



SPORTS & ENTERTAINMENT MARKETING CATEGORY GLOSSARY

This is a non-exhaustive list of useful terms to know for your category.

Admin - Short for administrator, someone responsible for managing a sports team's social media accounts

Buzzwords - Catchy or meaningful words or phrases repeatedly stated to build engagement with consumers (ex: "We The North" is associated with the Toronto Raptors)

Demographics - Statistics of a population that can be used to identify preferences, trends and subgroups

Engagement - Interactions between consumers and sports teams or brands

eSports - A growing niche in sports, focused on competitive video gaming

Gate receipts - Revenue from tickets for a sports event

Jersey/Kit - Sports team apparel for competitive games

Promotion (marketing) - Raising awareness about a cause or venture

Promotion (sports) - The movement of a sports team into a superior league

Relegation - The movement of a sports team into an inferior league

Salary cap - A budget (usually fixed) for a sports team to spend on player salaries

Season ticket - A ticket giving an individual access to multiple sports games for one team

Sponsor - An individual or company who pays a sports team in exchange for promotion