

# Sport Event Management and Promotion

SWOT analysis

# SWOT Analysis

A detailed examination that helps you look at internal aspects of your organization and sport event, along with external variables that may affect your overall success.

**S**trengths

**W**eaknesses

**O**pportunities

**T**hreats

# 3 types of SWOT analysis for sport events

1. Analysis of the market beforehand
2. Analysis of your event and organization for sponsorship purposes
3. Analysis of your event after the event

# Analysis of the market beforehand

- Usually conducted in order to decide whether or not to enter the market with a new event, or to measure the competition.
- The strengths and weaknesses are of other events which may compete with yours.
- The opportunities and threats will be much heavier here. They create a case for your new event.

# Analysis of your event and organization for sponsorship purposes

**Take into account every detail of your event:**

- Budget
- Personnel
- Volunteers
- Time
- Date
- Location
- Target audience
- Population size of area targeted

# Analysis of your event after the event

- Often best if conducted by an external auditor.
- Must be planned before the event so that the evaluators are present at the event.

# Strengths

- Internal resources available for planning your event.
- What distinct competencies do you bring to the event?
- What other competencies can you identify within your organization?
- What resources within your organization and community strengthen your position in planning this event?

# Strengths

- Strong brand/reputation
- Experienced organizing team
- Loyal participant base
- High-quality venue
- Reliable sponsors/partners
- Effective marketing & communication
- Community support
- Media coverage
- Innovative event features

## Basketball Tournament

- High level of competition
- Quality officiating
- Strong fan engagement
- Well-structured format
- Partnerships with professional teams

## Road Running Race

- Scenic or iconic course
- Certified course & accurate timing
- Large participant pool
- Strong safety & medical support
- Post-race experience

## Charity Golf Tournament

- Prestigious or exclusive course
- Celebrity or corporate involvement
- Fundraising effectiveness
- Unique networking opportunities
- Relaxed and social atmosphere

# Weaknesses

- Internal resources lacking for planning your event.
- What internal areas are critically inadequate, may be controlled or corrected by training, or require elimination before they undermine your event?

# Weaknesses

- Limited budget
- Inexperienced organizing team
- Poor marketing or promotion
- Weak sponsorship or partnerships
- Venue limitations
- Inefficient registration system
- Lack of contingency planning
- Volunteer shortages
- Poor scheduling

## Basketball Tournament

- Lack of high-level competition
- Poor refereeing
- Unattractive prize structure
- Lack of fan engagement
- Logistical challenges

## Road Running Race

- Boring or poorly planned course
- Traffic & road closure issues
- Inconsistent race-day experience
- Timing or results issues
- Low participant retention

## Charity Golf Tournament

- High entry fees
- Weak fundraising strategy
- Slow pace of play
- Lack of prestige
- Inconvenient scheduling

# Opportunities

- **External factors** that can be leveraged to improve the event, expand its reach, or enhance its success.
- Crucial information for assessing external situations that may directly or indirectly positively affect the plans you formulate.
- What opportunities may:
  - Increase your revenues
  - Generate greater public relations
  - Provide other benefits

# Opportunities

- Growing interest in the sport
- New sponsorship opportunities
- Advancements in technology
- Social media and digital marketing
- Partnerships with local businesses
- Expansion to new markets
- Sustainability initiatives
- Government or grant funding
- Celebrity or influencer involvement

## Basketball Tournament

- Live streaming & media partnerships
- Youth development programs
- Corporate team divisions
- Integration with pro teams
- International team invitations

## Road Running Race

- Inclusion of virtual race options
- Adding race distances or challenges
- Collaboration with fitness apps
- Themed or cause-based races
- Eco-friendly race practices

## Charity Golf Tournament

- Corporate sponsorship packages
- Auctioning high-profile experiences
- Expansion to multiple locations
- Hybrid formats
- Themed or novelty golf holes

# Threats

- **External factors** that could negatively impact the event, create obstacles, or reduce its success.
- Crucial information for assessing **external situations** that may directly or indirectly negatively affect the plans you formulate.
- Examples:
  - Weather
  - Politics
  - Competition

# Threats

- Economic downturn
- Competition from other events
- Unpredictable weather conditions
- Health and safety risks
- Negative media coverage
- Regulatory changes
- Volunteer/staff shortages
- Technological failures
- Environmental concerns

## Road Running Race

- Traffic and public transport disruptions
- Course permit issues
- Medical emergencies
- Declining participation trends
- Sponsorship instability

## Basketball Tournament

- Team dropouts or last-minute cancellations
- Referee shortages or disputes
- Fan behavior issues
- Facility limitations
- Declining youth participation in the sport

## Charity Golf Tournament

- Difficulty in securing high-profile participants
- Fundraising fatigue
- Weather unpredictability
- Expensive venue costs
- Decreased corporate participation

## **Organizational Strengths**

- Event characteristics
- Financial capacity
- Staff experience
- Community support
- Brand strength and awareness
- Existing technology
- Available planning time
- Facility and location
- History and tradition
- Leadership skill

## **Organizational Weaknesses**

- Event limitations
- Financial restrictions
- Untrained staff
- Lack of community support
- Brand image
- Technological competence
- Short planning cycle
- Facility and location
- Lack of history
- Leadership inexperience

## **Environmental Opportunities**

- Potential sponsors
- Potential partners
- Untapped resources
- Underserved target markets
- Co-promotional opportunities
- Economic conditions
- Social trends
- Technological advances
- Political and legal environment
- Industry trends

## **Environmental Threats**

- Competitors
- Weather
- Environmental concerns
- Community dissent
- Labor, supplier, or transportation disputes
- Unfavorable economic conditions
- Political or legal uncertainty

# Caribbean Crush SWOT Analysis

## Strengths

- Only NCAA basketball tournament in November
- Showcases eight elite teams
- Hosted in an exotic location
- Interaction with prestigious corporate figures
- Support from high-profile sponsors
- Celebrity appearance
- Tournament supports a local charity

## Weaknesses

- Limited number of volunteers
- Unique locations provides minimal travel options
- Size of the venue

## Opportunities

- Global connections for corporate entities
- Exposure to media coverage
- Develop relationships with NCAA Universities
- Networking of sponsors and corporate entities with event guests and island locals

## Threats

- Inclement weather
- Development of future NCAA basketball tournaments that model current tournament

# SWOT Variations

## Multi-Evaluator SWOT (Consensus-Based SWOT Analysis)

- Multiple stakeholders (e.g., event organizers, sponsors, athletes, fans, volunteers) contribute to the SWOT analysis.
- Responses are aggregated to identify common themes and differences in perspectives.
- Can be done via focus groups, surveys, or structured meetings.

## SWOT with Rating Scales (Weighted SWOT Analysis)

- Impact Score (1-5): How significant is this factor to event success?
- Likelihood Score (1-5): How likely is this factor to play a role?

| Factor                     | Type        | Impact | Likelihood | Total |
|----------------------------|-------------|--------|------------|-------|
| Strong sponsor backing     | Strength    | 5      | 4          | 9     |
| Poor officiating quality   | Weakness    | 4      | 5          | 9     |
| Growth in youth basketball | Opportunity | 5      | 5          | 10    |
| Competing event nearby     | Threat      | 4      | 3          | 7     |

# SWOT Variations

## TOWS Matrix (Strategic SWOT Analysis)

- SO (Strengths–Opportunities) Strategies – Leverage strengths to maximize opportunities.
- WO (Weaknesses–Opportunities) Strategies – Use opportunities to overcome weaknesses.
- ST (Strengths–Threats) Strategies – Use strengths to mitigate or counteract threats.
- WT (Weaknesses–Threats) Strategies – Minimize weaknesses and avoid threats.

### Basketball Tournament

- **SO:** Use strong sponsor relationships (strength) to secure additional funding for expanding event reach (opportunity).
- **WO:** Improve digital marketing (weakness) by capitalizing on social media growth (opportunity).
- **ST:** Use a well-established brand (strength) to attract media coverage and reduce impact of competing events (threat).
- **WT:** Implement a backup venue plan (strategy) to address the risk of facility unavailability (threat) due to scheduling conflicts.

# Your SWOT analysis

- Should be an analysis of your event and organization for sponsorship and promotion purposes
- Should contain 5-10 of each element