

Sport Event Management and Promotion

Marketing the event

- The Marketing Genius Behind Red Bull's Space Jump
<https://www.youtube.com/watch?v=07VJ6vl6b3Y>
- Adventure race Croatia
https://www.youtube.com/watch?v=_n7brG0W19g
- Prague International Marathon – They love me here
<https://www.youtube.com/watch?v=TZmdjbJKClc>
- Channel 4 – Meet the Superhumans
<https://www.youtube.com/watch?v=tuAPPeRg3Nw>
- Chicago Blackhawks – What's your goal?
https://www.youtube.com/watch?v=CAWP HY_N36E



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

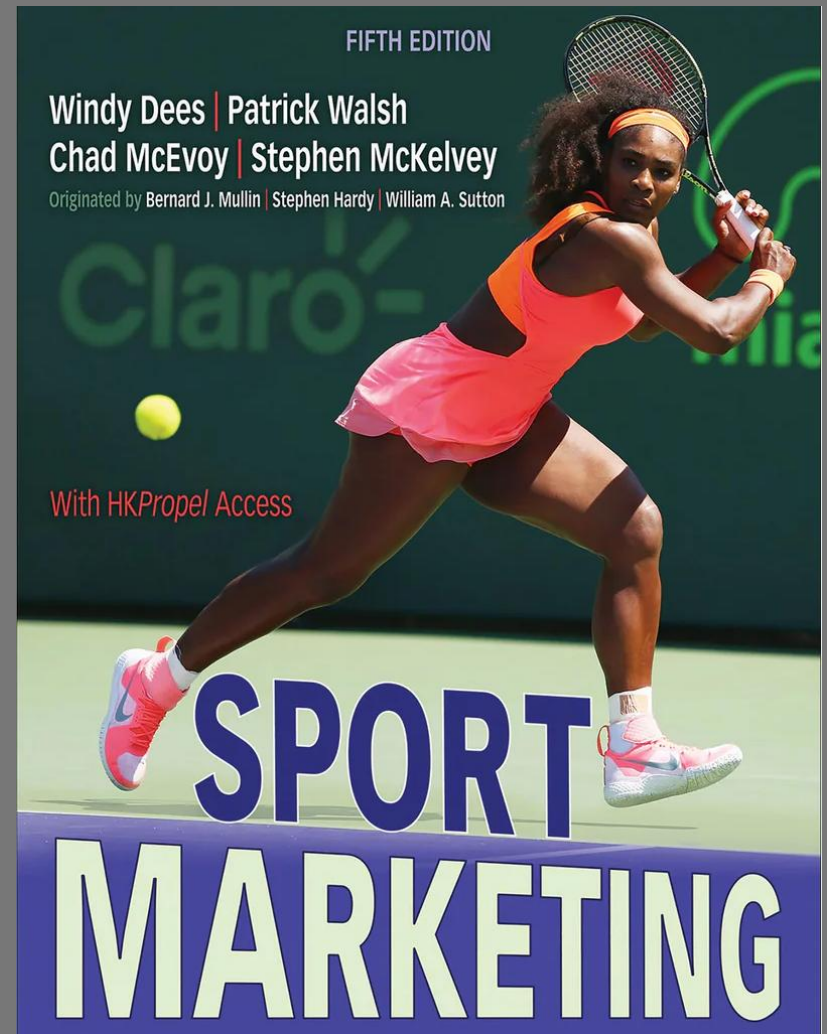
- Publicity
- Advertising
- Promotion
- Direct sales
- Social media campaigns

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
- Product experience
- Consider all aspects of your product which your target audience will see and evaluate



Place

- Geography, attractiveness
- 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

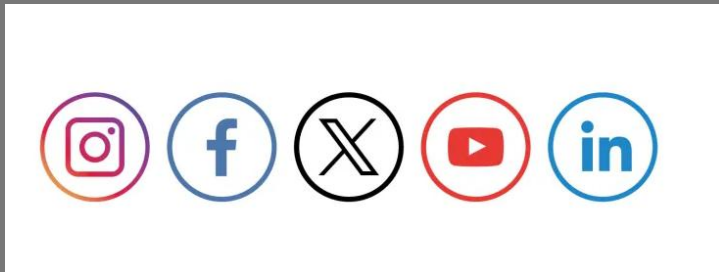
- Discount offers
- Point-of-purchase promotions
- Premium giveaways
 - Examples include bobblehead toys or t-shirts given at the event
- Bounce-back coupons
 - Offers a discount or premium item courtesy of a sponsor if redeemed at a specific location
- Specially priced family packages
- Telemarketing
- 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



<https://www.youtube.com/watch?v=UOsE4nfNsIk>

- Creates its own events
- Content Marketing & Storytelling
- Viral & Guerrilla Marketing
- Influencer & Athlete Endorsements
- Product Placement & Sampling

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 of 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 March 24th