

**Sports Marketing  
Fan Cost Index Research**

Using the web <https://www.teammarketing.com/btSubscriptions/fancostindex/index> , you will research the “Fan Cost Index” as created by the Team Marketing Report Website. Provide the requested information below:

What is the fan cost index?

List the (8) factors that go into making up the fan cost index:

***Research the fan cost index for your favorite team in each of the following leagues and complete the table below: (use the 2011 season for MLB and 2010 for the other leagues)***

League	Team	Avg. Ticket	Pct. Change	Avg. Premium Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Fan Cost Index (FCI
<b>NBA</b>											
<b>NFL</b>											
<b>MLB</b>											
<b>NHL</b>											

For what reasons do you think that the FCI is higher for some teams as opposed to others?

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From a fan's point of view, what is so disturbing about the fan cost index figures?

Why do you think a team decides to raise ticket prices? Lower ticket prices?

Why are concessions and souvenirs so expensive?

How do the professional sports teams in Kansas City and St. Louis compare to their counterparts in their respective leagues? What factors contribute to their respective ranking?

- Cardinals
- Chiefs
- Royals
- Rams