

For Internal Use Only

2. RWJF might consider establishing a “technical assistance center” to work with sports teams to help them build more permanent bridges with the community. Partnerships with professional sports teams can be a powerful tool in reaching different sectors of the population with health messages. It was clear from working with the Nets marketing and promotion staffs that the will, the resources, and the expertise around getting the message out were present in abundance. However, these professionals are not necessarily experienced at thinking through ways to leverage these public education campaigns beyond traditional sports marketing, e.g., through partnerships with community agencies, social marketing, and sustained programs. A technical assistance center could not only help sports franchises work on an ongoing basis with communities, but could also educate teams about “best practices” in sports philanthropy. It would let them know what strategies work best, what kind of staff to hire, and how to structure their philanthropic mission and community programs. (PO/Marx)