Grey House Publishing
4919 Route 22
PO Box 56
Amenia, NY 12501-0056

800-562-2139
Fax: 518-789-0556
Email: books@greyhouse.com
www.greyhouse.com

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Contact: Jessica Moody, Vice President, Marketing
(800) 562-2139 x101
jmoody@greyhouse.com

Grey House Publishing Announces the 2026 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 "2026 Sports Industry Outlook," which is reprinted in its entirety following the introduction, here are some issues that rise to the top:

- Artificial intelligence (AI) is transforming how sports organizations operate.
- Private equity is reshaping the professional sports industry, even at the college level.
- Investors are building sports portfolios with multiple teams across multiple sports, and diversifying holdings around the world.
- New stadium projects are being developed with community integration in mind.

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 2,113 sport-specific organizations, leagues and teams that comprise 103 specific sports. It includes professional, major and minor leagues, coaches, managers, and an alphabetical index.
- **Multi Sports** includes 12 specific categories, including athletic foundations, Olympic teams, halls of fame and youth sports organizations. It includes a total of 835 listings, and an alphabetical index.

- **College Sports** has 1,697 listings, with associations, conferences, degree programs, and division I, II and III schools. You'll find a comprehensive list of coaches and sports management programs, and an alphabetical index.
- **Media** includes prominent newspapers and radio and television sports programming. Listings include editors, commentators, show hosts and an alphabetical index.
- **Sports Sponsors** includes 119 sponsors that support most major sports, including college bowl games, and an alphabetical index.
- **Professional Services** comprises 13 categories, from executive search services to ticket services, for a total of 1,684 listings, and an alphabetical index.
- **Facilities** has 1,365 listings, and includes seven categories from arenas to facility concession services. You'll find stadiums, race tracks, architects, management services, and an alphabetical index.
- **Manufacturers & Retailers** include 1,929 listings, with a separate section for Software Manufacturers. Listings include valuable contact information including key executives, plus products and brands. This chapter includes a combined sport and subject index.
- **Events, Meetings & Trade Shows** include 1,011 listings, of which 123 are trade shows. Events and trade shows are listed separately by both 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. Entry Index is a straight alphabetical listing. Executive Index is a complete alphabetical list of all key personnel, including each executive's title and affiliated organization. Geographic Index organizes all listings by country and state.

Additionally, buyers of *Sports Market Place, 2026* receive **one year of free online access** to this title on GOLD—the Grey House Online Database—at https://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 manager of event facilities, *Sports Market Place* is a must-have source for everything sports.

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