Sport Event Analysis

Prepare SWOT analysis of the marketing, sponsorship, promotion, event logistics and production for one live sport event. You need to make sure that you cover all the questions addressed below, but your analysis needs to be turned in in the form of a SWOT analysis. You may expand on the SWOT variables below the analysis.

You must attend the event which you analyze between February and May 2024. You should only be observing the vent, not participating, organizing, volunteering, ect.

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

Strengths

Weaknesses

Opportunities

Threats

**Questions to address:**

How and where was the event promoted?

Who did the promotion target (demographics)?

How many people were present?

What was the capacity of the venue?

Were those present representative of the demographic targeted? Why/why not?

How many sponsors are represented?

Who appears to be the biggest sponsor?

Are the sponsors local, regional, national, or international?

How are the sponsors represented (signs, over the public address system, social media activations, on uniforms, give-aways…)?

What type of atmosphere is created?

Is the atmosphere dependent on level of play or game result?

What is done to influence the event atmosphere?

What programs took place during the event (before, during, halftime, after)?

How did the announcers, DJ, cheerleaders, mascot, ect. add or subtract from the atmosphere?

How was technology used at the event/venue?

Was there free wifi?

Was there social media interaction/engagement encouraged during the event?

Is the event organized well?

What is missing?

What have they done exceptionally well?

How do they use celebrities and/or charity?

How is the event priced?

Name:

**SWOT Analysis of a Live Sport Event**

Event name:

Date of event:

Location:

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| Opportunities | Threats |

**SWOT explanations:**

Strengths:

Weaknesses:

Opportunities:

Threats:

*Other observations, comments or recommendations*: