

BEYOND THE SCOREBOARD

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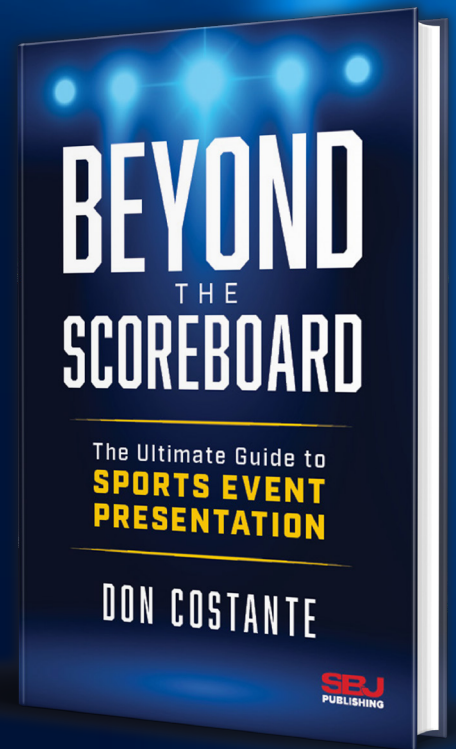
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FROM **SBJ**
PUBLISHING



DON COSTANTE

“If you’re looking to work in or understand the business of sports entertainment, this book should be required reading.”

—JIM STEEG, former senior vice president for special events, NFL;
inaugural member of the Special Events Hall of Fame

Drawing on more than thirty years of experience directing iconic events from the NBA Finals to the World Series and global sports brands, event presentation expert Don Costante takes readers beyond the scoreboard to provide an in-depth look at each key element of gameday operations—including proper communication, entertainment resources, music, digital production, promotions, and staffing.

Beyond the Scoreboard is the ultimate guide for anyone involved in event presentation, offering a comprehensive approach to building fan excitement, driving engagement, and creating lasting memories that include:

1. Detailed strategies and tactics for engaging fans, energizing players, and satisfying sponsors through creative and coordinated event elements.
2. Real-world insights from the professional sports industry to help you elevate your event presentations, delivering a polished and professional experience at any level.
3. Tools and templates to customize for your organization, covering everything from building fan engagement to maximizing sponsorship value.

Whether you’re running a high school, collegiate, or professional event, *Beyond the Scoreboard* equips you with the essential tools and strategies for elevating your events into unforgettable experiences that build fan excitement, drive engagement, and create lasting memories for everyone involved.



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