

# Understanding the Sport Event Industry





# Expect ever-evolving NFL to make many changes for next season. Here are some

NFL commissioner Roger Goodell doesn't like the league resting on its laurels so, as was the case last season, expect more changes ahead.



## Světový pohár od NHL. Bomba! Co když ale ohrožuje Čechy a mezinárodní hokej?

Kdo by nechtěl zajít na utkání největších hokejových hvězd Česka se Švédskem nebo Finskem a rovnou třeba v Praze....

HOKEJ 13. února 2025 15:05

## PIF among partners backing \$5 billion basketball league spanning Asia and Europe

By Reuters  
February 12, 2025 5:08 AM (GMT+1) - Updated 9 days ago



Illustration of a basketball player in Paris, France, December 28, 2023. REUTERS/Thomas Treder/FP/PHOTO/Parade (Illustration)

Feb 7 (Reuters) - A group of investors are looking to create a basketball league that will span Asia and Europe to one day rival the NBA, with Saudi Arabia's sovereign wealth fund as a strategic partner and Swiss bank UBS as an adviser.

The Financial Times reported that the \$5 billion basketball competition plans to create six men's teams and six women's teams that will compete in eight host cities.

Macau and Singapore are being considered as hosts while organizers are also looking to rope in European cities.

## NBA expansion in Europe: Targeting Real Madrid, Man City, and new team in Germany

DONATAS URBOWAS  
Senior Staff Writer

2025 January 30 14:30

NBA expansion in Europe is still in its early stages, but with powerhouse clubs like Real Madrid, PSG, and Manchester City involved, the project has the potential to reshape European basketball landscape.



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# 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 2024

League	Total Revenues
NFL	€19 billion
MLB	€12.1 billion
NBA	€10.6 billion
Premier League	€8.1 billion
IPL	€7.4 billion
NHL	€6.4 billion
La Liga	€6.1 billion
Bundesliga	€5 billion
MLS	€108 million
Czech 1 <sup>st</sup> league Football	€74 million

# In most regions the sports market is growing faster than GDP

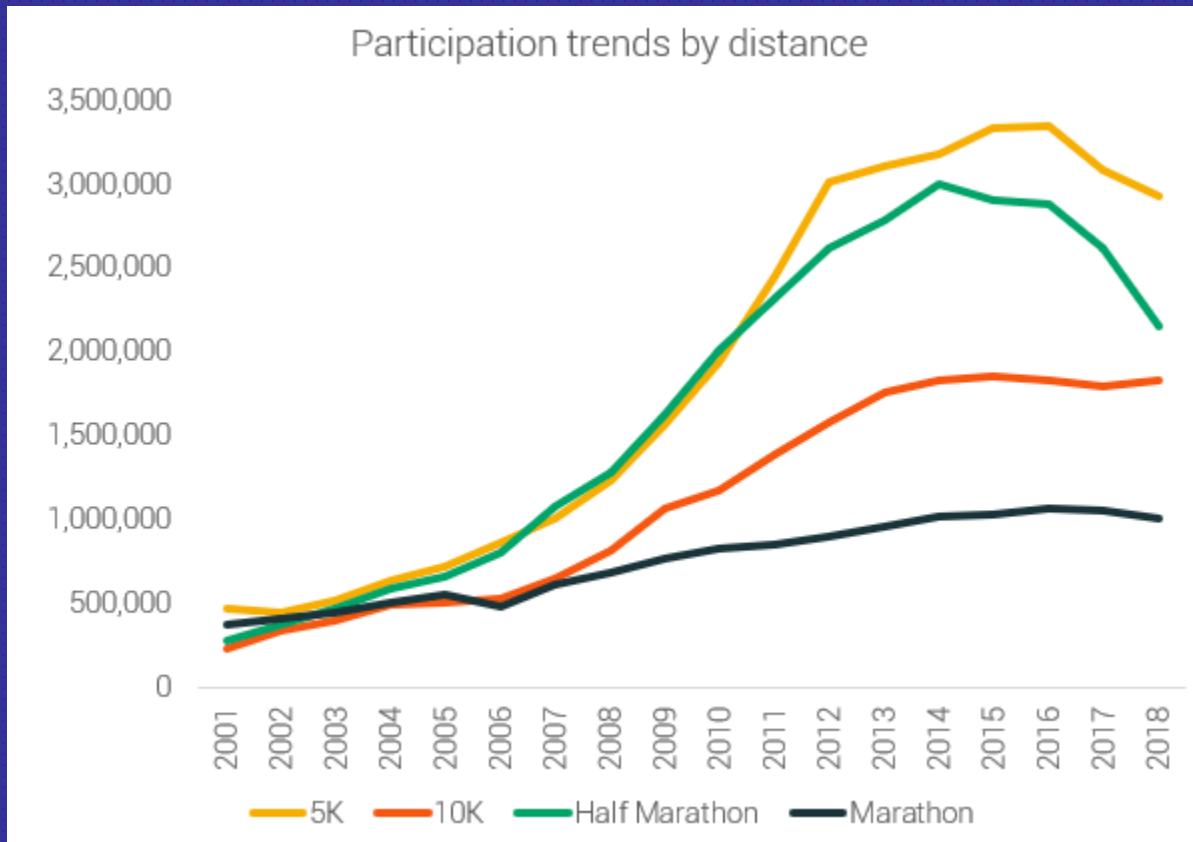
Sports Analytics Market - Growth Rate by Region (2019-2024)



# 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 results

**CANADA'S DAIRY FARMERS ARE LEADING THE WAY**

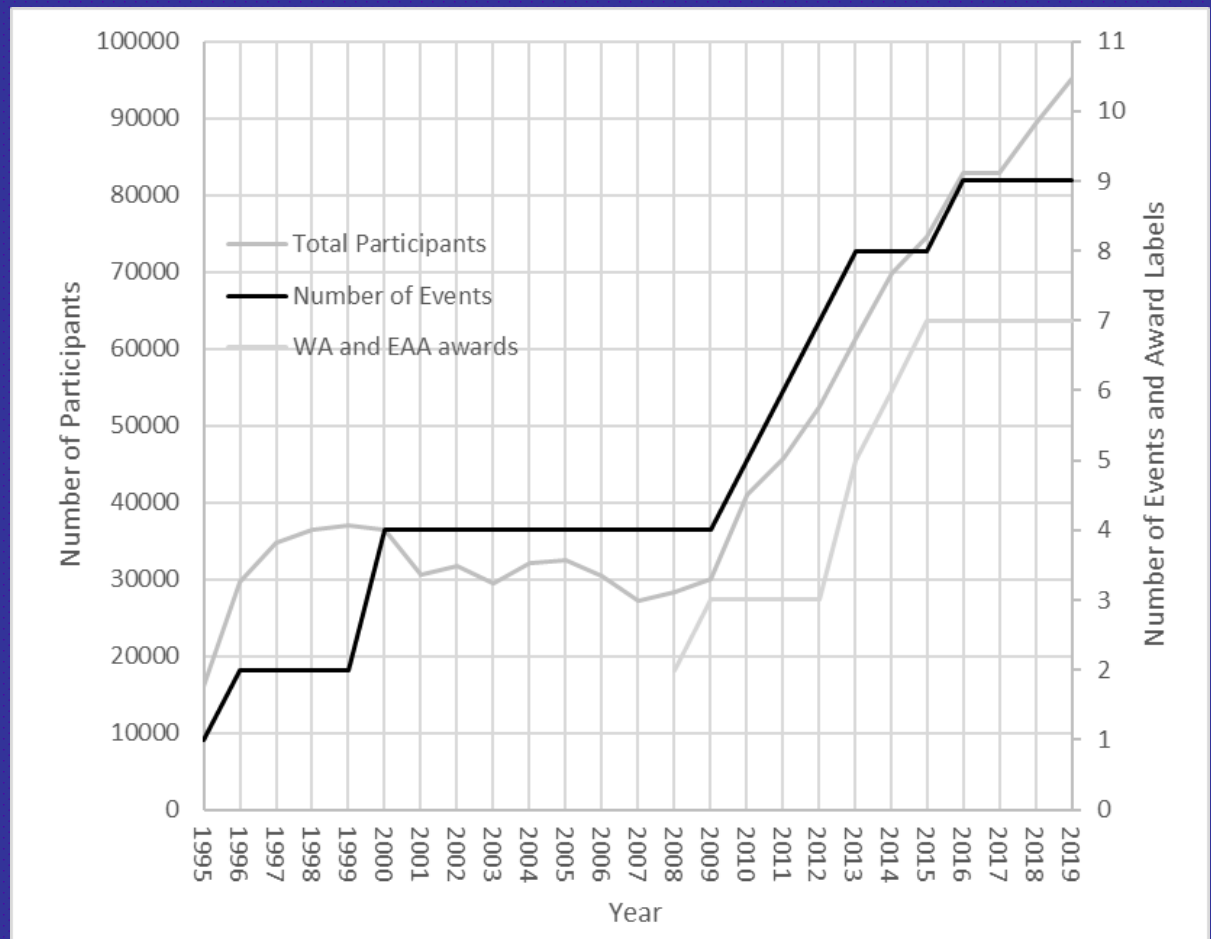
Through the **Fuelling Women Champions** program, Canada's dairy farmers are committed to supporting the movement & investing in women & girls in sport for years to come.

Follow @womenschampions on Instagram & Twitter to learn more about how Canada's dairy farmers plan to #ChampionHer. To download the full report, visit [womenschampions.ca](http://womenschampions.ca).

# Growth of Sport Events

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

**RUNCZECH**





- 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 24<sup>th</sup>) 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