

# 7 Undeniable Reasons

Why Teams Need to Find  
New Revenue

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# Changing Consumer Preferences

1



Many consumers are increasingly opting for **online streaming services**, which can make it more challenging for teams to sell tickets.

# Economic Downturns

2



Economic downturns can affect consumer spending and make it **harder for teams to sell tickets** or secure sponsorship deals.

# Competition for Sponsorships

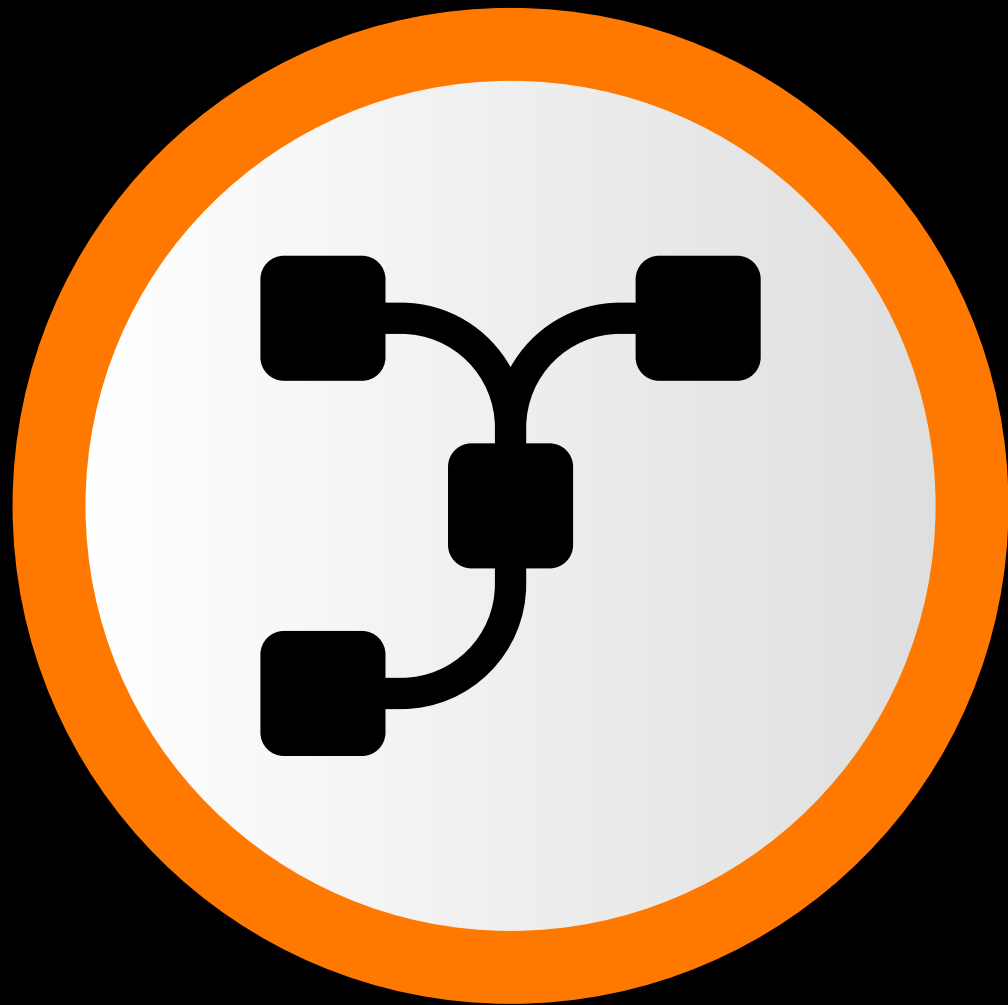
3



Teams may face **competition for sponsorship deals from other teams or organizations**, which can make it more difficult to secure new sponsors.

# Changes in the Sports Industry

4



Changes in the sports industry, such as the **emergence of new leagues or the expansion of existing ones**, can affect the availability of sponsorship opportunities.

# Increasing Costs

5



Teams may face increasing costs, such as rising player salaries, that make it more **difficult to generate revenue** from ticket sales and sponsorships alone.

# Limited Ability to Increase Ticket Prices

6



Teams may have a **limited ability to increase ticket prices**, which can limit their ability to generate revenue from ticket sales.

# Limited Sponsorship Opportunities

7



Some teams may have limited sponsorship opportunities, **depending on their location or the size of their market.**



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