Abstract
This presentation offers an overview of Sports and Aviation as an emerging field of study. Recently, students, faculty, and staff at Embry-Riddle Aeronautical University asked a series of questions about the interrelationships between these two multi-billion-dollar sectors. This presentation synthesizes current research and invites students, faculty, and staff into new areas for future investigations (e.g., how drones are changing the fan experience of sports as well as their potential for providing new data for coaches and athletes).

Background: Moving Beyond Famous Crashes
Recovering Our History

What is Sports and Aviation?
- Intersection between two multi-billion dollar industries
- Previously unseen connections within the fields of sports and aviation
- Interdisciplinary connections

College of Business:
- Analyzing marketing strategies of:
  - United Airlines and the Olympics
  - Air Emirates and Soccer Teams
  - Avianca Airlines and Golf

College of Aviation:
- S.U.I.T. Lab
- Drones and Sports

College of Engineering:
- Engineering airplanes for reducing the negative impact of air travel on athletic performance
- Maximizing the potential for recovery on return flights
- Airport Infrastructure analysis for major sporting events

Outputs:
- Sports and Aviation Symposium
- Networking
- Careers
- Discovery Day

Next Steps:
- Alumni Board
- Develop depth of research
- New educational programs

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