

**Divided Loyalty? An Analysis of Fantasy Football Involvement and Attitudinal Loyalty to Individual National Football League Teams**

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Fantasy sport participation is a unique activity that combines traditional sport fandom with interactive components to enhance a sport consumer's overall experience. However, the distinct features of fantasy sport participation also have the potential to alter traditional team-focused loyalties that have driven sport consumer behavior inquiry for decades (Funk & James, 2001; Funk & Pastore, 2000; Mahony, Madrigal, & Howard, 2000; Wakefield & Sloan, 1995). Given this potential, the current study investigated fantasy football participants in an attempt to provide evidence of a significant relationship between attitudinal loyalty to individual National Football League (NFL) teams and fantasy football involvement. The results of this study provide important theoretical information regarding the interaction between these two vital determinants of sport consumer behavior within the context of fantasy sport. The findings also provide practical implications for sport marketing and management practitioners looking to capitalize on this highly-coveted and influential group of sport consumers.