



Sports marketing in India – prospects & challenges

Vishwanathiah, Physical education Director Govt. First Grade College Nagamangala Taluk, Mandya District, Karnataka

Abstract : Sports marketing in one of the key & imperative issues in the sports sector . Sports marketing is gaining importance these days as sports have become the favorite entertainment medium for youngsters. India being a youthful country is as a prospective & thriving market for sports goods . Indian youth comprising nearly 50% of the population are the targeted consumers of sports goods. Sports goods manufacturing & marketing heeds to cater to the sporting needs of these youth fans. India is a being a cultural plural country has lot of potential to explore various types of sports & physical activity culture . This paper explores the expanding strategies of sports marketing sector.

Keywords : sports marketing , expansion strategies s, growing sports goods consumers

Introduction- Understanding the limits & regional limitations of sporting events – A sports brand which is popular in one region / country might not be as popular in another region or another country. Youth of western countries like foot ball soccer ice skate sports winter sports aqua sporting events while youth from Asian countries like cricket which is almost a religion in these parts.

1. baseball
2. softball
3. disc golf
4. figure skates
5. football
6. golf
7. hockey
8. snow sports
9. soccer
10. water sports

11. basket ball
12. boxing
13. climbing
14. camping
15. curling
16. broomball
17. indoor skates
18. martial arts
19. rugby
20. skate boards
21. cricket
22. street cricket
23. street hockey

Planning the strategies of sports marketing

Forecasting pros & cons of market trends

Managing prospective growth

Gearing up to global challenges

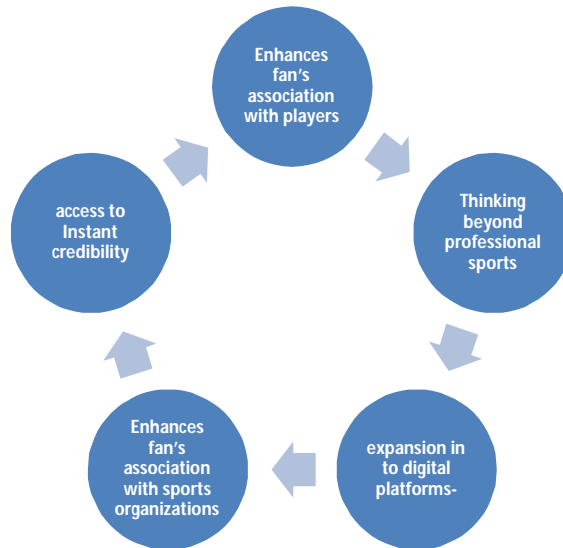


sporting goods industry's primary challenge is planning and forecasting to ensure enough inventory to meet demand, without holding too many products. Success requires understanding—and managing—the ebb and flow of market demand. It also requires knowing the best channels for products, how to work with retailers and suppliers for the most efficient results, and how to handle product order patterns, delivery schedules, inventory turns, and receipts.

Sports Marketers understand the popularity of sports and have made them

a centerpiece of marketing campaigns for decades. As the size and popularity of sports such as cricket hockey , kabddi basket ball Tennis , Ball badminton has grown, the field of sports marketing has grown with it. According to CNBC, Budweiser has spent almost 240 million dollars on Super bowl ads alone over the last 10 years. As long as sports continue to thrill hundreds of millions of people, they will continue to be a prime events to deliver advertising messages

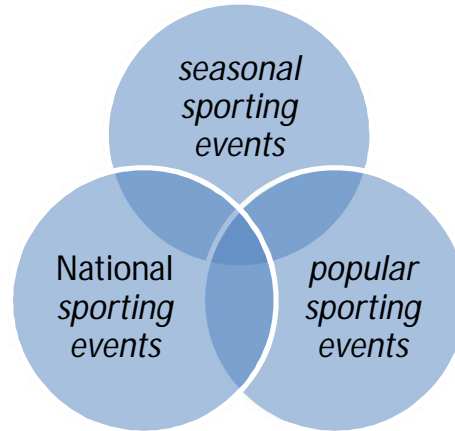
Key strategies towards benefits - As shown in this chart (2) there are several input & benefits





1. **Not to limit to only professional sports** -The fact that inclusion of the all forms of sporting activity will boost marketing. The sport marketing companies should not limit their marketing strategies to sport of professionally followed such as cricket hockey etc that should cover other sports also, They can include university level college level minor league championships , inter school championships etc .If they deliver sports goods catering to the needs of college youth they can become market leaders. Sometimes the very concept that such a sport goods brand is sponsoring the match will give the match an extra weighted & this also helps in sponsoring firms to invest fans increase &the popularity of the game helps to identify the real sporting stars.
2. **expansion in to digital platforms-** 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.
3. **access to Instant credibility** - 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. If cricket fan has loved a specific team /player 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.
4. **Enhances fan's association with players** -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. If a baseball 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.
 1. 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.
 2. 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.

sports goods marketers should link their sale strategies with



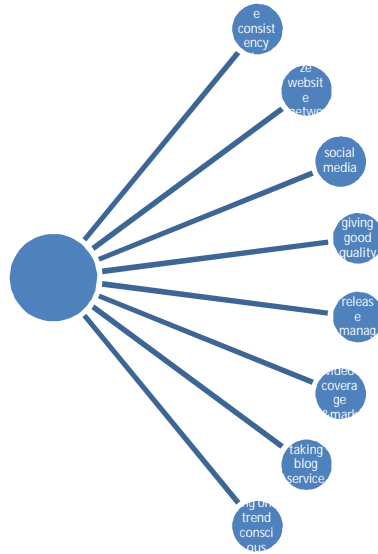
Sports brands

Sport brands are fundamental constituent of modern day sport business and a omnipresent component of contemporary global culture. A complete analysis of the topic of sport brands from both marketing management approach (strategy and implementation) and a psycho-sociological approach (consumption and wider society). It explores both supply and demand sides, offering a complete introduction to the nature, purpose and value of sport brands not found in any other sports marketing text.

researchers have found that brand equity is vital for sports & sports teams as it also examines the focus on sports fan & their changing mentality

brand communities have become a key aspect of brand management . several brands have failed to maintain their brand stigma ,creativity which is highly valued attribute in brand sector encourages youth to develop fresh approaches to msrketing challenges

1. maximising the commercial return of a sports venue,
2. developing a sustainable fan base for a sports club or sports brand,
3. launching a sportswear range
4. attracting a media partner for a new venue.
1. maintenance consistency in brands
2. optimize website network
3. social media
4. giving good quality
5. press release management
6. good video coverage & marketing
7. taking blog service
8. focusing on trend conscious teens



sponsors gain high visibility and a fully-comprehensive engagement platform for brand building, relationship management, and campaigning. Maintaining successful relationships with over 170 rights holders worldwide, Infront provides sponsors with a wide network of extensive opportunities. Infront helps companies create brand-related conversations across all media through sponsorship and activation strategies by developing customized presentation and fan engagement approaches. Consultation is provided on the effectiveness of sponsorship and for evaluation of appropriate investment.

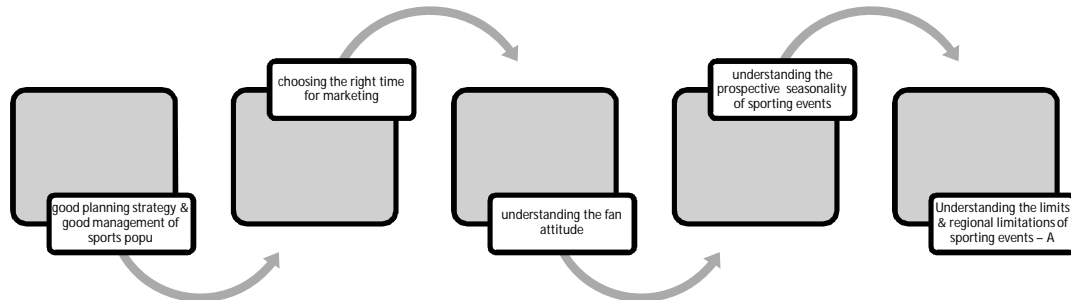
sponsors gain high visibility & a fully comprehensive engagement platform

brands should focus on accessibility popularity

accessibility, popularity, uniqueness, affordability, star power, player skill, and

player similarity. Accessibility, affordability, and similarity are strongly related to niche sports while popularity, player skill as well as accessibility are strongly related to mainstream sports.

Maintenance of consistency in brands , optimizing website network applications, configuring social media applications , giving good quality after each sport event notifications, press statement release management , good video coverage , video clips marketing , taking blog service , focusing on trend conscious teens etc needs to be taken into considerations before the applications of digital technologies . The demands of a modern day sports facility requires a dynamic and organized team to cover all aspects of audio video equipment installation, management and project completion. (as shown in this chart)



There is a great necessity to make

1. good planning strategy
2. choosing the right time for marketing
3. good management of
4. understanding the fan attitude
5. understanding the prospective seasonality of sporting events
6. Understanding the limits & regional limitations of sporting events – A sports brand which is popular in one region / country might not be as popular in another region or another country. Youth of western countries like foot ball soccer ice skate sports winter sports aqua sporting events while youth from Asian countries like cricket which is almost a religion in these parts.
7. The sports marketing depend on the youth attitudes as well. There is a strong linkage between

Conclusion - Thus sports goods marketing is gaining importance in Indian sports sector But there has been several lacuna in their performance Sports goods are being a imitation of the American or Chinese market There is sp much entrepreneurial skills which needs to

be tapped in sports arena. Innovative sports rackets, bats , balls , hand wares ,foot wears , eye wears, hand glosses , knee pads arm bands , sports logistics etc. Strategies in Planning the strategies of sports marketing Forecasting pros & cons of market trends Managing prospective growth Gearing up to global challenges are very important

References :

1. https://en.wikipedia.org/wiki/Sports_marketing
2. <http://www.dug.edu/academics/schools/business/undergraduate/academi>
3. <http://www.sportmarketingassociation.com/>
4. <http://www.sportsmarketingnetwork.com/>
5. <http://www.iloveindia.com/sports/bodies/index.html>
6. David shilbury –strategic sports marketing Allen & unwin 2009
7. Shelly field – career prospects in sports industry Allen & unwin 2009



8. Jerry freedman- sports marketing strategies 2011 Allen & unwin 2010
9. Jerry freedman sports marketing strategies 2011 Allen & unwin 2014