

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
 - 0.5–2% of annual salary (local events)
 - Strongly driven by:
 - Q or CSCI score
 - Availability
 - Emotional connection to event
- For profit events and big names the cost is 100,000Kc to 1M Kc
- For charity events which occur regularly the cost of an honorarium may be 30-50% less 50,000Kc to 500,000kc
 - A donation to their charity may be requested

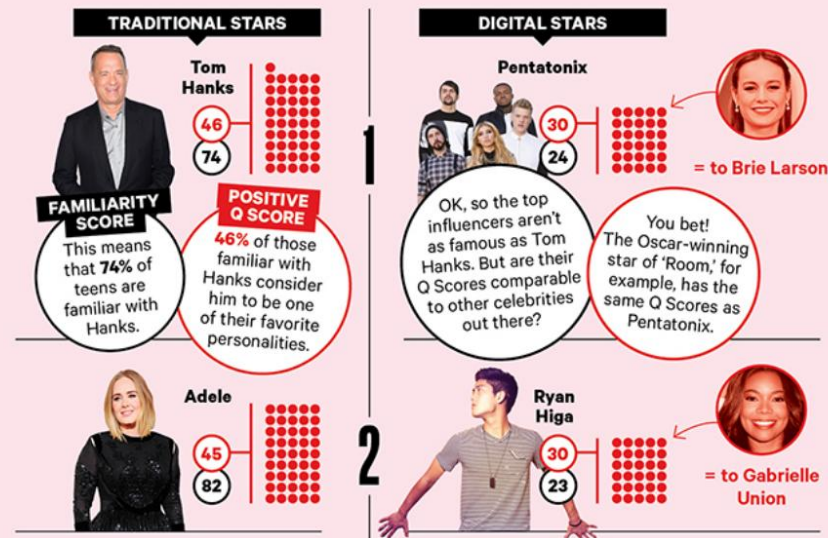
Using Q ratings are a good way to evaluate if a celebrity is a good fit for your target audience.

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

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



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	

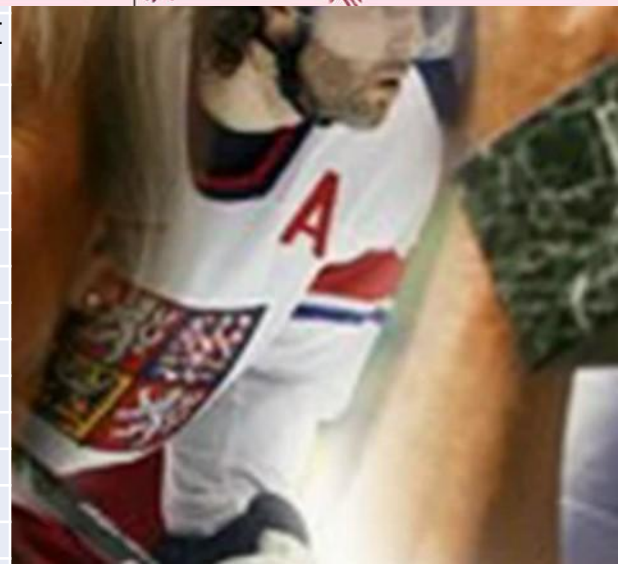
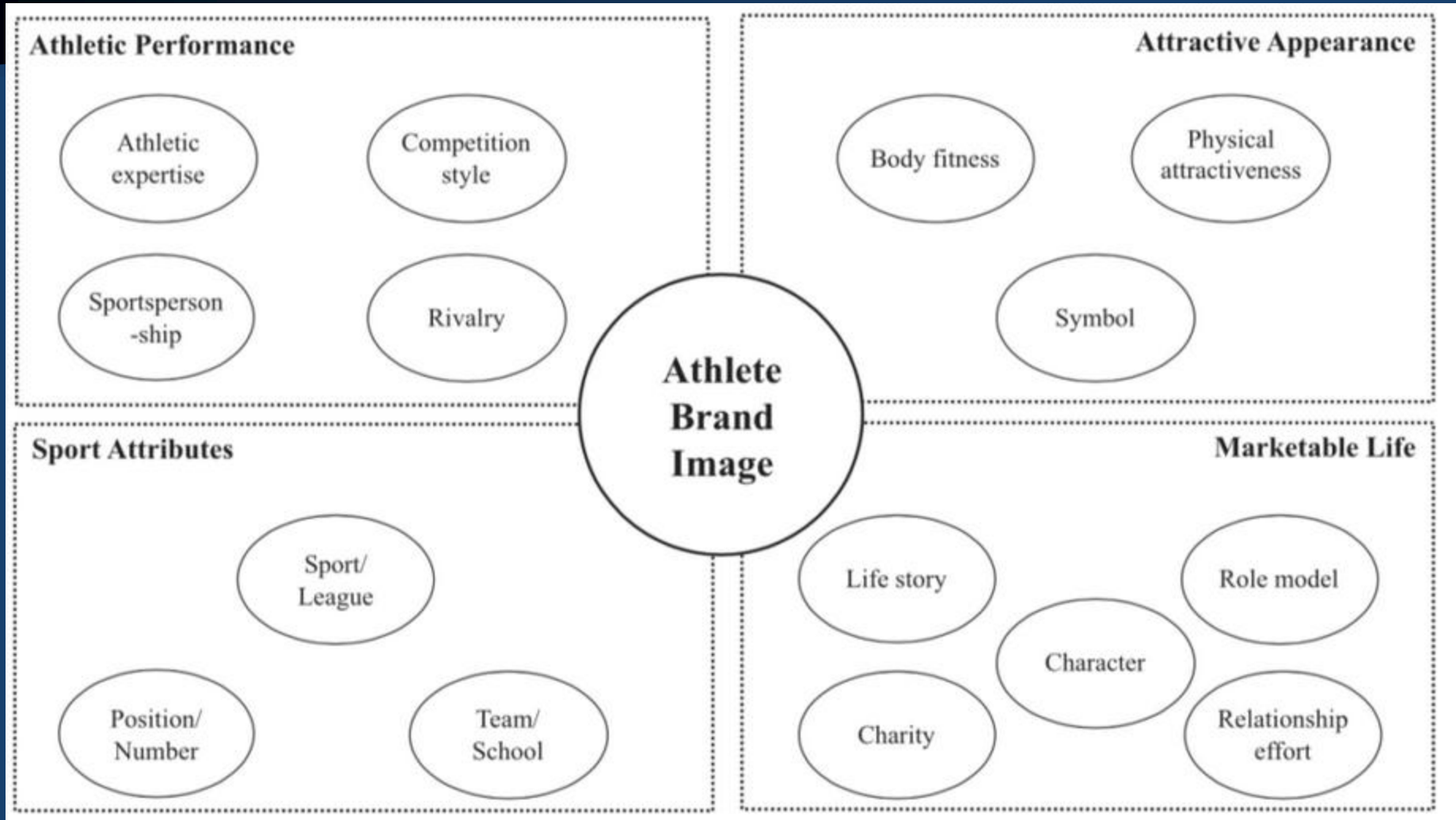


Image dimensions



$$\text{Q Score} = \frac{\text{Familiarity}}{\text{Appeal}} \times 100$$

- **Familiarity (%)** = % of people who know the athlete
- **Appeal (%)** = % of those who *like* the athlete
- High familiarity + high appeal = powerful brand
- High familiarity + low appeal = risky brand

- **Q Score (40%)** = Awareness + Appeal
- **Credibility (20%)** = Performance
 - Success (Olympics, leagues, national team)
 - Consistency
 - “Winner identity”
- **Trust (20%)** = Character
 - Role model behavior
 - Integrity / scandals
 - Media tone
- **Market Fit (20%)** = Sponsorship alignment
 - Fit with Czech brands
 - Cultural resonance (e.g., humility vs ego)
 - Audience alignment (youth, families, elites)

$$\text{CSCI} = (\text{Q} \times 0.4) + (\text{Credibility} \times 0.2) + (\text{Trust} \times 0.2) + (\text{MarketFit} \times 0.2)$$

Celebrity Image and Fit Examples

Dimension	Jágr	Plíšková
Familiarity	95	80
Appeal	85	65
Q Score	89	81
Credibility	95	85
Trust	90	75
Market Fit	85	70
CSCI Total	89	78
	national icon, high trust, cross-generational appeal	strong but more niche + less emotional connection
Cost without charity	500k – 1M CZK	250k – 500k CZK
Cost with charity	200k – 500k CZK	120k – 300k CZK

You Calculate:

Tomáš Souček
Veljko Birmančević
David Pastrňák
Radko Gudas

Tomáš Satoranský
Jan Veselý
Martina Sáblíková
Ester Ledecká

Dimension	Sáblíková	Satoranský	Veselý	Birmančević
Familiarity	95	80	65	75
Appeal	92	78	70	80
Q Score	92	78	70	80
Credibility	98	88	90	85
Trust	97	90	85	75
Market Fit	95	85	70	65
CSCI Total	94	83	77	77
Cost without charity	250k – 400k CZK	200k – 350k CZK	120k – 220k CZK	150k – 300k CZK
Cost with charity	100k – 200k CZK	100k – 220k CZK	60k – 150k CZK	80k – 180k CZK

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?

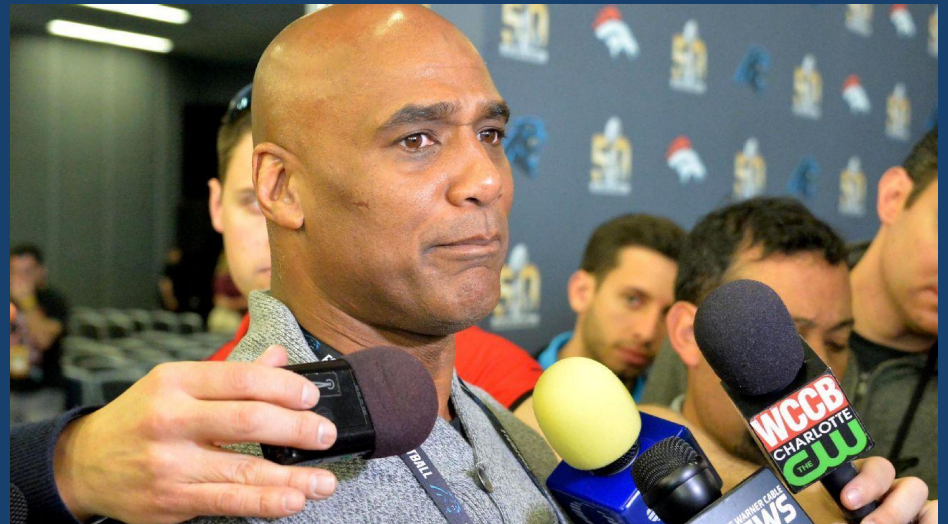
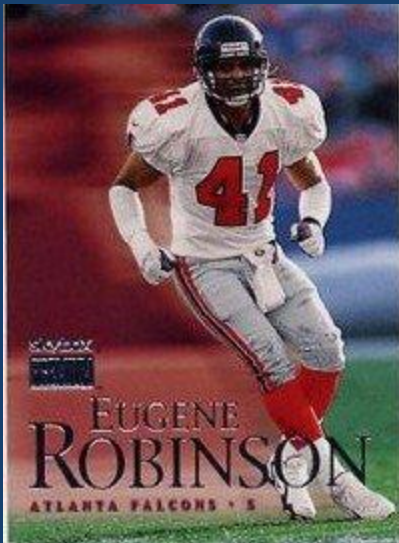


Meet all their needs

- 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

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://www.youtube.com/watch?v=RQYUkLeHjCk>

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 pomáhá
- Light for the World



 Charitativní projekt České basketbalové federace a České televize 

Každý kos pomáhá 

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