

Strategic Sports Events Management

Chosen sport- Futsal

Part 1

Introduction

I have decided an idea to Host a futsal league in Swansea, which would be a great idea to really promote not only the sport but the city and its facilities. Futsal is “Futsal is the FIFA-recognised form of small-sided indoor football (the word is a contraction of the Spanish ‘fútbol sala’). It is played between two teams who each have five players on the pitch at any one time, with rolling substitutes and a smaller ball than soccer that is harder and less bouncy” (What is futsal? A beginner's guide, 2021). Furthermore, it is a sport designed more to the skill and technique of players because of how intense the pace of the game is.

Futsal was founded in the 1930's where It then grew popularity over the years to come. The quote “The origins of Futsal can be dated back to the 1930's where the sport began to spread throughout South America. With the popularity increasing there was need for a governing body and in 1971 the International Federation for Futebol de Sala, FIFUSA, was officially founded” (Blacker, 2019) shows that the sport grew so popular that the sport needed to create a governing body. A governing body is “the group of officials who draw up the rules that govern the actions and conduct of a body such as a school, university, or sport, and who ensure that these rules are followed” (Governing body definition and meaning | Collins English Dictionary, n.d.).

I have chosen this idea because Futsal is not as popular in Swansea, and I would like to kick start its popularity. As for its status in the entire world it is safe to say that Futsal is quite popular now but just lacking in some areas of the world where they are not familiar with the sport. The quote “FIFA then took over as the governing body in 1989 which kick started a dominance from UEFA associations as Futsal spread rapidly across Europe.” (Blacker, 2019) shows that FIFA the head of football is a massive governing body that is now in control of Futsal.

Aim 1

- To design and create a Futsal league in Swansea over the next year.

Objectives

- I will achieve this by identifying the weaknesses and strengths of the idea.
- I will seek financial investment from local sponsors, governments, and other organisations.
- I will find local facilities that can host this sport.

Aim 2

- Grow the numbers of participants in Futsal over the next year.

Objectives

- Create ideas of marketing the sport and advertise it in many ways such as social media and posters.
- I will target a wide range of audiences and not limit to just one age group.

Feasibility and strategic fit

What is feasibility? The quote shows “A feasibility study is an analysis that considers all of a project's relevant factors—including economic, technical, legal, and scheduling considerations—to ascertain the likelihood of completing the project successfully.” (Considering a New Venture? Consider a Feasibility Study, 2021) My event/league is feasible because it is a sport that had backing from the FAW to host leagues in other parts of Wales except from Swansea. It also can benefit the FAW in raising talent to represent the national Futsal team and compete at the highest level.

Strategic fit can be seen long term and short term. For example, a company can sell a part of their business because they do not see it as a strategic fit for the long-term future. The definition of strategic fit is “(in business) the degree to which the activities of different sections of a business or businesses working together complement one another to achieve competitive advantage and business success” (Strategic fit definition and meaning | Collins English Dictionary, n.d.). I think creating a Futsal league is seen as a strategic fit because of how much to gain from it, future stars, finance, sponsors.

I am going to create this league/event in Swansea because there are no Futsal leagues currently being held in Swansea so I feel it can only benefit the local community and grow the numbers of participation which the Government so desperate too. The minister of sport, Tracey Crouch states in 2015 that “Up to now our focus has been on how many people we could get to meet our definition of playing sport” (Sporting Future: A New Strategy for an Active Nation, 2015).

Financing Options

Potential funding can come across in two ways. For example, by creating this league I can create a financial income from the participants who participate or as well as seek investment from the local council and government which is doable because when the major governing bodies and government, invest finance in sport across the UK, some of that investment comes from the national lottery of the UK. David Cameron claiming in 2015 that the UK are “adding £39 billion every year” (Sporting Future: A New Strategy for an Active Nation, 2015). We can also tell from the quote from Sport Wales that the National lottery invests in sport Wales, “Each year, the National Lottery invests millions of pounds into Welsh sport at a strategic and grass roots level.” (Welsh Sport and The National Lottery - Sport Wales, n.d.) Furthermore, this quote outlines the importance of the financial gain from the National Lottery, “Thanks to National Lottery players, £30 million is raised every week for good causes and this year that money has been more important than ever” (Welsh Sport and The National Lottery - Sport Wales, n.d.).

Facilities I can use in Swansea are, LC2 which have two wooden floor pitches perfect enough for to host Futsal matches, also Bishopton leisure centre, Swansea University currently have one futsal pitch.

- The cost of bibs £14.99, 10 pack of one colour.
- The cost of proper Futsal goals £70 each, these prices can differ with proper futsal goals being more expensive with the pricing range from £250- £700.
- 2 Leisure centre pitches cost £48

Participants will be charged at least a minimum of £5 per game, which will help facilitate the games in local facilities around Swansea.

I am also hoping to pitch my idea to the local council and FAW to help fund this sport and grow the sport over the coming months and years. A grant would help massively by producing talent and help with equipment such as futsal goals which can be seen as expensive.

Sponsors

Potential sponsors for my sport can be a range from food, drink, or even major governing bodies. Thinking about the event I am trying to create in Swansea its sports related so it is better to get sponsors of sport related marketing such as drinks. Major brands such as Brecon Carreg which is one of the most popular water brands out there and Lucozade which is the main energy glucose drink in the sports industry now. Brecon Carreg have a past of investing in sports clubs. They even sponsored a Welsh rugby girls' team. The quote "The company announced that it will be committing £5,000 to the club as part of the deal" (Jones, 2017) shows as a local girls' rugby team they have sealed a lucrative financial backing ahead of their season.

I would want FAW to support and sponsor this Futsal league because I think it will put Wales and Swansea in the map, especially in the futsal community. It will grow both income and popularity and create more future leagues around Wales and hopefully all over the UK. The FAW state that "Those that are successful in obtaining sponsorship all have something in common. They understand that this isn't a donation. It is, in fact, just like any other business deal" (Engaging with Sponsors and Business, n.d.) which further shows that its more than just a donation, it's an investment for the future to grow business. Not only that the FAW state on their website that they want to grow participation levels in Wales. With their main sport in promoting football One of their goals is "200,000 children playing football at least once a week" (Purpose, Vision & Goals, n.d.). What if football is not for everyone? And children or young adults would prefer a sport smaller sided like futsal.

What other competition does futsal have in the Wales or the UK?

Futsal has gone global especially in Wales, with Wales currently representing and competing at international level. Although in some parts of Wales futsal has grown with the FAW now having a Young Futsal international team representing them against other nations and competing for the World Cup. We can tell this from when they failed to qualify for the World Cup in 2015, "The Wales National Futsal Team failed to qualify from FIFA Futsal World Cup Preliminary Round Group E" (Thomas, 2015). They also have a league system currently controlled by the FAW. For example, here are some of the competitions format...

- The FAW Futsal League is split into two conferences, Northern and Southern.
- The winners of each conference will then play each other in the FAW Futsal League Playoff Final to determine the champion club.
- The champion club will be nominated by the FAW to represent Wales in the following season's UEFA Futsal Champions League.

(FAW / Applications open for the FAW Futsal League, 2019)

Part B

My target audience

My target audience will be a wide range of ages starting from 16-30. The reason for this is because Futsal is like football and can have a wide range of ages playing within the same environment. I can target 16–20-year-olds in local colleges, especially the ones who participate in sport such as football. I can present the idea by offering discounts on first couple of weeks to motivate them to join. I will pitch them the idea in classes by presenting a PowerPoint on what futsal can offer.

Social media

The quote “One of the biggest changes in human interaction is the recent proliferation of online social networks. Rapid growth of Web-based platforms that facilitate online social behaviour has significantly modified the nature of human activities, habitats, and interactions.” (Tiago and Veríssimo, 2014) states that one of the biggest changes in human interactions in the last few years is social media. Furthermore, its implying that social media has a bigger target audience because of the rapid rise in numbers of people using it. The article from Tiago and Veríssimo also further states that social media can “bring people together from across the globe” (Tiago and Veríssimo, 2014). They also tell us in what way social media can show us. The quote “This movement into the digital dimension allows individuals to share knowledge, entertain one another, and promote dialogues among different cultures” (Tiago and Veríssimo, 2014) shows this. A study shows a percentage of how important; firms utilize social media for marketing. We can tell this from the quote “As revealed by our study, external competitive pressure plays the most prominent role in a firm’s decision to utilize digital media for marketing purposes (56% of surveyed managers rated it as important or extremely important)” (Tiago and Veríssimo, 2014).

League information

Each game will last for 40 minutes, so 20 minutes a half. This league will last over the course of a year and hopefully for many more years to come. So, there will be games every week, depending on the number of teams, ideally, I am looking to have a league that consists of 20 teams. Every team will have to play each other twice and they will play once every week.

How can I further retain customers?

For the opening day I will offer discounts such as half price on the first two weeks you participate in this league. I am sure this will attract customers and retain them. I can further retain them by not just the help of discounts but by getting help in a financial aspect from the FAW and Brecon Carreg. Considering I do gain financial support, I will upgrade the use of facilities such as better equipment e.g., futsal goals, Proper futsal kits, supply them with sponsor products so for example Brecon Carreg water. Which will not only promote the sponsor but promote a healthy product in water which hydration is key for everyday life.

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