

Lesson 2.8

Introduction to Event Marketing & Management



Event Marketing

Event Marketing:

Refers to the actual marketing of an event by its organizers. For sports events, this type of event marketing can involve a number of different areas of marketing

What is SEM?

LESSON 2.8

Event Examples



Event Examples



To encourage celebrities to attend events like the ESPYs, event marketers often provide gift bags for guests or sponsors. The gift bags given to guests at the 2016 Oscars carried a whopping estimated value of over \$232,000 and included everything from an Italian luxury hotel package valued at \$11,500 to a year's worth of Audi car rentals from (\$45,000).

Event Marketing

Event marketing has become a profitable segment of the sports/entertainment industry while creating a positive economic impact for the areas that host events

A report by Event Farm suggests event marketing can consume 25% of a company's marketing budget.



Event Marketing

Numbers provided by the Federal government of Brazil (and reported by PRI) report the country spent large sums to host two of the biggest sporting events in the world. The 2014 World Cup came at a cost of \$15 billion and the 2016 Summer Olympics at just under \$10 billion.



Event Marketing

Event marketing has become a profitable segment of the sports/entertainment industry



WrestleMania 32, in 2016, was not only the highest grossing WWE event ever at \$17.3 million (compared to \$12.6 million in 2015), but also set a new attendance record of 101,763 at AT&T Stadium in Arlington, Texas.

Event Marketing

Event marketing has become a profitable segment of the sports/entertainment industry

The organizer's of Montreal's International Jazz Festival operate on a hefty \$30 million budget.



Since opening in downtown Washington, D.C. 19 years ago, the Verizon Center arena has hosted nearly 4,000 different events and attracted over 47 million fans.



Event Marketing

For sports events, event marketing can involve a number of different marketing activities

- *Recruiting athlete participation in event*
- *Creating a publicity strategy to increase coverage of the event*
- *Promoting the event to boost attendance*
- *Selling sponsorships to corporations*

Event Marketing

The role of corporate support in event marketing has increased dramatically in the past few decades. *Without sponsorships and corporate support, many events would not be profitable.*

The ADT Championship, once one of the LPGA's most prestigious events, was eventually canceled because the event sponsor, Stanford Financial, went into receivership and the event was unable to secure a new sponsor in their place.



Event Marketing

The 2014 Winter Games in Sochi had already inked over \$1 billion in sponsorship revenue by 2010, four years before the games would even take place



Before



After

Event Marketing

The 2016 Summer Games in Rio sold more than \$1.5 billion in sponsorship revenue despite all the negative publicity surrounding the event and the implementation of “ Rule 40” which gave athletes more rights to monetize their participation in the games by partnering with corporations on an individual basis.



Over the past two decades, the International Olympic Committee has more than tripled the amount of money it generates from global sponsorship, according to ibtimes.com

Event Marketing

Many college football bowl games rely almost entirely on corporate support

The International Bowl in Toronto failed to secure a title sponsor and had to go out of business

The Poinsettia Bowl in San Diego was only able to launch after the San Diego County Credit Union decided to support the event as the presenting sponsor



The 5 P's of Event Marketing

- 1) Participation**
- 2) Product / Brand Experience**
- 3) Promotion**
- 4) Probe**
- 5) Prospect**

The 5 P's of Event Marketing

Participation: Getting consumers to attend the event and interact with the company, whether visually, verbally or interactively



The 5 P's of Event Marketing

Product / Brand Experience : Distributing samples or having the consumer try on or try out your product at the event



What is SEM?

LESSON 2.8

The 5 P's of Event Marketing

Promotion:

**Generating media exposure
by creating stories within the
event and further increasing
corporate awareness through
promotions**



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That's right, just for taking the time to fill in the coupon below, we will reward you with \$5 OFF an adult ticket! Simply print this page, cut out the coupon below, fill in your information, and bring it with you when you purchase your tickets at the box office. It's that simple!

And don't forget Kids are always half price at Dodge World's Toughest. We provide great family entertainment at affordable prices for the whole family. This year's line-up of specialty acts, clowns, and contestants is sure to amaze your eyes, tickle your funny bone, and keep you on the edge of your seats with unrehearsed WILD rodeo action!

Don't forget your Souvenir programs, T-shirts, posters, and other souvenir items as Auto-graphs are held right after the event nightly in the front row!

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The 5 P's of Event Marketing

Probe: Conducting research before, during and after the event to make sure that you are effectively reaching and penetrating your target audience

Prospect: Implies that companies should approach event marketing as a long-term commitment in order to see returns on investment

The Event Triangle

The 3 Key Components of the Triangle

- 1. The event**
- 2. Sponsor(s)**
- 3. Event Management**

The Event

- **Can be amateur or professional**
- **Typically provides some form of entertainment for spectators**
- **Provides exposure for sponsors**

The Event:

A function that will draw participants, spectators and sponsors

What is SEM?

LESSON 2.8

Event Examples

➤ Super Bowl



➤ FIFA World Cup



➤ Local music festivals



Event Marketing

With so many events being offered, event organizers often find creative new venues to host events in an effort to generate public interest



Event Marketing

In 2010, Tough Mudder generated \$10 million in revenue. By 2015, Business Insider reported the event was generating over \$100 million annually.

In 2010, Tough Mudder held three events. Two years later, in 2012, it had organized 35 around the world and by 2017, the event has a presence in 10 different countries which host more than 100 events each year.



Event Marketing

In 2017, the company announced a partnership with British sports media giant BBC for a televised series featuring coverage of its competitions

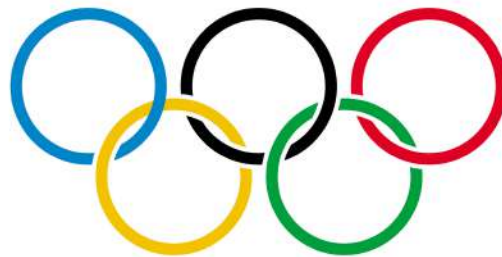
According to its website, Spartan Race has more than 170 events planned this year, spanning more than 25 countries with more than 1 million global participants

The brand also enjoys more than 5 million followers on social media and has its own popular NBC television series



Event Marketing

Today, there are reportedly more than four million people participating in obstacle races around the world and speculation is swirling that it could become an official sport in Olympic competition in the future.



Event Marketing

Based on the success of past shorter races (5k and 10k), many other unique racing events are now popping up, from the “Slime Run” and “Bacon Chase” to a Holiday Lites race event.



The Sponsor

Will utilize the event to market its products or services

Will leverage its relationship to advance future business opportunities

The Sponsor:

A company using the event to reach important consumers

The Spectator

**Typically must pay to attend
the event**

**Exposed to promotions for
the event and event sponsors**

The Spectator:

**Those attending the
event as a source of
entertainment**

Event Management

While the primary focus of event marketing is to attract all three components of the event triangle (event, sponsor, spectators), the primary function of event management is to ensure the event logistics are properly planned and executed

Event Planning

Key factors to consider when planning an event

- **Working with vendors**
- **Facility selection**
- **Staffing & Volunteers**
- **Traffic & Parking**
- **Security**
- **Concessions**
- **Ticketing & Admissions**
- **Sponsorship**
- **Award Ceremonies**
- **Special Accommodations**
- **Weather**
- **Hotels & Lodging**

What is SEM?

LESSON 2.8

Event Management

For example, while some members of the Campus Rail Jam Tour were likely tasked with marketing roles in an effort to maximize attendance and attract sponsors, event management personnel would be responsible for event logistics.



Event Management

Organizers of the Campus Rail Jam Tour trucked in 30 tons of snow to build a snowboard and ski course in downtown Portland, OR. Organizers paid a reported \$2,500 to have six dump trucks haul snow down from nearby Mount Hood in order to build an appropriate venue for the snow sport competition to take place.



What is SEM?

LESSON 2.8

Event Management

The event was also successfully marketed as over 6,000 spectators showed up to watch the competition



Event Management

It has been reported that Beijing will need to make almost ALL of the snow to be used for the 2022 Winter Olympic Games



LESSON 2.8 REVIEW (ANSWERS)

What is SEM?

1) Identify the five P's of event marketing

1- Participation

2- Product/brand experience

3- Promotion

4- Probe

5- Prospect

LESSON 2.8 REVIEW (ANSWERS)

What is SEM?

2) Explain the event triangle

The event triangle is the model for studying the exchanges developed in sports marketing.

It places emphasis on the relationships between producers and consumers.

Three key components to the triangle include the event itself, the sponsor(s) and the spectators

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