



## Common Wealth Games & Impact on Sponsorship Awareness in India

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**Abstract:** Common wealth games experience was not confined to stadium sports as fans followed their team / their favorite player digitally. Nearly 42 % of the fans across the globe used their smart phones to follow their favorite player / sporting events . Sport fans today are brand fans because they stick to their favorite player favorite team & favorite brand. To produce effective Common wealth games marketing campaign it is vital to take into account the distinct challenges. High customer loyalty is a significant factor of sports marketing fans has a tendency to be loyal to their favorite teams & share that loyalty with their families & social networks

**Key words:** Sports marketing, unique characteristics & challenges.

### Introduction

Sports marketing networks use sports, in any form, to help sell their goods and services. Common wealth games being a very huge sporting events attracted several sponsors & several brands were unleashed. This particular style of marketing is less about using a single strategy and more about using the content of Common wealth games to assist marketing efforts. This is not limited to professional sports, and may include college athletics, minor leagues, or alternative sports. Thus it is very important to understand the impact of sports marketing its unique characteristics & challenges . To produce effective Common wealth games marketing campaign it is vital to take into account the distinct challenges. High customer loyalty is a significant factor of sports marketing fans have a tendency to be loyal to their favorite teams & share that loyalty with their families & social networks (Articles in International journal of sports marketing & sponsorship 2010).

### Analysis

Common wealth games experience was not confined to stadium sports as fans followed their team / their favorite player digitally. Nearly 42 % of the fans across the globe used their smart phones to follow their favorite player / sporting events . Sport fans today are brand fans because they stick to their favorite player favorite team & favorite brand. The following are common brands associated with sporting events in India

1. Coca-cola
2. Macdonald's
3. Visa debit cards
4. Vodafone
5. myntra
6. Yepme

In this digital sports sphere, marketers are developing clever ways to engage with modern fans. Info graphics, videos, and even webinars allow curators to break down relevant statistics using clever designs or animations. These creative visuals liven up player, team, and league



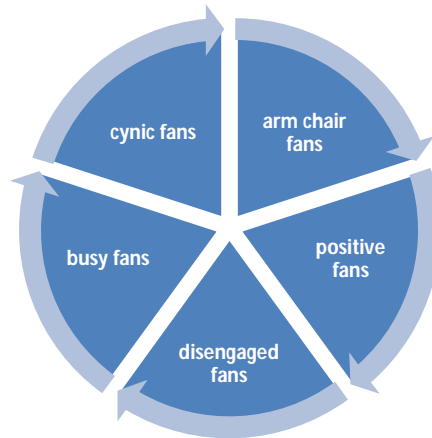
stats, and encourage sports fans to share great visual content across social channels Profiles of star players, lists that compare the best goals scored within a season, and even video recaps of game highlights are also widely distributed across social media. The experience is no longer just about watching a game or cheering for a team throughout a season. Today sports fans embrace a lifestyle and engage with content providers that best cater to this lifestyle. A good sports marketer will use content to tell engaging stories, and establish a community of like-minded followers who live for the latest highlights. Creating, analyzing and delivering live data, video and editorial content for the biggest events in the world of sport. Live and on-demand premium sports connected, across all connected devices . Connecting brands with sports fans by delivering high quality, credible multi-sport content across a global digital network Watch, enjoy, engage and interact with sport" on a global level was the fundamental issue of Common wealth games. Because these days fans want to enjoy engage & interact with sport directly digitally & distinctively

#### **Impact on behavioral research**

1. Common wealth games necessitated to do research in fan's characteristics & behavioral tendencies & their attitudinal response towards sports sponsorship & sports brands
2. Common wealth games necessitated a sports culture as players from different countries came to participate . This internationalization of sporting events had huge impact on sports culture
3. Common wealth games helped the sponsors to identify clear groups of fans for individual sporting events

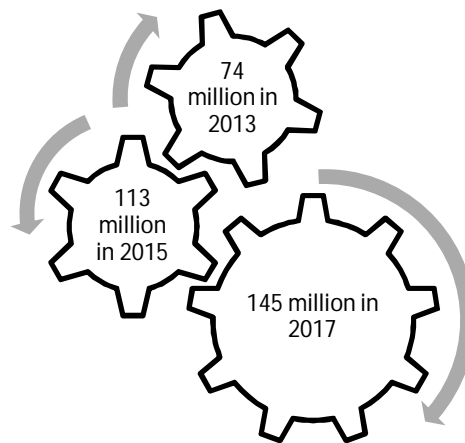
The only major disadvantage is that the sports marketing industry is so large that it can be hard to stand out in the crowd. A fan who watches a six hour cricket game will be exposed to dozens of different marketing messages. Marketers must advertise to a wide range of customers, but risk that their ad gets overlooked by fans more interested in the game. Sports marketing use 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.

The size of an athlete's social following is incredibly valuable, and their marketing representatives know this, which impacts the interest level from more socially-engaged brands and the value of the endorsement itself. Marketers understand the popularity of sports and have made them a centerpiece of marketing campaigns for decades. The size and popularity of national sports has grown the field of sports marketing has grown with it. Sports marketing use 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.



A report says the average number of people watching sports has risen It is estimated that (fan revolution Report 2014 )

1. 74 million in 2013
2. 113 million in 2015
3. 145 million in 2017



4. Sports are a multibillion-dollar global business that will continue to grow by leaps and bounds into the foreseeable future. The bad news is: It's never been harder to attract, engage, and retain the sports fan.
5. Today's sports fans are bombarded by choices. Traditional sports, such as baseball, football, and basketball, compete for fans' dollars with snowboarding, lacrosse, poker...even paintball. The old business formulas, developed in the age of three TV networks and creaky stadiums, no longer apply.
6. World-renowned communication expert Irving Rein, international marketing guru Philip Kotler, and



communication specialist Ben Shields deliver an innovative new business model centered squarely on fan satisfaction and retention. They give you the tools to transform your sports product into an enduring brand-immune to the vagaries of winning and losing-that quickly adapts to changing market conditions. Along the way they illustrate their points with fascinating case studies, including

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