

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

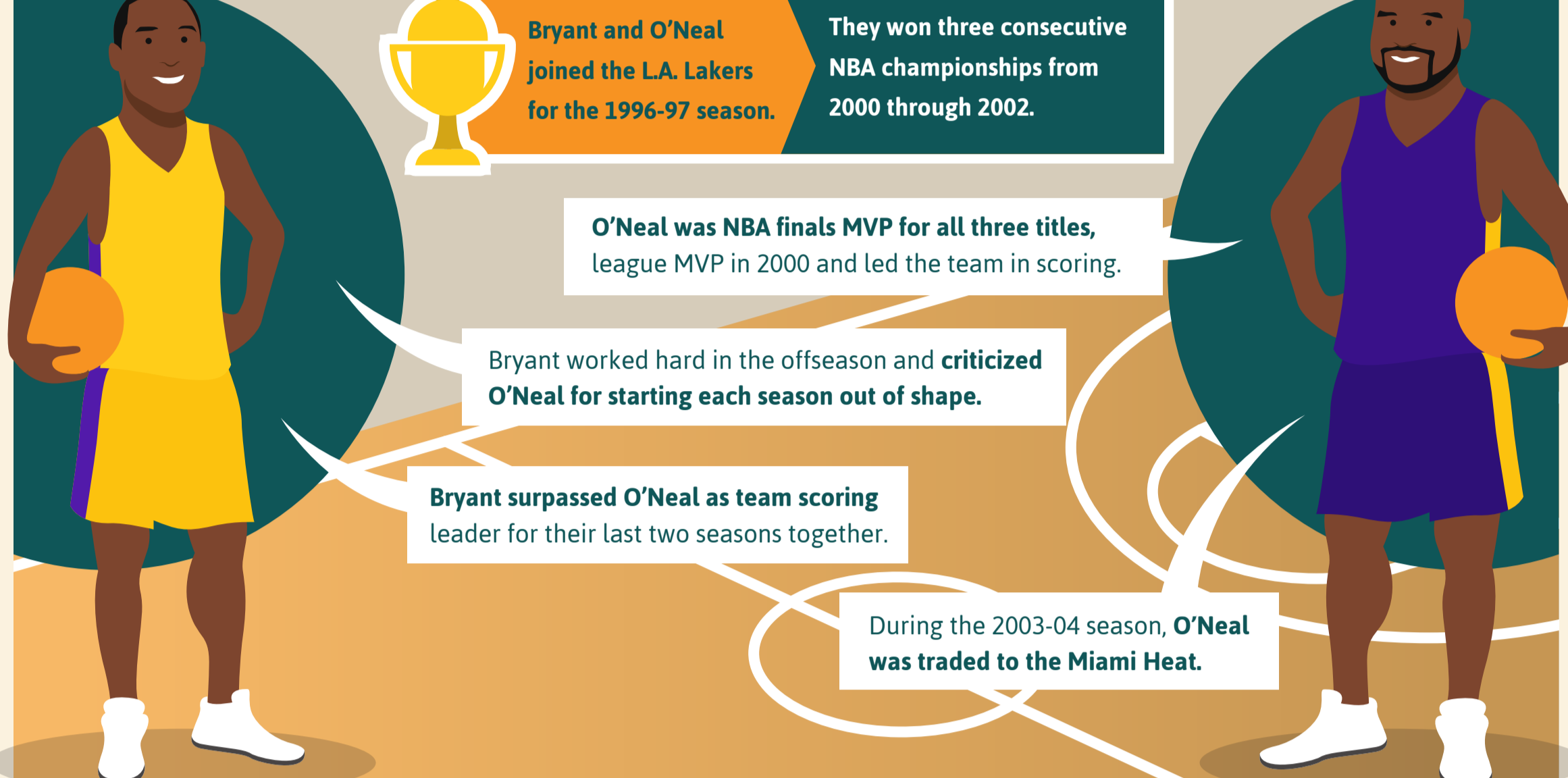
NBA FINALS MVP

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

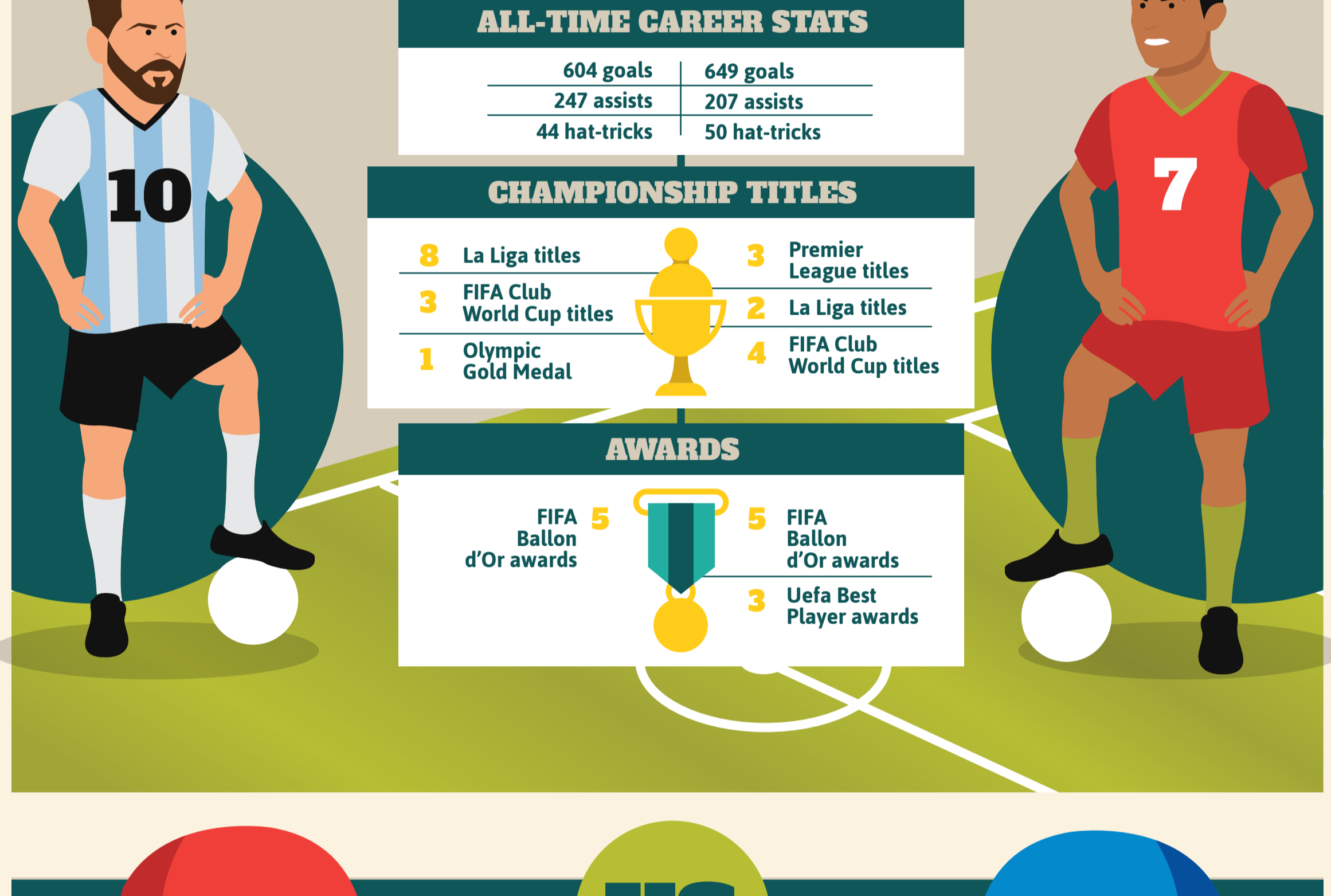
604 goals 649 goals
247 assists 207 assists
44 hat-tricks 50 hat-tricks

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 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.

USC

UCLA

MOST NCAA CHAMPIONSHIPS FOR ALL SPORTS

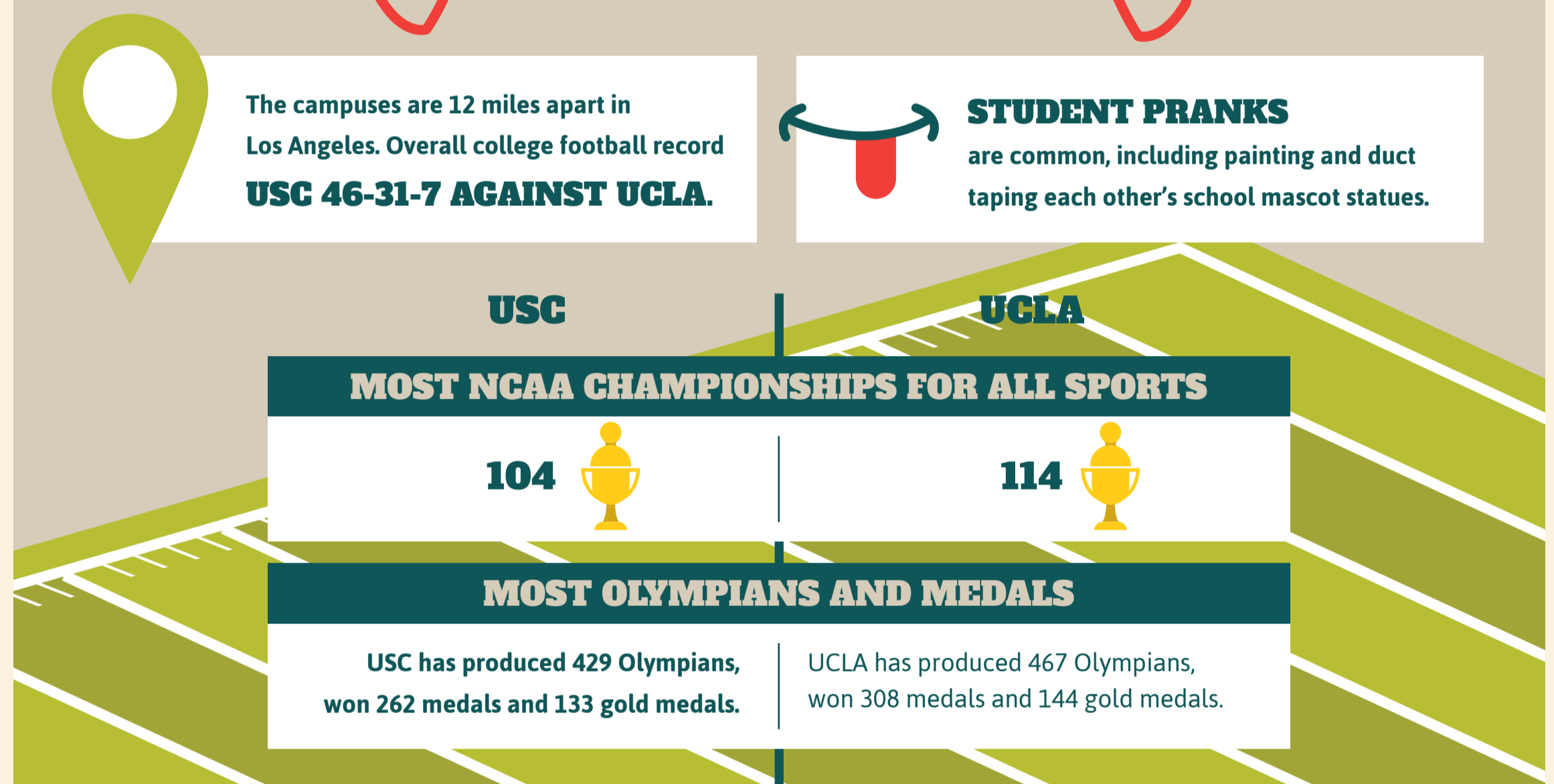
104

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:

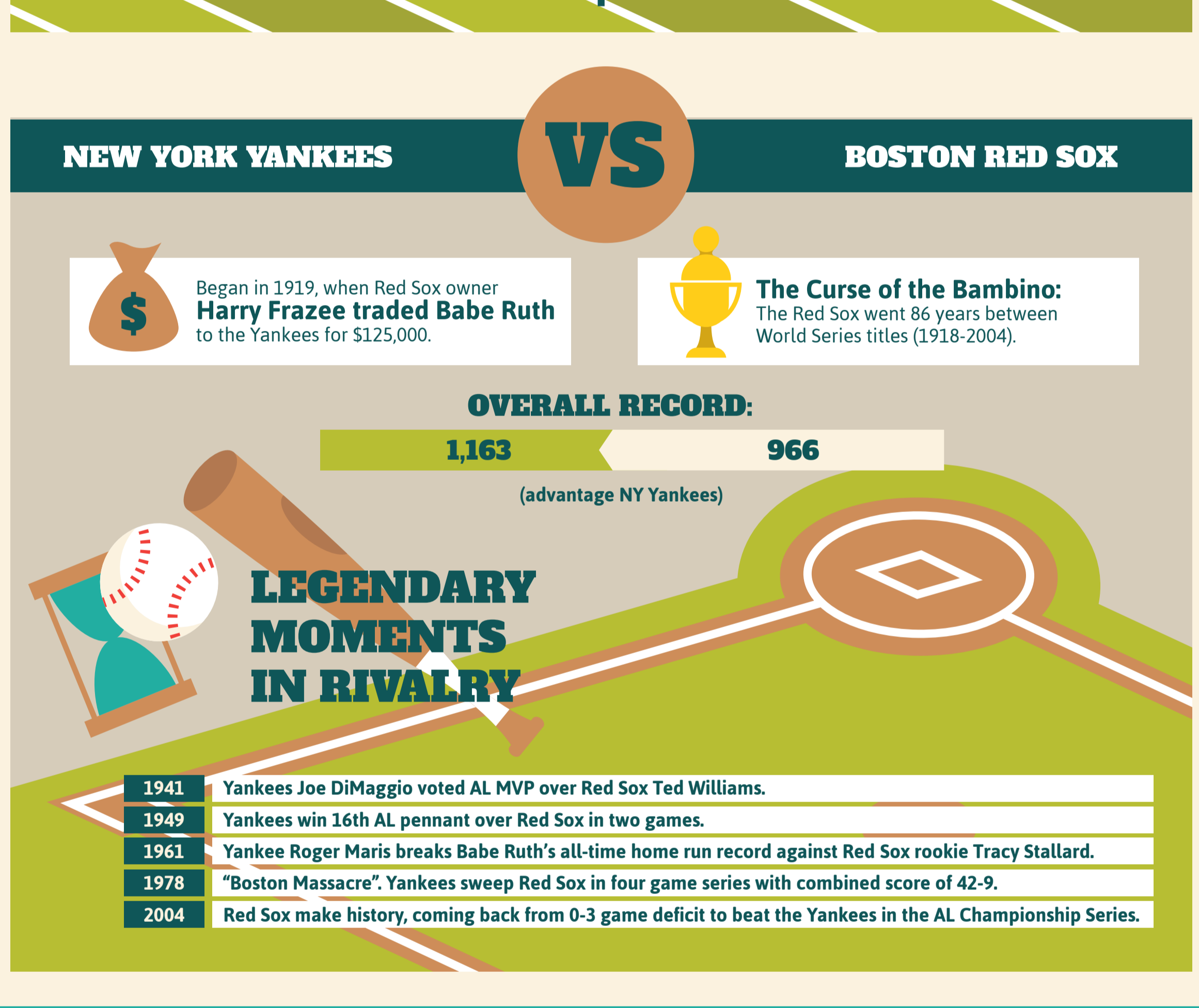
1,163

966

(advantage NY Yankees)

LEGENDARY MOMENTS IN RIVALRY

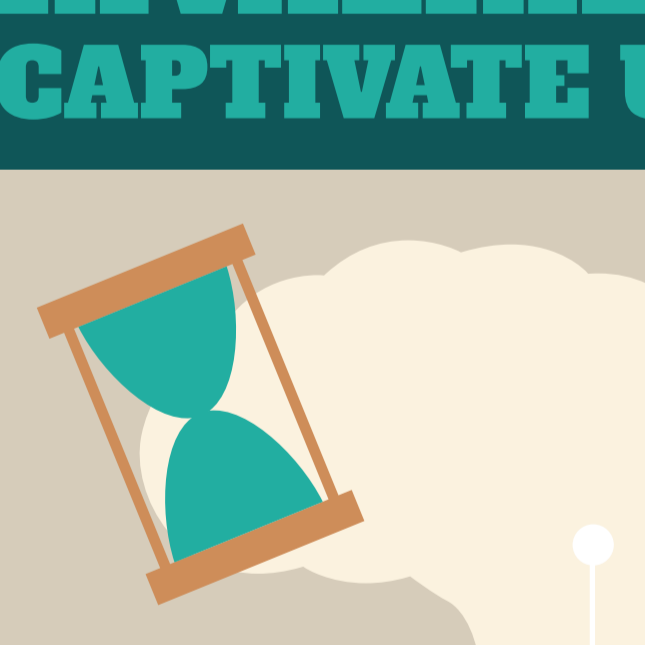
- 1941 Yankees Joe DiMaggio voted AL MVP over Red Sox Ted Williams.
- 1949 Yankees win 16th AL pennant over Red Sox in two games.
- 1961 Yankee Roger Maris breaks Babe Ruth's all-time home run record against Red Sox rookie Tracy Stallard.
- 1978 "Boston Massacre". Yankees sweep Red Sox in four game series with combined score of 42-9.
- 2004 Pictures of 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

According to the Forbes Baseball Team Values for 2017, teams with the biggest rivalries are among the top 10 most valuable teams.

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.



SOURCES

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