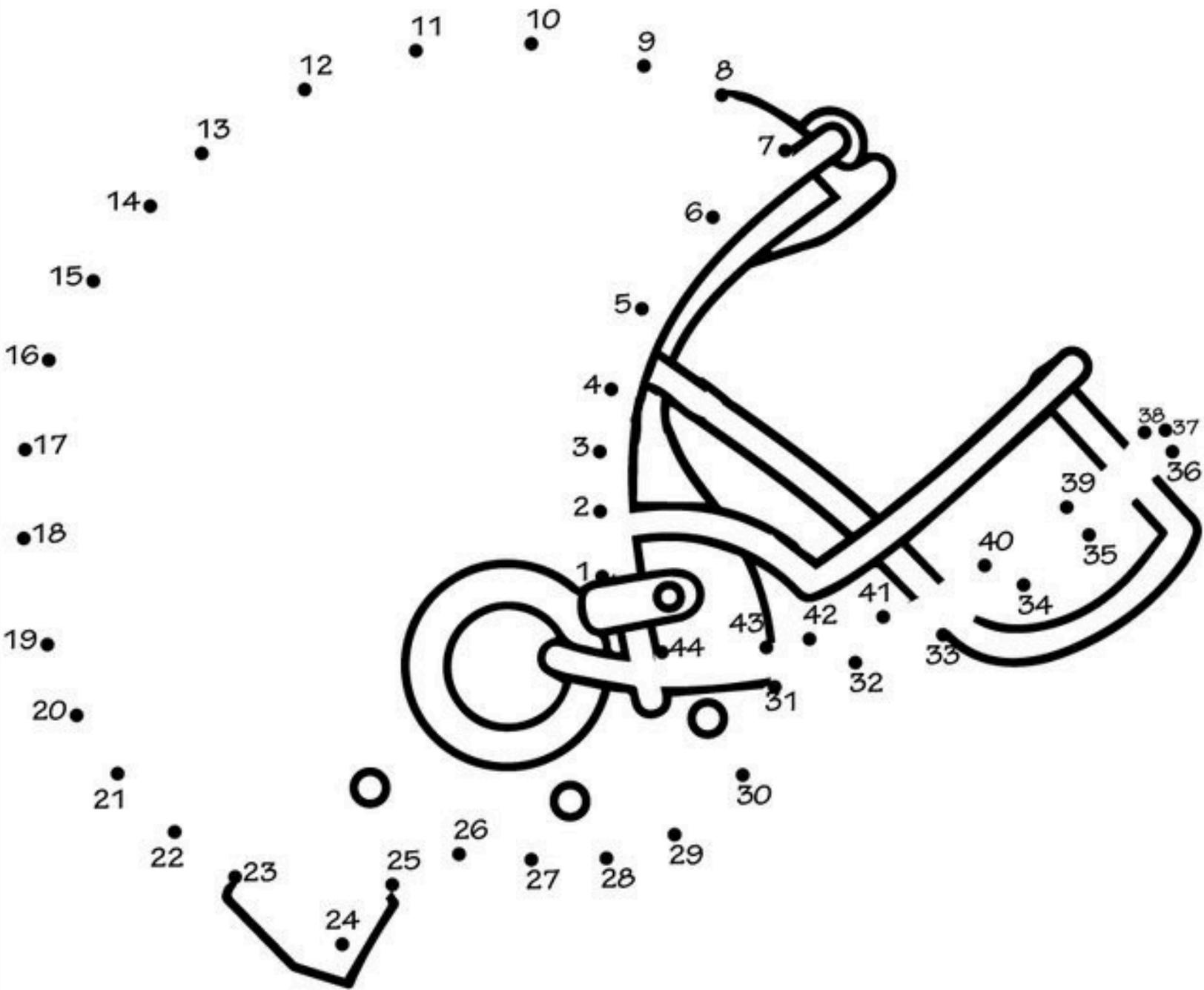
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## Design Sports Ball

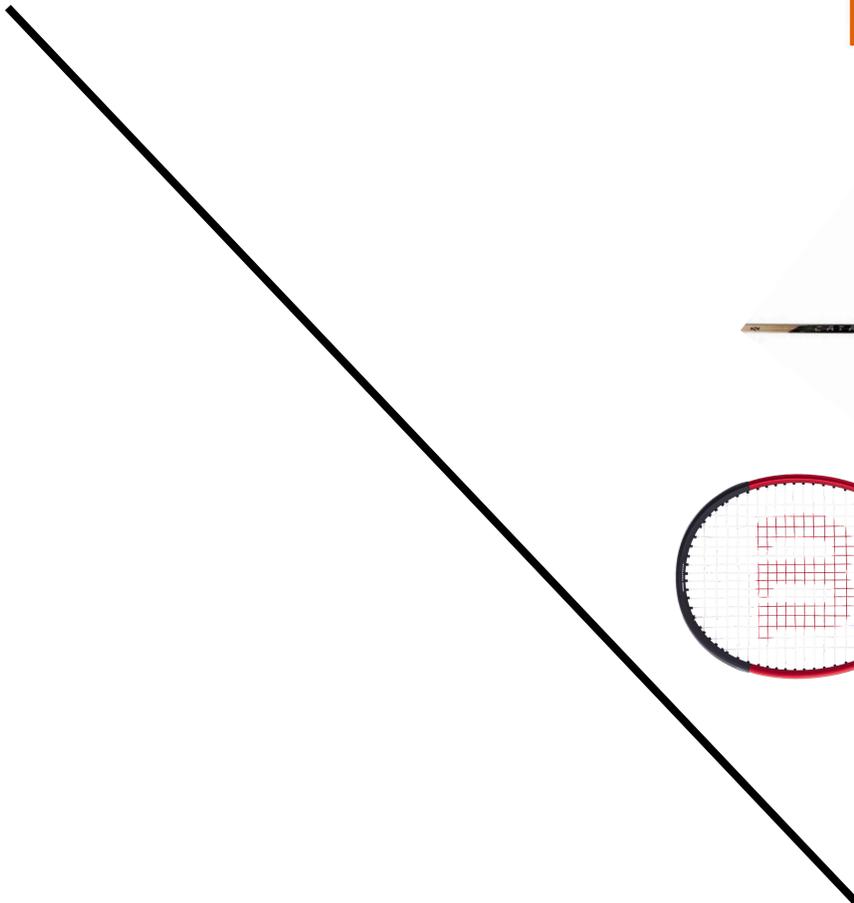
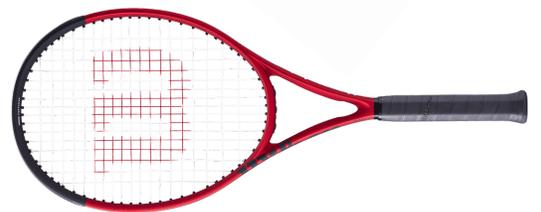
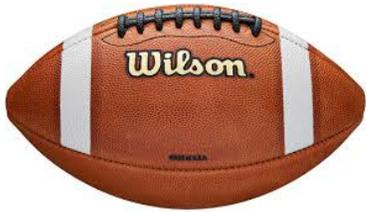


- play-doh
- stickers
- paper plate

# Connect the Dots

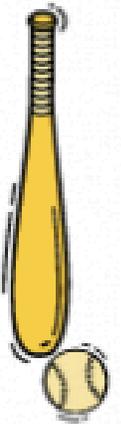
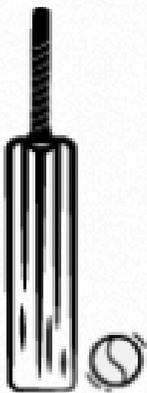


# Connect the Equipment



# Word Search

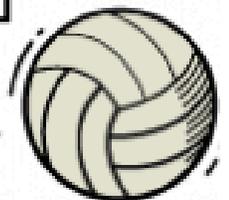
Find and circle the words hidden in the puzzle.  
The words have been placed horizontally or vertically.



T	U	E	H	P	M	P	B	Q	Q	N
V	S	C	B	D	M	T	A	S	R	S
O	O	R	A	F	E	L	S	S	R	I
L	L	I	D	F	G	L	K	Y	E	N
L	T	C	M	Y	E	A	E	R	C	N
E	Q	K	I	W	U	B	T	I	C	E
Y	Z	E	N	B	U	E	B	D	O	T
B	V	T	T	N	A	S	A	W	S	L
A	C	V	O	F	K	A	L	P	Z	H
L	Y	W	N	E	V	B	L	C	X	W
L	W	Z	Z	J	V	T	T	U	C	Q



- TENNIS
- CRICKET
- BADMINTON
- BASEBALL
- SOCCER
- BASKETBALL
- VOLLEYBALL



# self stArters

What did you learn today?

