



## Marketing towards victory mechanism of sports marketing in India

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### **Abstract**

*Sport marketing is a new topic that is being debated today because each sporting event is made accepted & admired only through its marketing, sponsorships & partnerships. This calls for marketing the sporting event with meticulous planning, scheduling, arranging. The sporting event these days needs steady outflow & this is met with the income generated from comprehensive marketing prospects. Sport marketing is a much conjectured marketing technique which is being focused through media & mass communication with liberalization of economy & this has gained greater research. Sports have become the most saleable event & Sport marketing thus has acquired immense attention of countries across the globe. Governments are coming out with projects towards Public private partnerships in marketing sports events. This paper looks at the concept of sports marketing & ponders over the issues related to sports marketing & considers affirmative & negative impact on sports.*

**Key words:** integrity, event, Sport marketing, research.

**Introduction** – these days sporting events have become very popular & some sports are enjoying the status of most favored sports activities. Endorsements & sponsorships will be handled on line. Athletes have a powerful fan following & hence endorsing a product is easy with a sports star endorsing a product. (Stedman Graham- The Ultimate Guide To Sports Management & Marketing-2012).

1. Traditional means of advertising has become obsolete. Products can be sold directly to fans & followers

like Sachin Tendulkar advertising for energy drink BOOST. Anything he promotes will become famous instantaneously. From energy drinks to water purifiers, from solar panels to trendy cars everything is saleable through him. This has prompted other sports stars to enter the advertising arena with more options. Some players earn more money through advertisements than by playing for the organization.

2. Sport marketing companies identify the likes & dislikes of the



- sports stars & then market such products. For example A bike advertisement for Mahendra sings Dhoni is more opt than any other product because the whole world knows his craze for bikes.
3. Even small& medium companies are going for sponsorship with star players in these days of liberalization. Items such as fairness creams, suiting & shirting , shampoos, energy drinks , leg wares , sunglasses , cold drinks , mobile phones , cameras , cars , motor bicycles, cars , etc draw immediate attention if sponsored by a famous player. In these days of consumerism, product launch events also attract star player s to inaugurate.
  4. But players are induced to shoot for lesser known products as well. A company which not even considered a company wants to make big by sporting a celebrity star player into endorsing a unfamiliar product such as a chocolate , medicine , bath soap , toiletries , furnishings , watches , mobile phones etc.
  5. The sports stars can be made to sponsor for social causes such as pulse polio , clean city campaigns , de-addiction , anti-liquor campaigns , girl child protection , child rights , women equality etc this would further the impact on supporters & they would give the community right messages at right time.
  6. Some of the players are considered as brand ambassadors for certain commodities this also helps marketing the product constantly. They sold everything from credit cards to fried chicken, automobiles to sunglasses. Hence sports persons can be utilized in marketing everything..
  7. The team s with colorful personalities, can transform their sports success into financial treasures better than anybody & can earn in billions.
  8. Sports agencies adopt new techniques both qualitative & quantitative to tackle advertizing campaign. The agencies bring in popular sports personalities to endorse popular products which combine to sponsor the whole sporting events such as Pepsi , coca cola, hero Honda motor bikes, .But sometimes ad agencies pool their creativity to endorse a very popular product with not so famous sports star .This is a market research based on market research as the not so popular sports person can become popular through the commodity he is endorsing on media.
  9. Sponsorship works differently from advertising and researchers need to rethink the basic premise of what they should be measuring. Insight specialists need to stop trying to rely solely on sponsorship awareness to explain brand shift. Instead they need to include additional sponsorship-based metrics such as passion, appreciation and liking.
  10. Market agencies work round the clock to grant the exclusive right



- to use the names, marks and logos of the conferences in consumer promotions, advertising and merchandising.
11. Events to improve brand awareness are increasing among people across India & this enhances the sponsorship strategy of the sports organization.
  12. Sports industry is growing by leaps & bound in India hence investments are flowing into this industry like never before. Cricket for example generates unheard amount of income.
  13. Sponsorship is the most frequent topic for sport marketing papers, followed by general research and research on attitudes of fans, spectators, and key participants.
  14. It provides an extensive support to sport companies producing sports articles & companies marketing sports articles.
  15. Sports touch the lives of more people than any other promotional medium. Sporting events have become a prime entertainment phenomenon worldwide, and, as a result, corporate sponsorship is exploding. Sports tie-ins, endorsements, ads, and other promotional tactics have become the centerpiece of many corporate marketing strategies.
  16. Smaller companies are finding it advantageous to tie in with such local events as road / bike races, marathons, and community sports, school children sports and youth league sports. Sports sponsorship is touching billions of amounts which are a welcome sign for smaller companies to grow big.
  17. If sports marketing are accurate, it will result in increased revenues and greater awareness among customers. Sports teams and events are just the ticket to help motivate or reward employees, entertain clients, or spread the company's message to a specific demographic group.
  18. The eager bidding for sports sponsorships, is the clear example of growing trend of marketing the sports on a corporate line
  19. As Sports crosses every lifestyle category, target audience can be found easily. Hence there are new avenues to incorporate sports in strategic marketing.
  20. The fun sports have gained popularity in India only because the marketing was very challenging. The fun sport clubs such as wonderland, fun court, fantasy parks etc started attracting school children in huge number with discount coupons, group registrations, family tickets, summer registration schemes.

### **The Parameters**

1. Sports marketing & research agencies should contact local sports teams /leagues /clubs before they get into any business.
2. Signage, advertising in printed game programs, radio spots, and



- other advertising vehicles are often available at local sporting events. Companies should consider purchasing a field board; it will give their company / product / event hosted exposure all season long.
3. Many professional teams and radio stations have alumni teams that tour for charity. Ask the team's marketing representative if your customers can play against these local sports celebrities.
  4. Identify with and follow the behavior of the team and individual players on that team, on and off the field, team websites, newspapers, television, radio, wireless, etc.).
  5. Purchase licensed merchandise (jerseys, automobile paraphernalia, caps, mugs, etc.) promoting the team.
  6. Donate or pay for permanent seat-licenses (PSLs) in order to buy season tickets.
  7. Travel to see games of that team outside the local market.
  8. Support tax-based initiatives to pay for a new arena or stadium for the team.
  9. Sponsoring a cap, T-shirts, wrist bands, watches, play flags, flex banners, with company name is a easy mode of reaching out to young people
  10. A celebrity can be made to take part in the event being organized. For expel marathons events always bring in celebrities from Cinema sports of politics to take part in the event. This helps to attract attention, build excitement, and bring credibility to sport event.
  11. Another innovative way to use a professional athlete is by offering lessons with him or her as the prize of a contest that your company sponsors.
  12. Different sports attract different demographic, ethnic, cultural and interest groups. As India is a multi-ethnic country the interests of the people differ from place to place. Hence identifying the target audience with specific sport event should be the relevant marketing procedure.
  13. The best results come from promotions with several elements that build on each other. For example, sponsoring a consumer contest, awarding as prizes with season tickets. To publicize the sports campaign, one can effectively utilize AIR radio spots and an official logo unfolding.

### Conclusion

Sport marketing is thus a speculated topic. The marketing technique involved in sports is growing by leaps & bounds. The parameters of marketing have suddenly changed from a traditional way to a corporate way. Since the sport is being focused through media & mass communication with liberalization of economy this has gained greater research options. Sports have thus



become the most commercial & profitable event. Sport marketing has acquired immense attention of countries across the globe. Governments all over are coming out with projects towards Public private partnerships in marketing sports events. The concept of sports marketing should relate to sports ethics & consider affirmative & negative impact on sports before marketing a product.

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