THE EMERGING MEDIA AND TECHNOLOGY IN SPORT MARKETING

Dr. Deepak Mane, Hemant Katole
1Director of Sports & Physical Education, University of Pune
2Assistant Professor, University of Pune

ABSTRACT
Sports marketing refers to the marketing of sports products or the non-sport products through associations with sports. The importance of these subjects is widely recognized by academic scholars and practitioners. Sport marketing impul axes memberships, sales, and recognition. These factors represent the biggest benefits for the companies, the athletes, the associations, the leagues, and sport event managers. Well planned, effective marketing helps to understand the customer and the market place. Due to the status and importance in people's lives, sport is considered a profitable and sustainable marketing source. A sports sponsorship works with an international sports adventurer working with sponsors in advertising their products and services worldwide. The main sponsors of a particular team or organization is responsible for race entry fees, travel costs and other things that the individual or team needs.

KEYWORDS: Sports, Marketing, Industry, Customer, Sports sponsorship

INTRODUCTION
Sports marketing refers to the marketing of sports products or the non-sport products through associations with sports. Many companies use sports marketing to attach certain attributes like success, performance, and passion with their brands. The sport industry has become a complex and diverse industry. Marketing and the Media are closely intertwined with the sport industry. The importance of these subjects is widely recognized by academic scholars and practitioners. While some will argue sports marketing is a relatively new concept, others have debating the use of sports marketing as early as the late 18th Century. The following paragraphs will discuss early sports marketing, how sports’ marketing has evolved over the years, and current sports marketing methods. Tobacco companies have often been given credit for the earliest methods of sports marketing. In the late 18th Century, tobacco companies began inserting baseball cards into packs of cigarettes, in hopes of boosting sales, and to help develop brand loyalties. This was likely the very first sports marketing method ever used. The baseball card concept quickly evolved to other products, namely bubble gum. In this day and age, baseball cards can be purchased by themselves, unlike when they were being
used as sports marketing tools. As early as 1936, actual athletes were being used in sports marketing methods. Jesse Owens, an Olympic champion, was the first athlete to receive a product as advertising means. He received a free pair of shoes. As the years passed, other known athletes were used in sports marketing, to market products and services including hotel promotion, restaurant promotion, clothing line promotion. Now, in the new millennium, the sports marketing trend has grown and evolved, and has become a great method of product or service promotion. As sports leagues become more popular, so do the products and services the players endorse and promote. Even in the day of Mohamad Ali, when people noticed he wore adidas shoes, they began to wear them, too. The same concept applies to today's world, and today's athletes. People tend to trust a product or service, if their favorite sports personality trusts it. for e.g. we see Sachin Tendulkar Marketing for Housing Industry and so many others with different market products. Different forms of sports marketing have been around for quite a while. Over the years, sports marketing methods have evolved, and are now commonly used to promote products and services.

**Benefits of Sport Marketing:**
Sport marketing impulses memberships, sales, and recognition. These factors represent the biggest benefits for the companies, the athletes, the associations, the leagues, and sport event managers. Well planned, effective marketing helps to understand the customer and the market place. Also, informed marketing decisions help increase the company's, club's, or association's performance. Due to the status and importance in people's lives, sport is considered a profitable and sustainable marketing source.

**Types of Sport Marketing**
Sport marketing is divided into three sectors.
1. The advertising of sport and sports associations such as the Olympics, Spanish Football league and the NFL.
2. The use of sporting events, sporting teams and individual athletes to promote various products.
3. The promotion of sport to the public in order to increase participation.

In the first case, the promotion is directly related to sports. In the second case, the products can but do not have to be directly related to sports. When the promotion is about sports in general, sports teams or sports events, the use of this kind of strategy is called “Marketing of Sports”. When the promotion is not about the sports but sports events, athletes, teams or leagues are used to promote different products, the marketing strategy is denominated “Marketing through sports”. When the promotion is about increasing participation amongst the public it is called "Grassroots Sports Marketing". To promote the products or services, the companies and associations use different channels such as sponsorships of teams or athletes, television or radio advertisement during the
different broadcast sports events and celebrations, and/or advertisement on sporting venues. “Street marketing of sport” which considers sport marketing through billboards on the street and also through urban elements (street lighters and sidewalks, etc.) to help promote and gain publicity during major worldwide sporting events such as the Football World Cup, the Olympic Games, the Super Bowl or the Winter Olympic Games. Sport marketing is a subdivision of marketing which focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams. It is a service in which the element promoted can be a physical product or a brand name. The goal is to provide the client with strategies to promote the sport or to promote something other than sport through sports. Sport marketing is also designed to meet the needs and wants of the consumer through exchange processes. These strategies follow the traditional four “P”s of general marketing Product, Price, Promotion and Place, another four “P”s are added to sport marketing, relating to the fact sports are considered to be a service. The additional 4 P’s are: Planning, Packaging, Positioning and Perception. The addition of the four extra elements is called the "sport marketing mix." One element that sport marketing takes advantage of is that athletes tend to be brand loyal and fans tend to be loyal to their favorite athletes and teams. This can be recognized through the contracts players and athletes sign with sports companies in which they get paid to wear or use their products in each game or sporting event. By doing so, the players and athletes and also their fans develop a loyalty to the products for a longer time.

The marketing of products through sport:
'Marketing through sport' is a concept that that has been used since the 1980s but that also has increased in importance in the last two decades due to the growth and expansion that the different types of sports have enjoyed since then. “Marketing through sports” it is a marketing strategy that can be used in sports in two different ways. In first order, the use of marketing and promotion can be carried out through the sport or through the sports club. In the first case, the use of marketing is under responsibility of the different sporting associations, while in the second case, the responsibility falls on the different sports clubs. In this manner, marketing and promotion through the sport and through the club involve sponsorship, corporate events and boxes, licensed merchandise, names and images also known as "endorsement”, advertising through broadcaster, advertising such as advertising as ground signage/clothing/equipment advertising, promoting games, promoting using players/club/league or developing ‘business opportunities’. The peculiarity of sports is the issue that “sport is the only entertainment where, no matter how many times you go back, you never know the ending.” This singular fact is used by marketing companies as an advantage because in this way every time the audience attempts to an event several times it will perceived the advertisements again and again, therefore the marketing of sports reflects different than in other usual areas or common
industries, a wide field of opportunities and diversities for the different companies which operate on this field. Marketing through sports is the strategy used by Gillette Match to promote its personal hygiene products through representative figures of each sport on television during broadcast sports events. Gillette uses for this issue characters from football soccer such as Thierry Henry, from tennis Roger Federer and from golf Tiger Woods. In the commercial these celebrities appear using the products of the company showing the results in order to demonstrate that if successful people use the products you should use them to. It is a clear example of this concept, because the company using this marketing strategy is not related to sports at all, but through important personalities of each sport it has the possibility to get to its target audience. Grassroots sport marketing is part of the field of marketing known as social marketing. This refers to marketing something that is of benefit to the public, and is normally done by government or charities rather than private sector organizations. It is normally done with a much smaller budget than marketing of sports teams and event or marketing of products through sports as it does not bring any direct financial benefit. Although this marketing normally drives people to clubs where they will pay to play sport it still needs to be subsidized in order to be run. The money therefore comes from local councils with a remit to increase participation or from public health sector which wants to decrease the cost of disease caused by inactivity.

**Sport Sponsorship**
The world of marketing is has always been a tight and neck-to-neck battle between thousands of businesses in a broad range of industries. From outdoor marketing to online marketing, the choices for a business owner to take are innumerable while the exposure to consumers is also relatively varying. Among the different marketing strategies employed by companies and businesses seeking exposure and business growth, sports marketing is one of the most common and has been deemed by many marketers as a highly effective promotional tool. When the advertisement concerns sports in general, sports groups or sports competitions, the utilization of this form of marketing technique is termed as Marketing of Sports. When the advertisement is not related to the sports rather the sports competition, athletes, groups or leagues are utilized to advertise various goods and services, the strategy is defined as Marketing through Sports. There are different benefits that entail from the use of sports marketing techniques. One major benefit is that the strategy encourages memberships, sales and recognition. These contributing variables embody the largest advantages for the firms, athletes, organizations, leagues and the sports, even managers. Well-established and efficient marketing assists in the further understanding of the targeted audience to the specific market. In addition, informed marketing choices assist in improving the business’, club’s or organization’s performance. On the other hand, a sports sponsorship works with an international sports adventurer working with sponsors in advertising their products and
services worldwide. The main sponsors of a particular team or organization is responsible for race entry fees, travel costs and other things that the individual or team needs. At this level of marketing techniques, your business logos are integrated into racing apparel and equipment that you and your training partners utilize while training and during the main sports event. A space will be offered on the team’s website with URLs to your website. The team will also have to race under the sponsor’s name or company brand. Sports sponsorship provides companies opportunities to build strong brands by aligning their brand values with the values of sport. Through sponsorship of Asian sports, companies can link their brands with the passions of their target consumers in the world’s largest marketplace through a personal emotional connection, and ultimately impact their market share Corporations and brands can leverage upon their sports sponsorships to build and strengthen their relationship capital with their consumers – customer loyalty that is built through an emotional bond that can last a lifetime, and which survives periods of economic uncertainty. Those seeking to grow or maintain their market share in the region will find that Asian sports can deliver true value. From our portfolio of some of the region’s top events, we offer multinational corporations opportunities to build strong brand awareness and loyalty through a cost-effective, integrated marketing platform with both a Pan-Asian reach, and a targeted local focus. We ensure the delivery of our clients’ sponsorship rights and benefits, and generate maximum exposure for their brands. We help our partners achieve their business objectives. We ensure the delivery of our clients’ sponsorship rights and benefits, and maximum exposure for their brands.

REFERENCES