

Sport Event Planning

- Moodle: Sport Event Planning
 - Key: PMNG210
- Syllabus:
 - Attendance
 - Sport Event Preparation (in groups of 4)
 - Steps turned in on time
 - Project turned in May 18
 - Presentation May 25 (9-12:00) – counts as oral exam
 - Written test May 18
 - Volunteer Experience

RunCzech Junior Marathon

JM1 – 8 people 27.3. - Expo 31.3. - Pardubice 1.4. - Ústí nad labem	JM2 – 8 people SLEEPOVER 8.4. – Olomouc 9.4. – Ostrava 10.4. - Zlín	JM3A - 2 people 1.4. - Ústí nad labem . 22.4. - Praha 3.5. - Praha - Finále	JM3B – 2 people 15.4. Hradec Králové. 22.4. - Praha 3.5. - Praha - Finále
JM4 – 8 people 20.4. - Plzeň 21.4. - Jihlava 22.4. - Praha	JM5 – 7 people 16.4. - Karlovy Vary 27.4. - Liberec 15.4. - Hradec Králové	JM6 – 2 people 27.3. - Expo 20.4. - Plzeň 22.4. - Praha	JM7 – 7 people 14.4. - Brno 23.4. - České Budějovice 3.5. - Praha - Finále

Sign up in Moodle begins 16.2. at 20:00

- ✓ Sign up in questionnaire
- ✓ Then enter email, phone and jacket size in database

Understanding the Sport Event Industry

Winter Olympics 2026 by the numbers

Milano-Cortina hosts 16 adrenaline-filled days of Winter Olympic action, showcasing the world's top athletes from more than 90 nations pushing the limits of speed, strength and skill across snow and ice



26 MILANO CORTINA 2026

25 Milan and Cortina d'Ampezzo host 25th Winter Games

06 Venues, clusters and Olympic villages across northern Italy

08 Most individual medals – record



ALL-STAR 2026
LOS ANGELES

1 FEB 2026

JIZERSKA50

SUI-D-CLUB





OSTRAVA!!!

CZECH INDOOR GALA
OSTRAVA 2026

INDOOR TOUR GOLD

sledujte živě na ČT sport

3. 2. 2026

MEZINÁRODNÍ ATLETICKÝ MÍTINK
18.20–19.00 hodin, Atletická hala Ostrava-Vítkovice

czechindoorgala.cz | atletika.cz

WORLD BASEBALL CLASSIC 2026

TOURNAMENT FORMAT

FIRST ROUND	SECOND ROUND	CHAMPIONSHIP ROUND	SECOND ROUND	FIRST ROUND
POOL A CUBA CANADA PANAMA COLOMBIA SAN JUAN, PUERTO RICO MARCH 6–11, 2026	POOL B UNITED STATES MEXICO ITALY GREAT BRITAIN BRAZIL HOUSTON, TEXAS MARCH 6–11, 2026	SEMIFINALS SEMIFINAL 1 QUARTERFINAL TBD vs. QUARTERFINAL TBD MARCH 15, 2026 SEMIFINAL 2 QUARTERFINAL TBD vs. QUARTERFINAL TBD MARCH 16, 2026 CHAMPIONSHIP SEMIFINAL 1 WINNER vs. SEMIFINAL 2 WINNER MARCH 17, 2026 loanDepot park MIAMI, FLORIDA	POOL C JAPAN AUSTRALIA KOREA CZECHIA CHINESE TAIPEI TOKYO, JAPAN MARCH 5–10, 2026	POOL D VENEZUELA DOMINICAN REP. NETHERLANDS ISRAEL NICARAGUA MIAMI, FLORIDA MARCH 5–10, 2026

QUARTERFINALS*

GAME 1
POOL A RUNNER-UP vs. POOL B WINNER
MARCH 13, 2026
GAME 2
POOL B RUNNER-UP vs. POOL A WINNER
MARCH 14, 2026

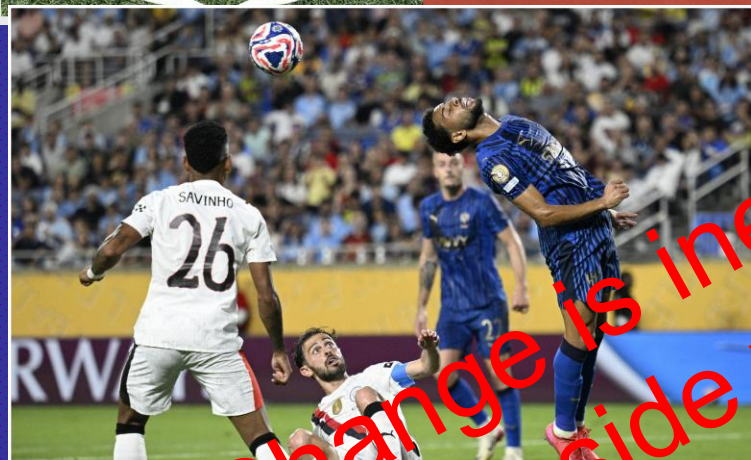
QUARTERFINALS**

GAME 3
POOL C RUNNER-UP vs. POOL D WINNER
MARCH 13, 2026
GAME 4
POOL D RUNNER-UP vs. POOL C WINNER
MARCH 14, 2026

*If Team USA advances to the Quarterfinals in Houston, they will play Friday, March 13, regardless if they're the Pool B winner or Pool B runner-up.
**If Team Japan advances to the Quarterfinals in Miami, they will play Saturday, March 14, regardless if they're the Pool C winner or Pool C runner-up.

NBA, NFL want to build second homes in Europe

The sports leagues are looking to grow their businesses across the Atlantic



Beyond Football: Saudi Arabia's Rise Through Soccer and Statecraft

RUNCZECH LAUNCHES 2026 SEASON REGISTRATION – GENERALI PRAGUE HALF MARATHON SELLS OUT IN RECORD TIME

11. 9. 2025

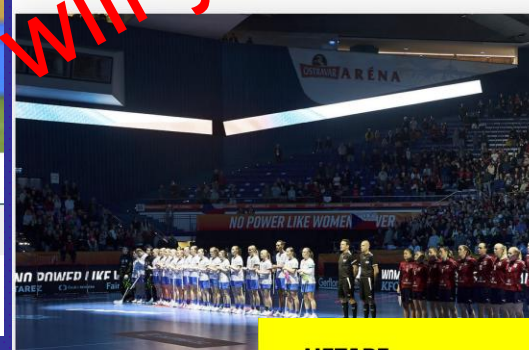


SHARE X f W

The 2026 IIHF Ice Hockey World Championship Division I, Group B will be held at the Shenzhen Universiade Center in Longgang District from April 29 to May 5, 2026. The tournament will feature six top-tier teams: Romania, South Korea, Estonia, China, Spain, and the Netherlands. It will adopt a single round-robin format with a total of 15 games.

The World Floorball Championships in Brno and Ostrava have broken the all-time attendance record

14/12/2025



L'ETAPE CZECH REPUBLIC BY TOUR DE FRANCE

JUNE 20, 2026 | HILLY STAGE
OCTOBER 3, 2026 | FLAT STAGE

REGISTER FOR THE RACE →

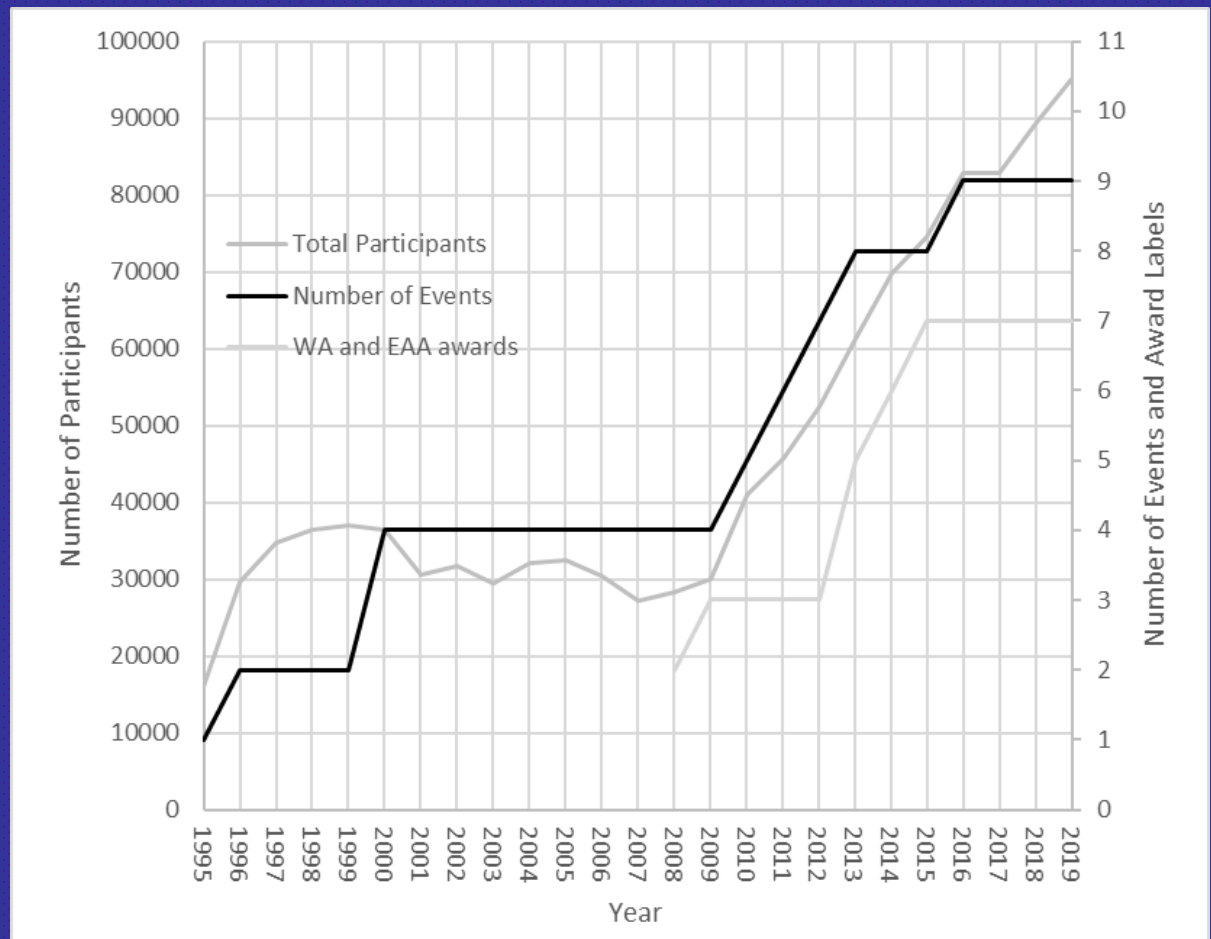
MORE INFORMATION ↓



Growth of Sport Events

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

RUNCZECH



Growth of Sport Events

- 5% of all advertising dollars spent in the USA is on sports events
- The Paris 2024 Olympic Games reached a global broadcast audience of more than 5 billion people. The 2020 Tokyo Olympic games had 3.05 billion global viewers.
- Since 1994, the Gay Games have consistently surpassed the Olympic Games in the number of participants, averaging 10,864 participants per event.
- In 2019, approximately 1.3 million people completed a marathon worldwide. Notably, India had 438,200 finishers. Between 2018 and 2019, there were significant increases in marathon participation in several countries:
 - Russia: 300% increase
 - China: 260% increase
 - Philippines: 212% increase

Size of the Sport Industry 2025

League	Total Revenues
NFL	€19 billion
MLB	€12.1 billion
NBA	€10.6 billion
IPL	€9.5 billion
Premier League	€7.8 billion
NHL	€6.5 billion
La Liga	€5.5 billion
Bundesliga	€5.4 billion
MLS	€2.0 billion
Czech 1 st league Football	€83 million

In most regions the sports market is growing faster than GDP

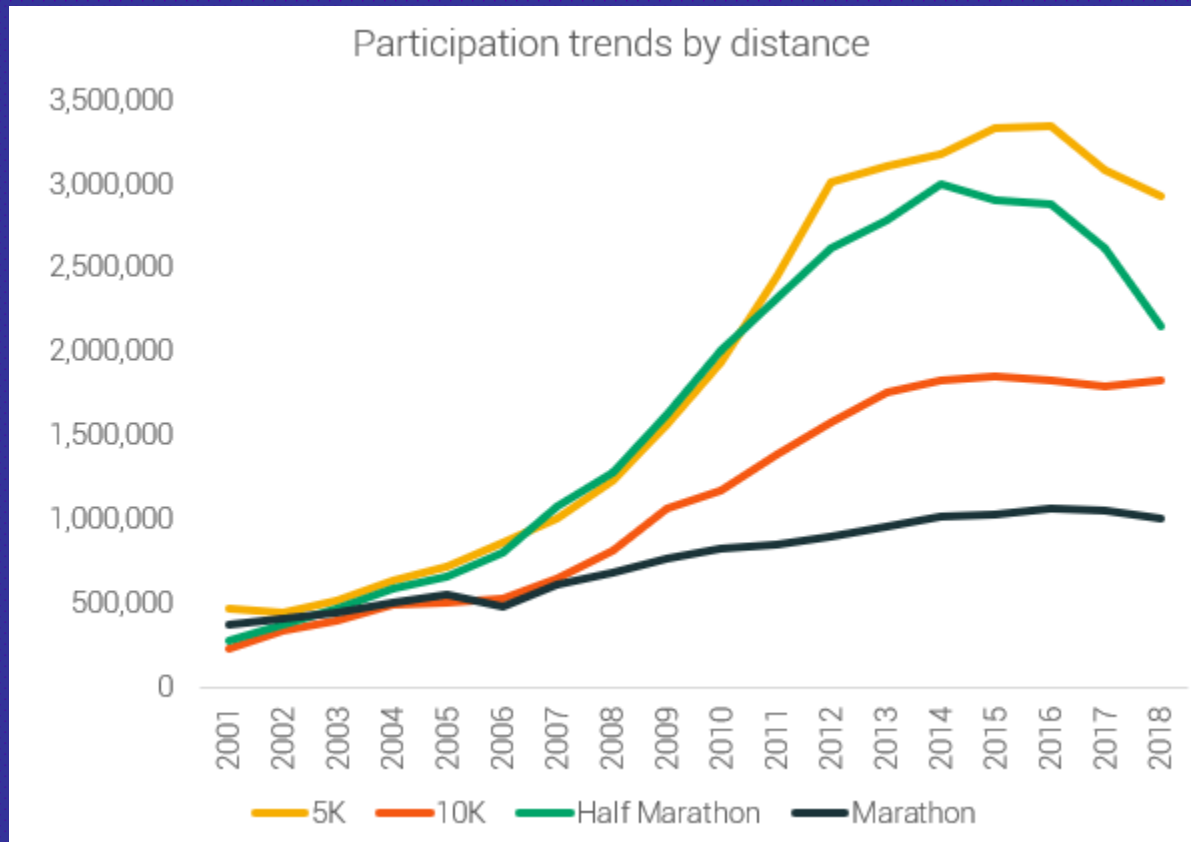
Sports Analytics Market - Growth Rate by Region (2019-2024)



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 Leader in Sport, survey respondent

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

 CANADA'S DAIRY FARMERS
FUELLING
WOMEN
CHAMPIONS



- 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

- Integration of Technology and Personalization
- Evolution of Event Formats
- 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.
- Increased Private Investment and New Leagues
- Emphasis on Sustainability and Environmental Responsibility

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 (February 23rd) 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