

MILITARISM IN SPORTS





In your opinion, before doing the reading, why did you believe that militarism was so prominent in sports?

Where did it come from and how did it grow?

- Sports remain a “visual representation” of 9/11
 - 10 days after the terrorist attacks, the New York Mets returned home to Shea Stadium to play the first sports game in New York after 9/11.
 - Mets won 3-2
- Began as players showing their nationalism through hats and American flags, and turned into messages of ending racism and “Black Lives Matter”
 - Contradicting ideas become prevalent
 - NBA Bubble



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Mike Piazza's home run in the first baseball game on New York soil after the attacks on September 11th helped a nation heal.

#NeverForget 🇺🇸

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8:31 AM · Sep 11, 2023

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After you did the reading, did your initial reason on why you feel militarism in sports is so prominent change?

National Pride or Forced National Pride?

- Pentagon spent \$6.8 million to pay for patriotic displays during the games of professional sports teams in the early 2010s
 - From 2012 to 2015, the Pentagon signed 72 contracts with teams in the National Football League, Major League Baseball, the National Hockey League, and Major League Soccer
- Senator John McCain on the topic:
 - "Americans across the country should be deeply disappointed that many of the ceremonies honoring troops at professional sporting events are not actually being conducted out of a sense of patriotism, but for profit in the form of millions in taxpayer dollars going from the Department of Defense to wealthy pro sports franchises. Fans should have confidence that their hometown heroes are being honored because of their honorable military service, not as a marketing ploy."

Professional Sports Examples

- **LA Galaxy**
 - Cost taxpayers \$20,000
 - \$1,509 to provide pregame recognition of five high ranking officers of the Air Force and 100 general admission tickets to that game
- **Dallas Mavericks**
 - Cost taxpayers \$10,000
 - Two on-court enlistment ceremonies for 20 USAF cadets to be performed before tipoff or during halftime of a Mavericks home game
 - \$5,000 to throw out USAF provided t-shirts at four home game
- **Baltimore Ravens**
 - Cost taxpayers \$534,500
 - An \$89,500 order for the production of 30,000 co-branded rally towels and 20,000 co-branded hats

WHAT DID WE PAY



FOR PATRIOTISM?

WHAT DID WE PAY



FOR PATRIOTISM?

**IN 2013 HOW MUCH
TAXPAYER COST DID
THE ATLANTA
FALCONS SPEND FOR
PATRIOTISM?**

WHAT DID WE PAY



FOR PATRIOTISM?

**IN 2014 HOW MUCH
TAXPAYER COST DID
THE NEW YORK METS
SPEND FOR
PATRIOTISM?**

WHAT DID WE PAY



FOR PATRIOTISM?

**IN 2014 HOW MUCH
TAXPAYER COST DID
THE INDIANA PACERS
SPEND FOR
PATRIOTISM?**

WHAT DID WE PAY



FOR PATRIOTISM?

**IN 2012 HOW MUCH
TAXPAYER COST DID
THE BOSTON BRUINS
SPEND FOR
PATRIOTISM?**

WHAT DID WE PAY



FOR PATRIOTISM?

**IN 2014 HOW MUCH
TAXPAYER COST DID
THE COLORADO
RAPIDS SPEND FOR
PATRIOTISM?**

WHAT DID WE PAY



FOR PATRIOTISM?

**IN 2015 HOW MUCH
TAXPAYER COST DID
NASCAR SPEND FOR
PATRIOTISM?**



It's in College too!

- Some college programs did accept money for various patriotic ceremonies.
- According to the Tackling Paid Patriotism Reports:
 - In 2014, the University of Wisconsin received \$140,000 from the National Guard.
 - Purdue and Indiana received \$400,000 from the National Guard.
 - Part of contracts included on-field and on-court ceremonies, as well as tickets and passes to help recruiters entertain teachers, coaches, and counselors who could influence future recruits.

Example at Quinnipiac was MHOK vs Yale Hero's Cup



AUTHORIZED

Out-of-Home Advertisement

Print Materials

Social Media/Video/Online Advertising

Event/Display Space

Recruiting/Retention Promotional Items

Game Day Recruiting Events

Jumbotron/ Public Address System Announced

According to WBEZ article

NOT AUTHORIZED

Paid Player Appearances

Paid Recognition of any ARNG Members

Paid Ceremonies to include: National Anthem,
Color Guard and Enlistment or Extension

Tickets or Passes of Any Kind (Unless for
Set-Up or Worker Access)

Parking Passes (Unless for Set-Up or Worker
Access)

Meals or Beverages of Any Kind

Anything Else that Could be Construed as
Personal in Nature

A VETERANS VOICE

"I think, at first, there's a sort of thrilling feeling," Astore says. "I'm like all the other fans: a big plane goes overhead — 'Wow!' That's kind of awe inspiring. But at the same time, to me, it's not something that I see should be flying over a sports stadium before a baseball game or a football game. You know, these are weapons of death. They may be required, but they certainly shouldn't be celebrated and applauded."

"I think we as Americans need to come together and recognize that all of this needs to be ratcheted back, that we need to return to a simpler time — when you played the national anthem, you respected our country and then you play ball. And you just enjoy the game the way it was meant to be enjoyed."

"I hate to say it, but I wasn't completely surprised," Astore says. "But I was disgusted by it. Patriotic displays, they mean a lot more to me when they're spontaneous. But to learn that these had been paid for — that corporate teams, teams owned by billionaires, basically, were collecting money from the military. Paid for, obviously, by you and me, by the American taxpayer. Well, it was sad."

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