

Understanding the Sport Event Industry



211-186



Třetí čas české historie. Hrochová na maratonu v Seville splnila limit na OH

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Growth of Sport Events

- 5% of all advertising dollars spent in the USA is on sports events
- 2020 Tokyo Olympic games had 3.05 billion global viewers
- The Gay Games has surpassed the Olympic Games in number of participants every year since 1994 averaging 10,864 participants
- In 2019 1.3 million people completed a marathon; in India 438,200; 1 year increases: Russia (300%), China (260%) and the Philippines (212%)

Size of the Sport Industry 2024

League	Total Revenues
NFL	€17.3 billion
NBA	€9.8 billion
MLB	€9.6 billion
IPL	€7.4 billion
Premier League	€6.1 billion
NHL	€5.5 billion
La Liga	€4.9 billion
Bundesliga	€3.5 billion
MLS	€108 million
Czech 1 st league Football	€74 million

In most regions the sports market is growing faster than GDP

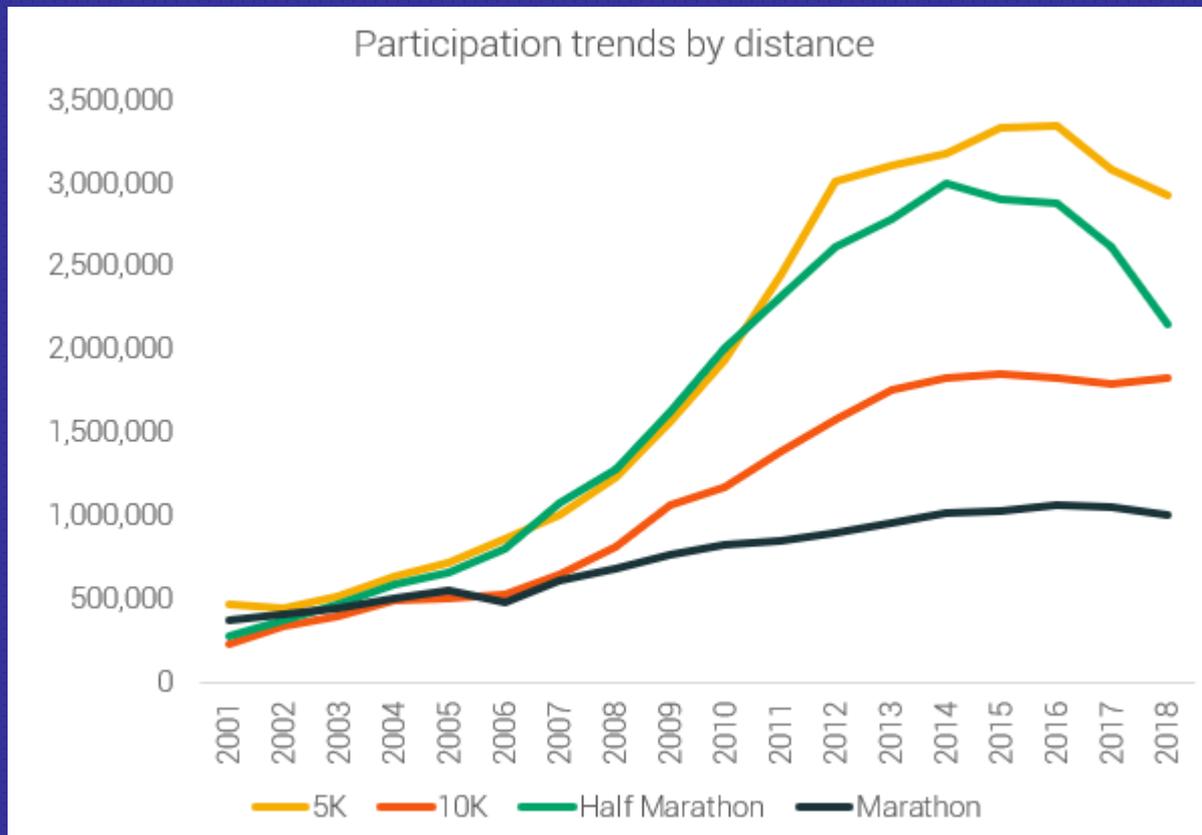
Sports Analytics Market - Growth Rate by Region (2019-2024)



Sports events industry

\$64 billion (ticketing, media and marketing)

Football \$28 billion (Europe = \$22b)



Sport participation
is a pathway to **HEALTHY LIVING**,
WITH MANY AREAS FOR IMPROVEMENT

We need to promote benefits of all sports for women.
We need to say girls need sport!

Female leaders in sport, survey respondents

CANADA'S DAIRY FARMERS ARE LEADING THE WAY

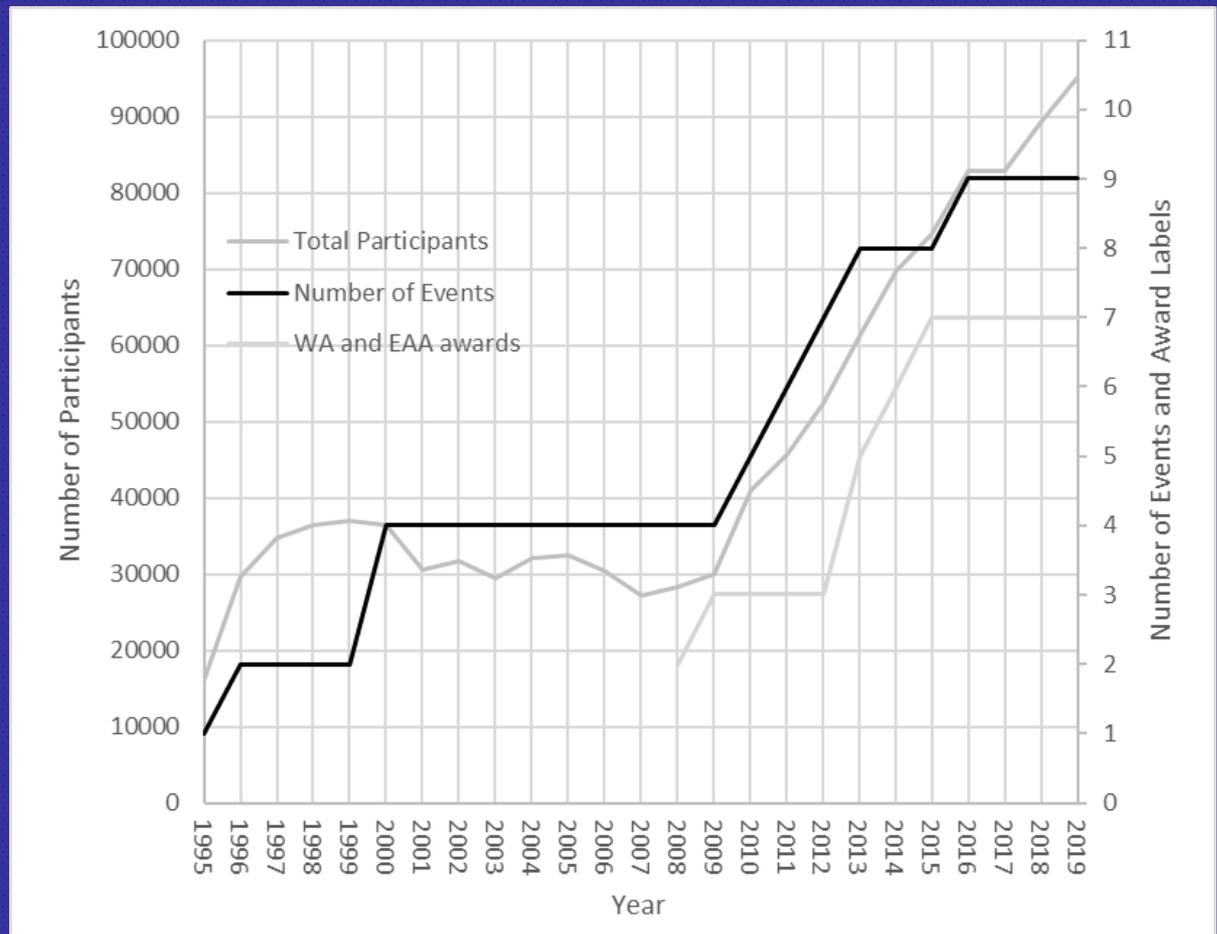
Through the **Fuelling Women Champions** program, Canada's dairy farmers are committed to supporting the movement & investing in women & girls in sport for years to come.

Follow @womenschampions on Instagram & Twitter to learn more about how Canada's dairy farmers plan to #ChampionHer. To download the full report, visit womenschampions.ca.

Growth of Sport Events

- Make a list of the new sport events in Czech or Europe from the last 5 years.

RUNCZECH



- Who participates in the events?
- Who watches the events?
- Who organizes the events?
- Who rights the contracts?
- Who builds the venues?
- Who profits from the events?
- Who benefits from the events?



Trends in sport event management

- The COVID pandemic eliminated a lot of sport events and changed participation habits.
- The events industry is growing again as the pandemic has subsided.
- Sponsorship contracts have shifted to highly visible events and events showing results.
- An increase in smaller events
- Pressures increase for events to be conducted efficiently and effectively.
- The need for innovation and continuous improvement increases.
- Events play an increasingly strategic role in both the public and private sector.
- Social and technological changes are occurring rapidly.

The nature and scope of events

Event size

– Mega events

- Worldwide audience and exposure
- Considered 'must-see' events
- Significant economic and social effects
- Example: Olympic Games, FIFA World Cup, USA NFL Super Bowl

– Hallmark events

- Held in same location every time
- Become synonymous with the location
- Example: Prague Marathon

Event size (continued)

– Major events

- Can attract relatively large amounts of media coverage, economic benefits and visitors
- Generally 'boutique' style events with limited following
- Not 'must-see' events for all people
- Example: IIHF World Championships

– Minor events

- Often community events generated by local entity
- Usually have social, cultural or entertainment objectives
- Example: Ratolest Fest, All-star game

Made for Media Events



Each event is organized by one or more of the following entities:

- National sport governing bodies
- Sport venues/ clubs/ teams
- Sport commissions
- Educational institutions
- Corporations
- Private entrepreneurs
- Non-profit organizations

Multi-level events

Example from American football:

- Tailgate parties
- Pregame, halftime and postgame show
- Corporate hospitality tents and suites
- Game-day promotions and giveaways

How is the Prague Marathon a multi-level event?

Primary event target audience

- Spectator driven



- Participant driven



What do I mean by sports event project?

- Golf celebrity charity fund raiser
- Basketball tournament or all-star game
- Fantasy hockey weekend with the NHL stars
- Road race or marathon
- Youth tennis league
- Strongest man competition
- Snowboarding exhibition

Event Brainstorming

- Who do you want to work with?
- Similar sport or cause interests?
- Forming a strong, effective team?

- By next class (March 4th) you will need 3 good ideas for potential sport events.

Ideas

What is your motivation? Why are you hosting this event? What do you hope to accomplish?

- Is there a sport you would like to see grow?
- Can you create an event that would leverage a club or league?
- Do you have an idea that could be profitable?
- Have you seen an event somewhere else that hasn't been done yet here?
- What event would be fun to you either to see or participate in?

The P-A-P-E-R Test: Promotion

- The marketing and communication strategies and tactics to inform targeted audiences about your event
 - What essential message do I want to communicate to the public about the event, my sport, or my organization?
 - Can I build interest in my sport or organization before, during, or after the event?
 - Geographic reach: Does the event have local, regional, national or international impact?

The P-A-P-E-R Test: Audience

- The group(s) potentially interested in attending or participating in your event
 - Who is our target audience for the event, those most likely to participate, attend, or purchase a ticket?
 - Is this an amateur or professional event; is it of major or minor importance?
 - Is there an opportunity to win entirely new fans or enthusiasts to our sport by encouraging their attendance?

The P-A-P-E-R Test: Partnerships

- The strategic, beneficial relationships and associations established to enhance the event experience and/or to provide needed resources for your event
 - Can we use the event to develop, maintain, or strengthen the relationship with our organizations' partners and supporters?
 - What kind of experience do we want to leave our, athletes, and other partners with?
 - Sanction – Is your event recognized by a governing body within the sport?

The P-A-P-E-R Test: Environment

- The factors that can directly and indirectly affect the successful planning and execution of your event
 - Do we need to set ourselves apart from other similar organizations operating in our community or business environment?
 - What kind of experience do we want to leave our, athletes, and other partners with?

The P-A-P-E-R Test: Revenue

- The positive financial returns of your event before expenses
 - How much revenue do we need to generate for the event and/or for the organization?
 - Do we want or need to generate revenues in excess of expenses?
 - Is this potential profit essential to growing the event in the future?

Deciding on your event

- By next class read *Creating an Event: An Insiders Guide to Managing Sport Events*, Read Chapter 1 (in Moodle)
- By next class have 3 good ideas for your possible event