

PRO SPORT

- teams and leagues
- pro sport competitions

COMMUNITY SPORT

- municipal recreation programs
- grassroots participation
- local events

SPORTING GOODS

- manufacturers, suppliers
- wholesalers, distributors
- retail operations

SPORT AND EVENT PARTNERS

- private management and marketing companies
- sponsors, suppliers, broadcasters

SPORT INDUSTRY IN CANADA



AMATEUR SPORT

- NSOs/PSOs/MSOs
- Sport Canada
- provincial sport ministries

SPORT FACILITIES

- spectator-based
- participation-based
- training centres

COLLEGE AND UNIVERSITY SPORT

- school athletic and recreation departments
- OCAA, CCAA, OUA, CIS