

Sport Event Management and Promotion

Plan for uniqueness

What will make your event unique?



<https://www.youtube.com/watch?v=J6OSBse3p6Q>

Maestro Cares Foundation Celebrity Golf Tournament



<https://youtu.be/JnajKJ3Qeoc>

2021



MEN'S FIELD ANNOUNCED



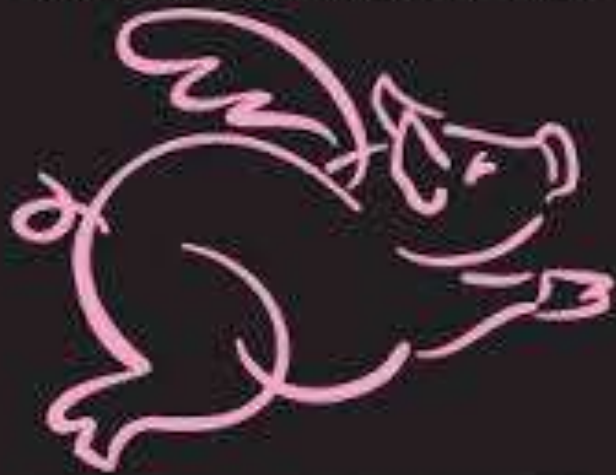
SE JAM

Paradise Jam

The three-game championship format MTE is played in the state-of-the-art basketball facility at University of the Virgin Islands. With an average November temperature of 86 degrees, St. Thomas boasts white sand beaches, crystal blue waters, and a shopping paradise that amounts to the perfect basketball tournament adventure.

[LEARN MORE](#)

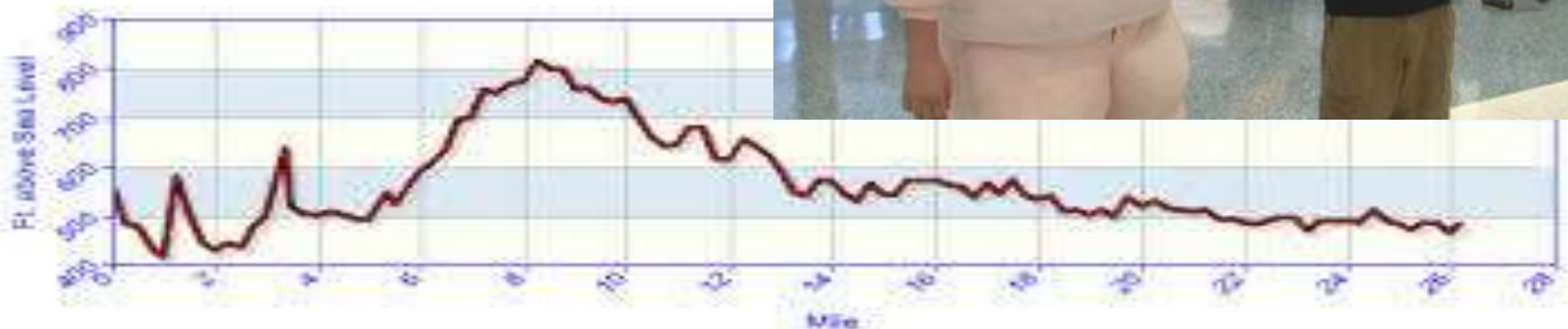
• CINCINNATI •



FLYING PIG MARATHON



Starting Elevation: 569 ft. | Ending Elevation: 485 ft.
Minimum Elevation: 417 ft. | Maximum Elevation: 81



The market is wide and the competition is fierce

Between 2015-2019:

- ▶ In England, 75% of adults attend some form of sport event each year (includes children's sport events).
- ▶ In the USA, 35% paid to attend a sport event and 55% paid to participate in a sport event.
- ▶ In Australia, 44% paid to attend a sport event.
- ▶ In Canada, 55% said a significant portion of their income goes to sport participation.
- ▶ In Japan, 72% participate paid to take part in some form of sport event.

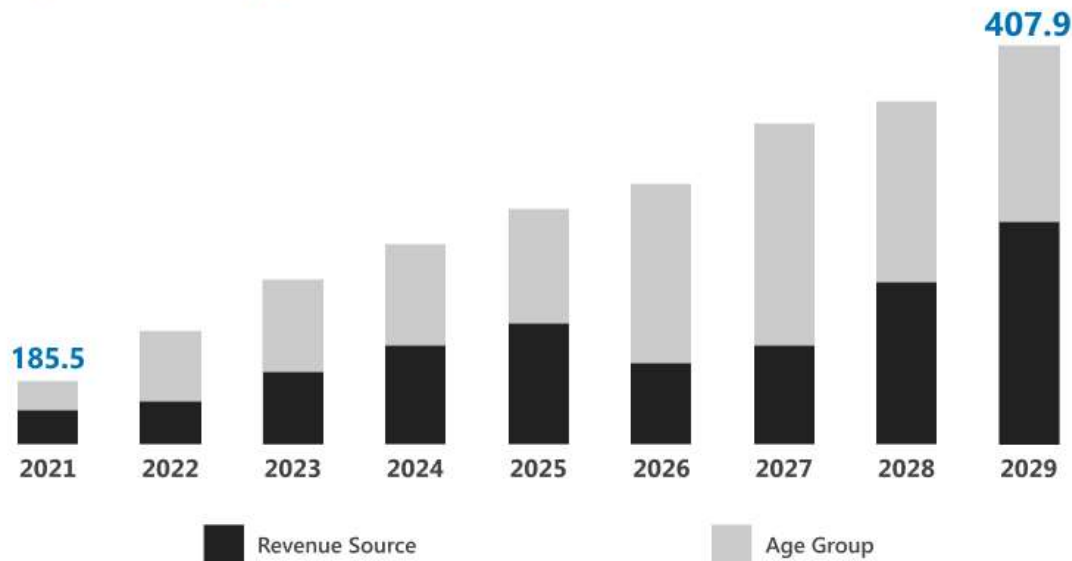
CAGR

2022-2029

8.0%

Global Sports Events Market

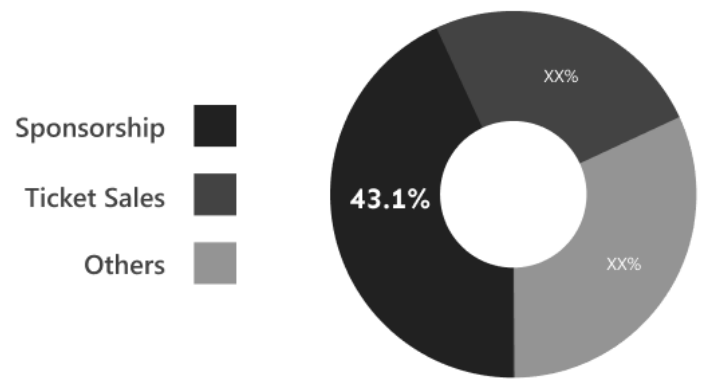
Segmentation and projection till 2029 (USD Billion)



- Sport event growth:
- Extreme sports
 - MMA and UFC
 - New Olympic sports
 - Ultra-endurance events
 - Family events
 - Destination events

Global Sports Events Market

By Revenue Source 2021-2029 (%)



10 things that make sport unique as a product to market

1. Sport organizations must both compete and cooperate.
2. Sport consumers are experts.
3. Supply and demand fluctuates.
4. Sport is an intangible product.
5. Simultaneous consumption.

6. Social facilitation via sport.
7. Inconsistent nature of the product.
8. Lack of control over the core product.
9. Reliance on product extensions.
10. Consumer vs. industrial nature of sport.

What makes a sport event unique?

Competition factors **for spectators**:

- ▶ High level of competition
- ▶ Popular competitors
- ▶ A lot on the line for winner or loser
- ▶ Traditional rivalry

Demographics:

- ▶ Location
- ▶ Gender, age...

7 Core motives for sport event attendance (Wann)

- ▶ Diversion
- ▶ Economic gain
- ▶ Eustress (positive stress)
- ▶ Need for affiliation
- ▶ Entertainment value
- ▶ Family ties
- ▶ Aesthetic value

What makes a sport event unique?

Participants:

- ▶ Competition level (or lack thereof)
- ▶ Demographics (age, gender...)
- ▶ Location
- ▶ Who they participate with (friends, colleagues, stars)
- ▶ Price value
- ▶ Niche appeal (unusual sport, format...)
- ▶ Prestige
- ▶ Cause oriented (charity, green...)

Quick facts sheet

- ▶ What? (vision)
- ▶ Who? (target audience or target attraction)
- ▶ Celebrity or charity attraction
- ▶ When?
- ▶ Where?
- ▶ Why? (for potential sponsors)
- ▶ Contact



Quick Facts Sheet

What is it?

John Thompson along with N.E.T. Enterprises presents the 2006 Caribbean Crush basketball tournament on the island of Nassau. Eight top ranked NCAA Division 1 basketball teams shoot it out in a four day tourney. Banquet and golf with John Thompson. And in the spirit of giving back to the communities we enjoy we are partnering with Ranfurly Homes for Children for community outreach.

Who will be there?

Eight teams will be playing in the Caribbean Crush this year.

- Boston College
- Illinois
- Dayton
- Iowa State
- Cincinnati
- Tennessee
- Colorado State
- Wyoming

In addition to these eight teams, their families, boosters and fans from their respective schools, many of those involved in our 8 corporate basketball leagues will be our guests on the beautiful island of Nassau.

John Thompson

From the moment he stepped into the head coaching position at Georgetown University in 1972, John Thompson told his team, which had compiled a 3-23 record the previous year, that the program would someday win a national championship.

- Georgetown record: 596-239
- Between 1972 and 1999, his teams appeared in three Final Fours (1982, 1984, 1985), 14 consecutive NCAA tournaments (1979-1992), 24 consecutive post-season appearances (20 NCAA, 4 NIT) and won seven Big East Tournament championships
- National championship (1984)
- Seven Coach of the Year awards: Big East (1980, 1987, 1992), United States Basketball Writers Association and The Sporting News (1984), National Association of Basketball Coaches (1985) and UPI (1987)
- Coached some of the NBA's most popular figures, including Patrick Ewing, Alonzo Mourning, Dikembe Mutombo and Allen Iverson



When is it?

November 30, 2006 -- December 2, 2006 – Basketball tournament
November 28, 2006 – Banquet, golf outing and community outreach

Where is it?

St. George's High School Gym
Nassau, Bahamas

Why participate in it? What type of visibility is associated with the event?

With corporate leaders from across the USA and basketball boosters joined together for this four day tournament and community outreach, you as a sponsor have the opportunity for quality exposure among today's leaders and tomorrows' heroes. A nationally televised championship game and international media coverage further give you broad exposure during your four days with us and John Thompson watching a game we love.

Questions or need more information?

Please call (513) 621-1090 or fax (513) 621- 1091
Visit us on the web at www.league lineup.com/caribbean crush

For next week:

Decide on your event

Hand in initial event proposal (Quick facts sheet format)

- ▶ Moodle
- ▶ Printed copy in class