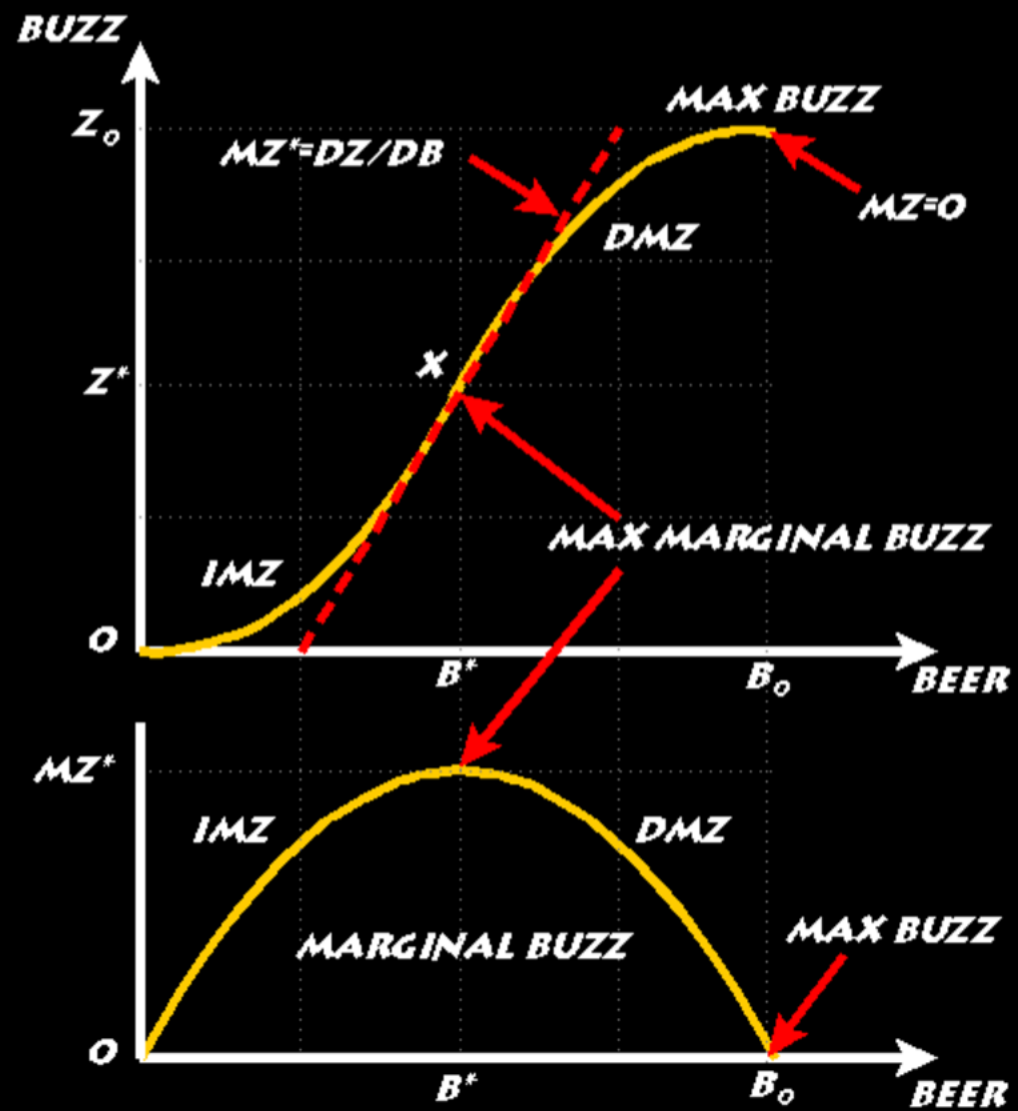
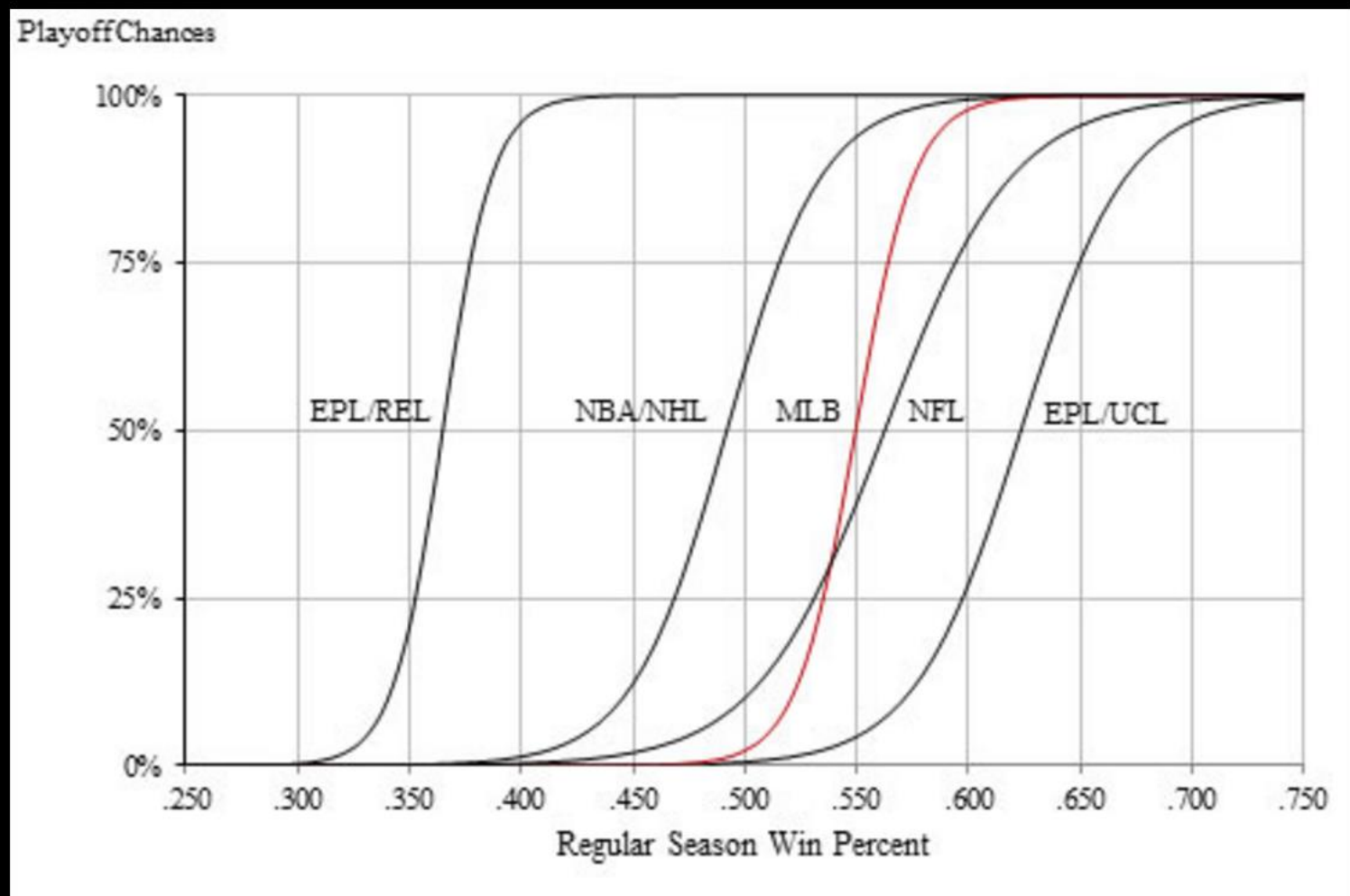


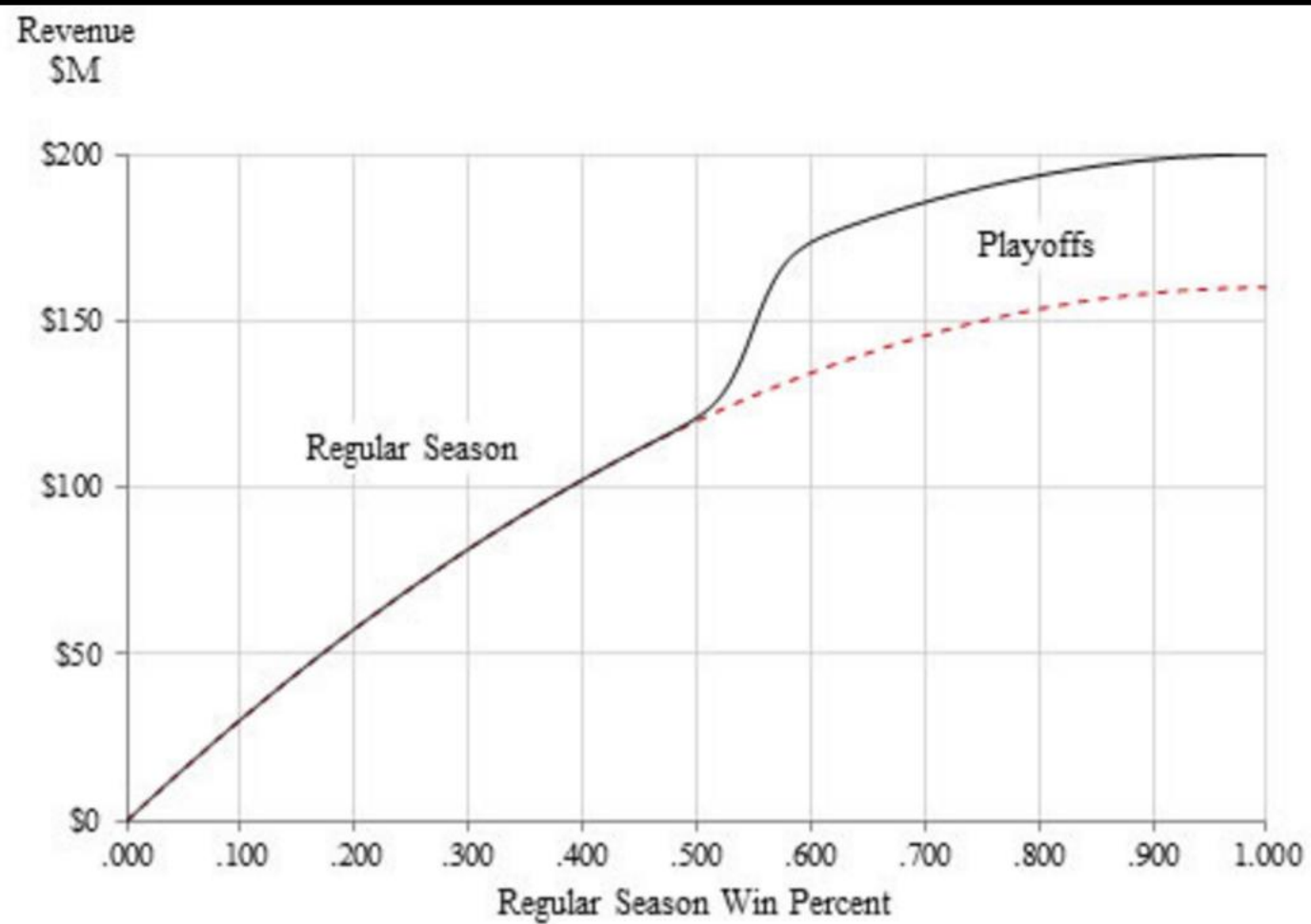
ECONOMIC EFFICIENCY AND ZERO-SUM GAMES



DIMINISHING MARGINAL PRODUCT

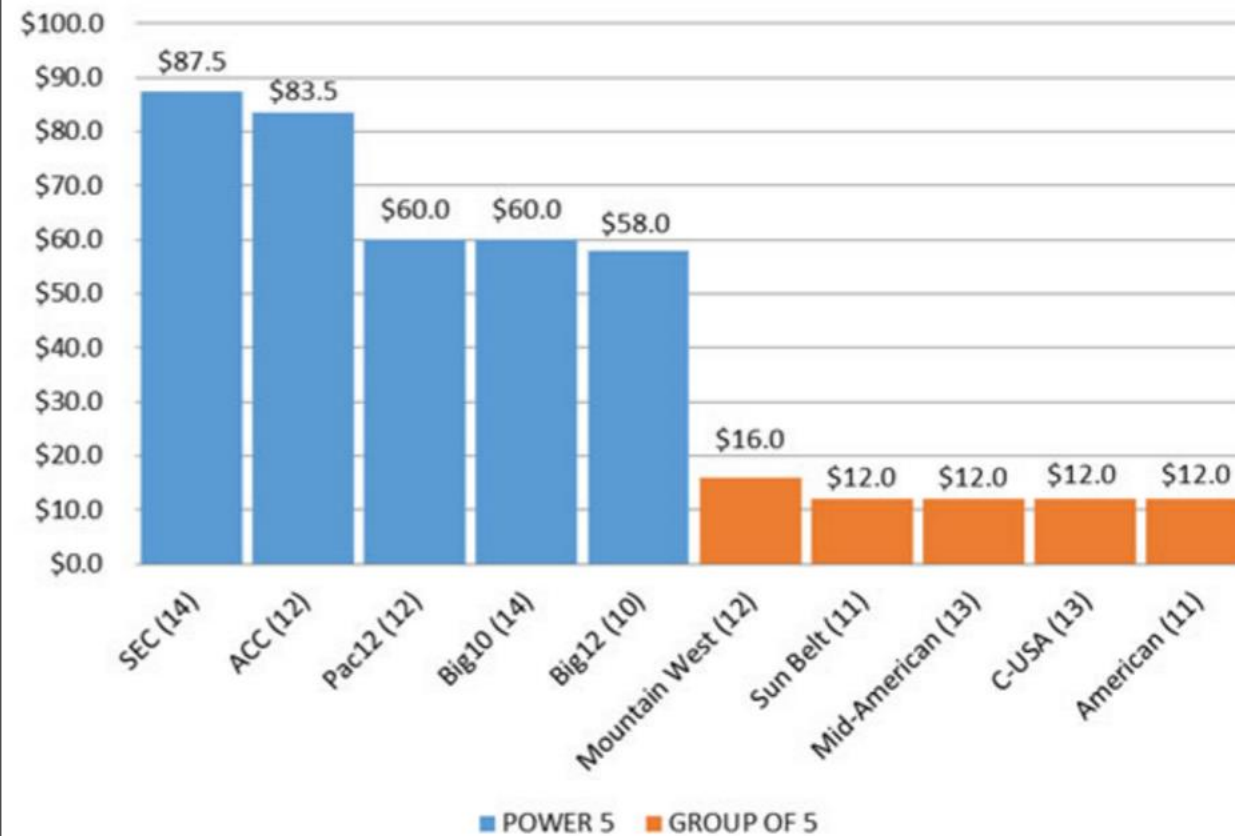


Playoff Probabilities (CDFs)

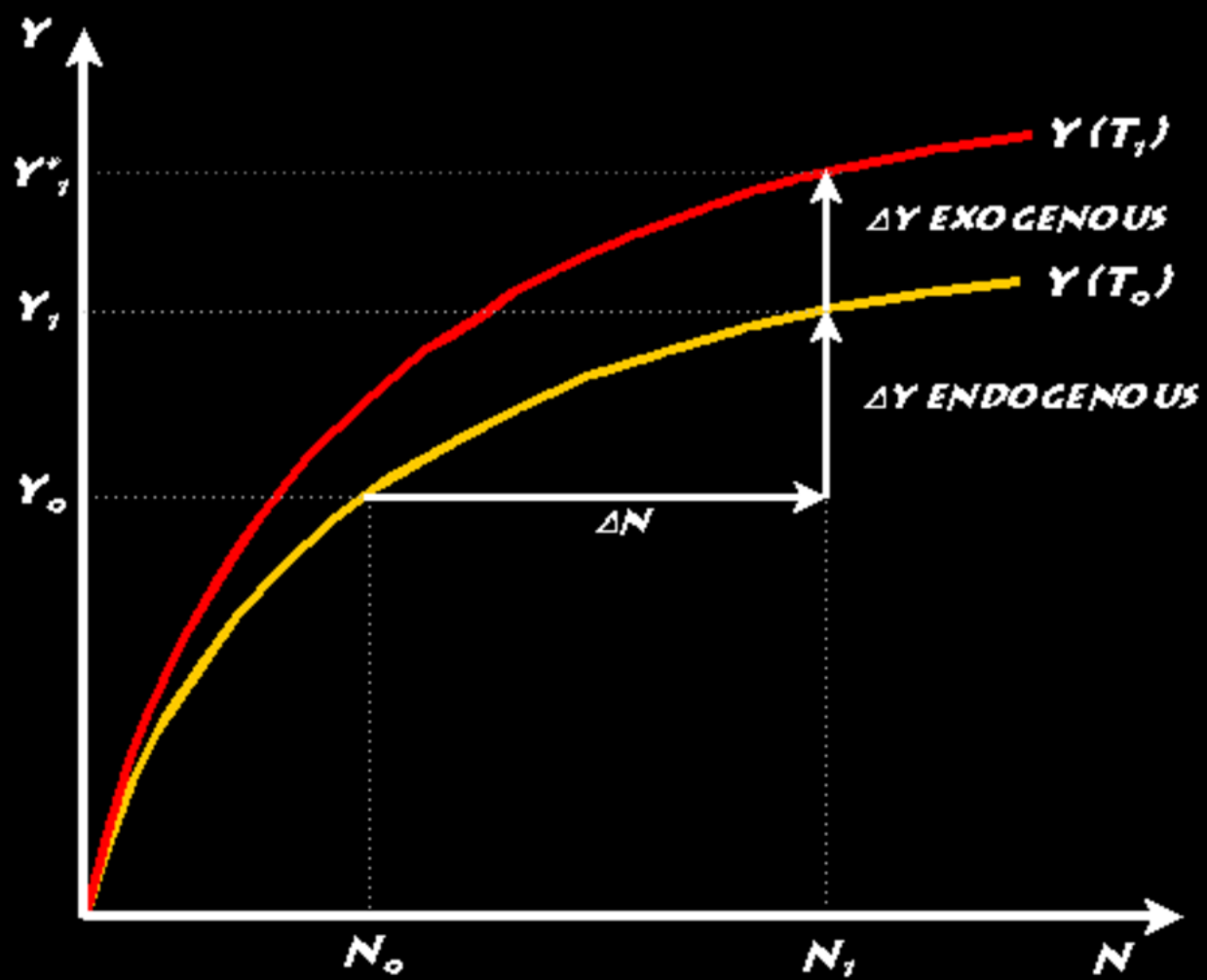


Champion Effect

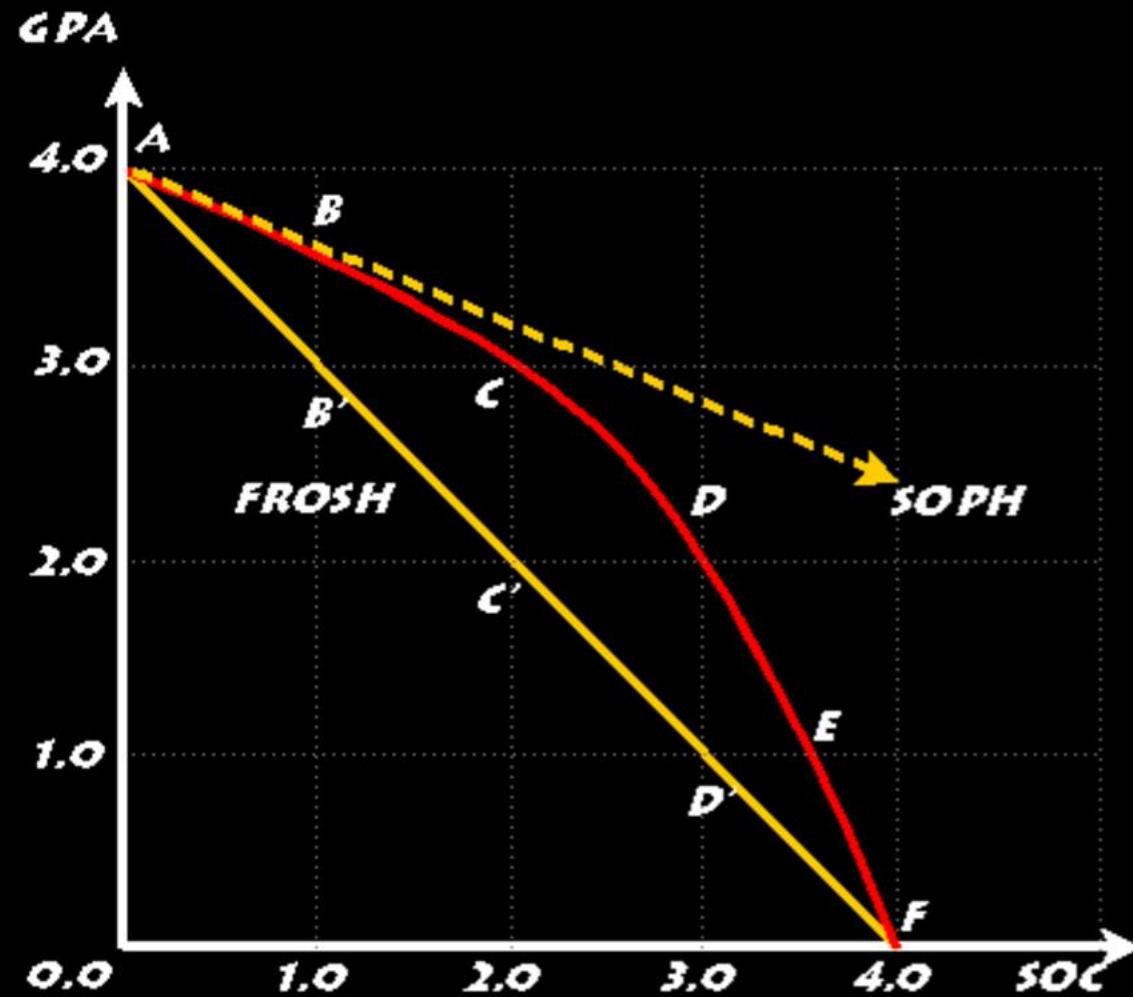
CFP Conference Payouts 2015 (\$M)



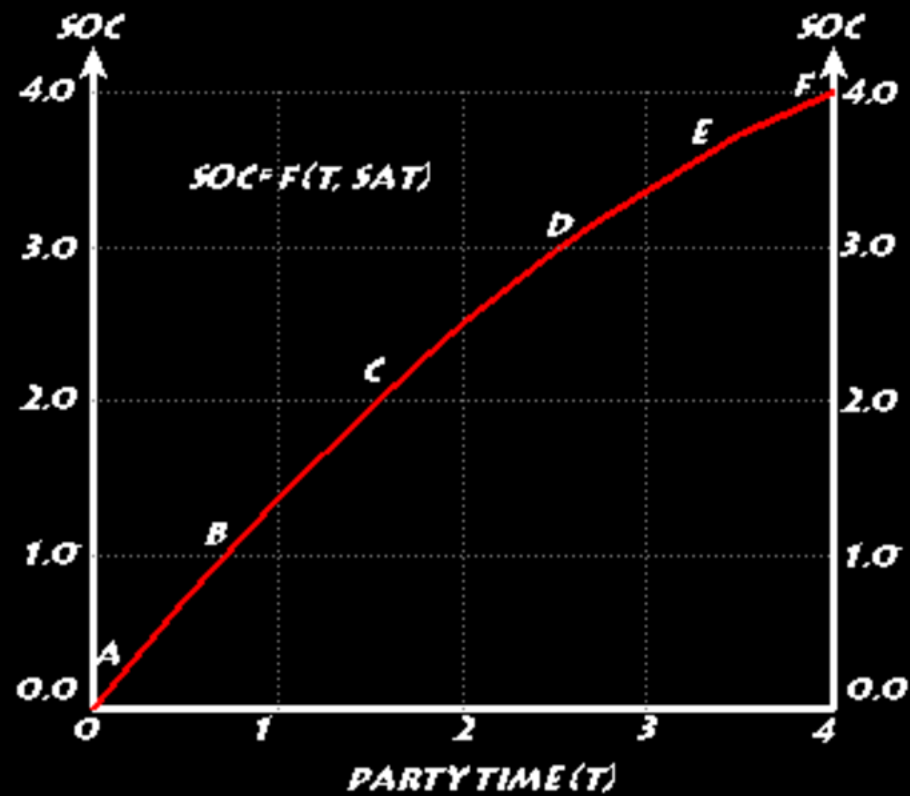
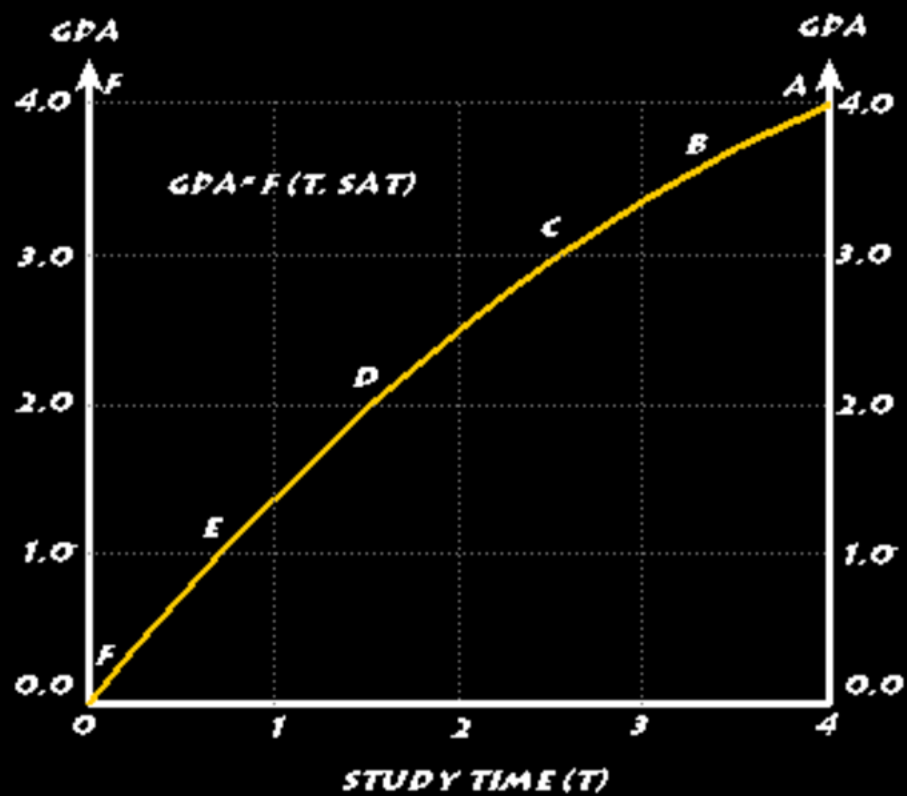
POWER FIVE BREAKING AWAY



PRODUCTION FUNCTION

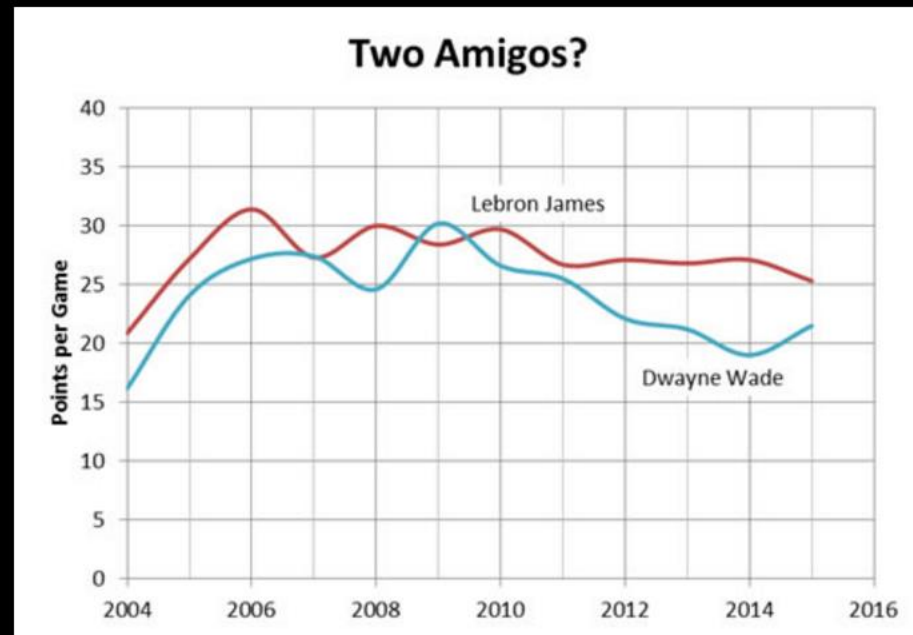


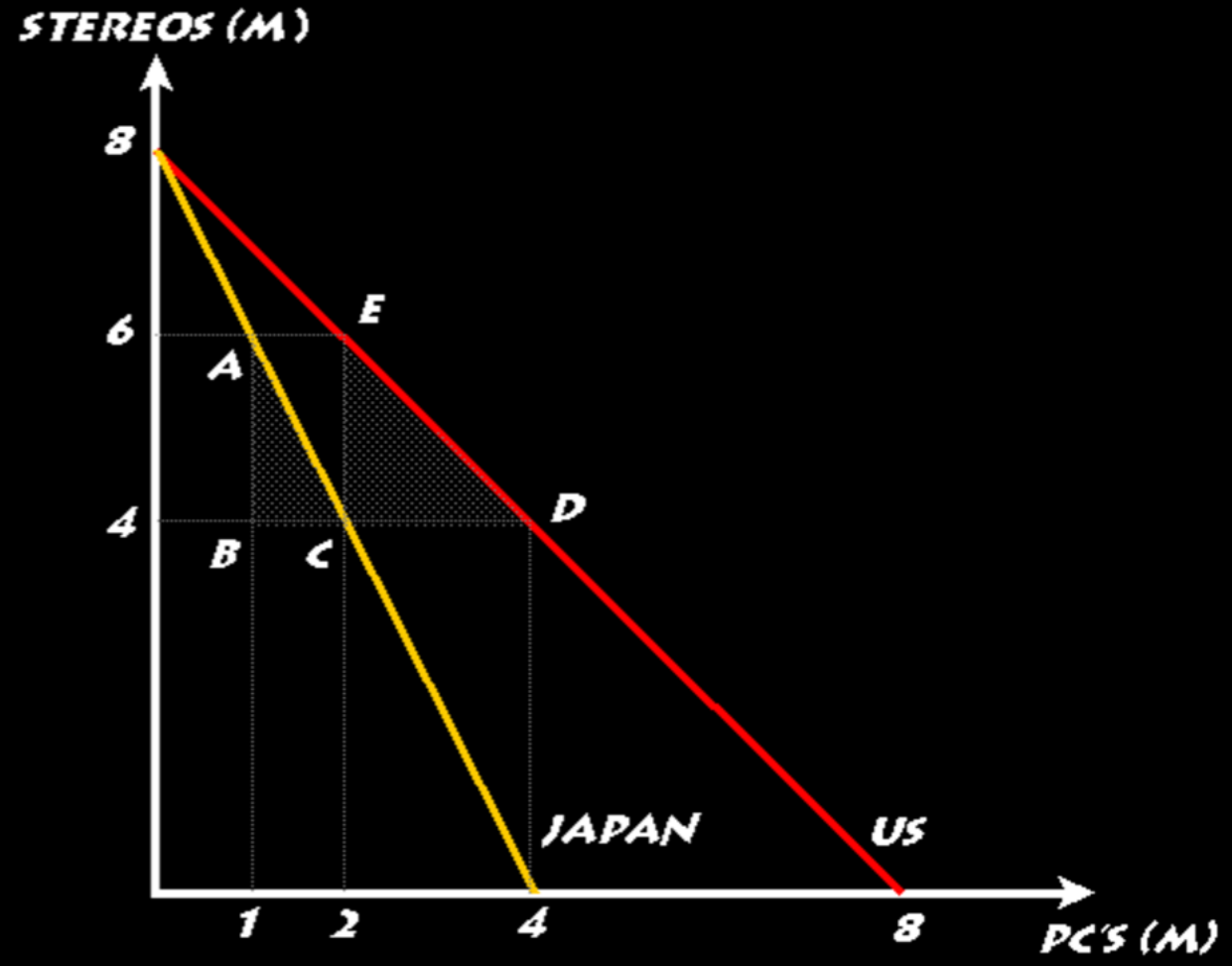
FRESHMAN AND SOPHOMORE MISTAKES



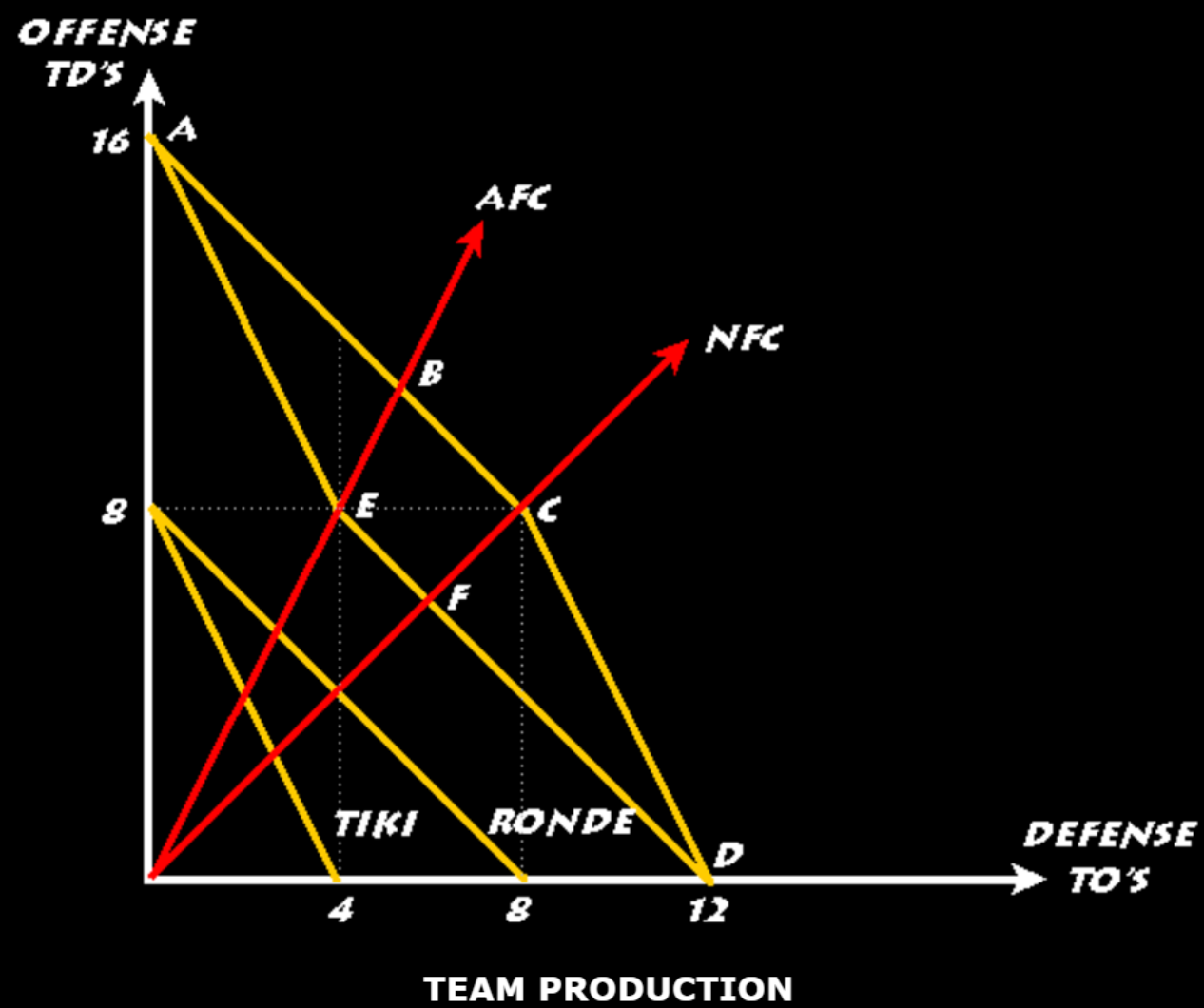
POSITIVE AND NEGATIVE SUM TRADES

Two Amigos									
Season	Lebron James			Dwayne Wade			TOTAL		
	G	PTS	WS	G	PTS	WS	G	PTS	WS
2004	79	20.9	5.1	61	16.2	4.6	140	37.1	9.7
2005	80	27.2	14.3	77	24.1	11.0	157	51.3	25.3
2006	79	31.4	16.3	75	27.2	14.4	154	58.6	30.7
2007	78	27.3	13.7	51	27.4	8.8	129	54.7	22.5
2008	75	30.0	15.2	51	24.6	3.3	126	54.6	18.5
2009	81	28.4	20.3	79	30.2	14.7	160	58.6	35.0
2010	76	29.7	18.5	77	26.6	13.0	153	56.3	31.5
2011	79	26.7	15.6	76	25.5	12.8	155	52.2	28.4
2012	62	27.1	14.5	49	22.1	7.7	111	49.2	22.2
2013	76	26.8	19.3	69	21.2	9.6	145	48.0	28.9
2014	77	27.1	15.9	54	19.0	5.5	131	46.1	21.4
2015	69	25.3	10.0	62	21.5	3.5	131	46.8	13.5
Career	911	27.3	178.9	781	24.1	108.9	1692	51.4	287.8

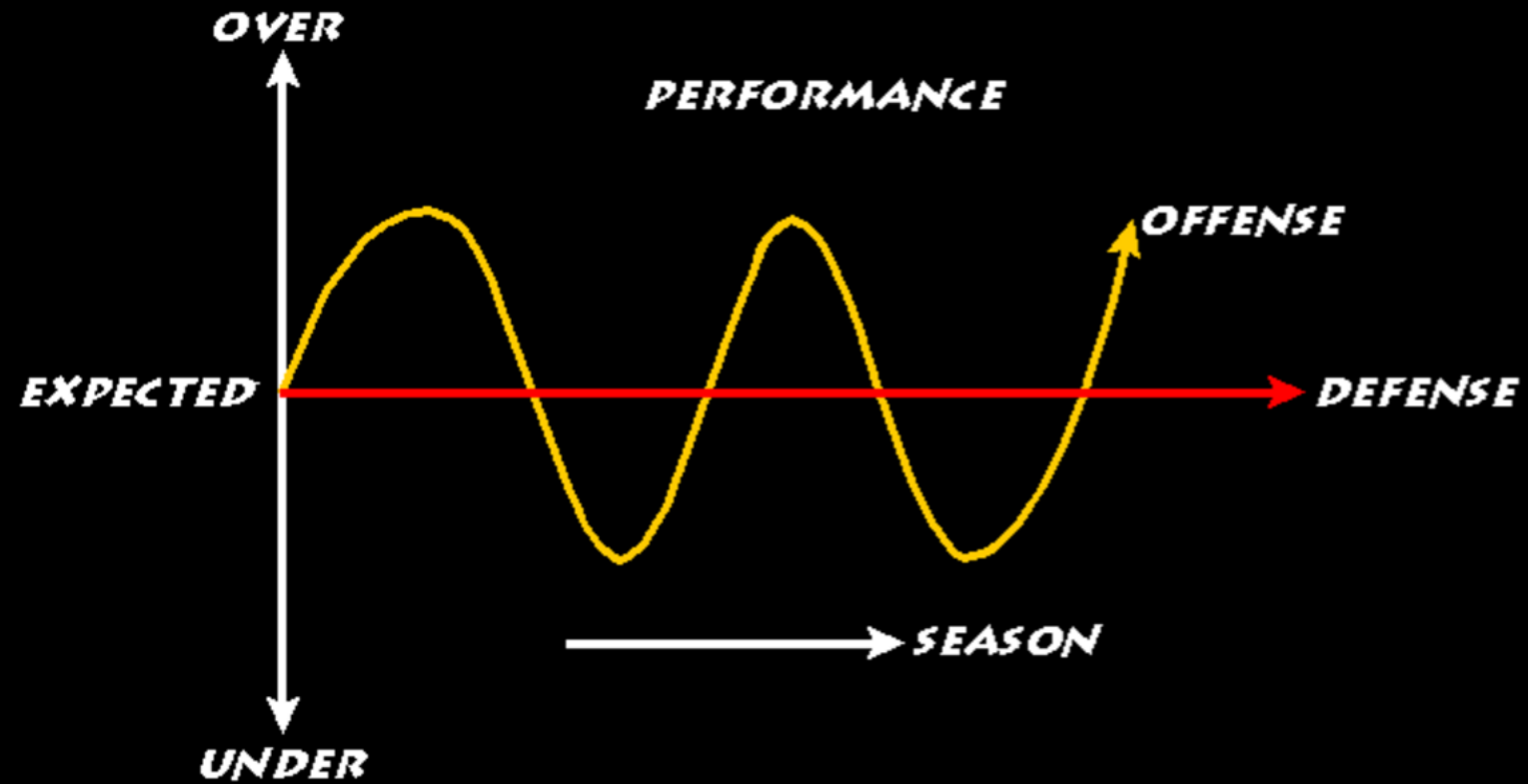




COMPARATIVE ADVANTAGE



"OFFENSE SELLS TICKETS: DEFENSE WINS CHAMPIONSHIPS"



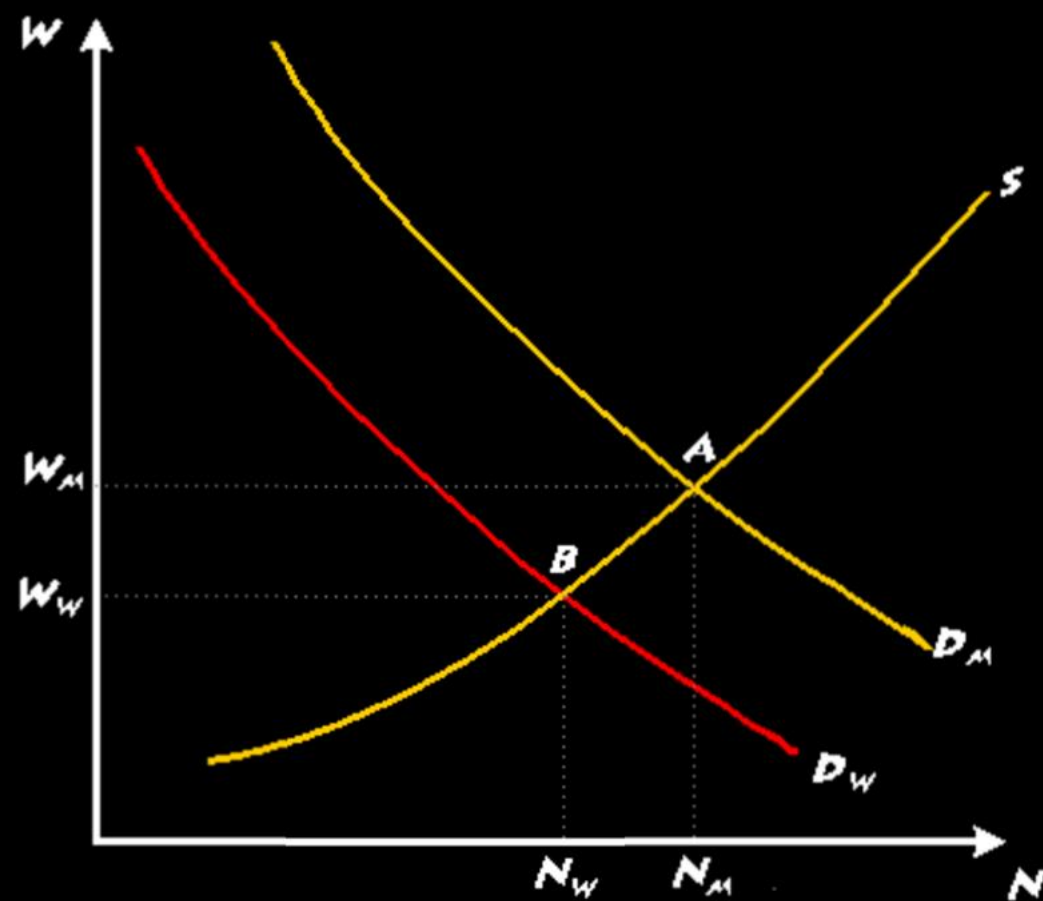
"DEFENSE NEVER SLUMPS"



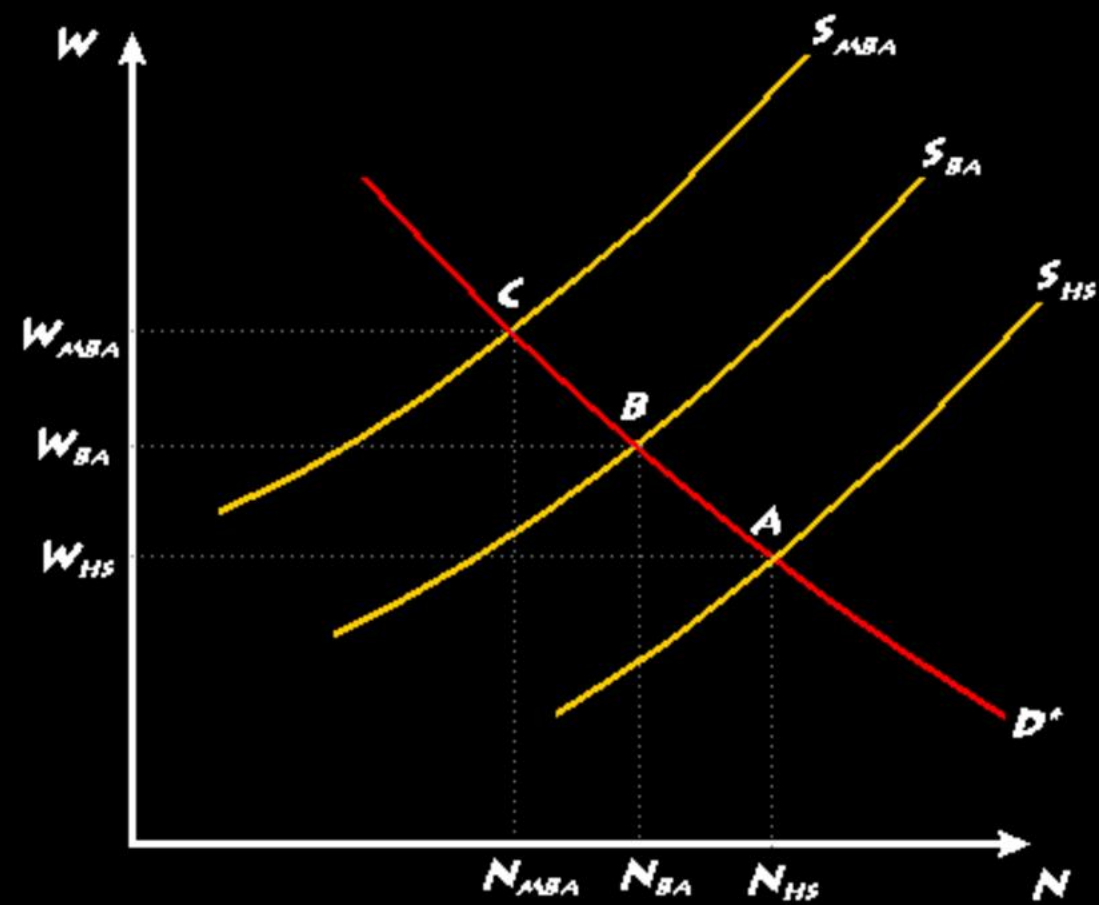
POSITIVE FEEDBACK = UNSTABLE



NEGATIVE FEEDBACK = STABLE



OVERT DISCRIMINATION



INSTITUTIONAL DISCRIMINATION

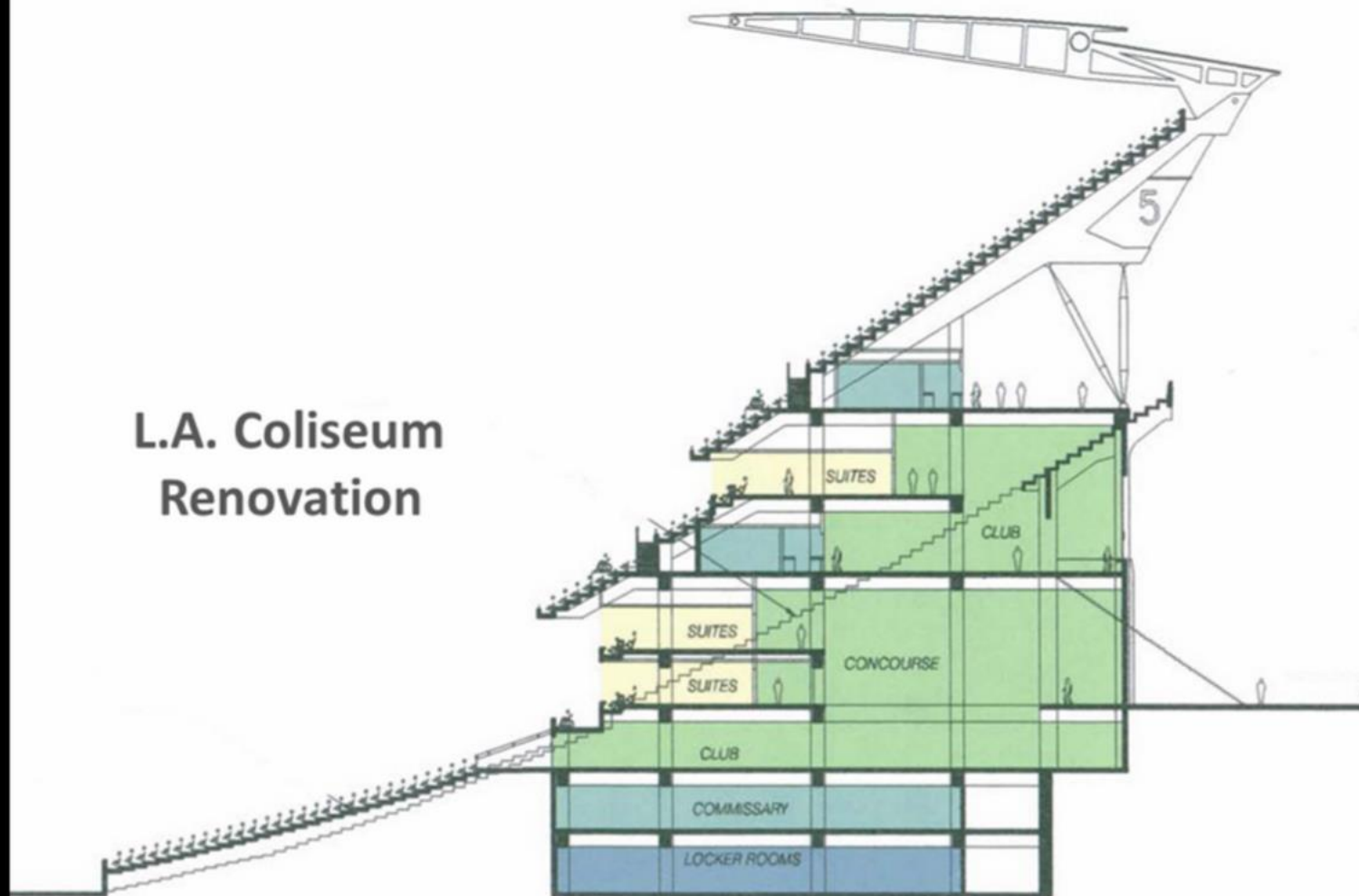
LATINOS COVERED BY MLB DRAFT

Latinos in MLB 2015		
Dominican Republic	83	40.5%
Venezuela	65	31.7%
Cuba	18	8.8%
Puerto Rico	13	6.3%
Mexico	9	4.4%
Colombia	4	2.0%
Curacao	4	2.0%
Panama	4	2.0%
Brazil	2	1.0%
Nicaragua	2	1.0%
Aruba	1	0.5%
Total 2015	205	100.0%



EQUAL PAY

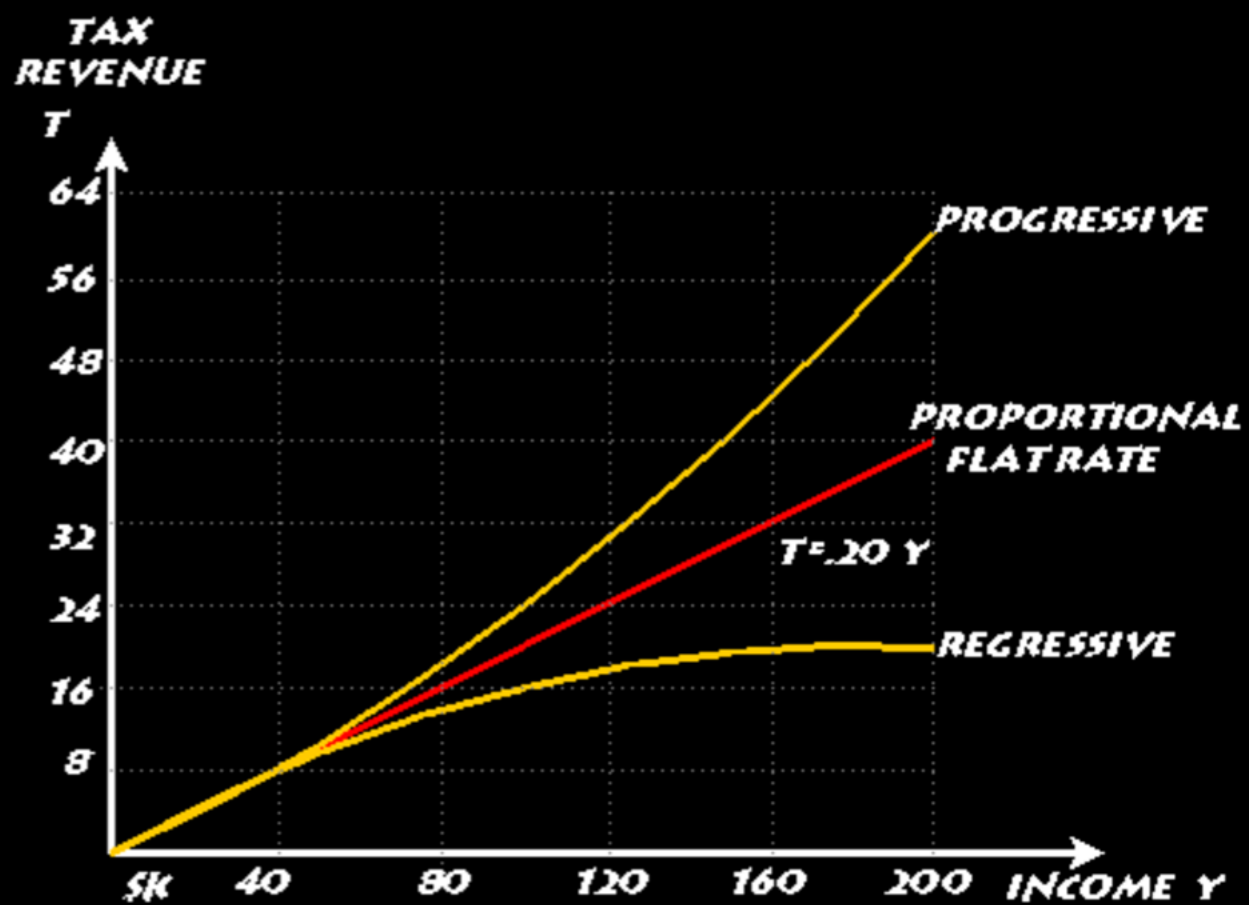
L.A. Coliseum Renovation



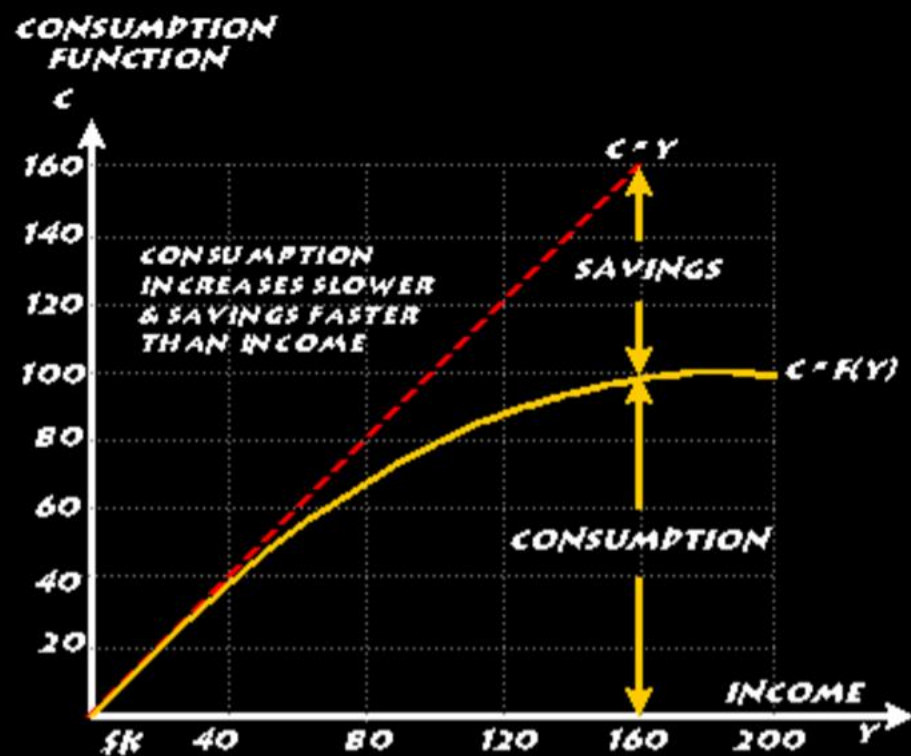
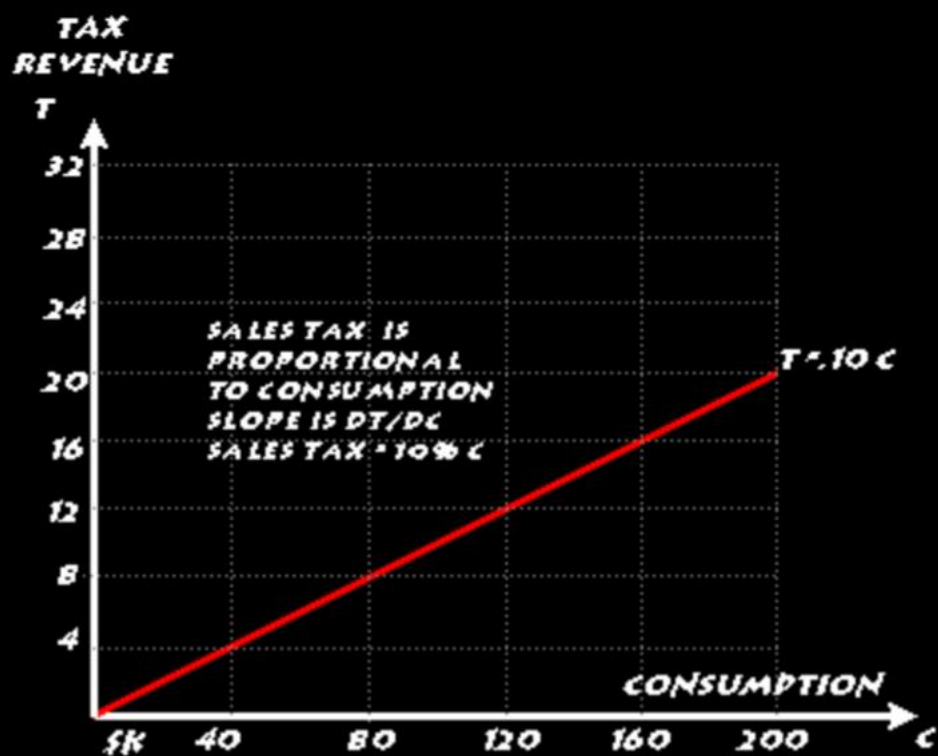


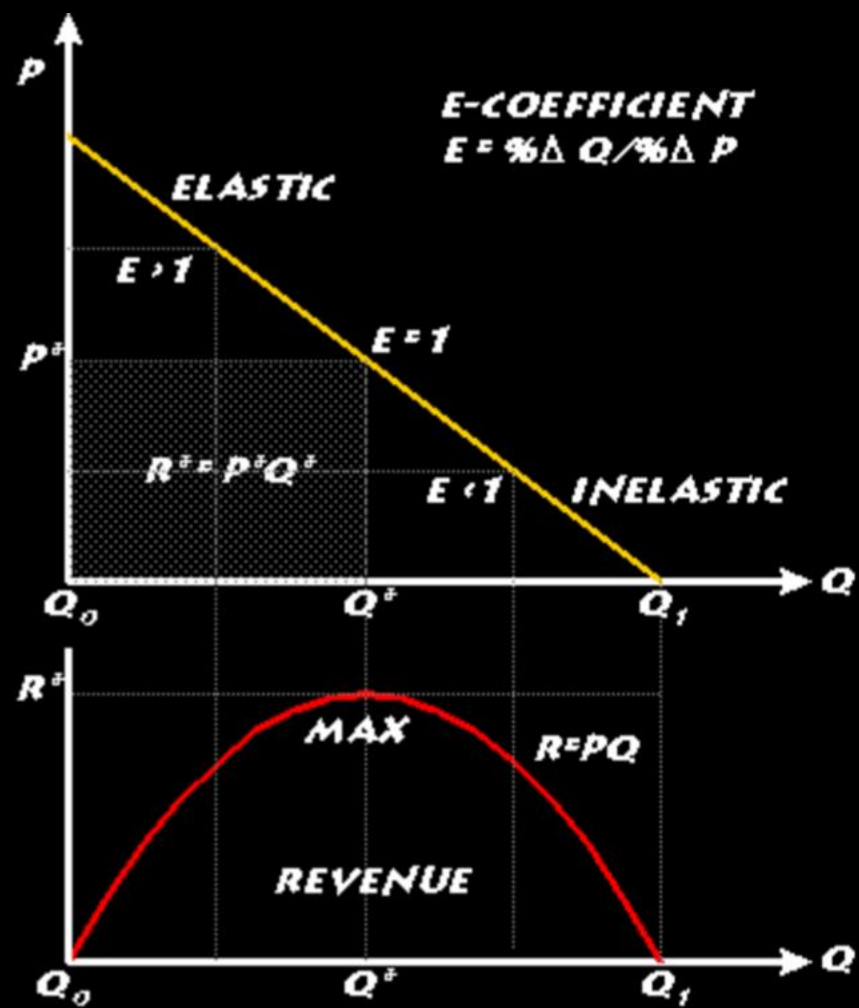
SECRET TO PUBLIC FINANCE:

PUBLIC COST = PUBLIC BENEFIT

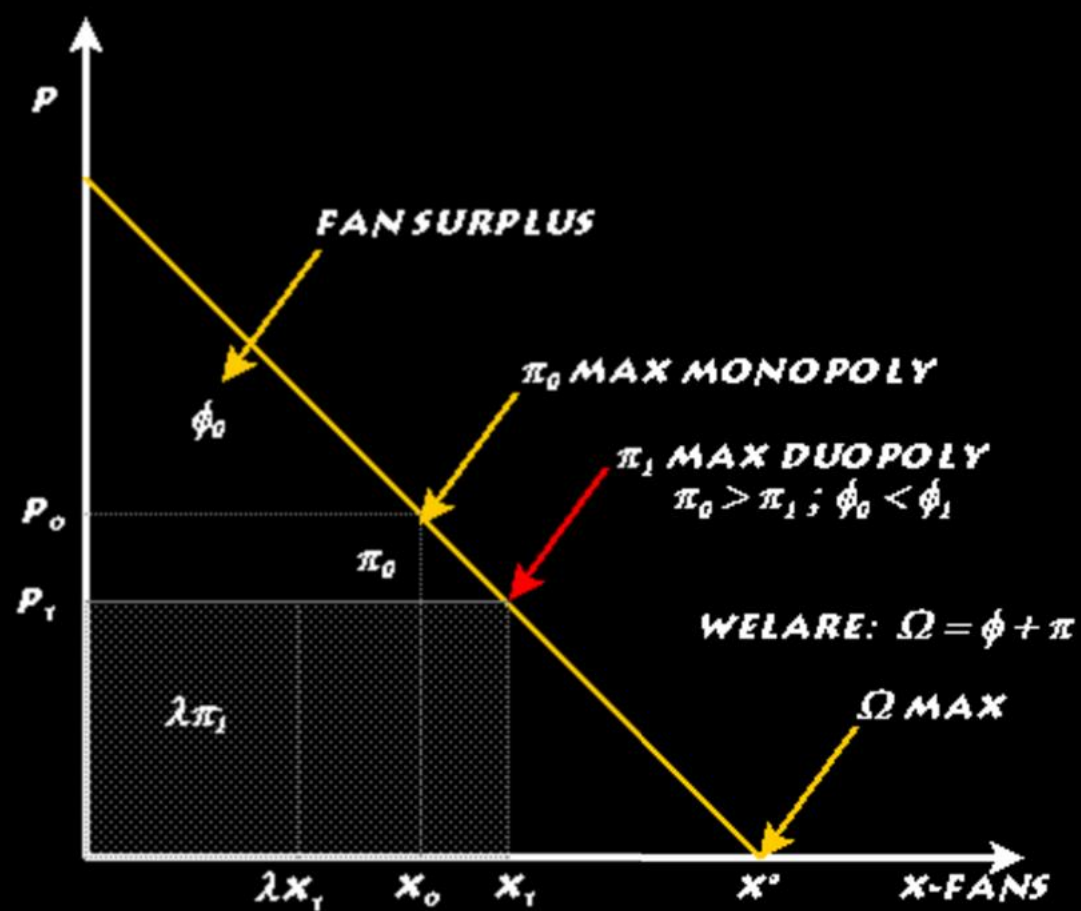


Tax Burden

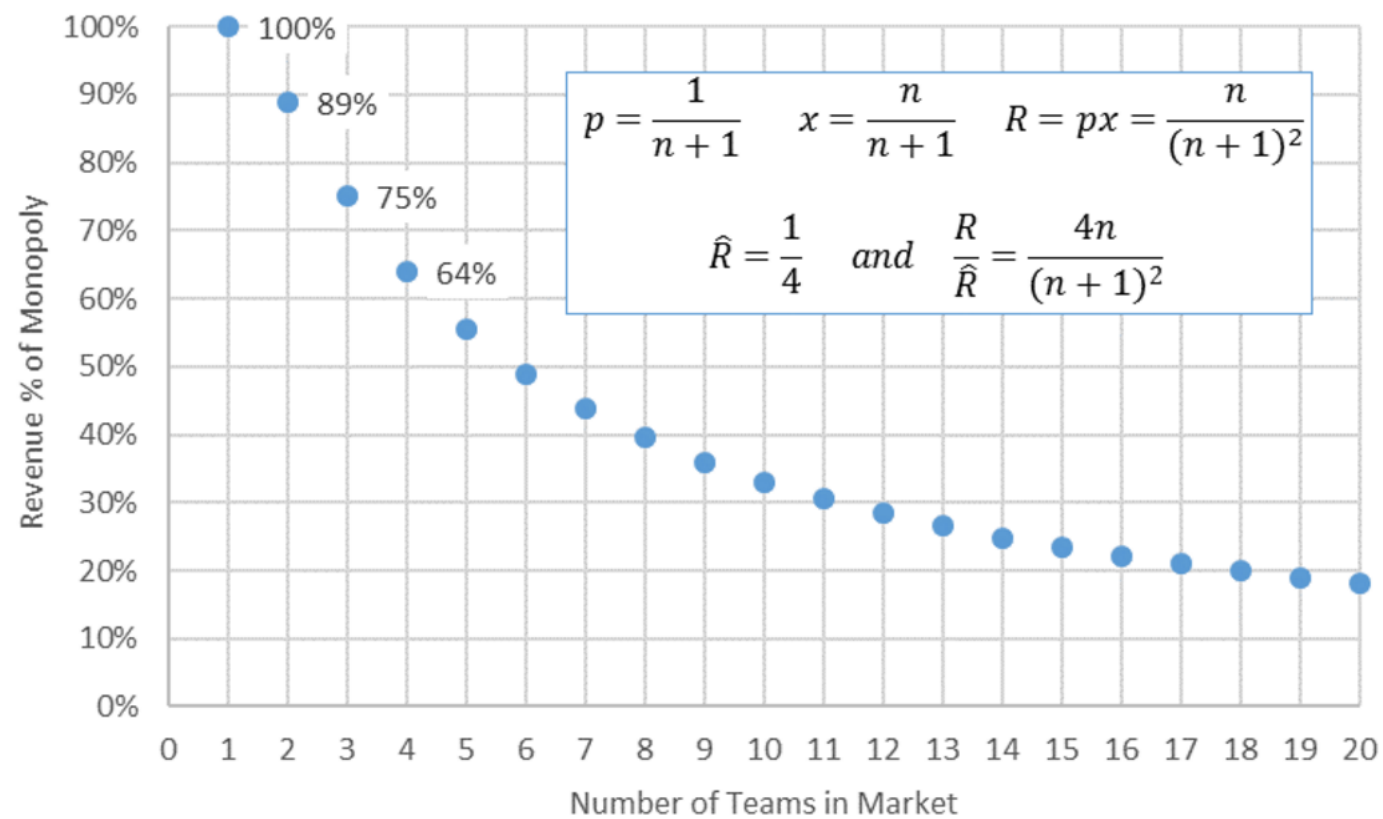


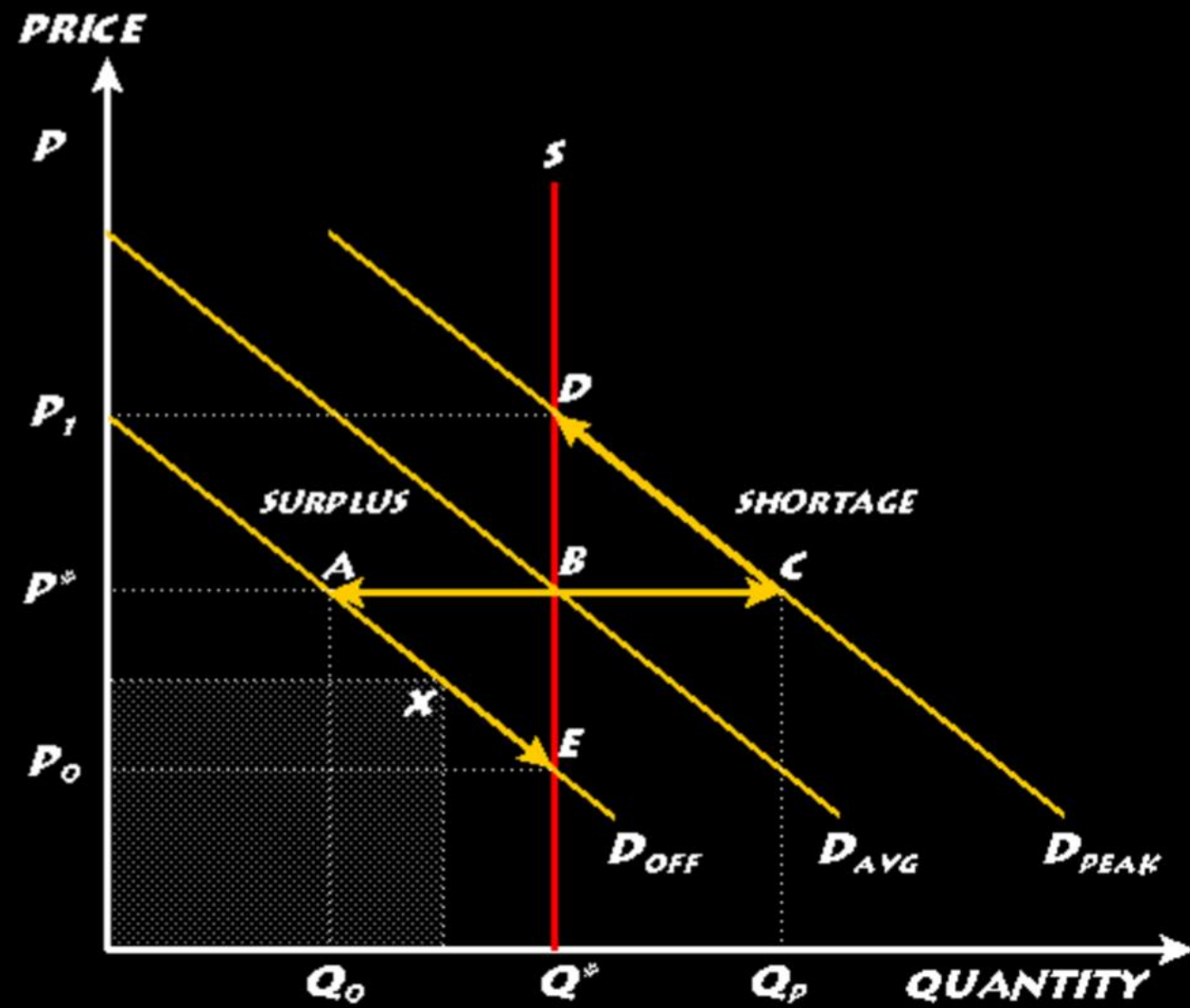


***SWEET SPOT &
INTERNAL OPTIMUM***



Competition in Multiple Team Markets





VARIABLE PRICING

Season Tickets & Attendance 2014-15

	NFL	MLB	NBA	NHL
Average Team Revenues	\$299.20	\$236.60	\$159.60	\$123.33
Average Gate Revenue	\$59.70	\$77.67	\$43.70	\$49.90
Gate percent	20.0%	32.8%	27.4%	40.5%
Avg Season Attendance	550,208	2,457,987	713,718	721,083
Avg Game Attendance	66,776	30,432	17,407	17,587
Percent of capacity	102.9%	70.4%	90.9%	96.6%
Avg Season-ticket base	68,000	16,000	9,167	10,000
Season-ticket percent	101.8%	52.6%	52.7%	56.9%
Fan Cost Index /4	\$119.65	\$53.12	\$83.40	\$90.90
Average ticket price	\$84.43	\$27.93	\$53.98	\$62.18
Percent of Fan Cost Index	70.6%	52.6%	64.7%	68.4%
Home FSE games	10	81	44	44
Season ticket price	\$844	\$2,262	\$2,375	\$2,736

Source: Vrooman Sports Economics & Team Marketing Report

Season Tickets & Attendance

