

HOW PRO ATHLETE RIVALRIES

ARE INFLUENCING THE FUTURE GENERATION OF ATHLETES

In many American homes, sport is the main subject at dinner tables. They bring families together and pull them apart—that is, if loyalty to a sports rivalry is not agreed upon. Sports rivalries bring out the fiercest competition between athletes and teams, making for some of the biggest, most-watched games for diehard fans. These rivalries increase fan loyalty and commitment and benefit the sports industry, while entertaining millions of people.



CHAPTER 1:

FAMOUS SPORTS RIVALRIES

SERENA WILLIAMS

VS

MARIA SHARAPOVA

36	AGE	31
5' 9"	HEIGHT	6' 2"
150 LBS	WEIGHT	130 LBS
BEGAN IN 1995	PRO CAREER	BEGAN IN 2001

Sharapova upset Williams at Wimbledon in 2004 at the age of 17.

Sharapova beat Williams again at the WTA Championships in 2004.

Williams has beaten Sharapova 19 straight times since 2004.

Despite Williams domination over Sharapova, the rivalry continues to bring extensive media attention.

BOTH PLAYERS ARE TWO OF THE HIGHEST PAID WOMEN TENNIS PLAYERS WITH MAJOR ENDORSEMENT DEALS.

KOBE BRYANT

VS

SHAQUILLE O'NEAL

39	AGE	46
6' 6"	HEIGHT	7' 1"
212 LBS	WEIGHT	325 LBS
BEGAN IN 1997-2016	PRO CAREER	1993-2001
2008	NBA MVP	2000
2009, 2010	NBA FINALS MVP	2000, 2001, 2002
2000-2002, 2009, 2010	NBA CHAMPIONSHIPS	2000-2002, 2006

Bryant and O'Neal joined the L.A. Lakers for the 1996-97 season.

They won three consecutive NBA championships from 2000 through 2002.

O'Neal was NBA finals MVP for all three titles, league MVP in 2000 and led the team in scoring.

Bryant worked hard in the offseason and criticized O'Neal for starting each season out of shape.

Bryant surpassed O'Neal as team scoring leader for their last two seasons together.

During the 2003-04 season, O'Neal was traded to the Miami Heat.

LIONEL MESSI

VS

CRISTIANO RONALDO

30	AGE	33
5' 6"	HEIGHT	6' 0"
148 LBS	WEIGHT	174 LBS
BEGAN IN 2003	PRO CAREER	BEGAN IN 2002

ARGUABLY, THE TWO BEST SOCCER PLAYERS OF ALL TIME.

MESSI:

RONALDO:

ALL-TIME CAREER STATS

604 goals	649 goals
247 assists	207 assists
44 hat-tricks	50 hat-tricks

CHAMPIONSHIP TITLES

8 La Liga titles	3 Premier League titles
3 FIFA Club World Cup titles	2 La Liga titles
1 Olympic Gold Medal	4 FIFA Club World Cup titles

AWARDS

5 FIFA Ballon d'Or awards	5 FIFA Ballon d'Or awards
	3 Uefa Best Player awards

USC TROJANS

VS

UCLA BRUINS

THEIR COLLEGE FOOTBALL RIVALRY DATES BACK TO 1929.

The campuses are 12 miles apart in Los Angeles. Overall college football record **USC 46-31-7 AGAINST UCLA.**

STUDENT PRANKS are common, including painting and duct taping each other's school mascot statues.

MOST NCAA CHAMPIONSHIPS FOR ALL SPORTS

104	UCLA
114	

MOST OLYMPIANS AND MEDALS

USC has produced 429 Olympians, won 262 medals and 133 gold medals.

UCLA has produced 467 Olympians, won 308 medals and 144 gold medals.

NEW YORK YANKEES

VS

BOSTON RED SOX

Began in 1919, when Red Sox owner Harry Frazee traded Babe Ruth to the Yankees for \$125,000.

The Curse of the Bambino: The Red Sox went 86 years between World Series titles (1918-2004).

OVERALL RECORD:

1,163 vs **966** (advantage NY Yankees)

LEGENDARY MOMENTS IN RIVALRY

1941	Yankees Joe DiMaggio voted AL MVP over Red Sox Ted Williams.
1949	Yankees win 16th AL pennant over Red Sox in two games.
1961	Yankee Roger Maris breaks Babe Ruth's all-time home run record against Red Sox rookie Tracy Stallard.
1978	"Boston Massacre". Yankees sweep Red Sox in four game series with combined score of 42-9.
2004	Red Sox make history, coming back from 0-3 game deficit to beat the Yankees in the AL Championship Series.

CHAPTER 2:

PSYCHOLOGY OF THE FIGHT

WHY SPORTS RIVALRIES CAPTIVATE US

SPORTS TEAMS REMIND US OF OUR PAST:

- Keeps us to our home towns
- Connects people in contact
- Team allegiances are passed down through families for generations

GAME DAY RITUALS THAT BRING PEOPLE TOGETHER:

- Pregame parties and tailgating
- Wearing team colors and jerseys
- Singing college fight songs

RIVALRIES FULFILL A TRIBAL NEED:

- People feel pride and security being part of a group
- Rivalries generate high-levels of energy and enthusiasm
- Games create suspense and emotional experiences

WHAT MAKES A GOOD RIVALRY

SIMILARITY
Rival teams have something in common, they are usually geographically close to each other.

FREQUENCY
Teams face off against each other on a regular basis.

PARITY
Teams should be equally matched to keep rivalry exciting.

CHAPTER 3:

THE BUSINESS OF SPORTS RIVALRIES

HOW THE SPORTS INDUSTRY BENEFITS FROM RIVALRIES

NEW YORK YANKEES: \$3.7 billion vs. Boston Red Sox: \$2.7 billion

LOS ANGELES DODGERS: \$2.75 billion vs. San Francisco Giants: \$2.65 billion

CHICAGO CUBS: \$2.68 billion vs. St. Louis Cardinals: \$1.8 billion

College rivalries bring big business to small towns:

Moscow, Idaho experiences \$1 million boost to their economy on the day of the University of Idaho vs. Boise State football game.

A local restaurateur reported 65-75% increase in sales on the day of the Utah vs. BYU football game

Sports rivalries make for some of the most exciting games for fans. When rival teams face off, there are legendary plays and big emotions. These memorable moments in sports history bring people and their families together while boosting businesses and local economies.

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