

“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

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FROM

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From a longtime NBA and MLB professional sports event director—the ultimate insider guide to creating an event presentation that delivers excitement, engagement, and memorable moments for fans, sponsors, and participants.

In today’s entertainment-driven world, fans, sponsors, and participants expect more than just a game—they want an immersive experience that begins the moment they arrive at the venue and lingers long after the final buzzer.

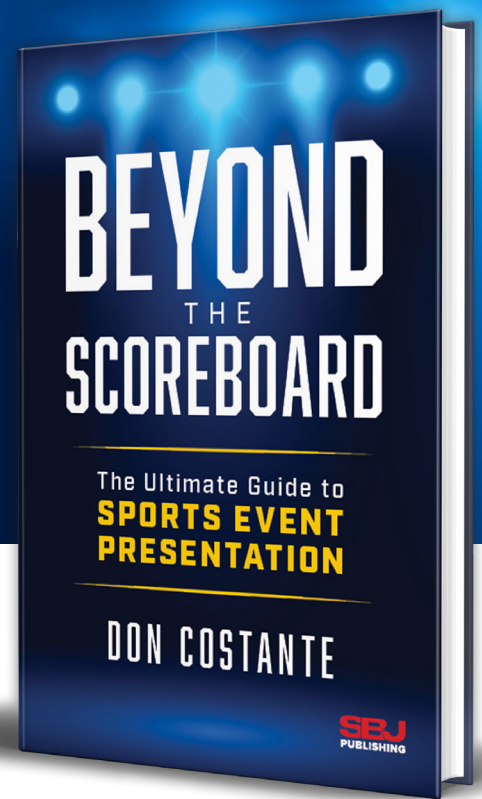
While enhancements like cutting-edge graphics and other digital assets, control room equipment, or facility upgrades like Wi-Fi, expanded concourses, or new food and beverage options can undoubtedly improve the fan experience, it’s the strategic execution and seamless integration of all elements that truly elevate an event.

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.





HAS WORKED WITH

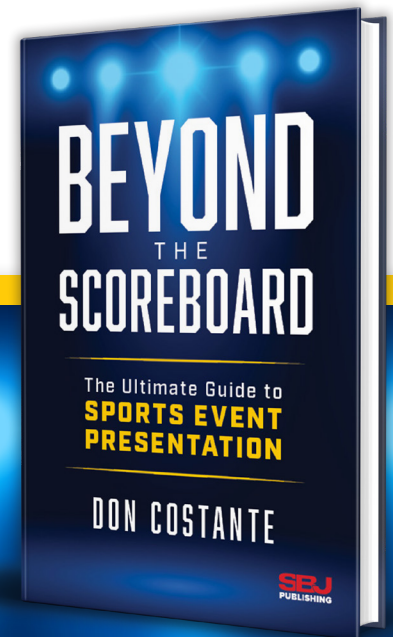


Milwaukee Brewers, University of Kansas athletics, Connecticut Sun, Major League Baseball Special Events, University of Texas athletics, and NASCAR Event Experience, creating unforgettable experiences for fans, sponsors, and teams alike. Known for his creative direction, strategic insight, and meticulous attention to detail, Don is dedicated to setting new standards in game operations. This book brings his expertise to life, offering readers the essential tools and strategies for creating powerful, engaging, and memorable event presentations.

ABOUT THE AUTHOR

DON COSTANTE is a distinguished sports and event presentation expert with more than thirty years of experience transforming live events into immersive, fan-centered experiences. Throughout his career, he has directed, produced, and managed more than 2,500 live events, including three NBA Finals, two World Series, and thirteen NBA All-Star Jam Session Center Courts. His work spans major organizations across the NBA, MLB, WNBA, AHL, NCAA, NAIA, EPL, and NASCAR, where he has consistently elevated the quality and impact of event presentations.

As president of Costante Group Sports & Event Management, Don has collaborated with globally recognized brands like Manchester City Football Club, Derby County Football Club,



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