

# Sport Event Management and Promotion

Using Celebrities and  
Charities

# Why use a celebrity

- To draw people to an event and sell tickets
- To gain media exposure for the event or cause
- To motivate and entertain corporate employees, organizational members and guests
- To sell more products



# Using Celebrities

What is important in selecting a celebrity?

- Event and celebrity objective
- Target audience
  - Regional, national or international
  - Young or old
- Cost
- Image
- **Draw or marketability**

# Celebrity Cost

- Honorarium and all their expenses
- For charity events which occur regularly the cost of an honorarium is only 2500Kc to 6000kc
  - A donation to their charity may be requested
- For profit events and big names the cost is 20,000Kc to 1M Kc.

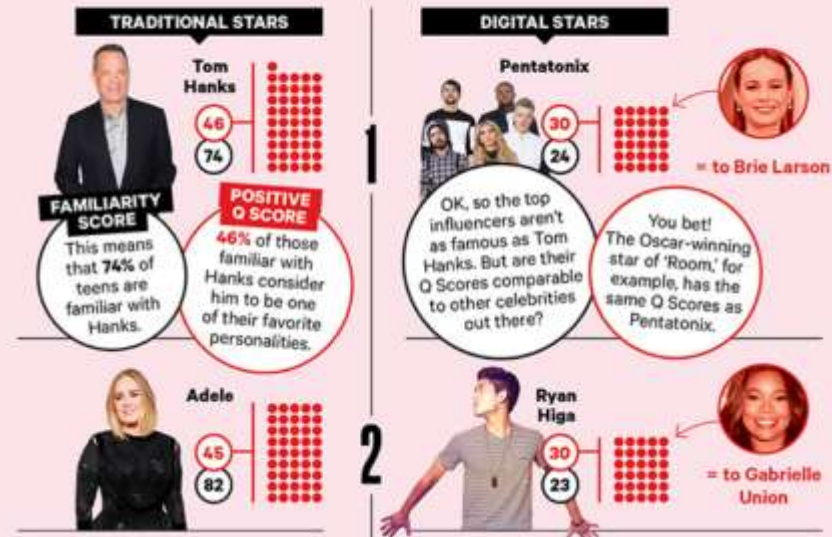
Using Q ratings are a good way to evaluate if a celebrity is a good fit for your target audience.

$$Q_+ = \frac{\text{favorites}}{\text{known}} \times 100$$

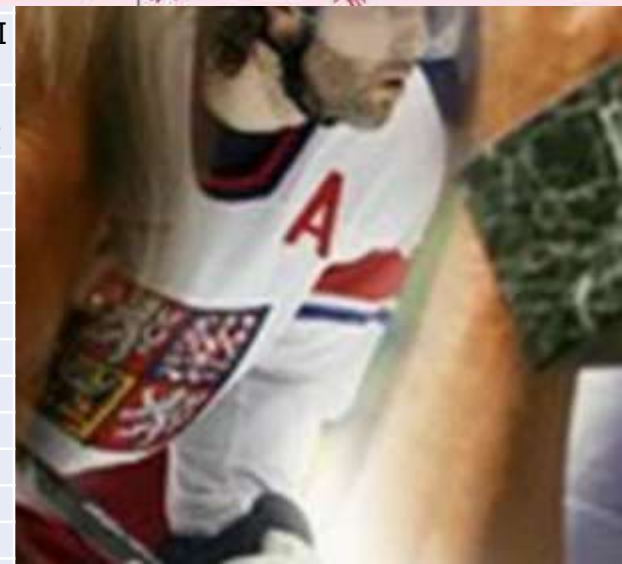
$$Q_- = \frac{\text{disliked}}{\text{known}} \times 100$$



## Celebrity Quantified: How They Stack Up

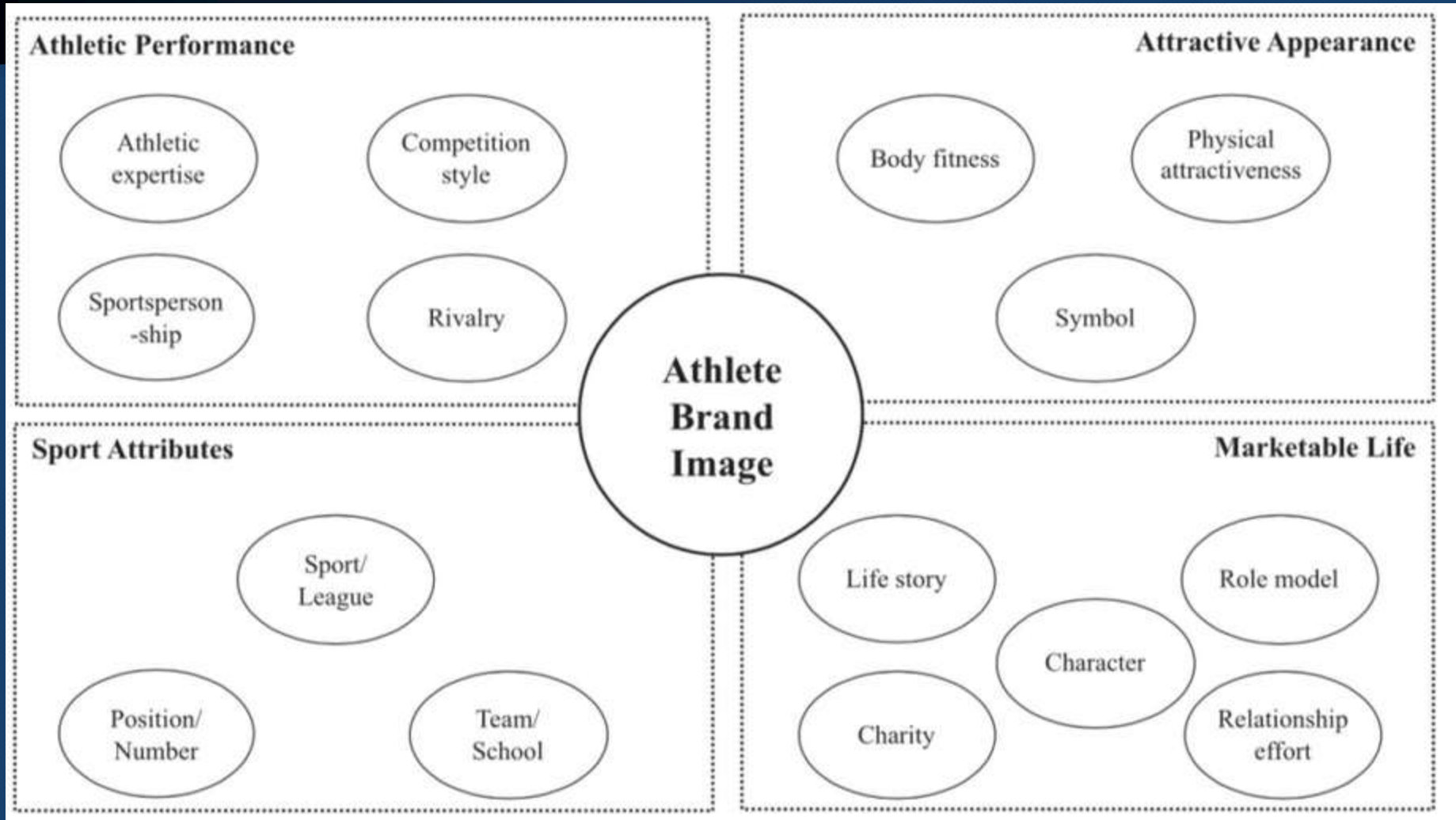


SPORTS Q	PERSONALITY NAME					TOTAL FAMILIAR	POSITIVE Q SCORE	NEGATIVE Q SCORE
	ONE OF MY FAVORITES	VERY GOOD	GOOD	FAIR/POOR				
	%	%	%	%	%	%	%	%
TOTAL SAMPLE	27	32	19	10	88	31	12	
13 - 17 YEARS	20	33	25	10	88	22	12	
18 - 34 YEARS	29	26	18	9	82	35	11	
35 - 49 YEARS	26	36	17	13	91	28	14	
50 - 64 YEARS	34	33	20	9	95	36	9	
18 - 49 YEARS	27	31	17	11	86	32	13	
25 - 54 YEARS	27	33	18	11	89	31	13	
18 - 64 YEARS	29	31	18	10	88	33	12	





# Image dimensions



# Make it clear what they are being asked and expected to do.

- How long do they have to speak
- What do you want them to communicate
- Are they starting an event or giving out awards
- Are they expected at other things connected with the event? (press conference, post –event party...)

# Will they be expected to sign autographs or entertain VIPs?

- For how long?
- Who will provide the items to be autographed?
  - Sponsor
  - The celebrity
  - Who will pay for them
- How many and which VIPs?



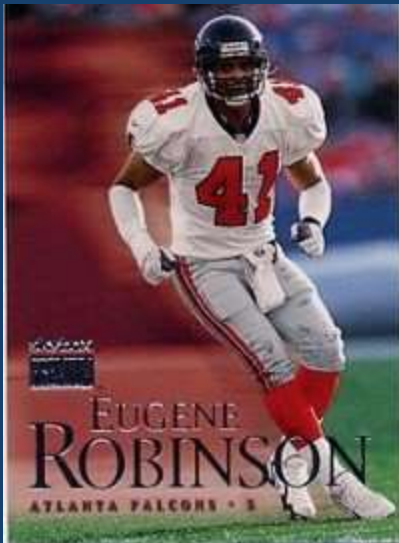


# Meet all their needs

- Pick up at airport
- Transportation
- Meals
- Housing
- Entertainment
- Ask if they have special needs (for example to workout)

# Celebrity threats

- Gets involved in scandal
- Scheduling conflicts
- Poor speaker or unable to connect with specific audience



[https://www.espn.com/blog/atlanta-falcons/post/\\_/id/25416/ex-falcon-eugene-robinson-wont-let-one-super-bowl-mistake-define-him](https://www.espn.com/blog/atlanta-falcons/post/_/id/25416/ex-falcon-eugene-robinson-wont-let-one-super-bowl-mistake-define-him)

# Why use a charity

- The popularity of sports can bring attention to a cause
- Allows fans to connect to charity (something usually reserved for the wealthy)
- Sport represents health, and many charities are fighting for health
- Can reduce costs
- Can create community good will

# Who benefits

- The charity
  - Money
  - Visibility
- Event
  - Goodwill
  - Financial discounts
  - Volunteers
- Participants
  - Knowledge of a cause
  - Meets altruistic needs
- The Community



[https://youtu.be/OtVv\\_ywDZwU](https://youtu.be/OtVv_ywDZwU)

# Find the right charitable organization

**Main Question:** *How does the charity's mission appeal to your target audience?*

- Local vs. National vs. Global?
- Complementary to your event?
- Consistent with primary sponsors?
- Interview charity director to see if it fits and has capacity
- What can the charity contribute to the event?



# What can the charity contribute to the event?

- Mailing lists
- Social media connections
- Volunteers
- Merchandise
- Sponsors
- Entertainment
- Celebrity links and alignment
- Name identity
- Non-profit postage rates
- Free advertising

# Setting the charitable amount

Establish clearly how much will go to the charity

- A set amount
- A percentage of revenues
- All profit (minus expenses and a set management fee)
- The amount raised by an “extra” within your event
- Communicate this clearly to the charity and potential sponsors
- If charity is the title sponsor, then at least 80% of all income should go to the charity.

# Charity threats

- Lack of organization by the charity's staff
- Inability to focus on your event until the last minute
- Limited or no commitment from the charity's volunteers
- Incongruity with the charity links of your key sponsors
- Fully charitable event means no profits can be made

# Charity examples

- Susan G. Komen Race for the Cure
- Various "athons" (walk, ride, swim)
- Pro-am golf tournaments
- Každý kos pomaha
- Light for the World

