

## *Economic and social impact of sportsmen*

### **(Axe sport et société)**

#### 1. LeBron James and his economic impact

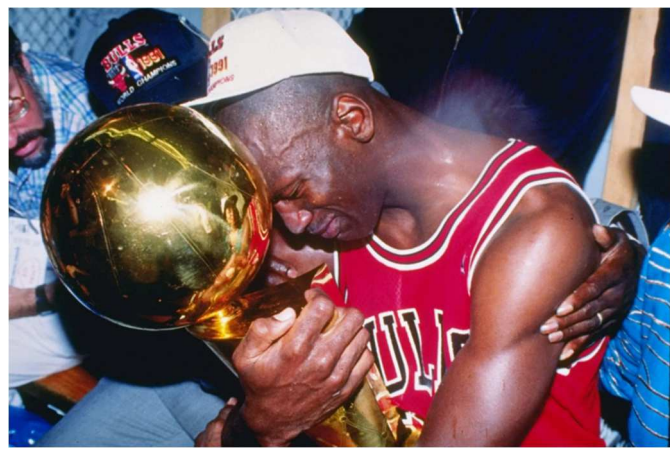
Lebron James is a professional basketball player from Cleveland, Ohio. He was born in 1984 and has inspired a lot of kids and adults all around the world during his whole career. Let us focus on his economic influence on the city of Cleveland.



From 2003 to 2010, Lebron played for Cleveland Cavaliers, and his economic influence was truly impressive. It is said that while he was in Cleveland (so from 2003 to 2010), Lebron brought more that \$200 million to the downtown district. It is also said that when the Cleveland Cavaliers were winning a game in the Rocket Mortgage FieldHouse, every local commerce was increasing their revenues because of all the excitement and happiness. Also, the number of bars and restaurants within one mile away from the stadium grew by 13%, just like their number of employees that increased by 23,5%.

But then in 2010, Lebron decided to get traded to the Miami Heat in a televised conference named "The Decision". Because of the sudden departure from their star, the downtown business was expected to lose around \$48 million, and the number of bars and restaurants back in Cleveland dropped steadily from 190 in 2009 to 165 in 2012. On top of that, just by the Cleveland Cavaliers failing to play in at least 10 home postseason games without their star, the region might have missed out on \$150 million. In 2018, he left Cleveland once again, and decided to wear the Los Angeles Lakers colors. It was estimated that when James went to Los Angeles, he would bring 3,000 jobs and \$29 million in state revenues with him for a total five-year economic impact of \$396 million. So, we can easily say that his influence on the economic business of a city or a franchise is huge and significant.

## 2. Michael Jordan and his influence around the world



Michael Jordan is a basketball legend who was born in 1963 in Brooklyn. He played in NBA. Jordan is a source of inspiration for many celebrities like Neymar, LeBron James, Kobe, or Shaq. He evolved on the post of shooting guard in the team of the Chicago Bulls (from 1984 to 1998) and Washington Wizard (from 2001 to 2003). Jordan has a remarkable ability to inspire and motivate through his words. His strength, dedication, and belief in the hardworking attitude are reflected in many of the quotes attributed to him over the years. When he was 15, he was cut from his high school basketball team because he was too short to play at 5,9 ft. But he didn't give up and kept trying. He had many obstacles on his way, but he didn't discourage. That means he inspires us to not give up. In 1998, Fortune Magazine estimated that Jordan had a \$10 billion impact on the U.S. economy. This figure, dubbed "The Jordan Effect," reflected projections of Jordan's influence on numerous economic activities. One is his immense, enduring, and unrivaled marketability. We might never see again another athlete with Jordan's brand power. Sonny Vaccaro, who as a Nike executive signed Jordan in 1984, described Jordan as transforming an entire industry in ways that have not been seen since. "Michael," Vaccaro told Sports Illustrated, "opened every marketing dollar in the world for every future athlete." Jordan earned \$2.5 million a season in salary from the Bulls. This made him "rich" by any sensible meaning of the word. But it was the commercial value of his name, image and likeness that drove and multiplied his wealth. During the early 1990s, Jordan earned approximately \$30 million a year in endorsement deals with Nike, Gatorade, Hanes and other large and established companies. In other words, Jordan earned around 10 to 15 times more in endorsement income than he earned in wages for his labor.

But at the end of the day, they're just humans who had an important impact in their own sports and on the economic, just like a lot of athletes (Brady, Mohammed Ali...)

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