

Score a Career in Sport/Event Marketing

Careers in Sport/Event Marketing



Professional Development LAP 51

Objectives

A

Explain career opportunities in sport marketing.

B

Explain career opportunities in event marketing.

A

Explain career opportunities in sport marketing.



- Do you love sports and events?
- You might enjoy a career in sport/event marketing!

Sport Marketing Promotes



- Athletes/Teams
- Events
- Venues

Sport Marketing Promotes

**Sports
Illustrated**

- Media
- Sport merchandise
- Sporting goods




SPALDING

Sport Marketing Careers



- Marketing director
- Advertising
- Sales
- Ticket management
- Market research and development

Sport Marketing Careers



- Promotions
- Merchandising
- Media relations
- Community relations
- Social media



Explain career opportunities in event marketing.

Event Marketing Promotes

- Sporting events
- Entertainment events
- Fairs and parades
- Fashion shows
- Conventions
- Charity fundraisers

Event Marketing Is Focused More On

- Businesses and corporate sponsorships
- Management aspect of marketing



Event Marketing Requires

- Heavy advertising
- Ticket sales and management
- Social media management
- Market research
- Promotions
- Public relations

Event Marketing Involves Sponsorship Management



- Securing corporate sponsors
- Finding events for corporations to sponsor

Major Events Require Hospitality

- Manage travel arrangements for media and guests
- Communicate important information
- Welcome and guide guests



Events Need Volunteer/Vendor Coordination

- Delegate responsibilities
- Schedule volunteers
- Communicate with vendors



Abilities Sport/Event Marketers Need

- Competitiveness
- Positive attitude
- Problem solving
- Attention to detail
- Leadership

Abilities Sport/Event Marketers Need

- Creativity
- Negotiation skills
- Flexibility
- Time management

Education and Experience Needed

- College degree
- Internships
- Volunteer experience



How To Start Pursuing a Sport/Event Marketing Career

- Volunteer at sporting events
- Assist with community events
- Help with family celebrations



Make It Pay!

- Are you interested in sport/event marketing?
- What type of position would you enjoy?
- What traits do you need to succeed?
- What activities can you pursue to gain experience?

THE GRAY ZONE

- Alcohol companies are big sponsors of sport/event marketing.
- Children are exposed to advertisements for alcohol.
- Is it ethical to sell corporate sponsorships to alcohol companies?

Acknowledgments

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