



Fringe Sport Research Project



Project Description:

An "fringe sport" (also referred to as a "niche" sport) is typically a sport outside of the mainstream channels, Predominately sports such as baseball, basketball, football, soccer, hockey, auto racing, tennis, boxing etc. are considered mainstream where sports like action sports, cricket or rugby would considered to be emerging sports.

For this project, you will be required to research an emerging sport and prepare a report describing what you learned. You will also be required to present your findings in class.

Sports you could consider for your report (but not limited to those on this list) could include:

- * Surfing
- * Skateboarding
- * Rugby
- * Bean bag toss
- * Bicycle racing
- * Cricket
- * Table tennis
- * Ultimate frisbee
- * Ocean racing
- * Fishing
- * Skiing or snowboarding
- * Disc golf
- * Sand/beach volleyball or soccer
- * Stand up paddle boarding
- * Lacrosse

Project Details

After selecting a sport for your report, begin gathering information. Your report must include the following information:

- * Sport name
- * Sport description
- * Number of sport participants
- * Levels of participation (youth, high school collegiate, pro?)
- * Sport rules
- * Media coverage of the sport
 - Is it covered by local media? National Media?
 - Are competitions broadcast by anyone?
 - Does it have a sport-specific publication? * Number of sport participants
- * Popularity of the sport from a spectator perspective
- * Does the sport have a governing body?
- * Does the sport have a major championship game?
- * What type of equipment is required to play the sport?
- * What type of field or playing surface is required?
- * What types of companies (brands) are associated with the sport? Equipment? Fashion? Sponsors?
- * YOUR opinion on what the sport can do to grow

Presentation

Create some type of visual to use during your presentation. The visuals might depict the type of equipment or uniform worn, what type of field of play is used etc. Your presentation should also briefly touch on the information covered in your project and an explanation of what you think the sport can do to grow, both from a participation perspective and by attracting more spectators and those who follow the sport.