

Sport Event Marketing Template

Canadian Sport Tourism Alliance



SPORT EVENT MARKETING TEMPLATE

Helping you establish how non-governmental revenues can be raised



Consultants for major sport events

- Over 25 years' experience

Specialised in the following fields:

- Bidding process
- Production of Business plans and detailed budgets
- Production of Marketing plans
- Production of facilities scope of work
- Broadcaster relations (TV & Internet)
- Strategic planning

We took part in more than 15 business plans / international bids

The Federal committee report on hosting international sports events in Canada recommended that:

- **The resources, reference document template and best practices needed to assist in the development of a submission should be designed.**
 - Consider that educational materials and training would best be served if developed outside government; one such organization is the CSTA.

CSTA, the reference in developing the proper tools

Having problems?

The risks associated with erroneous resources at the bid phase - or early event phase - can have a profound negative impact for the hosting community. This can cause not only financial problems but can affect the social, commercial and political life of the community.

Why? A lack of good planning during the event.

A tool that outlines all the marketing elements

A tool that helps you answer all the questions you have about marketing challenges.

The hands-on Sport Event Marketing Template is a unique and results-driven tool



A tool which has proved its worth in the past.

Based on previous marketing plans produced for:

- **IAAF World Youth Championships – Sherbrooke 2003***
- **FIFA U-20 World Cup - 2007**
- **IAAF World Junior Championships – Moncton 2010***
- **Canada Games – Sherbrooke 2013**
- **World Winter Master Games**
- **FISU Games**

***Audited by Sport Canada**

Why develop a marketing plan?

- **To identify the non-governmental funding;**
- **To provide sound information to public institution partners on the feasibility of the project;**
- **To understand the promotion the event will create;**
- **To provide a first marketing planning document to OC**
- **To know the resources required to have a successful marketing plan;**

You will know the commercial potential of your event.

For which events?

- **Document produced for international events**
- **It can also be used for:**
 - National and provincial event* with or without
 - ◆ *rights holder*
 - ◆ *bidding process*

Note*: Recommend to delete the non-relevant sections first

A tool that can be adapted for events of any size.

When producing the document?

- **Same time as the business plan**
- **First version ideally prior to the decision to bid**
- **Document must be updated after the event has been awarded by the O.C. marketing chair**
- **Template has more contents available than what you need during the bid process**
- **First version needs to delete certain elements**

The SEMT completes the CSTA Business Plan.

How do I update it?

The Sport Event Marketing Template is a simple and effective working document

- It gives you a structure with a proposed text:
- 1st: You delete what you do not need for your event
- 2nd: You keep the text under the heading [SAMPLE] and customize it for your event;
- 3rd: You produce text as per the suggestions under the heading [CONTENT]

Saves you from 'reinventing the wheel'

What's event marketing?

- **Communications**
- **Broadcasting aspects**
- **Sponsorships**
- **Friends and other ticket programs**
- **Ticket sales**
- **Merchandising**
- **Fundraising activities**

Event marketing: more than what marketing is

- **Identify your target market**
- **Produce your key messages**
- **List your media relations activities**
- **Design your advertising program**
- **Outline your promotion plan including activities, mascot & conference bureau**
- **Establish your printed materials**
- **Draw the main element of your website**

A good communications plan helps you sell sponsorships & tickets

- **Explain the television rights**
- **Outline the television coverage**
- **Establish the host broadcaster requirement**
- **Reflect about webcasting as an alternative to TV**
- **Decide your radio approach**
 - Sponsors
 - Event broadcasting
 - With or without TV rights

Make sure you own the national TV rights

- **Explain the sponsorships rights**
- **List the sponsorships category release**
- **Outline the media sponsorships**
- **Identify your public institutional partner(s)**
- **Produce your benefit grid**
- **Establish your revenue projection**
- **Evaluate your sponsorships package**
- **Service the sponsors sooner rather than later**
- **Prevent ambush marketing**

A comprehensive package helps you sell sponsorships

Sponsorship programs are often limited to a small group

The Friends' program:

- **is aimed at local business, institutions organizations and associations**
- **stimulates the local community**
- **offers only recognition benefits, no visibility**

Bring the entire community to your events

Premier ticket program:

- is aimed at small businesses that cannot provide VIK, or wealthy individuals
- is a package which includes the best tickets for the entire competition with an exclusive hospitality area

Corporate ticket program:

- is aimed at corporations or organisations with large numbers of employees, members or customers
- offers very important discounts on general seating tickets and merchandising

Maximise your attendance at your events

- **Explain your ticket sales approach**
- **Produce your ticket sales projection**
- **Identify your ticket sales distribution network**
- **Suggest sales incentive**

Be conservative in your ticket sales projection.

- **Explain your merchandising sales approach**
- **Produce your merchandising sales projection**
- **Identify your merchandising distribution network**
- **Suggest sales incentive**

Do not underestimate the unsold inventory.

- **Explain your fundraising approach**
- **Produce a fundraising projection**
- **Identify fundraising activities and projected income**

Fundraising events take a lot of energy for sometimes little \$

Management of your “hit list”

Soliciting = ask for their contribution only once.

The sales of the following programs must be coordinated:

- **Sponsors' program**
- **Friends' program**
- **Premier tickets' program**
- **Corporate tickets' program**
- **Fundraising program**

A strategy is included in SEMT

Your marketing plan conclusion

- **Reiterate your marketing plan objective**
- **Outline the marketing benefits**
- **Show the event financing**
- **Define the unknown marketing elements**
- **List the marketing contractual elements that can not be entirely respected**
- **Evaluate the risks**

You will know the commercial potential of your event.

How to gain access?

- **Free of charge for CSTA members**
- **Available on the CSTA web site under “Members only”**
- **Download the file to your computer**
- **Support service via:**
 - email: eric.savard@organisports.com
 - phone: (647) 932-1799



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Do not hesitate to visit us at
www.canadiansporttourism.com

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