

Empowering Marginalized Youth Through Sports: Developing Marketing and Brand Strategies for Community-Based Athletic Programs and Media

Engagement

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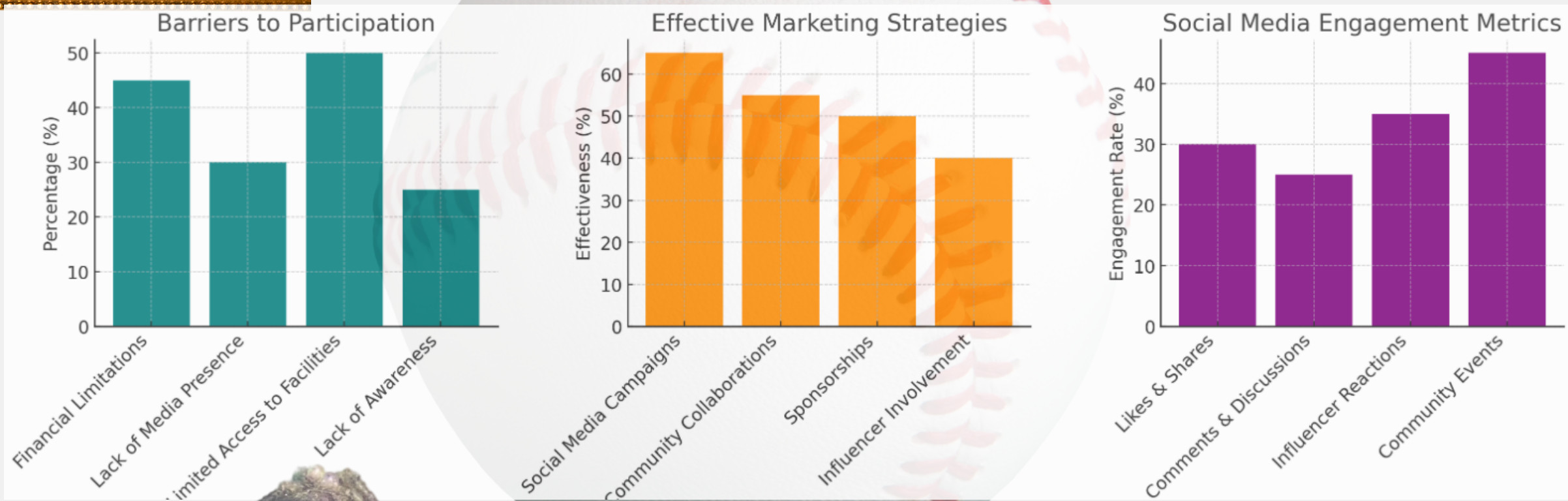
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Introduction

Sports have long been an effective tool for youth development, providing psychological, social, and physical advantages that go well beyond the field of play. However, financial limitations, limited media presence, and lack of access to facilities frequently create obstacles for marginalized adolescents, especially those from disadvantaged communities, to participate. This study investigates how branding and smart marketing can improve the viability and exposure of neighborhood-based sports programs that cater to these groups. These initiatives can boost participation and elevate the voices and experiences of underrepresented adolescents in sports by utilizing digital media, grassroots involvement, and corporate partnerships. The goal of this research is to create brand and marketing strategies that empower these young athletes and promote inclusivity, community pride, and long-term athletics opportunities. It has long been known that youth sports programs are an effective means of fostering both individual and collective growth. However, systemic barriers frequently prevent vulnerable adolescents from accessing and benefiting from these programs, especially those from low-income, minority, and underrepresented areas. Their involvement and the long-term viability of community-based sports programs are hampered by socioeconomic inequality, a lack of money, inadequate facilities, and inadequate media coverage.



Literature Review

In a time when media and internet communication are crucial in influencing public opinion, creating effective marketing campaigns aimed at underrepresented groups is crucial. Conventional marketing approaches frequently ignore or don't interact with these communities in a genuine way. Using social media, narrative, community collaborations, and culturally appropriate branding can help community-based sports initiatives reach a wider audience and last longer. Digital media campaigns combined with grassroots marketing techniques can also spur engagement, raise awareness, and encourage sustained investment from nearby companies and stakeholders.

Reference

Wolter, S. M. (2012). Serving, informing, and inspiring today's female athlete and fan postfeminist, neoliberal discourse: A critical media analysis of espnW (Order No. 3546262). Available from ProQuest Dissertations & Theses A&I; ProQuest Dissertations & Theses Global. (1264396427). <https://www.proquest.com/dissertations-theses/serving-informing-inspiring-todays-female-athlete/docview/1264396427/se-2>

Methods

Questionnaires and Surveys

Interview Parents and Young Athletes: Learn about their involvement, understanding of community programs, and what draws them in. Interview Local Companies & Sponsors: Determine interest in collaborations and sponsorships. Interview the Public: Use social media or in-person surveys to find out how the community views these programs. Analysis of Digital Content and Social Media

Branding Techniques Used by Effective Programs: Examine the social media profiles of groups such as Girls on the Run or Up2Us Sports to determine what kinds of content appeal to consumers.

Influencer & Athlete Involvement: Research how local influencers or athletes support related projects. text

Metrics of Engagement: Keep tabs on likes, comments, and shares to see which messaging is working.

Conclusion/Key Takeaways

With an emphasis on media portrayal and community involvement, this study will investigate creative branding and marketing tactics that use sports to empower underrepresented adolescents. In order to create a framework that increases the exposure and influence of sports programs intended for disadvantaged children, it will look at best practices in digital marketing, sponsorship acquisition, and brand positioning. This project intends to develop practical techniques that promote sustainable sports programs and enhance the general well-being of marginalized adolescents by bridging the gap between marketing, media, and community development.