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INTERNATIONAL SPORTS MANAGEMENT

STRATEGIC SPORTS EVENT MANAGEMENT

ASSIGNMENT 1

Swansea is the second city in Wales, with a lot of natural resources. But a lack of sports facilities, Swansea got only one stadium with the standard of FIFA, to organise a sport event there, it needed to be a one of sport event. A special planned event, minor event type E, with a small audience or local audience as said by Jago and Shaw (1998) in Masterman (2009).

The Wales Beach soccer championships might be one of the events which can fit in Swansea. The City has a Beach where a beach soccer pitch can be built, which is great because it will not Cost a lot to the Swansea City Council. Also it has been demonstrated that people in Swansea like the beach. The recent beach soccer festival that took place in Swansea was 10 July 2018 not long ago and was very successful. It was organized in two leagues, one for the under 6 to under 14 and one for the adults league, they were playing a 5 a side. 10 players maximum per team , they could be mixed male and female in the same team. This event was not free, each team was paying a registration fee of 10 pounds for Junior and 20 for the adults, in addition to that there was a spectacle with BBQ, kids multi-sports and beach volleys. (Rees, 2021)

Although there is not a Wales Beach soccer championship this can be an opportunity for people to know more about beach soccer.

The next part of the essay will focus on how to organise a beach soccer championship event in Swansea. How to bid, to get sponsorship, the benefits of the event.

Beach soccer championships in Wales will be something new to the Wales people, although England has beach soccer championships Wales doesn't.

This event will be a type c irregular one off, major international spectator, competitor events generating limited economic activity. Wilson (2006) and Gratton (2010).

It will also be a traditional event because if it is successful it can be regular every summer. Jago and Shaw (1998) in Masterman (2009).

The Wales beach soccer championships will be held in the summertime, an ideal time when people like to go to the beach, also it will be in accordance with “ The

Welsh Government well-being of Future Generations (Wales) Act 2015. Because people from every city of Wales will be there to follow their town, they will socialise with others from different cities or towns. Also the announcement before and during the event will be in Welsh and English language, to help people to familiarise more with Welsh language.

Secondly people will come to Swansea from different places this will help to grow a bit of the tourism and economic sector.

Thirdly during the half time of each game there will be a quiz where spectators can win some prizes by doing some exercise. This will also include disabled people and old people to help them to do some exercise and an advertisement to encourage people of the benefit of being active. This will be a good argument to bid for the event to the Swansea city council. (Welsh Government)

On A New Strategy for an Active Nation (p. 48) it states “ Hosting major events plays a vital role in preparing our athletes for international success, enhancing the economic impact of sport and providing a platform for inspiring those that experience them”. HM Government (2015) Sporting Future.

This event will be a good opportunity for Wales to build a team which can play some international beach soccer events like Euro beach soccer or World Cup beach soccer.

In Addition the secretary of state Department for business, innovation and skills believes that “ Sport is big business contributing tens of billions of pounds ...to the British economy every year... We want to help this industry stay on the top of the podium for many years to come”. The event will feature in this world of Rt Hon SAJID JAVID because after the event the economy of Wales will improve a little bit. HM Government (2015, p.57)

The Wales beach soccer championship will take place in 7 days, it will start on a Saturday and finish on a Saturday with two days breaks. Will represent one team of these Wales cities, Cardiff, Swansea, Newport, Bangor, St Asaph and St Davids. They will be in two groups of three and the first two will progress to the semi final and then final and the third place. Each team is allowed to have 10 players and 5 staff members . The winning team will have a trophy with £25,000, the second £20,000, the third £15,000 and the fourth £ 10,000.

The best player will have £2000

The best goalkeeper will have £1500

The best scorer will have £1500

The best coach will have £2000

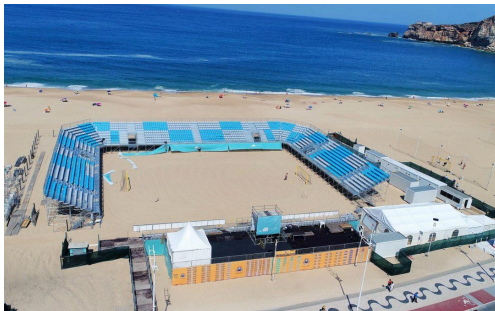
The best fan will have £500

And the best referee will have £1000.

The winning team will have a free season ticket for each player and staff and also a Liberty stadium Tour.

A table below will show the expense for the event ;

Description	Quantity	Price / unity	Subtotal
Stadium with seats	1	£750,000	£750,000
Stands of 5m2	10	£1000	£10,000
T-shirts	400	£5	£2000
Cleaners	10	£300	£3000
Ticket seller	10	£300	£3000
Security	30	£400	£4000
Event Ambassadors	20	£250	£5000
		TOTAL	£777,000



The other expenses which are not in the list, will be given by the sponsors, National Express will give the bus for the team and for the logistics of the event while doing their advertising. So the total cost of the event will be £777,000, which seems to be a lot of money but what it can produce will be double and beneficial for the people in Wales.

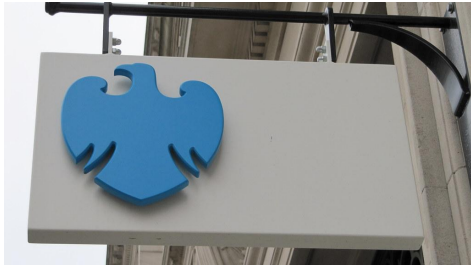
Sport Wales will provide £200,000 by the program “ Be active Wales Fund” after a good application has been made. (Wales, 2021)

Barclays bank will give a £500,000 as a main sponsor of the naming of the event will be Barclays Wales Beach Soccer Championships. And the £ 77,000 will be given by the Swansea council. (Sports Funding- Swansea, 2021).

PART 2

LIST OF THE SPONSORS AND WHAT THEY WILL GIVE

“Sport sponsorship involves a third party (called the sponsor) investing in activities that promote its brand or stature (financial or otherwise), through associating with a sponsors property (called the sponsee), and using that association to access, ideally in a compelling way, stakeholders of the sports property,” Foster et al. (2016, p.270). That is the definition of sponsorship state by Foster et al.



Boisson énergisante.
À boire très frais.

Red Bull



ENERGY DRINK

de Taurine. Vivifie le corps et l'esprit



SPONSORS	DONATIONS
BARCLAYS BANK	£500,000/ For the Organisation £100,000/ For the winning price
RED BULL	FREE DRINK £30000
MACRON	KIT FOR EACH TEAM AND REFEREE BALLS WATER BOTTLE TRACKSUITS BAGS £20000 FOUND
BURGER KING	£20000 FOUND
ITV WALES	BROADCAST DURING THE EVENT
SPORTS WALES	FOUND (£200,000)
NHS	FREE COVID TEST/ FREE TREATMENT
NATIONAL EXPRESS	LOGISTICS
TRAVELODGE	ROOM FOR THE TWO FINALISTS TEAM
SWANSEA CITY FOOTBALL CLUB	Free Liberty Stadium tour Season ticket for the winning team Every game one different swansea city football club player will give a kick-off. 50% off on every club merchandising. £50000 FOUND

SWANSEA CITY COUNCIL	SPACE /FOUND (77,000)
FAW	FREE REFEREE
SWANSEA POLICES/ BRITISH ARMY	STAFF FOR SECURITY (SWANSEA POLICE) £10000 FOUND (BRITISH ARMY)

This events will be a combination of some type of marketing, (marketing mix), all the sponsor will first be at the event to advertise their product, and company, some sponsors like Red Bull, Swansea city football club, National Express will have their stand, for advertising same as their advert will be on the big screen at the stadium. (Pitts and Stotlar, 1996; Schwarz and Hunter, 2008; Shank, 2005)

Also some will developpe a public relations, like the NHS and BRITISH ARMY, SWANSEA POLICE. In addition Burger King, Maccron, Red bull, Swansea city football club will sell their products and promote some sales. (Pitts and Stotlar, 1996; Schwarz and Hunter, 2008; Shank, 2005).

Macron and Swansea city football club will be the Sports team sponsorship, while Itv will be the Broadcast and media sponsorship and Barclays the main Sports event sponsorship and Red bull the Sport facility sponsorship. As stated by Schwartz and Hunter (2008).

The Wales beach soccer championship will also be a combination of the two key areas where the sponsor can invest.

Firstly Direct investment with Barclays and Redbull they will give to the event some money. And Secondly the indirect investment, Burger king, Swansea city fc etc... They will advertise and give promotional materials. Foster et al. (2016, p.270)

SPONSORSHIP RIGHTS AND TITLES

The main sponsorship of the event Barclays will give his name to the event so the event is THE BARCLAYS WALES BEACH SOCCER CHAMPIONSHIP, and Maccron will have the supplier rights, they will provide kit, balls, tracksuit, and bag for the team and referee. Masterman (2014).

MARKET SEGMENTATION

“Market segmentation refers to how an event should be positioned in relation to the competition and based on the environmental analysis” Parent and Smith-Swan (2013, p.99).

The market segmentation has three main stage processes which is the segmentation, targeting and positioning.

First the segmentation, as Shank (2005) identifies the six common bases of segmentation; demographic, socioeconomic, psychographic, geographic, behavioural, and benefits. While Bourgeon and Bouchet(2001) presents four sports segment behaviours; for example opportunist, aesthete, supporter and interactive. The event will be located in swansea and there is no age limit to participate in the event the disabled seats and toilet will be present to the event so everyone can attend the event.

Secondly the targeting, which involves digital marketing, a facebook page, an instagram page, a youtube and twitter page will be open for the event. For demographic targeting, some staff members will go around the city invited to the championship to talk about the event and encourage people to come to the event. The staff member will use the one to one communication also the advert on Itv will be used. (Hoye et al, 2012, p.213)

According to Parent and Smith-Swan (2013,p.100) “the marketing messages that are not being given are not effective, and those that are only delivered at great cost are not efficient”. The message should be efficient and attractive for the people to come to the event.

And then Positioning, Armstrong et al,(2011) state that : “ Some of the prime positions are best quality, best service, lowest price, best value and most technologically advanced”. As it will be the first edition, an informative edition to help people in Wales to know more about the beach soccer and the benefit of being physically active, the ticket sale will be available in most of the place and at a reasonable price, they will be a good deal if you by the ticket for all the week tournament which will be £60 for all the game during all the 7 days of the championships and you can watch all the game also it will be two game per day. There is also a family pack which is £100 for 4 during all the week. Also an option of £10 a day with a free burger. This will be a good opportunity for people to come along.

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