

# The virtualization of sports: From novelty to utility

The use of digital assets such as non-fungible tokens (NFTs), fan tokens, and blockchain-enabled tickets are evolving for sports. Many major sports organizations across the world are working with partners to build markets in these areas. Simple digital collectibles, originally seen as curiosities, are becoming advanced digital assets that can be used to improve fan engagement and loyalty and create new business models and even more new revenue streams. In the coming year, expect to see major strides for these assets.

The broader NFT market has softened, with overall sales and activity seeing a significant decline in 2022.<sup>1</sup> However, the sports market naturally lends itself to the “collector’s mindset” and athletes, teams, and leagues are continuing to look at how to best leverage these assets to drive fan engagement. Many leagues and organizations have formed partnerships in this space, some with multiple technology and entertainment companies, for different products. Sorare has partnered with the National Basketball Association (NBA), Major League Baseball (MLB), Major League Soccer (MLS), Bundesliga, LaLiga, and other football (soccer) leagues for their NFT-based fantasy games.<sup>2</sup> FIFA launched FIFA+ Collect with partner Algorand to provide a platform for World Cup–related digital collectibles.<sup>3</sup> The National Football League (NFL) is working with Mythical Games on NFL Rivals, a blockchain-based mobile game; Ticketmaster on commemorative NFT tickets; DraftKings on Reignmakers, an NFT-based fantasy sports game; and Dapper Labs on NFL All Day, an NFT marketplace.<sup>4</sup>

Digital collectibles, and their potential as an investment, are not likely to drive this market alone in the long term. The shift toward NFTs that can provide additional utility, functionality, or redeemability to the owner will be imperative. This could include NFT ticketing, which is beginning to see use for music concerts and is being discussed for international sporting events.<sup>5</sup> NFT ticketing can reduce fraud, increase transferability, and establish a live and eternal link between issuer and owner. It also has the potential to drive new sources of revenue for sports organizations through secondary sales. The key is to not just replace something physical with something digital, but to connect and leverage the two to create new value. NFT tickets could unlock unique benefits for fans, like access to real and virtual events with athletes, privileges in venues, voting on team/club decisions, and exclusive access to unique merchandise.

NFTs in sports will need to overcome some barriers—and quickly—to progress rapidly. For many fans, the barriers to entry can seem high, mainly because of a general lack of understanding of what NFTs are and how they work. There are also worries about risks and immaturity in the market and the sustainability of the services.<sup>6</sup> Sports organizations and their technology partners should consider making it as easy as possible for the average fan to set up a wallet and purchase digital assets. These challenges will likely have to be addressed if sports organizations want new revenue sources, better fan engagement, and more knowledge of their audience.

## Strategic questions to consider:

- Should sports organizations base their NFT strategy on specific benefits, or broad utility for fans? Which approach is most likely to drive rapid growth for the market?
- How can these offerings drive fan loyalty in different ways than traditional activities?
- How can sports organizations encourage innovation and interoperability across disparate platforms?
- How can existing service providers innovate fast enough to keep up, specifically in ticketing and loyalty?

Promotes midget cars, midget racing and the thrill of the short track race.

**UNITED RACING COMPANY**  
2109 SOUTH DUPONT HIGHWAY  
DOVER, DE 19901  
302-697-3273  
Fax: 302-697-6548

**Year Founded:**  
1947

**Member Services:**

Stages approximately 35 races each year, Season from early April to late October. Annual Awards Banquet held in November each year in Allentown, PA. Annual meetings held in March and October every year.

**Publications:**

Pictorial Yearbook, annual.

**Membership Requirements:**

83 drivers and owners. Must be a member of the United Racing Club and run Goodyear tires to participate, along with engine and wing limitations.

**Affiliations:**

Sprint Car Racing organization

**Number of Members:**  
200

**US LEGEND CARS**  
5245 NC HWY 49 SOUTH  
HARRISBURG, NC 28075  
704-455-3896

Fax: 704-455-3820

www.uslegendcars.com

• GE Chapman, General Manager  
(704) 455-3896

gechapman@uslegendcars.com

• Chad Honeycutt, Engine Shop Manager  
(704) 455-3896

chadh@uslegendcars.com

**Nature of Sports Service:**

Founded in 1995, INEX was developed to promote, organize and sanction Legends Car, Bandolero and Thunder Roadster racing across the United State, Canada and Europe.

**Publications:**

INEX Magazine and Rulebook for Legends Cars, Bandolero and Thunder Roadster

**Number of members:**  
3,500

**WESTERN RACING ASSOCIATION**  
PO BOX 509  
MONROVIA, CA 91017-0509  
760-245-4023

www.westernracing.com

• John Wildharber, President  
(626) 358-2284

• Seth Hammond, Vice President  
(714) 389-9400

• Rick Turner, Race Director  
(619) 449-1674

**Year Founded:**  
1982

**Member Services:**

15 exhibition events are presented each year at tracks like Calistoga, El Cajon, Madera, Merced, Santa Maria, San Bernardino and Tulare.

**Members:**

300+

**Membership Requirements:**

\$45 yearly fee.

**Description:**

A non-profit corporation, dedicated to the

preservation of antique automobile racing cars and fellowship.

**WORLD KARTING ASSOCIATION**  
6051 VICTORY LANE  
CONCORD, NC 28027  
704-455-1606

Fax: 704-455-1609

info@worldkarting.com

www.worldkarting.com

• Marie Borsuk, Business Manager

(704) 455-1606

marie@worldkarting.com

• Jeanne Harrison, Membership Coordinator

(704) 455-1606

members@worldkarting.com

**Year Founded:**

1971

**Description:**

A membership-owned, non-profit corporation formed to regulate and promote the sport of competitive kart racing. Over 10,000 members and 120 sanctioned race tracks.

**Publications:**

WKA's Karting Scene. The official publication of the World Karting Association that provides its members and subscribers schedules of events, race reports, official event results, technical reports, human-interest stories, and other related information

**WORLD RACING GROUP**  
7575-D WEST WINDS BLVD  
CONCORD, NC 28027  
704-795-7223

Fax: 704-795-7229

info@dirtcar.com

www.worldracinggroup.com;

www.dirtcar.com

• Brian Carter, CEO

**Description:**

World Racing Group (WRG) is the world leader in the sanctioning and promotion of dirt track auto racing. WRG owns the premier national touring series for each of the top three division in dirt track racing - The Advance Auto Parts World of Outlaws Sprint Car Series, World of Outlaws Late Model Series and the Advance Auto Parts Super DIRTcar Series. WRG also sanctions weekly racing action at over 120 tracks throughout the United States and Canada under the DIRTcar Racing banner.

**Year Founded:**

2003

**Auto Sports Racing Leagues/Teams**

**ARCA MENARDS SERIES EAST**  
www.arcaracing.com

**Description:**

One of two NASCAR regional developmental divisions.

**Teams:**

**BRAD SMITH MOTORSPORTS**

586-206-8298

brad@bradsmithmotorsports.com

bradsmithmotorsports.com

• Brad Smith, CEO

**CHAD BRYANT RACING**  
press@chadbryantracing.com  
chadbryantracing.com

**DGR-CROSLEY**

111 BYERS CREEK ROAD

MOORESVILLE, NC 28117

dgrcrosley.com

• David Gilliland, Co-Owner

• Johnny Gray, Co-Owner

**VENTURINI MOTORSPORTS**

571 PITTS SCHOOL ROAD NW

CONCORD, NC 28027

704-784-2500

Fax: 704-784-2575

info@venturinimotorsports.com

www.venturinimotorsports.com

**WAYNE PETERSON RACING**

**ARCA MENARDS SERIES WEST**

www.arcaracing.com

**Description:**

A regional stock car racing division of NASCAR.

**Teams:**

**BILL MCANALLY RACING**

916-676-0010

www.bmrnaparacing.com

**GMS RACING**

310 AVIATION DRIVE

STATESVILLE, NC 28677

info@gmsracing.net

gmsracing.net

**JERRY PITTS RACING**

• Jeff Jefferson, Co-Owner/Crew Chief

• Jerry Pitts, Co-Owner/Crew Chief

**VENTURINI MOTORSPORTS**

571 PITTS SCHOOL ROAD NW

CONCORD, NC 28027

704-784-2500

Fax: 704-784-2575

info@venturinimotorsports.com

www.venturinimotorsports.com

**FERRARI CHALLENGE NORTH AMERICA**

250 SYLVAN AVENUE

ENGLEWOOD CLIFFS, NJ 07632

877-933-7727

aces.ferrari.com/en/corse-clienti/north-america

• Andrea Reggiani, Communications

Andrea.Reggiani@ferrari.com

**Description:**

The Ferrari Challenge North America is a competition using the 458 racing model, held at several circuit locations across America.

**FORMULA 1**

www.formula1.com

• Stefani Domenicali, CEO

**Teams:**

**ALFA ROMEO RACING**

HINWIL,

• Frederic Vasseur, Team Chief

• Jan Monchaux, Technical Chief

**U.S. FIGURE SKATING**

20 FIRST ST  
 COLORADO SPRINGS, CO 80906  
 719-635-5200  
 Fax: 719-635-9548  
 info@usfigureskating.org  
 www.usfsa.org

- Sam Auxier, President  
 sauxier@usfigureskating.org
- David Raith, Executive Director  
 draith@usfigureskating.org

**Description:**

National governing body for the sport of figure skating in the U.S. Membership organization for all Olympic eligible, competitive athletes.

**Membership Requirements:**

Individual, or through sanctioned clubs.

**Publications:**

SKATING, 10 times annually. Rulebook, annual; Directory, annual; Media Guide, annual.

**Member Services:**

Competitions, seminars, test programs, camps, funding and training assistance.

**Year Founded:**

1921

**USA ROLLER SPORTS**

4730 SOUTH STREET  
 LINCOLN, NE 68506  
 402-483-7551  
 Fax: 402-483-1465  
 www.teamusa.org/USA-Roller-Sports

**WORLD FIGURE SKATING MUSEUM AND HALL OF FAME**

20 FIRST ST  
 COLORADO SPRINGS, CO 80906  
 719-635-5200  
 Fax: 719-635-9548  
 info@worldskatingmuseum.org  
 www.worldskatingmuseum.org

**Description:**

The international repository for the sport of figure skating. The Museum is dedicated to the preservation and interpretation of figure skating's history. The U.S. and World Halls of Fame honors the greatest names in figure skating.

**Fishing Organizations****AMERICAN SPORTFISHING ASSOCIATION**

1001 NORTH FAIRFAX ST  
 SUITE 501  
 ALEXANDRIA, VA 22314  
 703-519-9691  
 Fax: 703-519-1872  
 info@asafishing.org  
 asafishing.org

- Mike Nussman, President & CEO  
 mnussman@asafishing.org
- Diane Carpenter, Vice President,  
 Operations & CFO  
 (703) 519-9691  
 dcarpenter@asafishing.org

**Nature of Service:**

The American Sportfishing Association (ASA) is the sportfishing industry's trade association, committed to looking out for the interests of the entire sportfishing community. It provides the industry with a

unified voice, speaking out on behalf of sportfishing and boating industries, state and federal natural resource agencies, conservation organizations, angler advocacy groups and outdoor journalists when emerging laws and policies could significantly affect sportfishing business or sportfishing itself.

**Year Founded:**

1921

**Member Services:**

Annual trade show, annual business meeting, member discounts, advocacy, consumer shows.

**Membership Requirements:**

Varies

**B.A.S.S. LLC**

bassmaster@emailcustomerservice.com  
 www.bassmaster.com

**Description:**

Sports marketing media firm providing an integrated multi-media program in fishing for marketers.

**Year Founded:**

1967

**CATSKILL FLY FISHING CENTER & MUSEUM**

1031 OLD ROUTE 17  
 LIVINGSTON MANOR, NY 12758  
 845-439-4810  
 office@cfcfm.com  
 www.cfcfm.com

- Glenn Pontier, Executive Director

**Description:**

Fly fishing center and museum, founded in 1981.

**INTERNATIONAL CASTING SPORT FEDERATION**

NOVOSUCHDOLSKA 37  
 PRAGUE, 16500

info@icsf-castingsport.com

www.icsf-castingsport.com

- Kurt Klamet, President  
 (+49) 1733910939  
 kurt.klamet@icsf-castingsport.com
- Helmut Hochwartner, Vice President  
 (+43) 676 611397  
 helmut.hochwartner@icsf-castingsport.com
- Josef Dolezal, Secretary General  
 (420) 6034180490  
 dr.josef.dolezal@icsf-castingsport.com

**year founded**

1954

**INTERNATIONAL FEDERATION OF FLY FISHERS**

5237 U.S. HIGHWAY 89 SOUTH  
 Suite 11  
 LIVINGSTON, MT 59047  
 406-222-9369

Fax: 406-222-5823

www.fedflyfishers.org

- Len Zickler, President & CEO  
 (406) 222-9369

**Description:**

Educating and conserving through Fly Fishing

**Year Founded:**

1965

**Number of Members:**

12,000

**Membership Requirements:**

Various types of memberships available including club, foreign association,

individual, family, junior, contributing, retail shop, life and sustaining.

**INTERNATIONAL GAME FISH ASSOCIATION**

300 GULF STREAM WAY  
 DANIA BEACH, FL 33004  
 954-927-2628

Fax: 954-924-4299

www.igfa.org

- Rob Kramer, President
- Michael J. Myatt, Director of Corporate Relations

mmyatt@igfa.org

**Publications:**

World Record Game Fishes book, International Angler, Junior Angler, Offshore Tournament Program, Inshore Tournament Program.

**Membership Requirements:**

Open to all interested individuals, fishing clubs and organizations.

**Description:**

Is a nonprofit organization committed to the conservation of game fish and the promotion of responsible, ethical, angling practices through science, education, rule making and record keeping.

**IZAAK WALTON LEAGUE OF AMERICA**

707 CONSERVATION LANE  
 GAITHERSBURG, MD 20878

301-548-0150

info@iwla.org

www.iwla.org

- Jeff Deschamps, President
- Kelly Kistner, Vice President
- Jim Storer, Secretary
- Walter Lynn Jr., Treasurer

**Publications:**

OUTDOOR AMERICA, quarterly magazine; OUTDOOR ETHICS, quarterly newsletter; SPLASH!, quarterly newsletter of Save Our Streams program.

**Description:**

To conserve, maintain, protect and restore the soil, forest, water and other natural resources of the United States and other lands; to promote means and opportunities for the education of the public with respect to such resources and their enjoyment and wholesome utilization.

**Year Founded:**

1922

**RECREATIONAL BOATING & FISHING FOUNDATION**

500 MONTGOMERY ST  
 SUITE 300

ALEXANDRIA, VA 22314

www.takemefishing.org

- Frank Peterson Jr., President & CEO  
 (703) 778-5157

fpeterson@rbff.org

**Nature of Service:**

The Recreational Boating & Fishing Foundation is a nonprofit organization whose mission is to increase participation in recreational angling and boating and thereby increase public awareness and appreciation of the need for protecting, conserving and restoring this nation's aquatic natural resources.

**Year Founded:**

1998

**Publications:**

NewsWaves, monthly e-newsletter

twif@t6b.com  
www.tugofwar-twif.org  
• Anton Rabe, President  
anton@hortgro.co.za  
• Glen Johnson, Secretary General  
(608) 879-2869  
twif@t6b.com  
• Dariusz Bajkowski, Senior VP  
• Peter Dyer, Treasurer  
pete.dyer@talktalk.net

### Volleyball Organizations

#### AMERICAN VOLLEYBALL COACHES ASSOCIATION

2365 HARRODSBURG ROAD  
SUITE A325  
LEXINGTON, KY 40504  
859-226-4315  
866-544-2822  
Fax: 859-226-4315  
members@avca.org  
www.avca.org  
• Christy Johnson-Lynch, President  
(515) 294-3395  
christyj@iastate.edu  
• Mark Rosen, President elect  
(734) 647-3035  
rosenma@umich.edu  
• Kirsten Bernthal Booth, Division I rep  
(402) 280-5794  
kbooth@creighton.edu  
• Chuck Waddington, Division II rep  
(325) 486-6068  
cwaddington@angelo.edu  
• Tammy Swearingen, Division III rep  
(724) 946-7320  
swearitl@westminster.edu  
• David Weigl, Club Representative  
(360) 779-3802  
dw@wvba.org  
• William Ebel, III, Assistant Coaches  
Representative  
(615) 491-2560

#### Publications:

Coaching Volleyball Magazine, print and digital editions.

#### Description:

To advance the sport of volleyball and its coaches.

#### Member Services:

Annual Convention; Awards Program; Weekly Polls; Educational Opportunities.

#### Number of members:

Over 7,000.

#### ASSOCIATION OF VOLLEYBALL PROFESSIONALS/AVP

6100 CENTER DR  
9TH FLOOR  
LOS ANGELES, CA 90045  
949-678-3599  
contact@avp.com  
www.avp.com  
• Tony Giarla, Director  
tonyg@avp.com  
• Marty Suan, Director Of Programs  
**Member Services:**  
Opportunity to compete in Professional Beach Volleyball tournaments; publicity; health and accident insurance.

#### FEDERATION INTERNATIONALE DE VOLLEYBALL (FIVB)

CHATEAU LES TOURELLAS  
EDOUARD-SANDOZ 2-4  
LAUSANNE, SWITZERLAND 1006  
info@fivb.org  
www.fivb.org  
• Ary S. Filho, Dr.  
president.office.sec@fivb.org  
**Purpose of organization:**  
Acts as international governing body for the sport of volleyball.

#### LONE STAR CLASSIC NATIONAL VOLLEYBALL QUALIFIER

425 WOODWARD STREET  
AUSTIN, TX 78704  
512-479-8776  
Fax: 512-479-0080  
www.austinsportscenter.com  
• Glen Lietzke, Executive Director  
(512) 433-5110  
glen@austinsportscenter.com  
• Jonathan Paris, Director of Events  
(512) 433-5114  
jparis@austinsportscenter.com  
• Scott Clouse, Communications/video  
specialist  
(512) 433-5120  
scott@austinsportscenter.com  
• Lindsay Dunn, Controller  
(512) 433-5104  
LDunn@austinsportscenter.com  
**Event Management & Consulting Services:**  
Owns and operates the Lone Star Classic National Qualifier and 3rd Coast Volleyball Championships. Creates and manages sports events, focusing on volleyball.

#### UNITED STATES YOUTH VOLLEYBALL LEAGUE

2771 PLAZA DEL AMO  
SUITE 808  
TORRANCE, CA 90503  
310-212-7008  
888-988-7985  
Fax: 310-212-7182  
info@usyvl.org  
www.usyvl.org  
• Allen Adams, President  
• Jon Bitler, Vice President  
• Randy Sapoznik, Secretary  
• Bill Martinez, Treasurer  
**Membership Requirements:**  
Open registration for boys and girls ages 7-15.

#### Description:

The United States Youth Volleyball League is a non-profit instructional volleyball organization for children between the ages of 7 and 15.

#### USA VOLLEYBALL

4065 SINTON ROAD  
SUITE 200  
COLORADO SPRINGS, CO 80907  
719-228-6800  
Fax: 719-228-6899  
postmaster@usav.org  
www.usavolleyball.org  
• Lori Okimura, Board Chair  
loriokimura@hotmail.com  
**Organization purpose:**  
Acting as the national governing body for volleyball in the United States, USA

Volleyball promotes growth of the sport and increased success in competition.

#### VOLLEYBALL CANADA

1A-1084 KENASTON STREET  
OTTAWA, ON, CANADA K1B 3P5  
613-748-5681  
Fax: 613-748-5727  
info@volleyball.ca  
www.volleyball.ca  
• Mark Eckert, President & CEO  
(613) 748-5681  
meckert@volleyball.ca  
• Ian Halliday, High Performance Director  
(403) 880-9845  
ihalliday@volleyball.ca  
• Jackie Skender, Communication Director  
(613) 748-5681  
jskender@volleyball.ca  
• Caitlin Devlin, Domestic Events  
Coordinator  
(613) 748-5681  
caitlin@volleyball.ca  
• Linden Leung, Finance & Operations  
Director  
(613) 748-5681  
linden@volleyball.ca  
**Description:**  
Founded 1953. Promotes the sport of volleyball in Canada.  
**Membership Requirements:**  
Provincial affiliation.  
**Publications:**  
Many technical publications (books, manuals and VHS videos) as well as yearly Indoor and Outdoor Rulebooks.  
**Member Services:**  
Organization of national championships; Publications; Elite development programs for coaches and officials; National team programs and events, Labatt Pro Beach Volleyball Tour.

### Water Polo Organizations

#### AMERICAN WATER POLO COACHES ASSOCIATION

2124 MAIN STREET  
SUITE 240  
HUNTINGTON BEACH, CA 92648  
714-500-5445  
Fax: 714-960-2431  
www.usawaterpolo.com  
• Christopher Ramsey, Chief Executive  
Officer  
(714) 500-8506  
• Greg Mescall, Director Of Communications  
(714) 500-5455  
gmescall@usawaterpolo.org  
• John Adbou, Chief High Performance  
Director  
(714) 500-5445  
jabdou@usawaterpolo.org  
**Description:**  
Organized to serve as the national governing body for the sport of water polo in the United States under the auspices of the United States Olympic Committee.

#### WATER POLO CANADA

1084 KENASTON STREET  
UNIT 1A  
OTTAWA, CANADA K1B 3P5  
613-748-5682  
Fax: 613-748-5777

**Membership Requirements:**

Interest in Yachting, past and present.

**Publications:**

Newsletter, quarterly.

**Member Services:**

Free admission to Museum; use of library, discounts on Museum programs, and events and merchandise.

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**NAISMITH MEMORIAL BASKETBALL HALL OF FAME**

1000 WEST COLUMBUS AVENUE  
SPRINGFIELD, MA 1105  
413-781-6500  
877-446-6752

www.hoophall.com

• John Doleva, President/Chief Executive Officer

doleva@hoophall.com

• Donald R. Senecal, Vice President/Finance/Operations  
senecal@hoophall.com

**Member Services:**

Hall of Fame induction, Hall of Fame Tip-Off Classic, Frances Pomeroy Naismith Award, Ed Steitz Award, John W. Bunn Award, Bob Cousy Collegiate Point-Guard Award, Curt Gowdy Media Award, Chip Hilton Award, Clare Bee Award, High School Excellence Award, Museum.

**Publications:**

Magazine, Yearbook.

**Membership Requirements:**

To be eligible to be inducted, candidate must first be nominated; players must be retired five years, coaches with 25 years of serve are eligible. Candidate must have made significant contributions to the game in many distinct areas.

**Description:**

Founded 1949. Preserves and promotes basketball at all levels, including the professional, collegiate, scholastic, international game and pays tribute to both men and women, trainers, referees, contributors.

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**NATIONAL ART MUSEUM OF SPORT**

UNIVERSITY PLACE - IU/PU  
850 WEST MICHIGAN ST  
INDIANAPOLIS, IN 46202-5198  
317-274-3627

Fax: 317-274-3878

• Elizabeth C. Varner, President  
• Ann M. Rein, Executive Director  
(317) 274-3627

**Description:**

Founded 1959. Brings to the public a comprehensive collection of Sport Art (over 50 different sports). Educates the public on the close relationship over the ages between art and sport.

**Publications:**

SCORE BOARD NEWSLETTER 3 issues per year. Exhibit check list.

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**NATIONAL AUTOMOBILE MUSEUM**

10 SOUTH LAKE STREET  
RENO, NV 89501-1558  
775-333-9300

Fax: 775-333-9309

info@automuseum.org

www.automuseum.org

• Jackie Frady, President and ED  
• Barbara Bolenbaker, Retail manager  
• Barbara Clark, Sr Support services manager

• Becky Contos, Sales and marketing manager

**Description:**

Founded 1989. General automobile museum with collection of racing and speed record autos. Automotive research library available through mail service.

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**NATIONAL BASEBALL HALL OF FAME AND MUSEUM**

25 MAIN STREET  
COOPERSTOWN, NY 13326  
607-547-7200  
888-425-5633

Fax: 607-547-2044

info@baseballhalloffame.org

www.baseballhall.org

• William E. Haase, Senior Vice President  
(607) 547-7200

• Joe Morgan, Vice Chairman

• Jeff Idelson, President

• Craig Muder, Director of Communications

**Publications:**

Annual Hall of Fame Yearbook, Memories and Dreams Quarterly Magazine.

**Membership Requirements:**

Must have played at least 10 years in Major Leagues or Negro Leagues or can have been executive, manager or umpire.

**Description:**

Museum/Educational Facility

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**NATIONAL FOOTBALL FOUNDATION AND COLLEGE HALL OF FAME, INC., THE**

433 LAS COLINAS BLVD  
SUITE 1130  
IRVING, TX 75039  
972-556-1000

Fax: 972-556-9032

membership@footballfoundation.com

www.footballfoundation.com

• Archie Manning, Chairman

• Steven J. Hatchell, President and CEO

• Clayton I. Bennett, Vice Chair

• Matthew Sigo, Chief Operating Officer

**Description:**

Established: 1947. Our mission is to promote and develop the power of amateur football in developing the qualities of leadership, sportsmanship, competitive zeal and the drive for academic excellence in America's young people.

**Number of Members:**

13,000.

**Publications:**

Footballletter 4 times per year.

**Member Services:**

120 Chapters, Footballletter Magazine, Free Admission to the Hall of Fame, Grants, Programs, Scholarships.

**Membership Requirements:**

\$40.00 year.

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**NATIONAL FRESH WATER FISHING HALL OF FAME**

10360 ONE HALL OF FAME DR  
HAYWARD, WI 54843  
715-634-4440

www.freshwater-fishing.org

• Emmett A Brown, Executive Director

**Description:**

Museum displaying fishing artifacts, including 300 antique outboard motors, thousands of lures, rods, reels, mounted fish, tackle boxes and all other memorabilia involved in the sport of fresh water fishing.

**Number of members:**

6,500

**Publications:**

Quarterly Newsletter with record updates; Fish Record Book, early April; Annual Calendar.

**Member Services:**

Unlimited admission pass to members and family members under 18 to museum. Receipt of all publications.

**Membership Requirements:**

\$30.00 Annual membership, \$250.00 Lifetime membership, \$50.00 Club and Business memberships.

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**NATIONAL HIGH SCHOOL SPORTS HALL OF FAME**

PO BOX 690

1802 ALONZO WATFORD SR. DRIVE

INDIANAPOLIS, IN 46206

317-972-6900

Fax: 317-822-5700

www.nfhs.org

• Bruce L. Howard, Director of Publications and Communications  
(816) 464-5400

**Description:**

Founded 1982. Currently housed in an auditorium area of the National Federation of State High School Associations. Induction into the Hall of Fame is conducted annually on the basis of special achievement in four categories - athlete, coach, official and administrator.

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**NATIONAL ITALIAN-AMERICAN SPORTS HALL OF FAME**

1431 W. TAYLOR ST  
CHICAGO, IL 60607

312-226-5566

Fax: 312-226-5678

www.niashf.org

• George Randazzo, Founder/Chairman

george@niashf.org

• Wayne Randazzo, Editor Red White & Green Magazine

**Publications:**

NIASHF Newsletter; Red White and Green Magazine

**Description:**

Founded 1977. Preservation of achievements of professional and amateur Italian-American athletes who have contributed to international sports.

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**NATIONAL MISSISSIPPI RIVER MUSEUM & AQUARIUM**

350 EAST 3RD STREET HARBOR  
PORT OF DUBUQUE  
DUBUQUE, IA 52001

563-557-9545

800-226-3369

Fax: 563-583-1241

info@rivermuseum.com

www.mississippirivermuseum.com

• Jerry Enzler, Executive Director

• Cristin Waterbury, Curator

**Member Services:**

Annual meeting held in May in Dubuque, IA.

**Publications:**

Newsletter, quarterly.

**Membership Requirements:**

Pay annual dues.

**Description:**

Founded 1985. Serves to preserve the history of men and women of the inland waters of America - explorers, builders,

**Frequency:**

5 time(s) per week

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**READING EAGLE**

P.O. BOX 582  
READING, PA 19601-4029  
610-371-5000  
800-633-7222  
Fax: 610-371-5098  
news@readingeagle.com  
http://www.readingeagle.com

- Terry Bickhart, Sports Editor (610) 371-5061
- Darryl Grumling, Sports Reporter (610) 371-5072
- Steve Patton, Sports Reporter (610) 371-5097  
spatton@readingeagle.com
- Mike Berres, Sports Writer (610) 371-5000

**Frequency:**

7 time(s) per week

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**RECORD (CA)**

P.O. BOX 900  
STOCKTON, CA 95201  
209-943-6397  
800-606-9741  
Fax: 209-547-8186  
newsroom@recordnet.com  
http://www.recordnet.com/

- Tony Acosta, Sports Copy Editor (209) 546-8290  
tacosta@recordnet.com
- Jason Anderson, Sports Reporter (209) 546-8283  
janderson@recordnet.com
- Patsy Prato, Classified Manager (209) 546-8213
- Jagdip Dhillon, Sports Reporter (209) 546-8292  
jdhillon@recordnet.com
- Lori Gilbert, Sports Columnist (209) 546-8284  
lgilbert@recordnet.com
- Scott Linesburgh, Sports Reporter (209) 546-8281
- Pete Ottesen, Sports Reporter (209) 546-8269  
pottesen@recordnet.com
- Sam Smith, Assistant Sports Editor (209) 546-8289  
sports@recordnet.com

**Frequency:**

7 time(s) per week

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**RECORD (NJ)**

150 RIVER ST  
HACKENSACK, NJ 07601  
201-646-4000  
Fax: 201-646-4428  
www.bergen.com

- Mitch Krugel, Sports Editor
- Rhona Bronson, Director Marketing Services

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**RECORD (NY)**

501 BROADWAY  
TROY, NY 12181  
518-270-1295  
Fax: 518-270-1202  
www.troyrecord.com

- Kevin Moran, Sports Editor
- Joan Marro Harris, Advertising Director

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**RECORD SEARCHLIGHT**

1101 TWIN VIEW BOULEVARD  
REDDING, CA 96003-1531  
530-225-8210  
800-666-2772  
Fax: 530-225-8236  
editor@redding.com  
http://www.redding.com

- Nathan Zeliff, Sports Editor (530) 474-3267

**Frequency:**

7 time(s) per week

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**RECORD-ARGUS**

10 PENN AVENUE  
GREENVILLE, PA 16125  
724-588-5000  
800-542-3100  
Fax: 724-588-4691  
argusnews@rrbiznet.com

- Whendy Kozminski, Sports Editor (724) 588-5000  
argussports@rrbiznet.com
- Jim Rust, Advertising Manager (724) 588-5000  
argusads@rrbiznet.com

**Frequency:**

6 time(s) per week

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**RECORD-COURIER**

P.O. BOX 1201  
RAVENNA, OH 44266-2254  
330-296-9657  
800-560-9657  
Fax: 330-296-2698  
editor@recordpub.com  
http://www.recordpub.com

- Tom Nader, Sports Editor (330) 296-9657  
tnader@recordpub.com

**Frequency:**

7 time(s) per week

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**RECORD-HERALD**

30 WALNUT STREET  
WAYNESBORO, PA 17268-1644  
717-762-2151  
Fax: 717-762-3824  
news@therecordherald.com  
http://www.theherald.com

- Dennis Shockey, Advertising Manager (717) 762-2151
- Lee Goodwin, Sports Editor (717) 762-2151  
sports@therecordherald.com

**Frequency:**

6 time(s) per week

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**RECORD-JOURNAL**

11 CROWN STREET  
MERIDEN, CT 06450-5713  
203-235-1661  
Fax: 203-639-0210  
newsroom@record-journal.com  
http://www.record-journal.com

- Bryant Carpenter, Sports Editor (203) 317-2208  
bcarpenter@record-journal.com
- John Pettit, Sports Writer (203) 317-2238
- Kimberley Boath, Director Advertising (203) 317-2300

**Frequency:**

7 time(s) per week

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**RECORDER**

ONE VENNER ROAD  
AMSTERDAM, NY 12010-5617  
518-843-1100  
800-453-6397  
Fax: 518-843-1338  
news@recordernews.com  
http://www.recordernews.com

- Paul Antonelli, Sports Editor
- Kevin McClary, Advertising Manager

**Frequency:**

7 time(s) per week

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**REDLANDS DAILY FACTS**

700 BROOKSIDE AVENUE  
REDLANDS, CA 92373  
909-793-3221  
Fax: 909-793-9588  
http://www.redlandsdailyfacts.com

- Fred Board, Advertising Director (909) 793-3221
- Kevin Trudgeon, Sports Editor (909) 793-3221

**Frequency:**

6 time(s) per week

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**REGISTER NEWS**

911 BROADWAY  
MOUNT VERNON, IL 62864-4008  
618-242-0113  
Fax: 618-242-8286  
mtv@intrnet.net  
http://register-news.com

- Todd Adams, Sports Editor
- Janie Daniels, Classified Manager (618) 242-0113

**Frequency:**

6 time(s) per week

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**REGISTER-GUARD**

P.O. BOX 10188  
EUGENE, OR 97408  
541-485-1234  
Fax: 541-683-7631  
http://www.registerguard.com

- Ron Bellamy, Sports Editor (541) 485-1234  
ron.bellamy@registerguard.com
- Michael Raz, Advertising Director

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**REGISTER-HERALD**

P.O. BOX 2398  
BECKLEY, WV 25801-3822  
304-255-4400  
800-950-0250  
Fax: 304-256-5625  
http://www.register-herald.com

- Gary Fauber, Sports Assistant Editor (304) 255-4400  
gfauber@register-herald.com
- Charles Jessup, Advertising Manager (304) 255-4425
- Dave Morrison, Sports Editor (304) 255-4475

**Frequency:**

7 time(s) per week

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**REGISTER-MAIL**

140 SOUTH PRAIRIE STREET  
GALESBURG, IL 61401-4605  
309-343-7181  
800-747-7181  
Fax: 309-342-5171  
tmartin@register-mail.com  
http://www.register-mail.com

events of professional and collegiate athletic programming for radio and television.

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#### SFM ENTERTAINMENT

800 WESTCHESTER AVENUE  
SUITE N-345  
RYE BROOK, NY 10573  
212-790-4496  
Fax: 212-398-5738  
www.sfment.com  
• Stanley Moger,  
Co-Founder/President/Chief Executive  
Office5r  
• Michael Maizes, Senior Vice  
President/In-House Counsel

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#### SNTV

5 LONGWALK ROAD  
STOCKLEY PARK  
LONDON, UB11 1FE  
+44-203 314 5770  
planning@sntv.com  
www.sntv.com  
• Andrew Parkinson, Editor  
(44-) 0-8233-5  
aparkinson@imgworld.com

#### Description:

Sports news video agency, providing six bulletins a day of action, highlights and breaking news, gathered 24 hours a day, 365 days of the year.

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#### SONIFI SOLUTIONS

3900 W. INNOVATION ST  
SIOUX FALLS, SD 57107  
605-988-1000  
888-563-4363  
hotelsupport@sonifi.com  
www.sonifi.com

• Steven Truckenmiller, Senior VP  
Programming & Content Management

#### Frequency:

Daily.

#### Primary Audience:

Hotel guests.

#### Sports:

All available leagues.

#### Nature of Service:

Distribution of live sports packages into hotel rooms on a pay-per-view basis.

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#### SPEED CHANNEL NETWORK, INC.

1220 WEST WT HARRIS BOULEVARD  
CHARLOTTE, NC 28262-8536  
704-501-5700  
Fax: 704-731-2197  
www.speedtv.com  
• Todd Siegel, Senior Vice President of  
Advertising Sales  
(212) 822-8681  
• Bobby Akin, Vice President Integrated  
Sales/Marketing  
• Nancy MacDonald, Director, Marketing &  
Promotions  
(704) 501-5790

#### Description:

Speed Channel, a member of the FOX Sports Media Group, recognized experimental marketing as an opportunity to build awareness of the network and boost their SPEED Fanatic program, a group of passionate motorsports fans.

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#### SPORTS BYLINE USA

300 BROADWAY, STE 8  
SAN FRANCISCO, CA 94133

415-434-8300  
800-783-7529  
Fax: 415-391-2569  
byline@pacbell.net  
www.sportsbyline.com  
• Ron Barr, CEO  
xhighflyer@aol.com  
• Darren Peck, President  
dpeck@sportsbyline.com  
• Ira Hankin, Production Director  
• Jessizo Geich, Traffic Director  
• James Homs, Web Developer

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#### SPORTS ILLUSTRATED TELEVISION/SITV

1271 AVE OF THE AMERICAS, 21ST FL  
C/O SPORTS ILLUSTRATED  
NEW YORK, NY 10020  
212-522-2845  
Fax: 212-522-0138

#### Nature of Sports Service:

1994. SITV produces television programming for distribution in broadcast network and non-traditional formats.

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#### SPORTSBLAST

94209 RESEDA BLVD  
NORTHRIDGE, CA 91324  
818-882-7297  
Fax: 818-882-7563

• Peter Kjenaas, Producer

#### Marketing & Consulting Services:

SportsBlast specializes in animation. Produces The Kelly's an animated series that evolves around auto sports. SportsBlast has signed a deal with Turner sports Interactive for the animated series.

#### Sports Service Founded:

1994

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#### SPORTVISION

4410 NORTH RAVENSWOOD AVE  
CHICAGO, IL 60093  
773-293-4300

Fax: 773-293-2155

info@sportvision.com

www.sportvision.com

• Ryan Zander, Baseball, Motorsports  
• Hank Adams, Chief Executive Officer  
• Stan Honey, President/Chief Technology  
Officer  
• Rich Magid, Chief Financial Officer  
• Mike Jakob, Chief Operating Officer  
• Steve Roberts, EVP/Business  
Development  
• David Goldberg, EVP, Corporate  
Development  
• Marv White, EVP, Development and Field  
Engineer  
• Barry Schliesmann, EVP Interactive  
Technology  
• Tom Worcester, EVP Sales and Marketing  
• Russell Quay, VP Media  
Production/Executive Producer  
**Sports Service Founded:**  
1998

#### Nature of Sports Service:

Develop products and applications that enhance the fan's experience on television, the Internet and convergence platforms. Organization's fan-centric technology applications allow broadcasters, sports leagues, teams and internet sites to enrich content. Creators of 1st and 10 electronic first down line for television.

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#### STEINFELD PRODUCTIONS, INC., ROBERT

18031 ROCK BRANCH DR  
DALLAS, TX 75287  
972-868-1718

Fax: 972-868-1678

• Robert Steinfeld, President

#### Nature of Sports Service:

National. Program producer/packager. Producer and director of live sports events including NBA basketball, Major League Baseball, NCAA basketball and other events. Associated with Home Sports Entertainment and ESPN Sports Networks. Also produces, markets and distributes Tom House instructional baseball videos.

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#### STELLARTV-SPORTS

2327 N. VERDUGO RD  
GLENDALE, CA 91208  
818-240-9581

Fax: 831-401-2627

www.stellartv.com

• Renny Manzano, Vice President

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#### THE PHOENIX COMMUNICATIONS GROUP, INC.

3 EMPIRE BLVD  
S. HACKENSACK, NJ 07606  
201-807-0888

Fax: 201-807-0272

• Tom L. Filip, Public Relations/Event  
Services

(201) 807-0888

• James E. Holland, President  
ext 470

• Geoffrey W. Belinfante, Senior  
VP/Executive Producer  
ext 460

• Richard Domich, Senior VP  
Sales/Marketing

• Jean-Marie Cap, Senior VP  
Finance/Administration

• Tim Roberts, VP News Service

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#### THE SPORTS AND ENTERTAINMENT COMPANY LLC

2525 15TH STREET  
SUITE 1-B  
DENVER, CO 80211  
303-427-3200

Fax: 303-427-3201

info@sports-entco.com

www.sports-entco.com

• Jon J. Franklin, JD, President & Chief  
Executive Officer

jonf@sports-entco.com

• Briar Sangiuliano, JD, MBA, VP Marketing  
(720) 352-3101

briars@sports-entco.com

• Andrew Madigan, MBA, Operations  
Director

(303) 427-3200

andrewm@sports-entco.com

• Brian Harris, Events Director

(303) 427-3200

brianh@sports-entco.com

• Nina Kim, Marketing Manager

(303) 427-3200

ninak@sports-entco.com

#### Description:

On site event activation; video production; athlete management.

#### Clients:

Barilla pasta; Rip It Energy Fuel; Golden  
Gloves Boxing; World Series of Boxing; Tuff