

Global Sporting events

Building spectators and participants.



Module plan

- Friday 1st Feb – no lecture
- Friday 8th Feb- Lecture 2
- Friday 15th Feb – Lecture 3
- Friday 22nd Feb – Lecture 4
- Friday 1st March – Lecture 5
- Friday 8th March – No lecture
- Friday 15th March – Lecture 6
- Friday 22nd March – Lecture 7 (Marketing)
- Friday 29th March – Assignment support

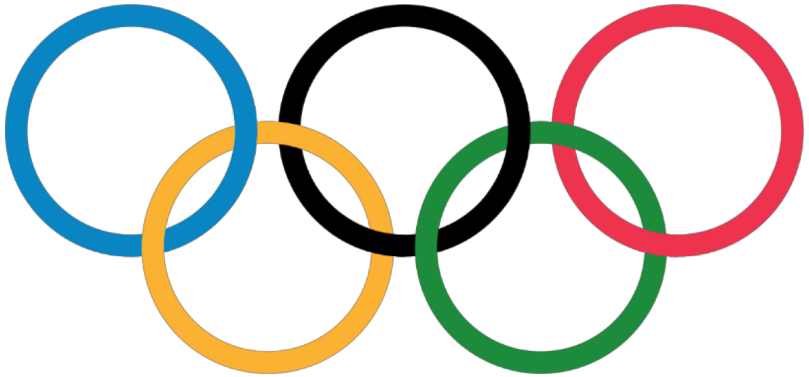
Todays aims ?

- Discuss the global sporting events within the international sports market in relation to building spectators and participants.
- Investigate and analyse different case studies.
- Understand the differences between different sports market with an emphasis on African, Asian, European and American culture.











FIFA WORLD CUP
RUSSIA 2018



Global Sporting Events – how many can we think of?

Global Sporting Events

- Globalisation – is the process by which business or other organisations develop international influence or start operating on an international scale.
  - Within sport: when an event or a competition involves more that one country and develops on a global level.

- **Masterman, 2014 and Foster, O' Reilly and Davila, 2016.**

19 unmissable events

6 April: Horse racing - The Grand National, Aintree
11-14 April: Golf - The Masters, Augusta
4 May: Football - Women's FA Cup final, Wembley Stadium
18 May: Football - FA Cup final, Wembley Stadium
30 May-15 July: Cricket - World Cup, England
1 June: Football - Champions League final, Madrid
1 June: Boxing - Anthony Joshua defends his world heavyweight titles v Jarrell Miller, New York
6 June: Football - Nations League semi-final: England v Netherlands
7 June-7 July: Football - Women's World Cup, France



Global Sporting Events

1-14 July: Tennis - Wimbledon
6-28 July: Cycling - Tour de France
12-14 July: Formula 1 - British Grand Prix, Silverstone
12-21 July: Netball - World Cup, Liverpool
18-21 July: Golf - The Open, Royal Portrush
1 Aug-16 Sept: Cricket - Ashes Test series: England v Australia
20 Sept-2 Nov: Rugby union - World Cup, Japan
21-29 Sept: Cycling - Road World Championships, Yorkshire
28 Sept-6 Oct: Athletics - World Championships, Doha
7-15 Nov: Para-athletics - World Championships, Dubai

Sports Engagement Platforms

Sport/Game On The Field	Club/Event	Players/Athletes & Coaches	Sporting Venue
Broadcast Media	Print Media	Sponsors & Advertisers	Sports Gambling
On-Line Content Website	Social Media	Fantasy Sports	Electronic Games

Different Platforms

- Sport on the field – make the game faster e.g. 24 second clock in basketball
- Club/Event - deep fan attachment to a club e.g. playing “friendlies” in different sporting markets
- Sporting Venues – high emotional fan appeal e.g. Liverpool
- Broadcast Media – Storytelling and TV and radio e.g. match of the day





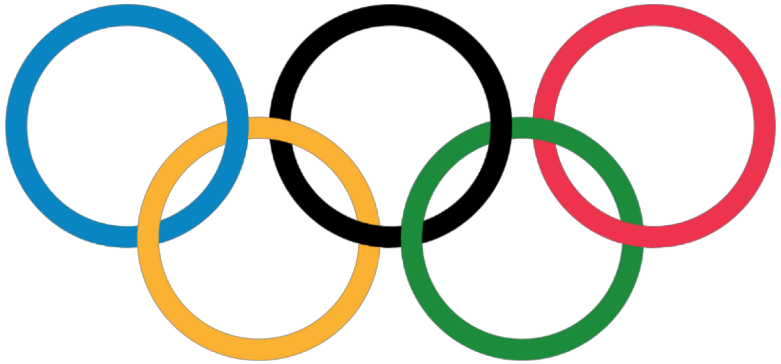


Different Platforms



- Print Media – declining with limited interest
- Social Media
- Fantasy Sports – Involves players creating their own ‘teams’ who compete against one another based on real life results. In 2017 59 million people play fantasy sports in USA and Canada according to FSTA.





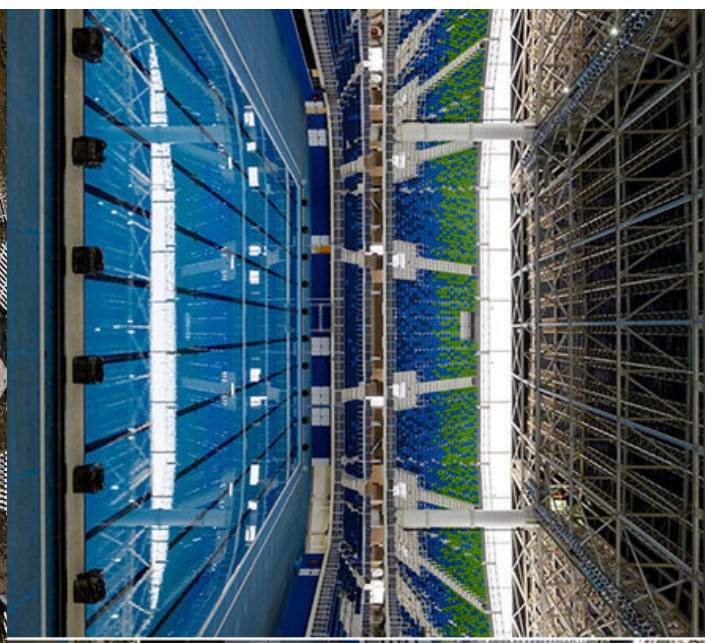
Sustainability

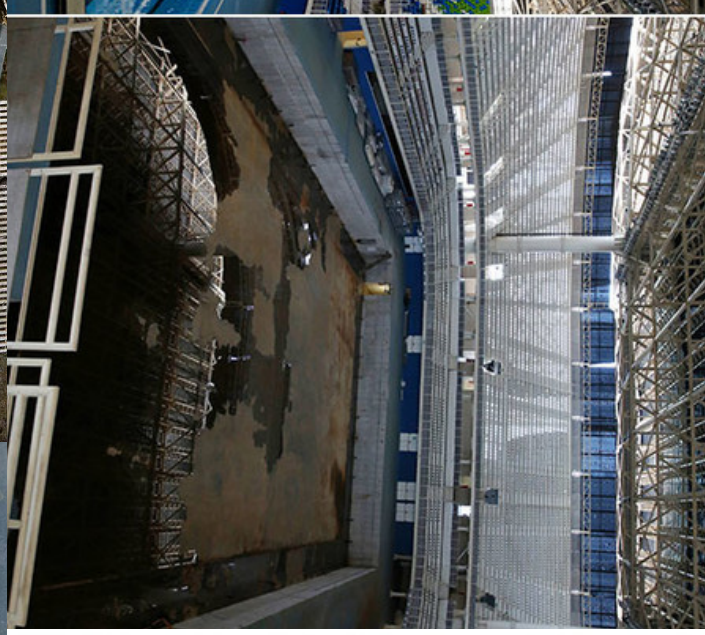
- The condition of meeting the needs of the present without compromising the ability of future generations to meet their own needs. (World Commission on Environment and Development, 1987)
- Lillehammer 1994 – first ‘green’ games. Winter Olympics.
  - 20 sustainability projects such as:
  - Relocation of the speed skating arena to protect a sanctuary of rare birds
  - Construction of an underground ice hockey venue in order to preserve energy
  - Stone from the construction of the ski jumping venue was then used to create the medals.
  - All sports arenas have been made available to the public
- Lillehammer organising committee received the UNEP Global 500 Award
- Environment made it to the three pillars of the Olympic Movement (Sport and Culture)



Olympics Before and After















Financial Fair Play (UEFA, 2015)

- Financial fair Play is about improving the overall financial health of European club football
- Approved in 2010
- Break-even requirements – restricting clubs from accumulating debt.
- In order to promote investment in stadiums, training facilities, youth development and women's football (since 2015), all such costs are excluded form the break-even calculation.
- Since 2011 six clubs have been denied access to the UEFA competitions because they have not paid wages to players or fees to other clubs for transfers and one club has been excluded from UEFA competitions due to a failure to comply with break-even requirements – Red Star Belgrade
- AC Milan – 2018



Case Study: Man City

- In 2014 Man City broke the FFP rules and was fined £49m
- German News Magazine published leaked documents implicating the PL club
- Disguising the source of revenue from sponsorship deals tied to the club's owners in Abu Dhabi.
- Man City welcomes the investigation
- FFP rules are designed to ensure the amount clubs spend on their players and wages is approximately equal to what they earn in commercial revenue and prize money.
- If Man City is to be found guilty they could get banned from UEFA competitions













Activity

- For the next 10 /15 minutes investigate a case study of a global sporting event, and note down key information as for example:
  - Starting year
  - What countries compete in this event
  - Attendance
  - Ticket pricing
  - Who won the event last time it happen

African Cup of Nations

- 32nd edition
- Every two years
- 2019 – first time 24 teams compete instead of 16
- 2019 – first time the cup is June/July instead of Jan/Feb – PL
- Egypt is the hosting country
- Chad is banned from 2019 edition
- Morocco was banned from 2017 edition



African Cup of Nations



- Tickets were between 500 and 40,000 FCFA
  - $0.80 and $63
  - £0.70p and £53
- Opening Ceremony between 2,000 and 20,000
  - $3 and $30
  - £2.6 and £26



African Cup of Nations 2017

- Gabon Games at almost full capacity.
- Others games such as Algeria vs Tunisia had under 1,000
- Stadiums are usually away from town
- Cultural Different
  - African experience is mainly emphasised on the Premier League









Total Africa Women's Cup of Nations

- Eleven editions
- Nigeria has won 9 out of 11
- Republic of the Congo will host 2020 cup
- Nigeria team was gifted $207,000 for winning in 2018

African sporting corruption

- CAF president Ahmad trying to fight football corruption
- Kwesi Nyantakyi resigned from CAF and FIFA for “accepting” £43,000 in cash from an undercover reporter. Kwesi was trying to create a fake agency to pocket an extra 20% of a sponsorship deal worth $15 million which would have made him $3.7 million richer. Banned and $500,000 fine.
- Salisu Yusuf – Nigeria Football Federation (NFF) banned coach and fined him $5000. Caught receiving $1,000 in cash to manipulate the decision of what players make the starting team for the African Cup of Nations.





Past Student Experience – Jack Rees

- Scottish Government employed IMG to run the Solheim cup
- Co-ordinator for the event
- Jack is the main point for the catering, waste and transport suppliers
- Coordinating the ticket sales
- Coordinating the Gala dinner
- Marketing the event
- Assisting in creating branded products
- Leading on sustainability of the Solheim cup, as the Scottish Government wants to make this the most sustainable cup.





Solheim Cup

- Started in 1990 to rival the Ryder cup
- Expected to have over 100,000 spectators over the weekend
- Tickets have been sold across the globe
- Budget of £6.1m
- TV coverage in 25 countries
- Women compete for 2 years in respective tours to qualify
- Also run a Solheim cup for juniors
- Over 15 sponsor such as Rolex, PING and Aberdeen Standard Investment

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Marketing Activity