

COLLEGIATE SPORTS: ARE YOU A FAN?

Andrew Mason, University of Arkansas Medical Sciences
Kevin Mason, Arkansas Tech University

[dx.doi.org/10.18374/JIMS-16-1.3](https://doi.org/10.18374/JIMS-16-1.3)

ABSTRACT

Having a large fan base for athletic events can improve the standing of a college or university with respect to its revenues, prestige, and student enrollment. Furthermore, with increasing attention and money being focused on collegiate athletics, colleges and universities are looking for ways to capitalize on the benefits of their athletic programs. While some large universities have already benefitted from the success of their athletic programs, smaller institutions face difficulties marketing their athletic programs and events. This paper explores the challenges faced by smaller colleges and universities as they attempt to realize the benefits of having strong marketplace demand for their athletic events. Sports marketing suggestions for improving fan attendance are also presented.

Keywords: *Sports Marketing; Fan Segments; Small Collegiate Sports Marketing*