

Understand sport/event marketing's role and function in business to facilitate economic exchanges with customers.

SEM 1.02



Define the term sport marketing

- Sports Marketing: the process of planning and executing the conception, pricing, promotion, and distribution of sports ideas, goods and services to create exchanges that satisfy individual and organizational objectives

- Nike Greatness



Identify categories of sport products

- The Sporting Event:
 - Intangible: an experience you can see, feel and participate in
 - Perishable experience: a football game you played, you will never play that game again.
 - The Athletes: make the game happen
 - The Facility: Time Warner Arena, Lowes Motor Speedway



Identify categories of sport products

- Sporting Goods: tangible, manufactured products that make the game possible.
 - Equipment, clothing, license merchandise
- Personal Training: get ready to compete, participating in an exercise class at the local health club
- Sports Information: ESPN, Sports Illustrated, newspapers



Describe categories of sport consumers

- 1. Unorganized participants: walk in the woods, jogging, freedom from rules
- 2. Organized participants: have rules – NCAA, MLB, MBA, MMA (sanctioning bodies)
 - Amateurs are not paid to play, regulated on local, state, national level
 - Professionals are paid but follow strict rules by their governing body. It is their occupation



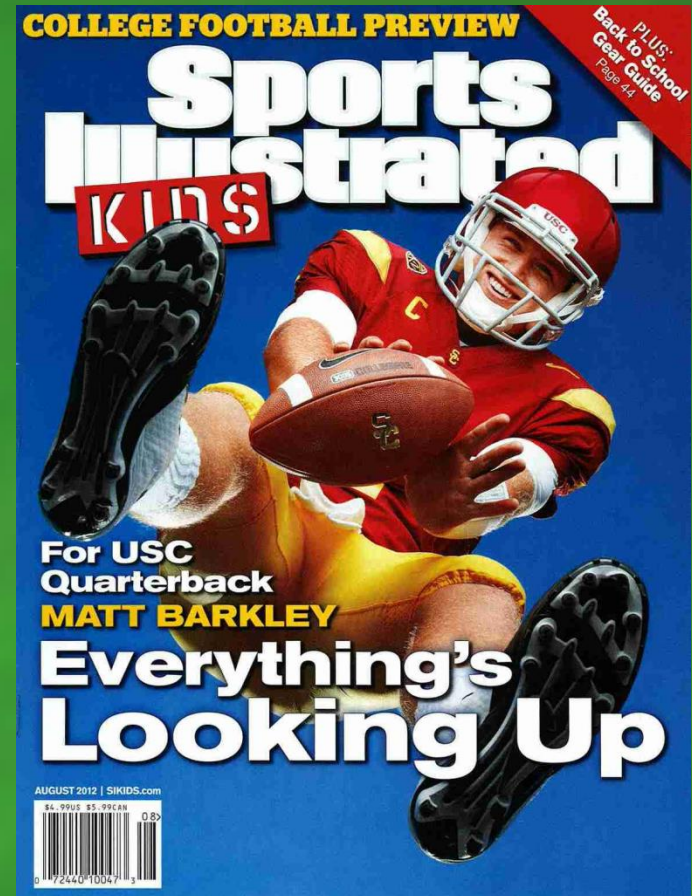
Describe categories of sport consumers

- 3. Spectators: observers of the sporting event
 - As important as the athletes
 - Help create excitement and enthusiasm
- 4. Sponsors: businesses or organizations that pay to associate their names or products with a sporting event



Describe the relationship between the growth and marketing of the sport industry.

- A sports product becomes more popular because of marketing
- Sports marketing affects millions of people throughout the world from young children to senior citizens
- Marketing opportunities increase as the product grows



Discuss benefits ascertained from the development of the sport marketing

- Good for You
 - Increases opportunity for employment
 - Benefit those who participate either by playing or watching
 - Recreation
 - Entertainment
- Good for the Local Community
 - Economic effect of a major event
 - Improve city's image
- Good for Society
 - Generates billions of dollars of revenue each year
 - More jobs
 - Snowball effect

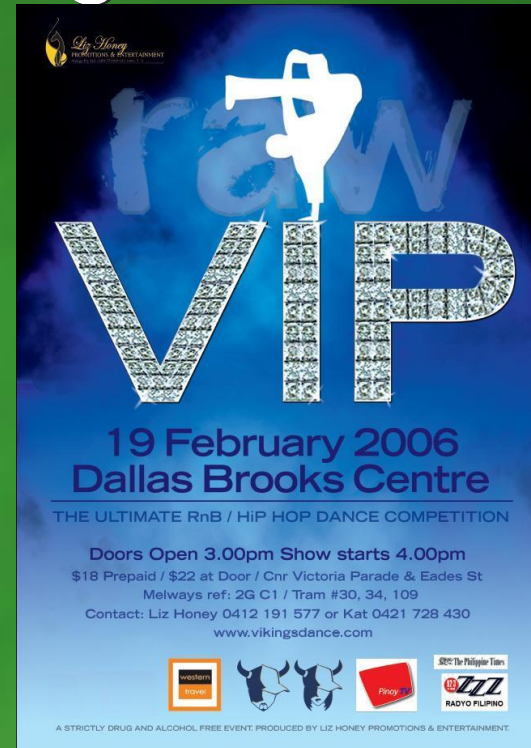
Define the terms event marketing

- Event Marketing: a designing or developing a live themed activity, occasion, display or exhibit, such as a sports, music festival or concert to promote a product, cause, or organization
- Perishable
- Promotes and sells a unique experience
- It is produced and consumed at the same time
- American Idol



Identify types and categories of events

- Corporate Events
 - Conferences, seminars, trade shows, team building, theme parties, VIP events, incentive travel
- Private events: weddings, birthdays, family events, anniversaries



Discuss benefits ascertained from the development of the event marketing.

- Start a dialogue: face to face marketing
- Personal connection: builds trust
- Immediate fulfillment
- Brand awareness



Do you recognize these logos?

- Sports Logo Game

