



Indian sports Organizations & sports marketing strategies – future trends

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Abstract: Indian sports marketing is an ever expanding sector . Indian sports sector is growing along with globalization. These days urban center based franchisee system is triggering the sports sector. But the sports marketing is becoming a challenging sector as sports organizations are not fully geared up to face the challenges on global standards. Introducing sport as a subject of study with theoretical implications can help youth to understand the concepts of sport & its significance was debated , but academic institutions tried to keep it as an optional course. But Indian sports arena is facing several organizational challenges .This paper examines the need for providing for sport education & programs that promote sporting knowledge with new synchronized spirit .There is a need to support sustainability with equitable access to all kinds of sports . The paper focuses on restructuring national sports policy as well.

Keywords: Sports marketing, opportunities, challenges . rejuvenating sports , restructuring national sports policy

Introduction:

The concept- Sports marketing uses sports, in any form, to help sell goods and services. This particular style of marketing is less about using a single strategy and more about using the content of sports to assist marketing efforts. This is not limited to professional sports, and may include college athletics, minor leagues, or alternative sports. (Report on World Development Indicators Participation In Education World Bank Report 2014). Since sports can be watched on a variety of platforms, sports marketing can take many different forms. Teams sell advertising space inside their stadiums to marketers who want to purchase billboards and other print ads, while TV networks sell airtime during the events. Famous athletes also sign contracts to work as celebrity endorsers and lend their images to marketers. (Report on World Development Indicators

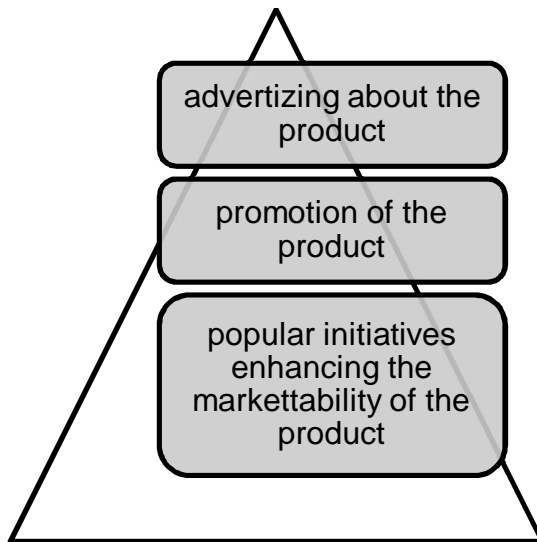
Participation In Education World Bank Report 2014).

The biggest advantage of sports marketing is that it allows marketers to piggyback on the popularity and devotion many fans feel towards their favorite teams and athletes. (Steven Jackson- Sports , Culture & Advertizing) . If a cricket fan has loved a specific team since childhood, any marketer who associates themselves with that team gains instant credibility in that fan's mind. Since the revenue ultimately goes to support the team, the marketer is considered a sponsor and invested in the team's success. (Steven Jackson- Sports , Culture & Advertizing) . The only major disadvantage is that the sports marketing industry is so large that it can be hard to stand out in the crowd. A fan who watches a three hour football game will be exposed to dozens of different marketing messages. Marketers must



advertise to a wide range of customers, but risk that their ad gets overlooked by fans more interested in the game (Steven Jackson- Sports , Culture &Advertizing

).**Classification of sport marketing** - Sports Marketing depends on three key points . As for good sports marketing As shown in chart-1



1. **Advertizing** - The first face of marketing in sports is the advertising of various types of sport and the organizations well known to the public. This is promotion directly related to sports. (David. C .Watt – Sports Management & Administration - Route Ledge 2003). The sports marketing industry is so large that it is hard to stand out in vast arena. A fan who watches a three hour football game will be exposed to dozens multiplicity of different marketing messages. Marketers need to advertise to a wide range of customers(Steven Jackson- Sports , Culture &Advertizing).
2. **Promotion of products** - The second face of marketing in sports is

marketing of sporting events, teams and athletes for promotion of products. This involves promotion of products that might have, but are not required to have, a direct connection with sports. When the products being promoted do have direct connections to sport, such as teams or events, the promotion is called Marketing of Sports. If there is no direct connection but events, teams and athletes promoting products the promotion is called Marketing through Sports. (David. C .Watt – Sports Management & Administration -Route Ledge 2003).

3. **Popularity Initiatives** -The third face of marketing in sports is promotion of the physical activity of sport to increase popularity with the public and participation in sports in general. This involves



promotion that is often called Grassroots Sports Marketing .

Indian sports sector needs good management , good execution good implementation in order to challenges of global sport marketing standards .

1. Indian sport associations / organizations & their management has to be regularized through comprehensive sports policy
2. Indian sports sector is ill managed because politicians hold important posts in sports organizations
3. There is a need for channeling sports persons as the administrative & management heads of sports organizations
4. The sports organizations a numerous for instance Football & such other games have a numerous too many organizations controlling their affairs. there is no uniformity of control , no uniformity of legislations , no uniformity of rules
5. Indian sports sector is suffering from Bias towards certain games. For instance cricket receives great attention & other games are neglected
6. Funding patterns of sports differ & they are also prejudiced.
7. Indian sports sector is gender biased as well

Indian sport marketing failed to keep pace with global marketing strategies because Indians sport sector is suffering from several lacuna.

- ✓ Finally absence of committed sport personnel
- ✓ Ill management of sport fields / sports equipments, sports resources

- ✓ Insufficient representation in global sports meets
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- ✓ Lack of sport facilities hostels ,academies, universities, colleges
- ✓ Lack of technical inputs to sports
- ✓ Low budgetary allocation to sports
- ✓ Low budgetary allocation to sports
- ✓ Negligence towards rural /tribal / aboriginal / indigenous sports
- ✓ No structural support to pursue sports as a career option
- ✓ No support for sports as inclusive growth
- ✓ No timely organization of sporting fests/ events/ meets
- ✓ Non consideration of sports as an alternate educational source
- ✓ Non identification of sporting potentialities
- ✓ Non recognition of talents in time
- ✓ Paucity of funds to establish sports as a parallel capacity building aptitude
- ✓ Poor funding for sports even at local levels
- ✓ Under tapping of human resources

Need for a comprehensive policy - With the support of community , NGOs, nonprofit organizational collaborations, Government can help to develop sports play grounds , problems of the sports hostels , coaches etc. Government interventions can help to convert tough land into lavishing sport fields , athletic tracks, sprinting arenas , cycling stadiums , motor cross routers etc . (David. C .Watt – Sports Management & Administration -Route Ledge 2003) .



Government can stimulate conducting incessant research to analyze the pitfalls in this sector . Government can help through organizing programs to strengthen village-level awareness groups to implement campaigns on sport activities to help in rejuvenating several forgotten sports. (David. C .Watt – Sports Management & Administration - Route Ledge 2003) .

Several State Governments are already providing capacity-building initiatives for selected sporting players, to identify & accrue the benefits conceived through sporting activities. Government can increase capacity building & training aspirants. The women sporting events & several other sports receives very less priority at the media & other managements events. This can be lessened through proper organizational management. (David. C .Watt – Sports Management & Administration -Route Ledge 2003) .

Conclusion- Thus Sports sector needs good management, good execution & good implementation of proactive sports promotion . Indian sport associations management has to be regularized through comprehensive sports policy . Indian sports sector is ill managed because politicians hold important posts in sports organizations. There is a need for channeling sports persons as the administrative & management heads of sports organizations Indian sports sector needs good management , good execution good implementation . Indian sport associations management has to be regularized through comprehensive sports policy . Indian sports sector has to be cleared off from political control & key positions in sports organizations should be clearly handed over to professional minds with sports

knowledge . There is a timely call for directing sports persons as the administrative & management heads of sports organizations.

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