

NBA 2023-24 "NBA X NIKE" UNIFORMS ACTIVITY

NAME:

CLASS PERIOD:

ACTIVITY DESCRIPTION:

Nike collaborated with NBA teams this season to release new versions of the popular "City" and "Statement" uniforms. Teams will wear these uniforms for specific promotional games, each paying tribute to their home city. From color schemes to design features, each team's "City Edition" uniform recognizes their city, state and/or community in a variety of ways. For example, with the first year's "City Edition" release, the Indianapolis Pacers featured a checkered flag design on their jerseys in tribute to the city's long history of auto racing. The Washington Wizards incorporated a marble pattern on each side of the jersey to mimic the Washington monument while the Philadelphia 76ers went with a parchment paper-inspired base color and script that resembles the Declaration of Independence.

For a look at a few of this year's releases thus far (several teams have yet to announce this year's jersey designs), review the "NBA x Nike Uniforms" presentation deck in class. You can find previous year's versions with a quick search online if you need more inspiration.

ACTIVITY INSTRUCTIONS:

Review lessons 6.1, 6.2, 6.3, 8.1 and 11.2 in Sports Career Consulting's textbook (The Business of Sports & Entertainment) along with the "City Edition" presentation deck to see this year's edition of the jerseys (you can also visit league and team websites for more), then answer the questions below.

1. Describe the concept of branding.
2. Explain the licensing process.
3. If your uniforms will include a sponsor patch (other than the Nike or Jordan Brand logo that already appears on the uniforms), explain why you partnered with that particular brand and how your city uniforms will benefit the corporate sponsor.
4. Describe how your city uniforms will also include a community relations component or support a specific cause.
5. On the next page, design your version of a City or Statement Edition basketball uniform, imagining your school as the NBA team and your city as the team's home. Provide details on how the uniform represents your community.

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OPTION #1: DESCRIBE YOUR UNIFORM CONCEPT IN THE SPACE BELOW.

1. Describe how this activity represents an example of branding.
2. With the NBA x Nike uniform collection, who is the licensee? Who is the licensor?
3. Using the templates provided below, design your own version of a City or Statement Edition basketball uniform, imagining your school as the NBA team and your city as the team's home. Provide details on how the uniform and design elements represent your community.
4. Will your uniform include a sponsor patch (other than the Nike or Jordan Brand logo that already appears on the uniforms)? If so, why did you choose to partner with that sponsor and how will you maximize exposure for their brand through this partnership? If not, why did you choose not to partner with a sponsor?

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OPTION #2: DESCRIBE YOUR UNIFORM CONCEPT IN THE SPACE BELOW.

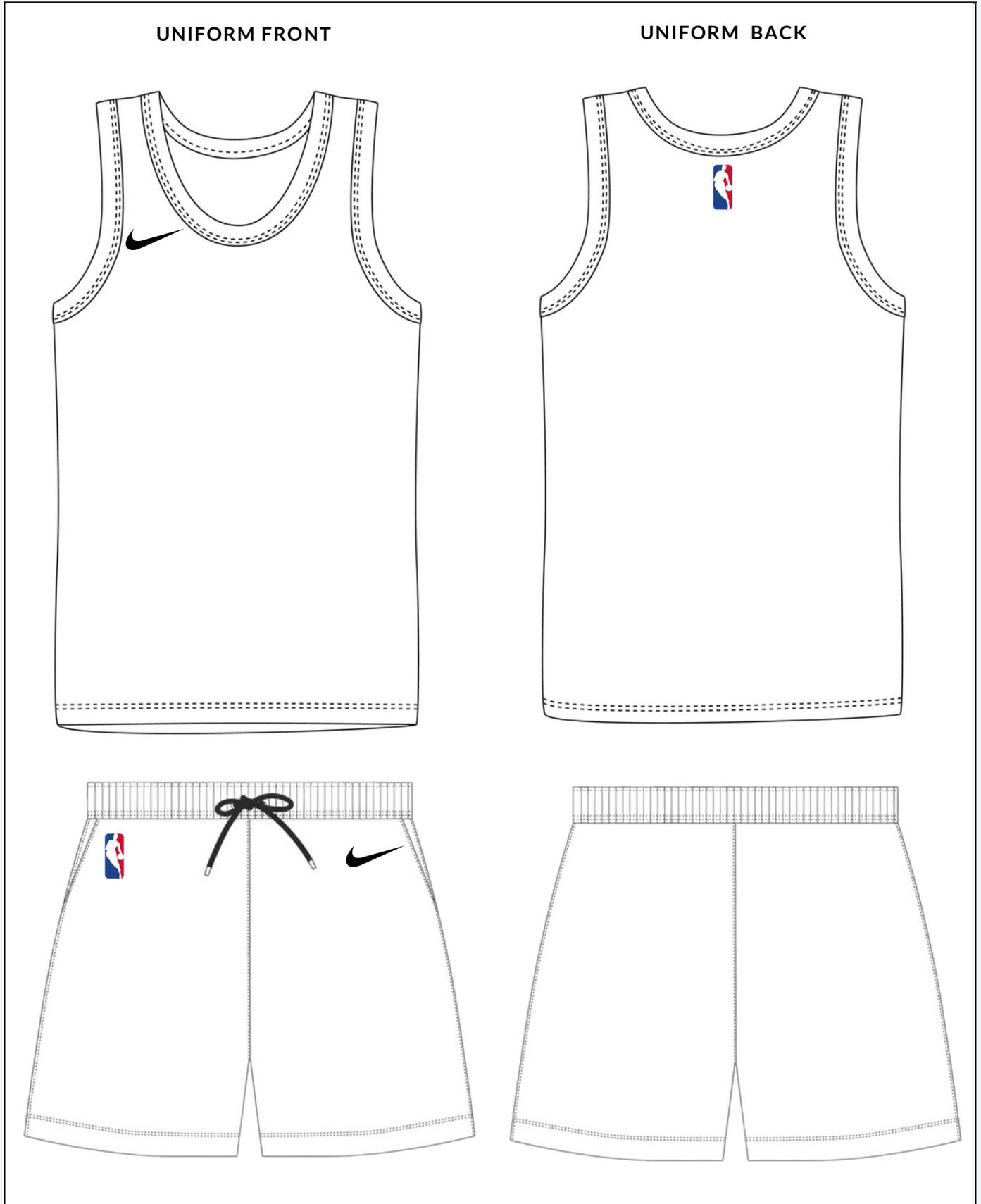
1. Describe how this activity represents an example of branding.
2. With the NBA x Nike uniform collection, who is the licensee? Who is the licensor?
3. Using the templates provided below, design your own version of a City or Statement Edition basketball uniform, using your favorite NBA, WNBA, or G-League team. Provide details on how the uniform and design elements represent the team's city and community.
4. Will your uniform include a sponsor patch (other than the Nike or Jordan Brand logo that already appears on the uniforms)? If so, why did you choose to partner with that sponsor and how will you maximize exposure for their brand through this partnership? If not, why did you choose not to partner with a sponsor?

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OPTION #1: DESIGN YOUR UNIFORM CONCEPT USING THE NIKE TEMPLATE BELOW.



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OPTION #2: DESIGN YOUR UNIFORM CONCEPT USING THE JORDAN BRAND TEMPLATE BELOW.

