

Sport Event Management and Promotion

Plan for uniqueness

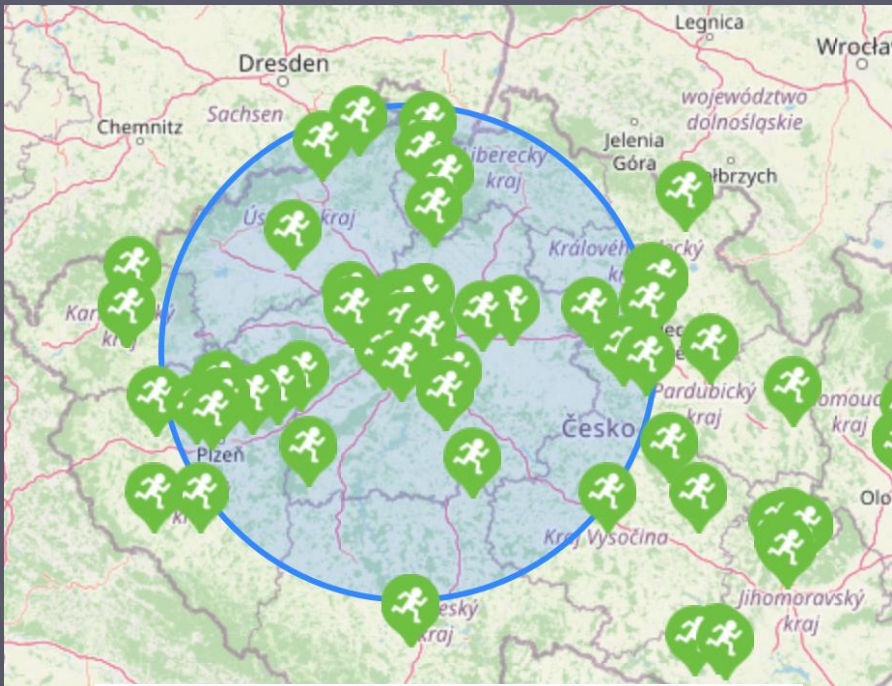
What will make your event unique?



What will make your event unique?



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



- 14. 3. 2026 Pečecká desítka - Memoriál Jardy Kvačka
10 km přesně, 10 km přesně, 10 km přesně
Pečky
- 14. 3. 2026 Konopištský půlmaraton
půlmaraton, kros, štafeta
Konopiště u Benešova
- 14. 3. 2026 Konopištský půlmaraton (7 km)
5-15 km, kros
Konopiště u Benešova
- 14. 3. 2026 Těškovský okruh
5-15 km, 5-15 km
Těškov
- 14. 3. 2026 Spartan Trail
kros, 10 km přesně, 5-15 km
Praha
- 15. 3. 2026 Český půlmaraton Hradec Králové
5-15 km, 5 km přesně, půlmaraton, do 5 km
Hradec Králové
- 15. 3. 2026 Leskros Plzeňák
canicross, kros, půlmaraton, do 5 km, 5-15 km
Tlučná
- 15. 3. 2026 Bohémská desítka
kros, 10 km přesně
Děčín
- 15. 3. 2026 Šibeniční běh
kros, 5-15 km
Mšeno

155	17. 2. 2026 Út 18:00		PUMPA Basket Brno NH Ostrava	<u>100</u> 88	<u>30</u> 18	<u>53</u> 37	<u>73</u> 64
197	17. 2. 2026 Út 17:30		SK Slavia Praha BK GAPA Hradec Králové	<u>79</u> 68	<u>19</u> 12	<u>34</u> 32	<u>58</u> 50
198	17. 2. 2026 Út 18:00		BK Olomoucko USK Praha	<u>79</u> 88	<u>23</u> 25	<u>46</u> 50	<u>63</u> 65
153	18. 2. 2026 St 18:00		BK ARMEX ENERGY Děčín Sršni Photomate Písek	<u>88</u> 84	<u>29</u> 27	<u>55</u> 48	<u>68</u> 66
154	18. 2. 2026 St 17:30		BK KVIS Pardubice ERA Basketball Nymburk	<u>88</u> 91	<u>20</u> 24	<u>43</u> 52	<u>66</u> 63
156	18. 2. 2026 St 18:00		BK Opava SLUNET Ústí nad Labem	<u>81</u> 88	<u>20</u> 22	<u>41</u> 43	<u>55</u> 72

Leden 2026

Sparta	4	(0:2, 1:1, 3:1 - 0:1)	5	Kladno
Sparta	2	(0:0, 2:1, 0:1 - 0:1)	3	Pardubice
Třinec	5	(2:2, 2:0, 1:1)	3	Sparta
Sparta	5	(1:0, 1:1, 3:0)	1	Litvínov
Sparta	1	(0:1, 0:1, 1:1)	3	Kometa
Karlovy Vary	3	(1:0, 2:1, 0:2 - 0:0 - 0:1)	4	Sparta
Sparta	1	(0:0, 1:0, 0:1 - 0:0 - 0:1)	2	Hr. Králové
Sparta	6	(3:1, 1:1, 2:1)	3	Olomouc
Sparta	4	(2:0, 0:1, 2:0)	1	Ml. Boleslav

Uniqueness on game day

https://youtu.be/hHZk8dZFTHM?si=ZRE_DYn9a-fkMc8hJ



LED GLASS COURT

https://youtu.be/3kSNRLIpE1g?si=-_uch06AMiN9KQ13

Maestro Cares Foundation Celebrity Golf Tournament



<https://youtu.be/JnajKJ3Qeoc>

https://maestrocares.org/wp-content/uploads/2024/03/AGT20240312_Golf2024Sponsorshipdeck_web_V20_0311.pdf



2025 MEN'S TEAMS



UNIVERSITY OF THE VIRGIN ISLANDS



Paradise Jam

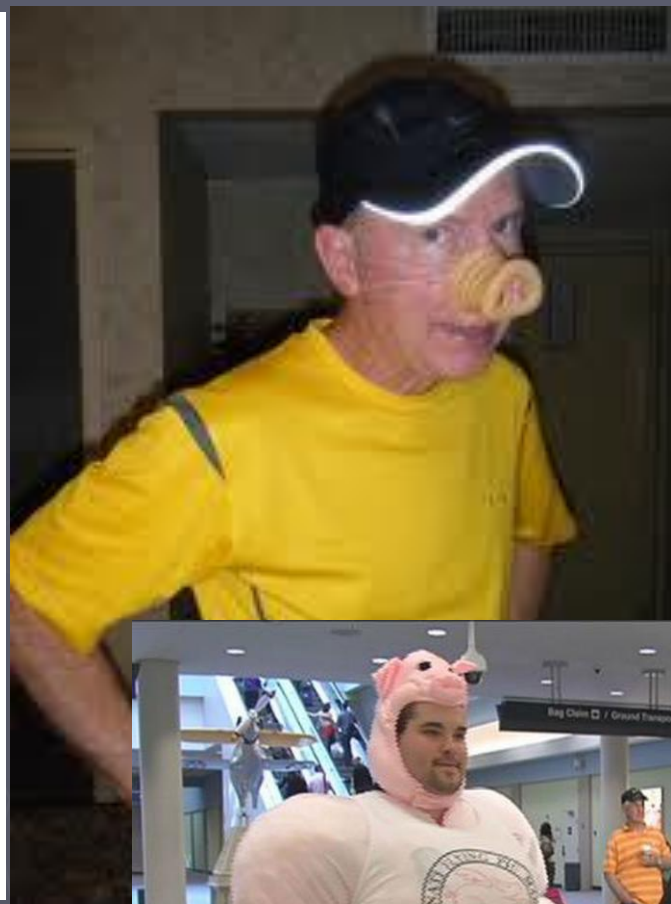
The three-game championship format MTE is played in the state-of-the-art basketball facility at University of the Virgin Islands. With an average November temperature of 86 degrees, St. Thomas boasts white sand beaches, crystal blue waters, and a shopping paradise that amounts to the perfect basketball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

[LEARN MORE](#)

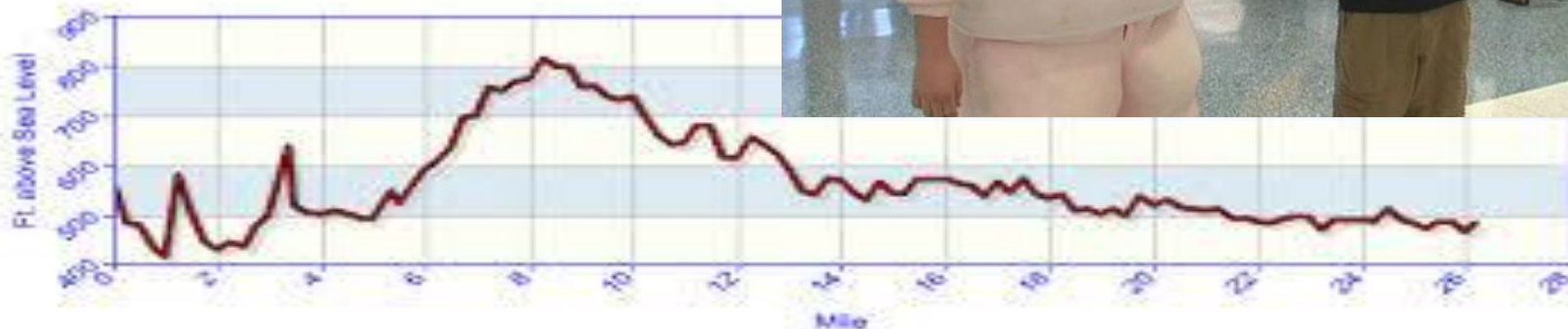
•CINCINNATI•



FLYING PIG MARATHON



Starting Elevation: 559 ft. | Ending Elevation: 485 ft.
Minimum Elevation: 417 ft. | Maximum Elevation: 81



The market is wide and the competition is fierce

In 2024-2025:

- ▶ In England, 30% of adults attended a live sport event.
- ▶ In the USA, 292 million people paid to attend a sport event and 80% paid to participate in at least one sport activity.
- ▶ In Australia, 84% paid to participate in or attend a sport event.
- ▶ In Canada, 55% said a significant portion of their income went to sport participation.
- ▶ In Czech, 40% of adults attended a live sport event and 44% participated in some sport event.

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.

- 
- The background is a dark blue-grey color. On the left side, there is a faint, light-grey graphic of a compass rose with a needle pointing towards the top-left. To the right of the compass, there is a faint line graph with several peaks and valleys. A dollar sign (\$) is also visible near the bottom left of the compass.
- 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...)

Success = Purpose + Uniqueness + Planning

Purpose

- ▶ Promoting an issue
- ▶ Raising funds for a cause
- ▶ Promoting an image for an organization
- ▶ Driving tourism or promoting economic impact
- ▶ Meeting sponsorship objectives
- ▶ Promoting a sport
- ▶ Provide high-level competition

Planning

- ▶ Development phase
 - Goals and objectives
 - Market analysis
 - Staffing
- ▶ Operational phase
 - Timelines
 - Budgeting
 - Sponsorship
 - Marketing
 - Contingency planning
- ▶ Implementation phase
- ▶ Evaluation phase

Quick facts sheet

EVENT NAME *(Clear and memorable)*

- ▶ What? (vision: One-sentence vision statement)
 - ▶ Key characteristics:
 - ▶ Type of event: (league match / tournament / exhibition / festival / charity match)
 - ▶ Unique element(s): (fan zone, halftime show, youth involvement, cultural theme, innovation)
- ▶ Who? (target audience or target attraction)
 - ▶ Primary audience
 - ▶ Age:
 - ▶ Gender mix:
 - ▶ Sport interest level: (casual fans / hardcore fans / families / youth players)
 - ▶ Secondary audience
 - ▶ Local community
 - ▶ Youth clubs / schools
 - ▶ Corporate partners / VIPs
- ▶ Expected attendance: X,XXX spectators
- ▶ Celebrity or charity attraction
 - **Celebrity / special guest:**
(former national team player, influencer, local legend, coach)
 - **OR**
 - **Charity connection:**
 - ▶ Supported cause:
 - ▶ % of proceeds donated or awareness raised
- ▶ When? (Date and Time)
- ▶ Where? (Venue name, capacity, accessibility)
- ▶ Contact (Event organizer, website, socials)



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:

1. Decide on your event
2. Create and join your group in Moodle
3. Hand in initial event proposal (Quick facts sheet format)
 - ▶ Moodle
 - ▶ Printed copy in class

*Fill in **RunCzech Junior Marathon** information
if you have not already!*