

Let's Talk Business

For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School students and Alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

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Careers in the Sports and Entertainment Industry

Overview of the Industry

The sports and entertainment industry encompasses a wide range of activities, including professional sports leagues, amateur sports organizations, film and television production, music, performing arts, gaming, and digital content creation. It is a multi-billion-dollar global industry that captivates audiences worldwide, driving economic growth and cultural influence.



Within the sports sector, there are various segments such as professional sports leagues like the NBA, NFL, and FIFA, as well as amateur sports organizations, sports media and broadcasting companies, sports marketing and sponsorship agencies, and sports facilities management companies.

Similarly, the entertainment sector is diverse, comprising film and television production studios, music labels, live performance venues, gaming companies, and digital content platforms. This industry produces a wide array of content, including movies, TV shows, music albums, live concerts, video games, and online streaming content.



Major Sectors within the Industry



Professional Sports Leagues

Professional sports leagues are at the forefront of the sports industry, featuring teams and athletes competing at the highest levels of their respective sports.

Major leagues such as the National Football League (NFL), National Basketball Association (NBA), Major League Baseball (MLB), and International Federation of Association Football (FIFA) govern professional sports competitions on a global scale.

These leagues generate significant revenue through ticket sales, broadcast rights, merchandise, and sponsorships.

Amateur Sports Organizations

Amateur sports organizations play a crucial role in grassroots sports development and talent identification. These organizations cater to athletes of all ages and skill levels, providing opportunities for participation, training, and competition in various sports.

Examples include youth sports leagues, collegiate athletics programs, and national governing bodies responsible for organizing amateur sports events and competitions.



Sports Media and Broadcasting

Sports media and broadcasting companies play a vital role in delivering sports content to audiences worldwide. These companies produce and distribute live sports broadcasts, highlight shows, documentaries, and analysis programs across television, radio, and digital platforms. Major players in this sector include ESPN, Fox Sports, NBC Sports, and digital streaming services like Amazon Prime Video and DAZN.

Sports Marketing and Sponsorship

Sports marketing and sponsorship involve promoting brands and products through partnerships with sports organizations, teams, and athletes.

This sector encompasses a wide range of activities, including sponsorships, endorsements, advertising campaigns, and experiential marketing events. Brands leverage the popularity and visibility of sports to reach target audiences, enhance brand awareness, and drive consumer engagement.



Sports Facilities Management

Sports facilities management involves the planning, design, construction, and operation of sports venues and facilities. This sector encompasses a diverse range of roles, including facility management, event planning, hospitality services, and venue operations.

This may include stadiums, arenas, training centers, and recreational complexes, all of which require careful management to ensure optimal performance and fan experience.

Top Employers within the Industry

The following are some of the sports, media and entertainment industry-leading companies showcasing opportunities across various functions including Accounting, Finance, Marketing, Business Development, Analytics/Business Intelligence, Administration, and more.



Ted Rogers Alumni Profile



Community Tennis Leagues Coordinator, Tennis Canada

EVAN BACAL 

“ What specific skills or experiences do you think were most valuable in helping you secure your new role in the sports and entertainment sector? ”

In the sports and entertainment sector, technical skills such as proficiency in Microsoft Office and ticketing systems like Ticketmaster are essential. Creating clear, interactive presentations is also important.

However, soft skills are often even more impactful. Strong communication skills, both written and verbal, are crucial for effective problem-solving and professional interactions. Collaboration, exceptional organization, and time management are key in a fast-paced environment. Networking and attending industry events help build knowledge, passion, and valuable connections.

“ Can you describe the company’s culture and how it aligns with your career aspirations, and also offer advice for current students or recent graduates aiming to enter the sports and entertainment field? ”

At Tennis Canada, the Development team’s collaborative and open culture, especially during major events like the National Bank Open, aligns with my goal of working on interactive sports campaigns.

For those breaking into the sports and entertainment industry, gaining diverse experiences is crucial. Attend events, network, stay informed, and join relevant associations like the Toronto Metropolitan Sports and Business Association. Leverage LinkedIn to connect with professionals, volunteer for experience, and be flexible with your schedule. **Feel free to reach out to me on [LinkedIn](#) for advice and networking.**

About the Industry



49%

of companies are doing business outside of Canada (an increase of 16% from 2019).



98%

of all businesses in Canada are small businesses.



9M

entrepreneurs in Canada in 2021 with 2 million starting their businesses during COVID-19



31%

plan to do business outside of Canada (a 12% increase from 2019).

Entrepreneurs are more attracted to global growth opportunities than ever before.

Let's Talk Money

[According to Talent.com](#), the average entrepreneurship salary in Canada is **\$75,714** per year or \$38.83 per hour. While the most experienced entrepreneurs make up to \$129,807 per year.

Did You Know?

Digitalization of Entrepreneurship

While 41% of Canadian entrepreneurs sell exclusively offline, more sell online, and 22% sell through both channels. Among the businesses started up over the past year, 3 in 4 sell online, and over half sell exclusively online. Overall, 59% of entrepreneurs in Canada sell online when 37% of them sell online ONLY.

Want to Learn More for Free?



Sports Business Journal

The [Sports Business Journal](#) is a top publication focusing on the business side of sports, delivering insights and analysis on topics like marketing, media rights, and finance.

Forbes

Forbes

Forbes is a premier source for insights on the sports and entertainment industries, delivering exclusive interviews, rankings, and trends. With its focus on business news, it's a go-to for professionals and enthusiasts alike.

TMSBA

TMSBA

[Toronto Metropolitan Sports and Business Association \(TMSBA\)](#), provides resources that allows students to learn about all aspects of the sports industry. Find out more about them on [Instagram](#).

Visit the Business Career Hub

Employer Events

Interested in expanding your network and meeting industry professionals? BCH organizes and hosts many industry events - refer to your 'Careers Newsletter' or visit [here](#).

Bootcamps/Prep Programs

Microsoft Excel - Financial Modeling - VBA - Tableau - PowerBI - Ace This Case
Capital Markets - R - Python
[Click here to register for current bootcamps.](#)

Career Coaching

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[TRSM Business Career Hub](#)



[Business Career Hub](#)



Career Consultant Contributor Alethia Davis-Hecker

Alethia is a Career Coordinator at the BCH and UWindsor alumna with over 8 years of experience in career services. She is a passionate advocate for uplifting the voices of equity-deserving students in academia. She is the founder of SMILE, a Non-profit organization in Toronto that assist low-income mothers soar to their full potential.



Student Contributor Jaskirat Singh

Jaskirat is a Global Management Studies Co-op student who worked as a Project Coordinator for the Business Career Hub. He is passionate about community building and is heavily involved on campus as a member of the Ted Rogers Management Conference (TRMC) and Top 200 program.



Student Contributor Matthew Cabral

Matthew is a dedicated Global Management Studies student, and is currently a Project Coordinator for Hub Insights. In addition to his academic commitments, he leverages his entrepreneurial spirit through his own sneaker business, embodying a continuous journey of learning and growth.