



To celebrate the year 2000, Tiger Woods hosted the Williams World Challenge in Scottsdale, Arizona. The final rounds were played on January 1–2, 2000. Even the last-place golfer won \$120,000, but the real winners were the inner-city children benefited by the Tiger Woods Foundation and Target House at St. Jude's Hospital.

INTERMISSION

What types of stories about athletes are the focus of media sources, and why? What must an athlete consider to make the charitable events successful?

FOUNDATIONS



PROMOTION

A foundation is an organization that is established to maintain, assist, or finance other institutions or programs that are of an educational, charitable, or social nature. Olympic ice skater Peggy Fleming is a prime example of an athlete doing her part. Fleming was the only U.S. athlete to win a gold medal in the 1968 Winter Olympic Games in Grenoble, France. Fleming's foundation associations include the Kidney Foundation, the San Jose Valley Medical Center Foundation, the Dermatology Foundation, and the National Osteoporosis Foundation. Fleming has also become a spokeswoman for breast cancer awareness, having survived the illness herself after a 1998 diagnosis.

GOING THE EXTRA MILE

Some athletes go beyond contributing to favorite charities and actually create foundations that continually aid their favorite causes. One example is Dallas Cowboys quarterback Troy Aikman. Aside from leading his team to three Super Bowl victories, Aikman is well known for his contributions to communities, and has been a finalist for NFL Man of the Year, a title given to a player for his contributions to society, for the past five years. He established the Troy Aikman Foundation to assist children's charities in the Dallas-Ft. Worth area. Proceeds from a children's book he wrote in 1995 went to his foundation. Also in 1995, his foundation contributed to "Aikman's Zone," a 2,500-square-foot playground and educational center for children staying at the Children's Hospital of Dallas.

Athletes in many sports have founded charities and foundations. Bonnie Blair, world-record holder and winner of many Olympic gold medals for speed skating, organized the Bonnie Blair Charitable Fund, which gives to numerous causes. Mia Hamm's Foundation supports women athletes and research into bone marrow diseases. The Tiger Woods Foundation helps inner-city children.

Dan Jansen, a gold medal winner in the 1994 Winter Olympic Games in Lillehammer, Norway, is another speed skater who established a foundation. The Dan Jansen Foundation solicits funds for charities including leukemia research and youth sports programs. Jansen chose

JUDGMENT CALL

Dennis Rodman is to the NBA what the "bad guys" are to pro wrestling. Some fans continue to love him, while others are delighted that the LA Lakers opted to replace him. His replacement A.C. Green, hasn't missed a game in 12 years and plans to become a minister when he retires. Many are disgusted by Rodman's flamboyant actions. However, few could deny that he is one of the top rebounders in NBA history.

Most of Rodman's publicity has centered on his on- and off-the-court antics. Rodman has a number of body piercings and tattoos. His hair color changes frequently. He seems to enjoy his controversial image and has capitalized on it in his books, *Bad as I Wanna Be* and *Walk on the Wild Side*. While he appears reckless, Rodman contributes much time and money to charities and other worthy causes. All the same, his controversies may have cost him his future in pro basketball. The Lakers waived Rodman in May 1999 after just one season. Rodman, who has played for a number of teams, left Chicago in 1998 and had trouble finding a team interested in hiring him.

THINK CRITICALLY

1. Why do you think that Rodman behaves as he does? Do you think it has helped or hurt him in his career? (Consider sports-related activities as well as his career as a pro ball player.)
2. If you were Rodman's public relations manager, what advice would you give him, and why?

to focus on leukemia research after his sister died from the disease. One of his foundation's activities is the Dan Jansen Celebrity Golf Classic. His foundation has numerous sponsors, including Nissan, Hyatt Hotels, Midwest Express, and John Hancock Insurance.

Athletes are not the only celebrities who have created foundations to support charities. For example, television personality Jane Pauley and her husband, cartoonist Gary Trudeau, have a foundation. The Pauley-Trudeau Foundation contributed more than a quarter of a million dollars to charity in 1997.

INTERMISSION

What is a foundation? Give examples of foundations and charities supported by celebrities.

TAKE A BOW

SAMMY SOSA

Sammy Sosa is loved both for his athletic ability and for his humanity. He was just behind Mark McGwire's record for most homeruns in 1998, and ahead of McGwire in August 1999.

Sosa was the fifth of seven children born to Juan Montero and Mireya Sosa. At the age of 14 he tried his hand at baseball, using a stick for a bat and a milk carton for a glove. In 1985, he was discovered by a scout, and the Texas Rangers signed Sammy when he was just 16. Sosa gave most of his \$3,500 bonus to his mother.

A citizen of the Dominican Republic, he established the Sammy Sosa Foundation in 1998 to benefit underprivileged children in Chicago and the Dominican Republic. In August 1999, the foundation opened the Sammy Sosa Children's Medical

Center for Preventative Medicine in San Pedro di Marcoris.

Sosa has given freely of his time and money to other humanitarian causes. In 1997, he organized a Sammy Claus World Tour to give away toys to over 7,000 children in the U.S. and the Dominican Republic. For every homerun he hit in 1998, Sosa donated 40 computers to schools in his native country. He also created the Sammy Sosa Relief Fund to help hurricane victims in the Caribbean be provided with food, medicine, and supplies to rebuild their homes and schools.

THINK CRITICALLY

1. Why do you think that fans admire Sosa?
2. What do you think he will be remembered for, or do you think that depends upon who is doing the remembering? Explain.

PUBLISHING AND SPEAKING ENGAGEMENTS

5 CHAPTER LESSON 5.3

OPENING ACT

Have you ever heard a good motivational speaker? What kinds of information did he or she include in the presentation? For how long did it affect you? Athletes and coaches with strong reputations and winning personalities can make a great deal of money on the lecture circuit. Fans will often buy tickets to hear them repeatedly, as the emotional impact of hearing the first presentation is likely to fade.

Inspirational books work much the same. Athletes often write about how they reached their level of success, and readers hope that by reading the information, they too might increase their sports abilities.

Find a book in the library or a bookstore that is written by a sports figure. Would you want to read it? Why or why not?



Explain how a sports figure can be successful in the lecture circuit.

Describe the steps in the creation of popular sports books.

MOTIVATIONAL SPEAKING

Many people enjoy listening to speeches by well-known individuals, making public speaking a natural job extension for professional athletes and coaches. Particularly in tough physical sports, such as football and ice hockey, athletes can't plan on a lifelong career in their sport. However, many extend their association with sports through speaking engagements.

Speaking engagements can range from giving motivational talks to large auditoriums full of people to small leadership training seminars. Speakers' success and the price they can charge will depend on more than their sports prowess. Public speakers need a different set of tools to do well: excellent speaking and communication skills; well-written speeches; the ability to handle unexpected questions and comments in an authoritative, confident manner; and a message that the audience is interested in hearing. A sense of humor, sincerity, and refined people skills will also enhance their popularity on the speaking circuit.



AIDS TO SUCCESS

Speakers can't do all the work by themselves. They rely on strong marketing and promotional campaigns and an agent to book speaking engagements. These specialists are paid a percentage of the fees charged for the speech. One agency, Promotional Sports Stars, Inc, formed a sports speakers bureau that grooms its sports speakers and since 1985 has arranged thousands of speaking engagements. The company's top speakers include Rick Pitino, Tommy Lasorda, Bonnie Blair, Picabo Street, Mia Hamm, and Joe Greene.

Because this peripheral job in the sports industry is big business, the training for it can be as rigorous as training for a big game. Potential speakers may hire speech writers, coaches, and specialists to help them create a positive public image. They may also have to create sample videos, as organizations may request a sample before hiring the speaker.

THE PRICE OF MOTIVATION



The best of sports speakers collect a high price for their motivational talks. For example, winning basketball coach Rick Pitino receives \$20,000 and a round-trip, first-class plane ticket for his presentations on managing and motivating. Business companies hire him to talk to upper management about team building and coaching. When he speaks to salespeople, he addresses them as sports recruits. He also makes the word "TEAM" into an acronym to organize his presentations.

Superstars of sports can earn between \$7,500 to \$25,000 for a single speaking engagement. "Average" sports speakers earn from \$3,500 to \$7,500 for an hour of speaking. These jobs can also lead to other related careers, such as sports broadcasting.

ONGOING SUCCESS

If you've ever been to a motivational speech or weekend seminar, you may be familiar with this pattern: The speech can excite and motivate you. When you try to pass on your fervor to others, however, they tend to respond with a "guess you had to be there" attitude. After a while, the effects wear off on you, too. Yet it is likely that you would want to hear that speaker or a similar presentation again.

Sports speakers can expect high demand when their talks are good, because followers will want to hear them again. An annual visit to the same city is not unusual. They present to a large percentage of the U.S. meeting and convention industry, representing an estimated \$75 billion annually.

INTERMISSION

Why are athletes popular for speaking engagements?

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CHAPTER

LESSON 6.2

SPORTS CAMPS



Explain why sports celebrity camps have become increasingly popular.

Define the importance of corporate and business contacts in the area where a sports camp will be held.

OPENING ACT

Students usually look forward to a summer break from their studies. It is an opportunity to devote more time to developing skills and interests for which there is less time when school is in session. According to the National Camp Association, there are about 10,000 summer camps in the U.S. alone, attended annually by over five million youths. Most camps include sports activities, and many are devoted to helping children increase their skills at a particular sport. Some of these feature popular college or professional athletes and coaches who add promotional power. Usually these camps need to charge more in order to pay these personalities. In turn, people are willing to pay more because they want to work out with the stars.

Work with a partner. Discuss whether you would like to attend a camp that included instruction from a top professional. Do you think it would be worth the extra tuition? Why or why not? Discuss advantages and disadvantages of attending.

POPULARITY OF CAMPS

Why would serious young athletes want to participate in a sports camp headed by a famous athlete or coach? Perhaps they believe the best players will be able to teach their sport the best. Perhaps they hope for a contact in the pro world, a way of "getting their foot in the door." Parents may think this is a way of helping their child climb the ladder of sports success. Whatever their reasons, and whether or not their hopes come true, more people spend sizable amounts every year for children and teens to participate in summer sports camps.

CAMP EXPECTATIONS

What can families reasonably expect of celebrity sports camps? Generally, lodging, food, and a specific schedule of planned activities are standard, but adults should read material from the camp very carefully to know just what is promised. For example, parents may send their child to a baseball camp expecting that he or she will have a personal lesson with the baseball superstar promoting the camp. In fact, the star may only give a short welcome speech, or he may only work with the most advanced campers. Worse yet, he may not be at the camp, having only agreed to endorse the camp.

Location is another important consideration. Sometimes working parents are just looking for a convenient camp where their children can safely learn the basics of a sport while they are at the office. Others may be willing to fly their children across the country just so they can learn advanced skills from their sports hero. Adults should at the least ensure that campers will have safe and adequate sporting facilities, well-trained camp coaches and counselors, and clean, comfortable lodging facilities. They will also want to consider where their children will feel most at ease. A camp can be located in a small rural setting or on a college campus near several other sports camps. Parents should also consider whether their children will be more comfortable with a smaller or larger number of other campers.

GOOD MARKETING AND MANAGING EQUALS SUCCESS



A camp that promises but doesn't deliver won't last long. Camps compete for motivated campers, and parents demand quality for their money. Good sports camps rely on reputable marketers and organizers to help them succeed. Promotional materials must be enticing, but they must also be accurate. Other professionals will target corporations to solicit for sponsorships. Many companies, such as NIKE and Champion, recognize the promotional value of sponsoring children's sports camps. They receive positive advertising as they help groom the consumers of their products.

Still, to successfully engage such businesses in sponsorship, the camp executives will need a strong business plan and a detailed budget. Before presenting their plans, they will also need to research possible companies to target for sponsorships. Who might be interested in this kind of investment, and why? Producers of sporting equipment and sports stores are good targets, but local businesses looking to promote goodwill in the community in which the camp is held are also worth approaching. An effective presentation on just how the camp can benefit the community may convince local companies to support the project.



With the growth of the Internet, businesses ignore the benefits of advertising and promoting their products and services online at their peril. Camps are no exception. Type "camp" or "sports camp" into a popular search engine, and you may end up with thousands of entries.

See if the World Wide Web can help you find a sports camp you might like to attend. Try different sites—general camp search sites, such as athleticcamps.com, and specific sport camp sites, such as americasbaseballcamps.com.

THINK CRITICALLY

1. What kind of information do you find at the sites? What do you find appealing or unappealing?
2. Pick one site. What would you change about it to make it more attractive to a potential camper?

WORKSHOPS

OPENING ACT

Summer camp is great for children and teens who have time to spare, but training goes on year round, and many amateur adult athletes do not have the luxury of taking a week or more off to work on their sports skills. One-day or weekend clinics and workshops provide these people other opportunities to improve in less time, and usually for less money.

Work with a group. Discuss sports clinics. Have you attended a one- or two-day sports clinic? If yes, how would you describe it? In what ways do you think that a workshop would differ from a week-long camp experience?

TARGETING SPECIFIC SKILLS

Because sports camps are organized over a five- to fourteen-day time period, their schedules allow athletes to address a variety of skills used in the particular sport. For instance, at baseball camp, participants might be taught the mechanics of swinging the bat in a 90-minute session the first morning of camp, followed by a lecture on caring for a baseball glove, lunch, and a practice game in the afternoon. They may not return to another strategy session on hitting until later in the week, but they will have covered other aspects of the game.

CLINICS CONCENTRATE ON A SPECIFIC SKILL

In contrast, a one- or two-day clinic may be called "Secrets of the Swing" and concentrate only on that skill. The sessions are more intense and concentrated, and the number of participants must often be more limited than at a camp setting. Rather than hiring an entire staff of coaches and counselors to run the event, a seminar may only have one celebrity athlete in charge of the whole group. Someone who is especially interested in improving his or her batting abilities may be more interested in this clinic than in a more general week-long camp that works on all phases of play.

CLINICS INTRODUCE A SPORT

Short clinics also frequently introduce a sport to beginners. The agenda may include several short sessions about each basic element of the game. A beginners baseball clinic might open with a short lecture called "Rules of the Game" to help beginners understand the positions and plays. It could be followed by an interactive session on swinging the bat. After lunch, participants could have a session on pitching and catching. The day could conclude with a fun practice game.



Define the relationship between sponsorship and interest in one-day seminars.

Evaluate three methods of advertising workshops, and discuss the benefits of each.

RAISING AWARENESS AND VISIBILITY



Sports figures increase the public's awareness of important causes in many ways. They organize special events, become spokespersons for charities, take part in promotional campaigns, and contribute financial support to charitable organizations. Media information services do not necessarily publish this information on their own, so athletes must work with public relations firms to create press releases about the events and charities that will benefit. Marketing firms also help to distribute information to those who may wish to participate in such events.

TOURNAMENTS FOR CHARITIES

Tournaments, popular with sports such as golf and tennis, are frequent avenues that athletes choose to organize and host for charities. Since 1997, tennis Hall of Fame member Roy Emerson has hosted the Annual Vic Braden/CHOC Tennis Tournament for the Children's Hospital of Orange County, California. Between 1997 and 1998, the tournament raised over \$100,000. This money, along with other contributions, allows the hospital to treat over 90,000 children per year, regardless of their families' ability to pay.



Golf is a sport that capitalizes on creating tournaments for charity. There are web sites devoted to listing the many golf tournaments that raise funds for children's hospitals, the American Lung Association, Special Olympics, cancer centers, scholarships, and more. There are even marketing firms, including Golf Tournaments Inc., that specialize in organizing golf tournaments for athletes and organizations. This corporation helps with all the details of event planning: choosing the time of year, deciding on a course, budgeting, promoting, serving food, determining prizes, staffing, looking for sponsors, planning entertainment, scoring, presenting awards, photographing, and everything else connected with the tournament.



In other countries, different sports are often favored for charitable tournaments. In Canada, volleyball tournaments help raise funds for disabled people. In the United Kingdom, soccer and squash tournaments are popular fundraisers for various charities.