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Grey House Publishing Announces the 2024 Edition of *Sports Market Place*

Sports Market Place is the classic sports reference work that has served the sports industry for over 50 years, offering full coverage of 103 sports—from Air Sports to Yachting—including data on fast-growing segments such as cycling, fitness, gymnastics, martial arts, running, swimming, and weightlifting. Over the years, this work has grown to include nearly 2,000 pages of valuable content, including professional, college and youth leagues and teams, sports media, events, facilities, sponsors, manufacturers, and professional services.

According to the article, Deloitte's "2024 Sports Industry Outlook," which is reprinted in its entirety following this introduction, here are some issues that rise to the top:

- Traditional revenue streams like sponsorships, ticketing, licensing, and merchandise will likely see continued evolution based on better collection and use of fan data, while emerging trends might unlock new potential.
- Sports organizations are expected to put significant time and money into creating extensive fan data programs databases.
- Generative artificial intelligence uses are expected to become highly prevalent in the sports industry, in aspects such as ticketing, coaching, and front-office operations, meaning considerable thought will need to be given to how to unlock its full potential.
- The 2024 Paris Olympic Games could serve as a new model for mega-events of the future, if everything goes according to plan.
- After years of disruption in college athletics, will this year prove to be the stabilizer that introduces a "new normal" in this area of sports?

In addition, the front matter of this edition includes the "17th Annual Canadian Sponsorship Landscape Study."

Arranged in useful, business-minded chapters, *Sports Market Place* compiles sections such as Single Sports, College Sports, Media, Professional Services, Facilities, Manufacturers, Retailers and Events. Each chapter is indexed separately, in addition to the three all-volume indexes at the back of the book, 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.

Chapter Play-by-Play:

- **Single Sports** has 2,071 sport-specific organizations, leagues, and teams that comprise 103 specific sports. This chapter includes all professional and minor leagues, coaches, and managers, as well as an alphabetical index.
- **Multi Sports** includes 12 specific categories, including athletic foundations, Olympic teams, halls of fame, and youth sports organizations. A total of 835 listings are featured, in addition to an alphabetical index.
- **College Sports** offers 1,697 listings, with associations, conferences, degree programs, and division I, II, and III schools included. Users will also find a comprehensive list of coaches, sports managements programs, and an alphabetical index.
- **Media** includes prominent newspaper, radio, and television sports programming. Listings include sports editors, reporters, commentators, show hosts, and an alphabetical index.
- **Sports Sponsors** includes 120 sponsors that support most major sports, including all college bowl games, plus an alphabetical index.
- **Professional Services** highlights 13 categories—from executive search services to ticket services—for a total of 1,685 listings. This chapter begins with an alphabetical index.
- **Facilities** contains 1,364 listings and includes seven categories from arenas to facility concession services. Here, users will find stadiums, race tracks, architects, management services, and an alphabetical index.
- **Manufacturers & Retailers** includes 1,929 listings, with a separate section for Software Manufacturers. Listings include valuable contact information, including key executives, products, and brands. This chapter includes two indexes: one by sport and one by subject.
- **Events, Meetings & Trade Shows** features 1,074 listings—131 of which are trade shows. Both events and trade shows are listed separately by sport and date. This section also includes two alphabetical indexes: one for trade shows and one for events.
- **Three All-Volume Indexes** are conveniently grouped in the back of the book. The **Entry Index** is a straightforward, all-inclusive alphabetical listing. The **Executive Index** is an alphabetical list of all key personnel, including each executive's title and affiliated organization. The **Geographic Index** organizes all listings by country and state.

Additionally, buyers of *Sports Market Place, 2024* receive **one year of free online access** to this title on GOLD—the Grey House Online Database—at <http://gold.greyhouse.com>. Subscribers to this database have access to all of the data the *Sports Market Place* has to offer, plus the ability to search by Organization Name, Sport, Executive Name and Geographic Area, cutting research time in half. Plus,

users can download contact sheets to create their own mailing list of sales leads and much, much more. Call 800-562-2139 for more information or to sign up for a free trial.

Sports Market Place is an invaluable resource for the U.S. sports industry, and will find a welcome place in all public and academic libraries, as well as in the hands of sports industry professionals of any kind. Whether users are involved in sports as athletes or spectators, as coaches or promoters, as members of sports organizations or a managers of event facilities, *Sports Market Place* is a must-have source for everything sports.

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