

# Sport Event Management and Promotion

## Marketing the event

The Marketing Genius Behind Red Bull's Space Jump  
<https://www.youtube.com/watch?v=07VJ6vl6b3Y>

Just like other sport marketing strategies, sport event marketing should include:

- Publicity
- Advertising
- Promotion
- Direct sales
- Social media campaigns

**The event is the product.**

The consumers may be: ticket buyers, attendees, corporate partners, the media, or participating athletes. Or some combination of these.

# 5 P's of Marketing

- Product
- Place
- Price
- Promotion
- Public Relations

# Product

- Event uniqueness
- Consider all aspects of your product which your target audience will see and evaluate



# Place

- Geography
- Parking and transportation
- Facility level and cost
- Seating
- Site schedule



Bechovice – Praha road race elevation map

# Price

- Type and purpose of event
- Total expenses
- Sponsorship revenue
- Location
- Anticipated demand
- Local entertainment competition



## New York Marathon demand

- 50,000 runners
- **\$295** for U.S. runners, **\$358** for foreign runners
- 15,000 open entries
  - 105,000 applicants
  - Full 8 months in advance
- 35,000 charity entries

# Promotion

- Different media platforms can serve various roles in the promotion of events; be mindful of the **advertising medium** and **targeted demographic** when executing ads
- Event marketing campaigns are most effective when paired with media outlets whose demographics most closely match the target market of the event

# Promotion

- Target market must be clearly defined
  - Place
  - Demographics
  - Interest
- Establish S.A.T. Objectives: Promotion tactics designed to increase sales (S), build awareness (A), and for events covered on radio, television, or digital streaming service, encourage tuning in (T)
  - Sales
    - Key message: Value and urgency
  - Awareness building
    - Key message: Inform and excite
  - Tune-in
    - Key message: Planned viewing

# Promotion - Sales

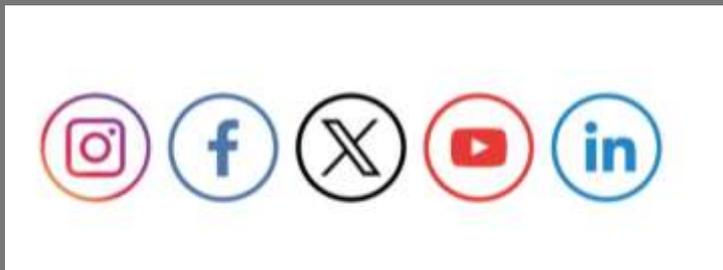
- Discount offers
  - Point-of-purchase promotions
  - Premium giveaways
    - Examples include bobblehead toys or t-shirts given at the event
  - Bounce-back coupons
    - Offers a discount or premium item courtesy of a sponsor if redeemed at a specific location
  - Specially priced family packages
- Telemarketing
  - Internet – website, clicks, key words
  - Social media
  - Direct mail
  - Personal sales
  - Print/TV/ radio advertisements

Cost sharing with sponsors

# Promotion – Awareness Building

- Ticket giveaways
- Merchandise giveaways
- Sports trivia contests
- Essay contests
- Social media engagement/contests
- Press box or press conference access prizes
- Athlete “meet-and-greet” opportunities
- School field trips
- Promotions (at an event your TA is attending, on parked cars)

**Social media** is a key driver of awareness building promotions and can be used effectively by utilizing different social media, each tailored to different demographics



- **Instant and personal**
  - two-way communication between marketers and fans creates a bond, not a sales pitch
- **Expands scope**
  - engages consumers, and can turn interested individuals into marketers, driving awareness across networks
- **Budget friendly**
  - inexpensive and often free advertising and publicity

# Promotion – Final thoughts

- Focus on delivering the essential information of the ad
  - Be creative and stylish, but not at the expense of effective communication
- Incite a reaction
  - Motivate your audience to act
- Include an obvious call to action
  - What do you want your target to do?
- Cater to the medium of the advertisement
  - Print, television, radio, web and social media each demand specific approaches

# Red Bull Promotion



List all of the Promotion strategies Red Bull uses for this event.

<https://www.youtube.com/watch?v=UOsE4nfNslk>

# Public Relations

- Newsworthy
- Oddity
- Prominence
- Urgent
- Timeliness
- Relevance
- Conflict or tension
- Impact
- Competition
- Personal relationship with editors



**Pražský maraton je za rohem. Poradíme, jak se na něj nejlépe připravit**  
iDNES.cz - May 3, 2018

Pražský maraton je za rohem. Poradíme, jak se na .... Kde na vás budou čekat občerstvovací stanice a kde přenosné **toalety**. Kudy přesně vede ...



# Traditional Event Marketing

- Attracting participants and spectators
- Marketing to athletes
- Drawing spectators
  - High level or competition, celebrity appeal or traditional rivalry
  - Promotions

Discussion: What aspects of a sport event are important when marketing to high level athletes versus mass participants? Give specific examples.

# Event Promotion Ideas

- Theme promotions
- Contingency promotions
- Training event associated with one of your sponsors prior to event
- Sell or give away t-shirts, stickers... which promote your event before the event
- Contest to design the logo or mascot for your event.
- Free tickets to school children too young to come alone.
- Piggyback your event with a high-profile event
- Distribute promotional material at a similar event prior to yours
- Autograph and photo sessions with star athletes or celebrities who will be at your event.

# Effective Sports Event Advertising Checklist

## **Essential:**

- Identify the event by name and logo (if available).
- Include the day, date, time, and location.
- Make an obvious call to action (e.g., buy tickets now, make plans to attend, watch the event on television).
- Include a website and phone number to assist the public in reacting in the desired way (e.g., purchasing tickets or gaining more information).
- Include copy points that describe compelling event features to encourage reaction to the call.
- Post event and action photo(s) or footage.
- Integrate social media outlets and encourage fan participation.

## **Additional Elements for Consideration:**

- Highlight the names and/or likenesses of featured athletes (be sure to secure the athlete's permission to use).
- Include player and fan testimonials.
- Recognize sponsors with appropriate prominence.
- Include quotes from coverage of past events.

# New 5Ps of event marketing **which sell your sponsors:**

- **Participation** – having your sponsors attend the event and actually interact with the company during the event, whether visually, verbally or tactually.
- **Product and brand experience** – distributing samples or having the consumer physically try on/ try out the sponsors product at the event.
- **Promotion** – create stories within the event which involve the sponsor; use the sponsor for coupons and give-aways
- **Probing** – conduct research before, during and after the event for your sponsor to ensure that you are effectively reaching and penetrating the target audience
- **Prospecting** – sell companies on a long-term commitment to effectively see returns on their investment.

# Marketing plans

- Make sure that all 5 P's are included
- Include detail of all aspects of Promotion
  - Participants
  - Fans
  - SAT objectives
    - Sales
    - Awareness
    - Tune in
  - All communication channels

Due April 8<sup>th</sup>