

## MKF3200 Sport Marketing Notes

- **Week 1** – Introduction to Sport Marketing
- **Week 2** – The Sport Marketing Planning Framework
- **Week 3** – Fan Loyalty and Motives
- **Week 4** – Fan Segments
- **Week 5** – Industry Perspective
- **Week 6** – The Sport Product and Branding
- **Week 7** – Relationship Marketing in Sport
- **Week 8** – Sponsorship Introduction
- **Week 9** – Sponsorship Strategic Planning
- **Week 10** – Sponsorship Fit, Articulation and Congruence
- **Week 11** – Sponsor-Sponsee Relationship & Ambush Marketing
- **Week 12** – Sponsorship Impact and Future Trends

## Week 1 – Introduction to Sport Marketing

### Marketing 'of' Sport

- Marketing of sport refers to the **process of using marketing strategy to communicate the benefits of sport participation** and spectatorship to potential consumers
- Must ensure the long-term survival of sporting entities in a rapidly changing and increasingly competitive environment
- **Ensuring ongoing entertainment appeal, brand image maintenance**, and appeal to tv broadcasters and sponsors
- A healthy level of participation at grass roots level

### Marketing 'through' Sport

- Marketing through sport refers to the sponsorship undertaken by organisations as a **vehicle to promote their products**, usually to identified target audiences known to follow the chosen sport
- *Is the marketing of a sport apparel company such as Nike, Adidas, Lulemon etc. an example of the marketing of, or marketing through sport, or both?*

### The Value of Sport to Australia

- **Over 90% of Australian adults** have an interest in sport, with 8.4mill adults & 3mill children participating in sport each year
- Sport in Australia employs more than 220,000 people, **economic contribution of sport is 2-3% of GDP**
- The benefits of sport – to health & wellbeing, to combat obesity, improve life skills, improved core academic outcomes; providing rich source of social capital through sport clubs; international success builds national pride
- **“Together, these benefits result in every dollar spent in sport returning \$7 of total benefits to Australia.” (BCG Intergenerational Review of Australian Sport 2017)**

### Value Creation from Sport – Basics

- The role of sports marketing is to create relevant and compelling value to all stakeholders involved
- In the first instance this involves generating value to meet the evolving needs of sports fans
- And other stakeholders (as per Value exchange Map) such as current and potential players, sponsors who pay rights fees to use the sport in their marketing and the media
- Media relationships managed and leveraged to gain max. exposure; both traditional and social media
- Exposure satisfies consumption needs of the indirect sports market, which consumes sport through media
- Media also creates value for the sport (league, team, athletes) in other ways, think about how important it is for 'sport' to be telegenic! How does it add value for sponsors (and the sport)?