

MARKETING Club 159th

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CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Sport Marketing

التسويق الرياضي



LIVE WEBINAR

JOIN FREE

Date
15-10
2024
Tuesday

Time
10:00PM
 Egypt

Time
10:00PM
 KSA

Time
11:00PM
 UAE

Place
Online
Zoom

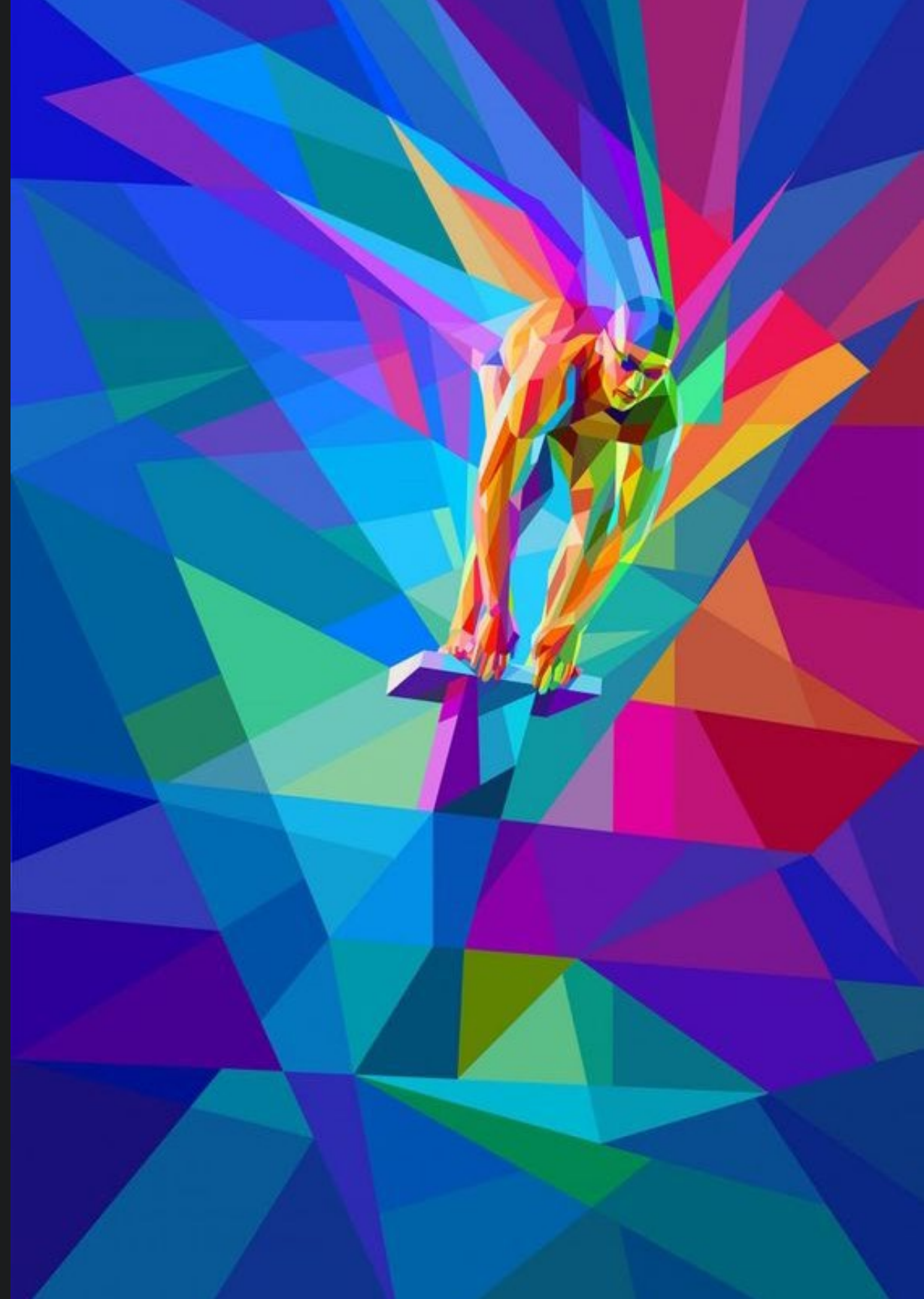


Instructor
Mr. Ibrahim Ragab
Marketing Manager

Sports Marketing

A Glance at Sports Marketing

By: Ebrahim Ragab



Sports Marketing Types

Marketing of sports

- Club Marketing
- Athlete Marketing
- Specific Sports Marketing / Boosting
- Grassroots Sports Marketing

Marketing in Sports

- Event Marketing
- In Court/ in Stadium add
- Transportation of teams add
- TV shows add
- Sponsorship
- Digital and Social Marketing (creative content)





¼ Ground Roles

Jump with me





2/4 Ground Roles

Flash Opportunities



3/4 Ground Roles

No Judgement





4/4 Ground Roles

Mega vs Tiny



4 Ground Roles

Jump with me

Flash Opportunities

No Judgement

Mega vs Tiny



Why does Sports Marketing Deserve Attention?

Global Market Size: The global sports market is projected to grow from \$480.12 billion in 2023 to \$506.93 billion in 2024, at a CAGR of 5.6%.

- **Spending:** Significant investments are being made in technology, fan engagement, and infrastructure, driving the market's growth.
- **GCC Market:** The sports market in the GCC is expected to reach \$2.5 billion in 2024, driven by significant investments in infrastructure and major sporting events like the FIFA World Cup 2034 in Saudi Arabia.
- **World Cup Impact:** Hosting the FIFA World Cup 2034 is projected to generate over \$4 billion in economic impact for Saudi Arabia, significantly boosting the sports marketing business. This includes increased sponsorship deals, tourism, and infrastructure development
- [Millions of Americans set to lose internet access \(cnn.com\)](https://www.cnn.com)

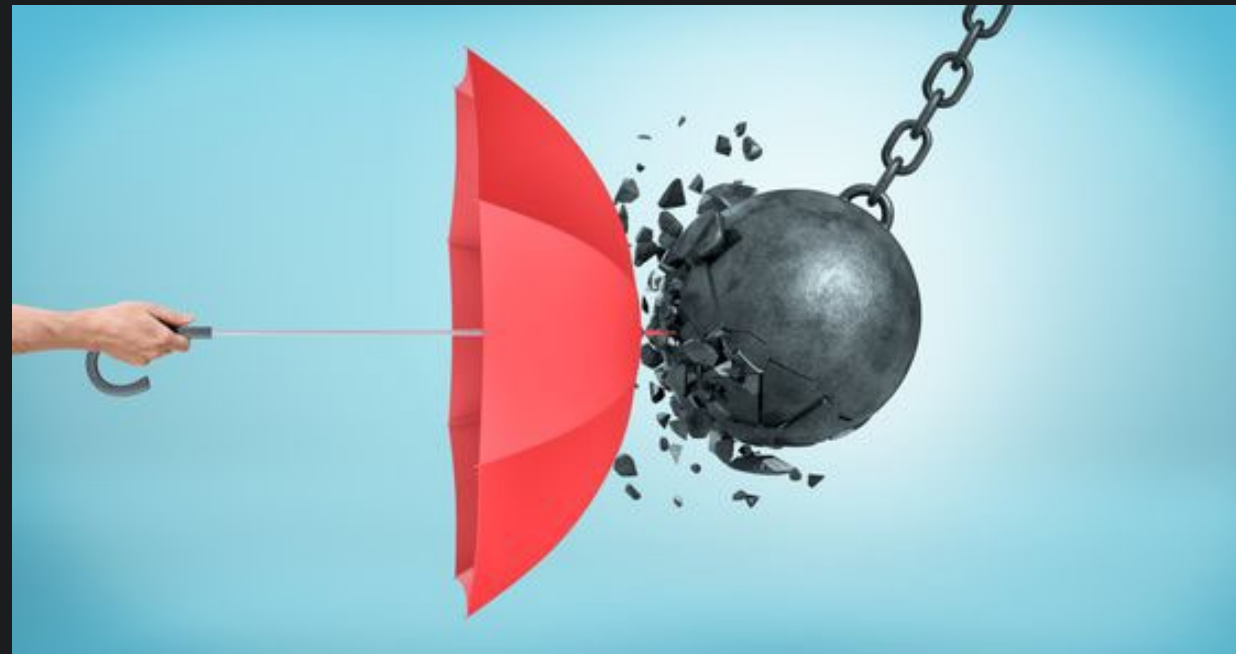


Brands select Sports Marketing

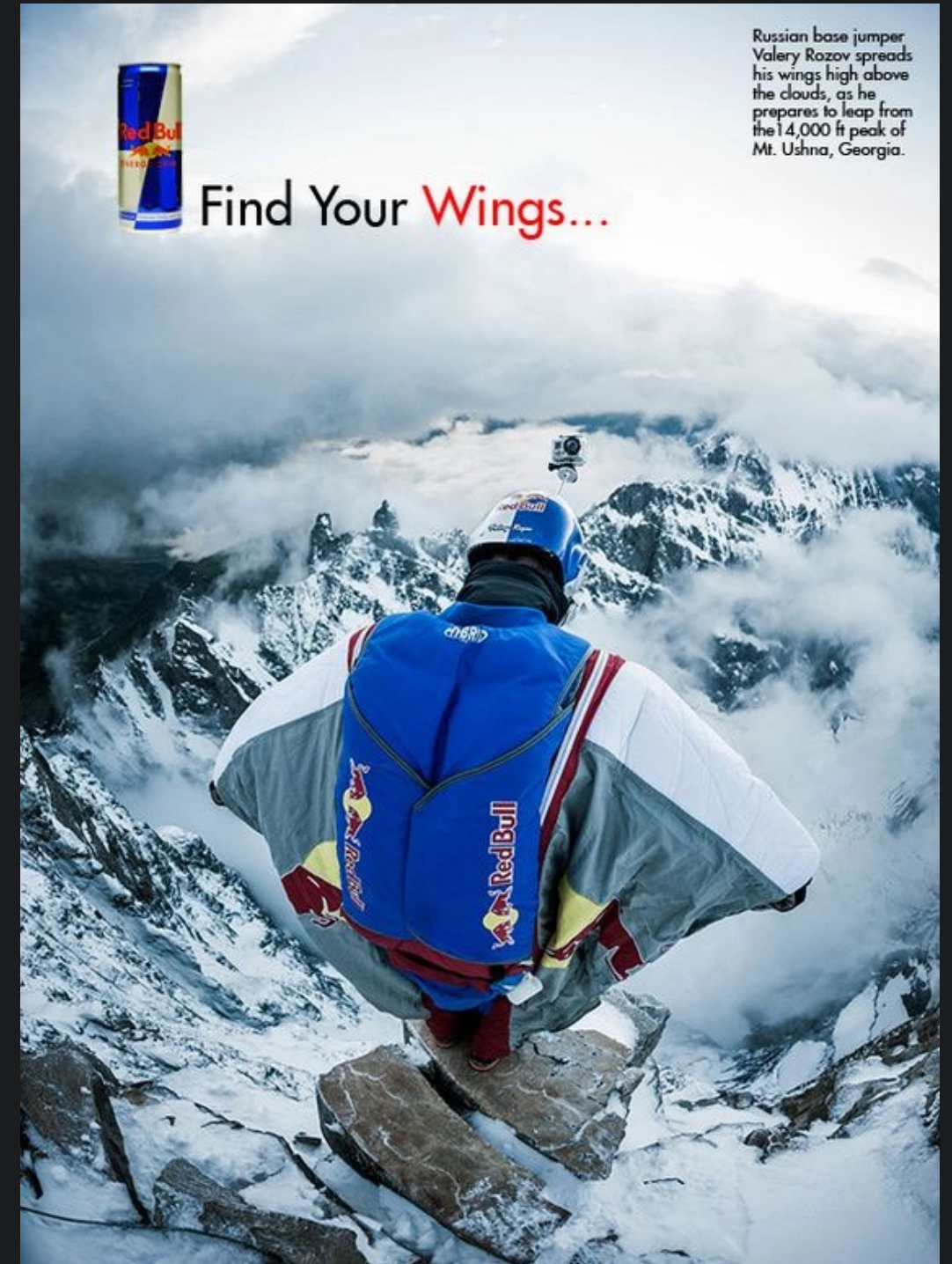
- They are Sports Brands
- Target Audience
- Brand Visibility
- Positive Community Impact



Sports Marketing Deep Impact



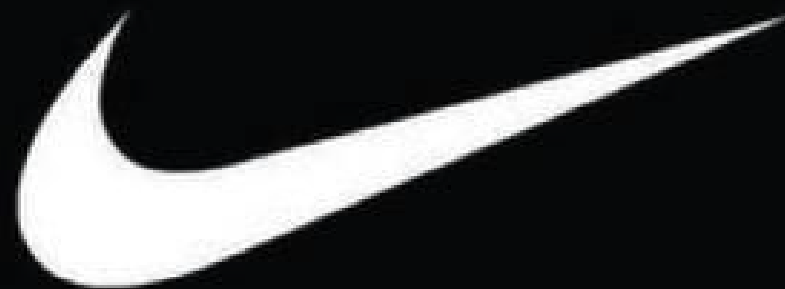
Sports Marketing Deep Impact



Grassroots Sports Marketing

QUIT MAKING EXCUSES, PUTTING IT OFF, COMPLAINING ABOUT IT, DREAMING ABOUT IT, WHINING ABOUT IT, CRYING ABOUT IT, BELIEVING YOU CAN'T, WORRYING IF YOU CAN, WAITING UNTIL YOU'RE OLDER, SKINNIER, RICHER, BRAVER, OR ALL AROUND BETTER. SUCK IT UP, HOLD ON TIGHT, SAY A PRAYER, MAKE A PLAN &

JUST DO IT.



Grassroots Sports Marketing



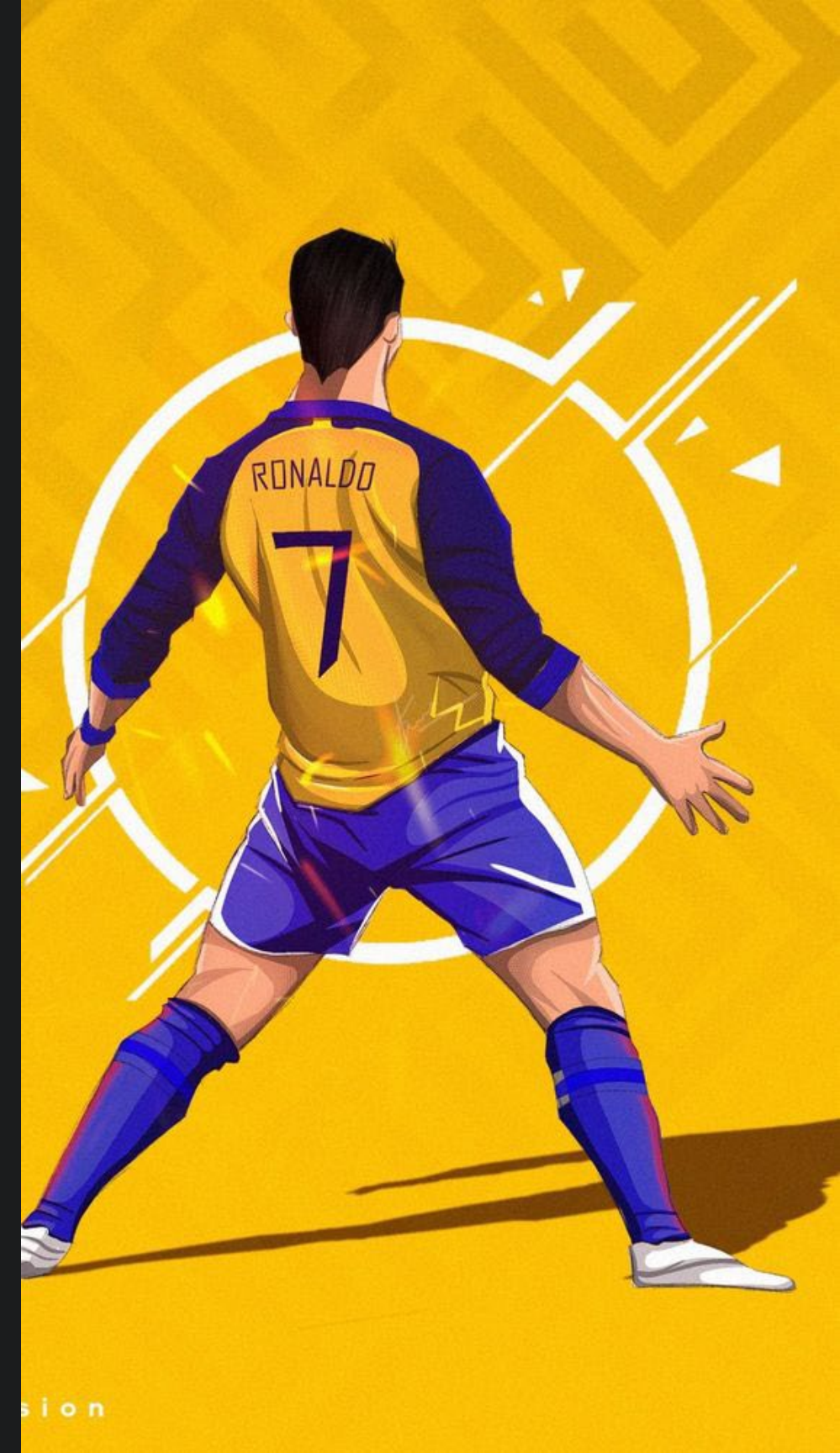
Worldwide Esports revenue is expected to grow to \$1.86 billion by 2025, nearly doubling its revenue from \$996 million in 2020.

Individual Player Marketing

- **Social Media Influence:** Ronaldo's massive social media following makes him a prime target for brand endorsements.
- **Brand Collaborations:** Partnerships with brands like Nike and WHOOP to promote products and services.

In 2023, Cristiano Ronaldo earned approximately **\$90 million** from endorsements and investments. This includes his deals with major brands like Nike, Herbalife, and others.

Cristiano Ronaldo's YouTube channel set several records shortly after its launch. One notable record was gaining **over 20.5 million subscribers within a day**, making it the fastest channel to reach that milestone. Additionally, his channel reached **1 million subscribers in just 90 minutes**, another record-breaking achievement.



Individual Player Marketing

LeBron James has become one of the most successful brand ambassadors through a combination of his on-court excellence, strategic partnerships, and a strong personal brand. Here are some key factors that contributed to his success:

1. Consistent Performance

2. Strategic Partnerships: His lifetime deal with Nike, estimated to be worth over \$1 billion, is one of the most lucrative in sports history.

3. Versatility: LeBron has diversified his endorsements across various industries, including technology (Samsung, Intel), automotive (Kia, GMC), and beverages (Coca-Cola, PepsiCo).

4. Personal Branding

In 2023, LeBron James earned approximately **\$128 million**, with around **\$80 million** coming from endorsements. This makes him one of the highest-paid athletes in the world, both on and off the court.

WHERE LEGENDS ARE MADE.



Individual Player Marketing

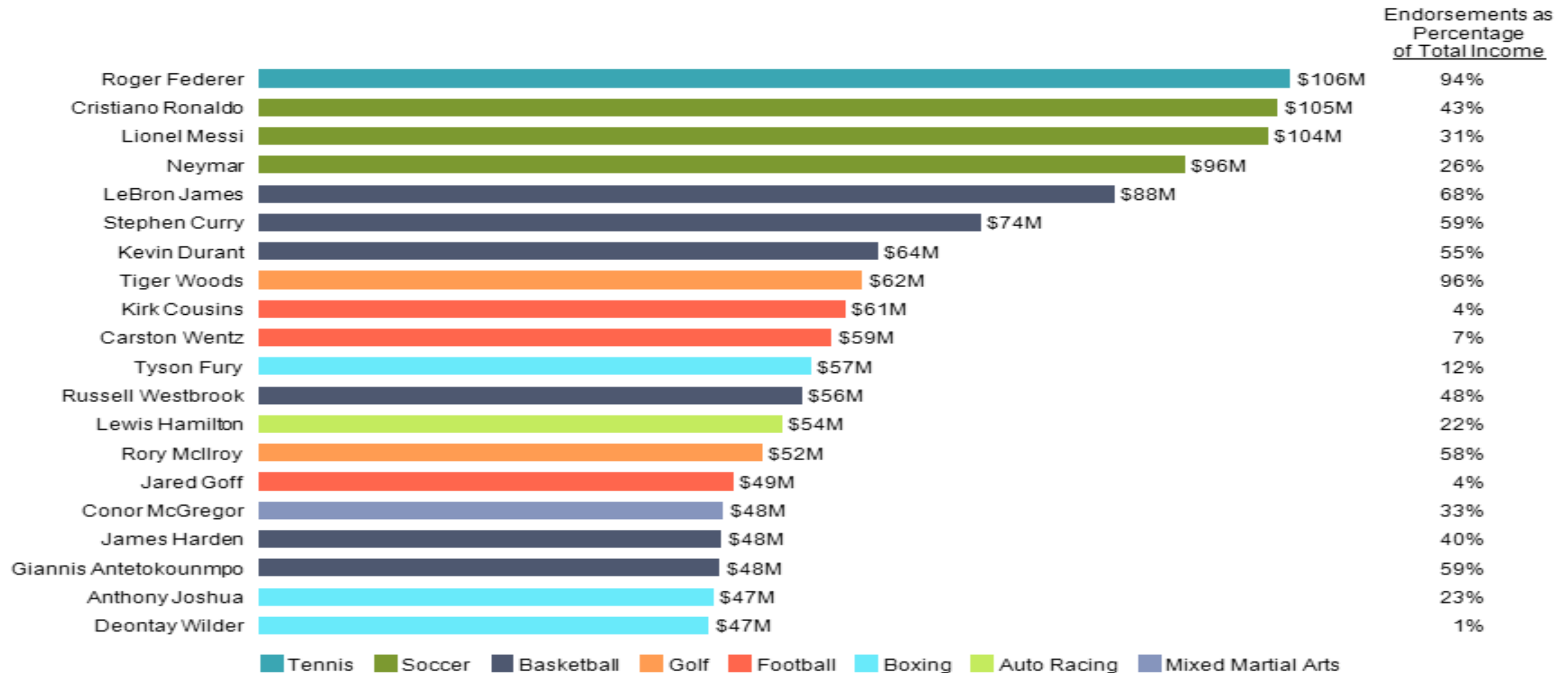
How did Ramy Abbas impact Salah's career:

- 1. Contract Negotiations
- 2. Brand Management: Adidas / Pepsi / Vodafone
- 3. Public Image
- 4. Career Guidance

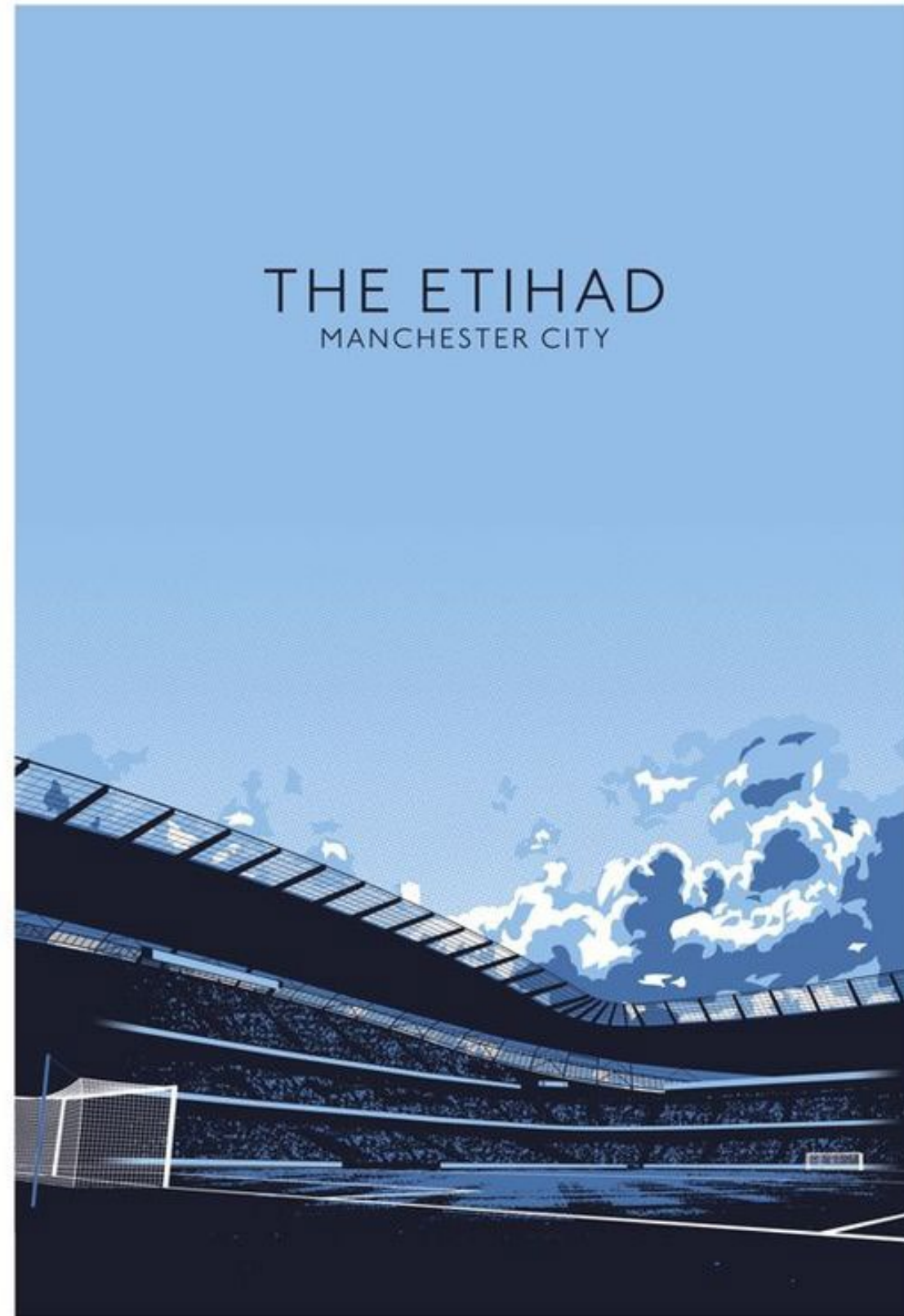


20 Highest Paid Athletes

Roger Federer, Cristiano Ronaldo and Lionel Messi all topped \$100M in income. Six basketball players were among the top 20.



Club Marketing





Club Marketing

Sponsorship Results in 2023

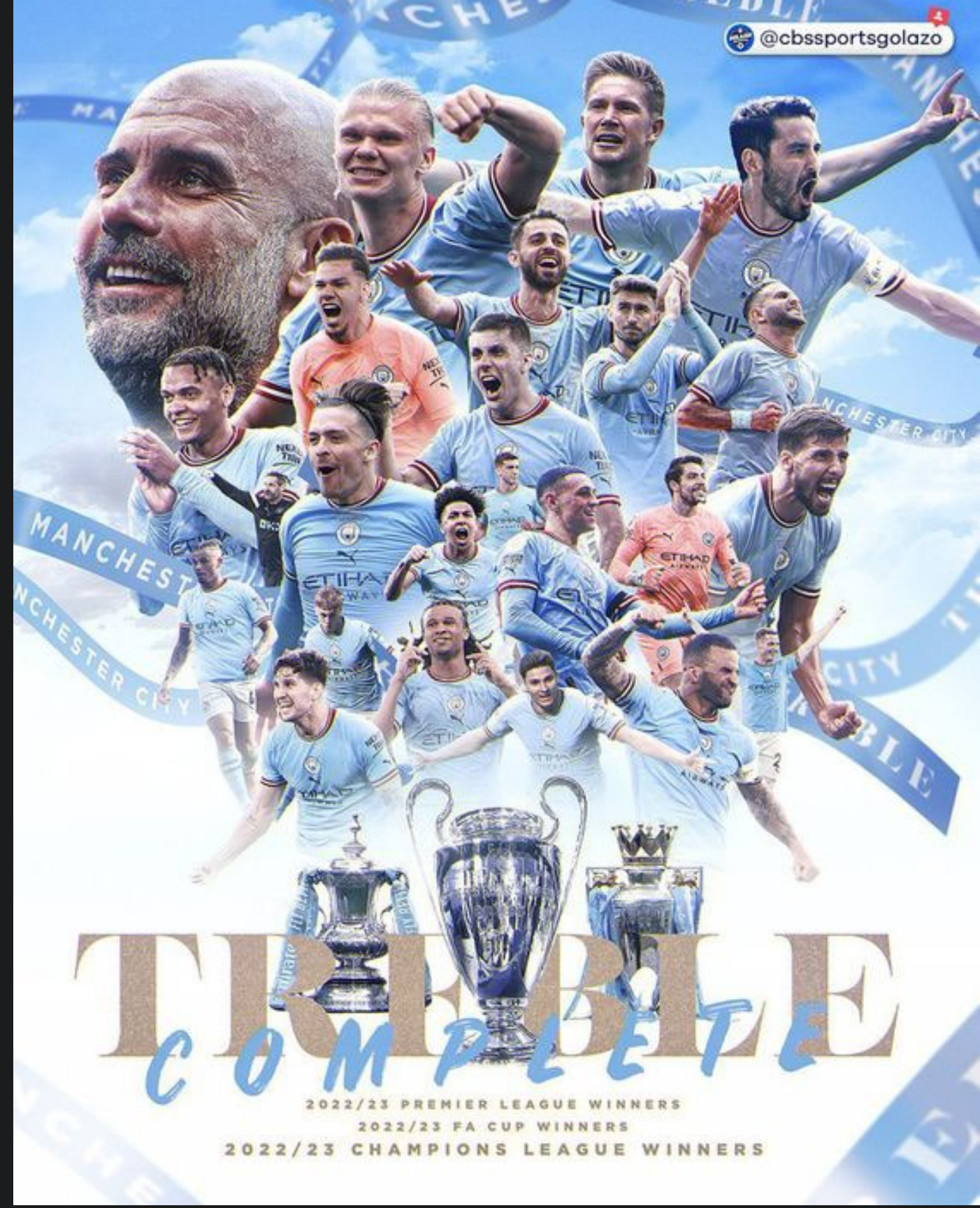
In 2023, Manchester City secured significant sponsorship revenue, totalling over **\$295.8 million**. The club has partnerships with 46 brands, with the top five sponsors contributing 70% of the total sponsorship income.

Biggest Sponsorship

The largest sponsorship deal for Manchester City in 2023 was with **Puma**, valued at **\$86.38 million per year**. Other major sponsors include Etihad Airways, OKX, Asahi Super Dry, and E&.

Financial Performance

Manchester City achieved record profits in 2023. The club's total revenue for the year was **£712.8 million**, with a profit of **£80.4 million**. This marked a significant increase from the previous year's profit of £41.7 million

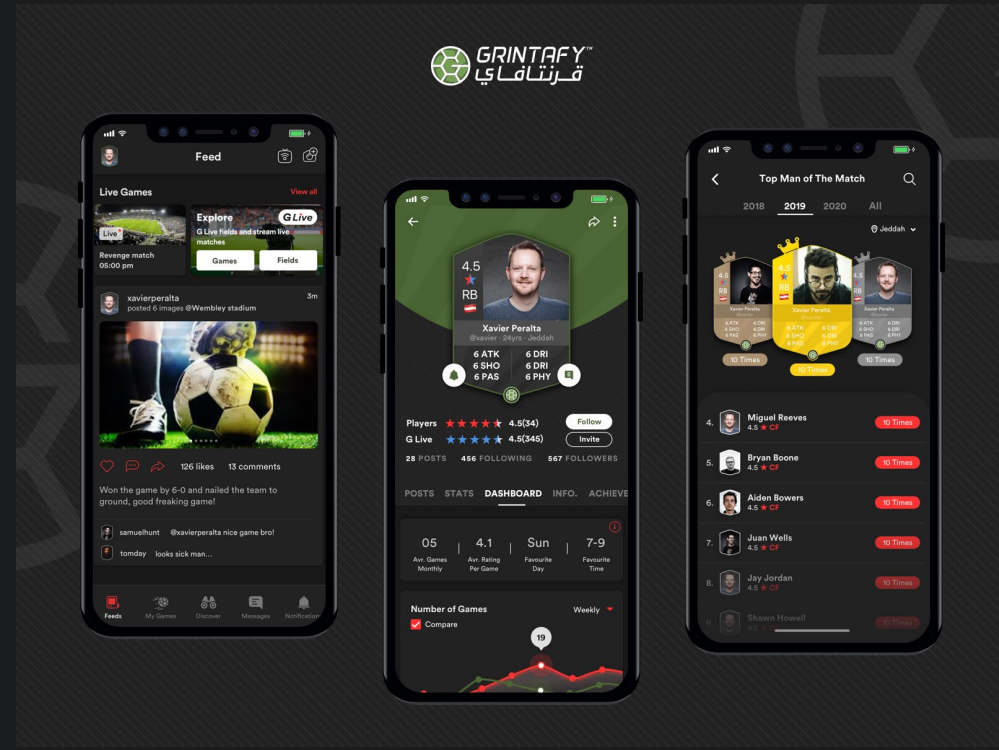


Start-up Sports Marketing

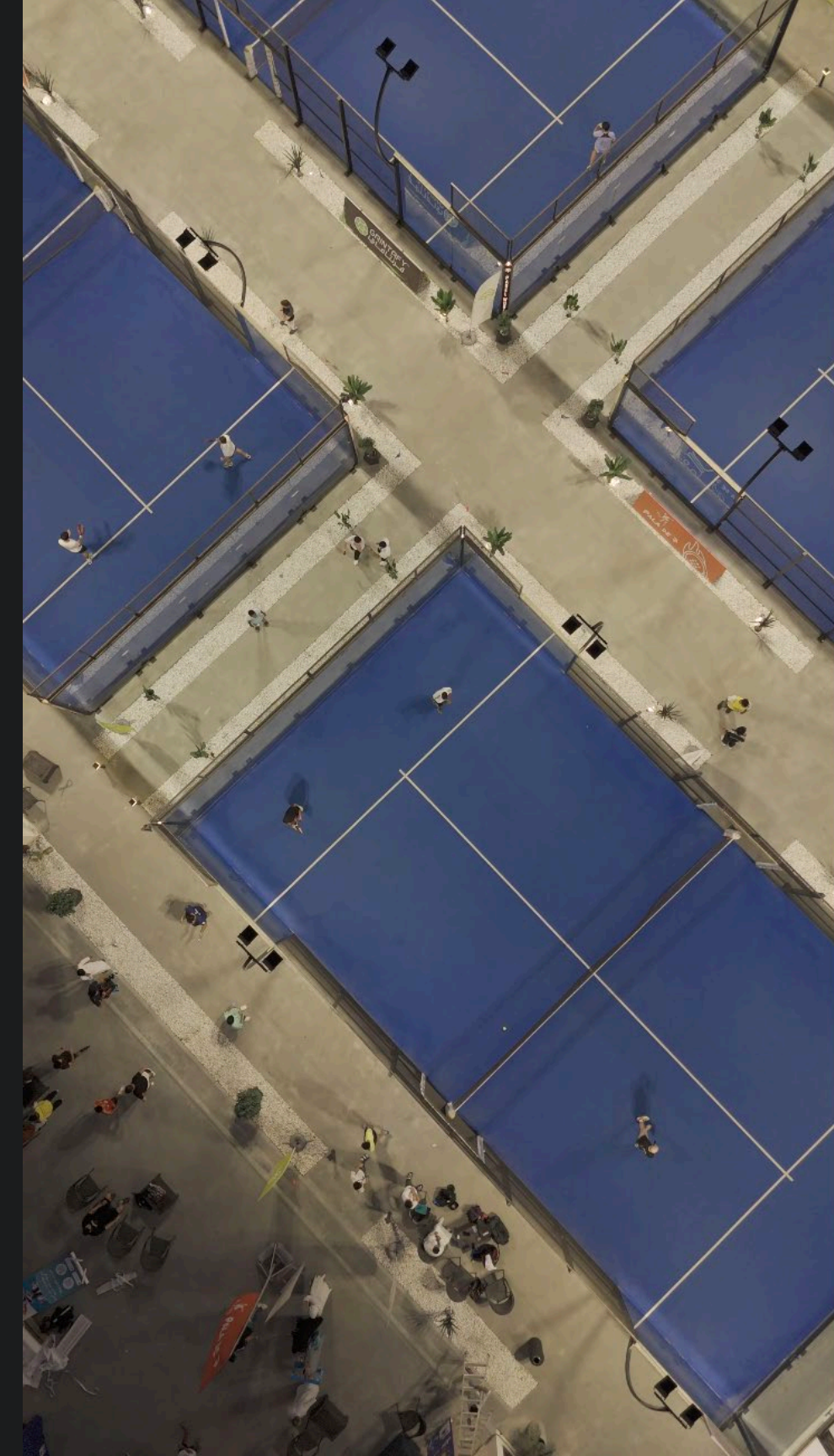
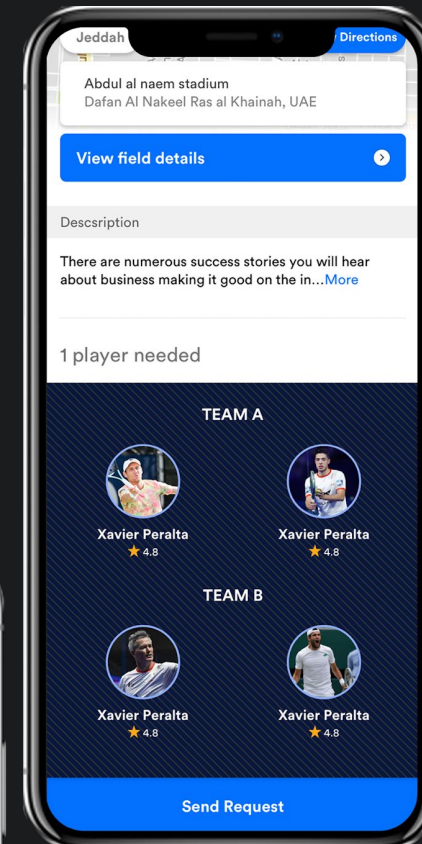
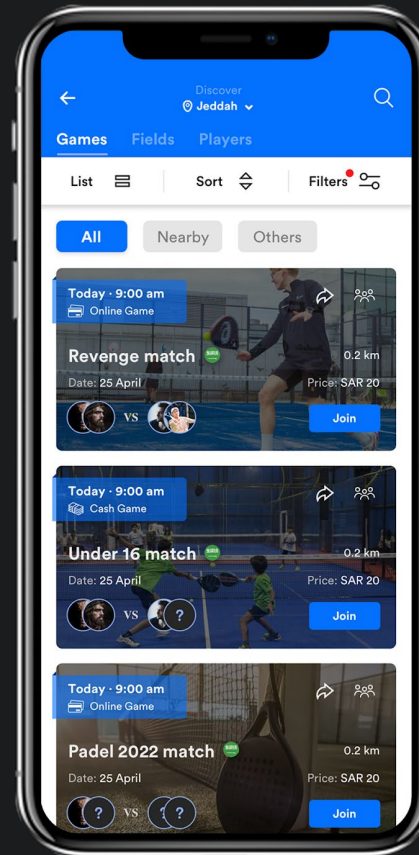
- **Market Study:** Explore the market gaps, opportunities, and competitors
- **Target Audience:** Identifying and targeting specific audience segments for better engagement.
- **Social Media Presence:** Maintaining an active presence on social media to build brand awareness.
- **Innovative Solutions:** Start-ups like Grintafy and Pala de 7 are revolutionising the sports industry with data-centric and digital solutions.



Start-up Sports Marketing



Start-up Sports Marketing



Efficiency of Sports Event

Mega events' financial and political impact (World Cup – OLYMPIC Games - AFCON – UEFA etc.)

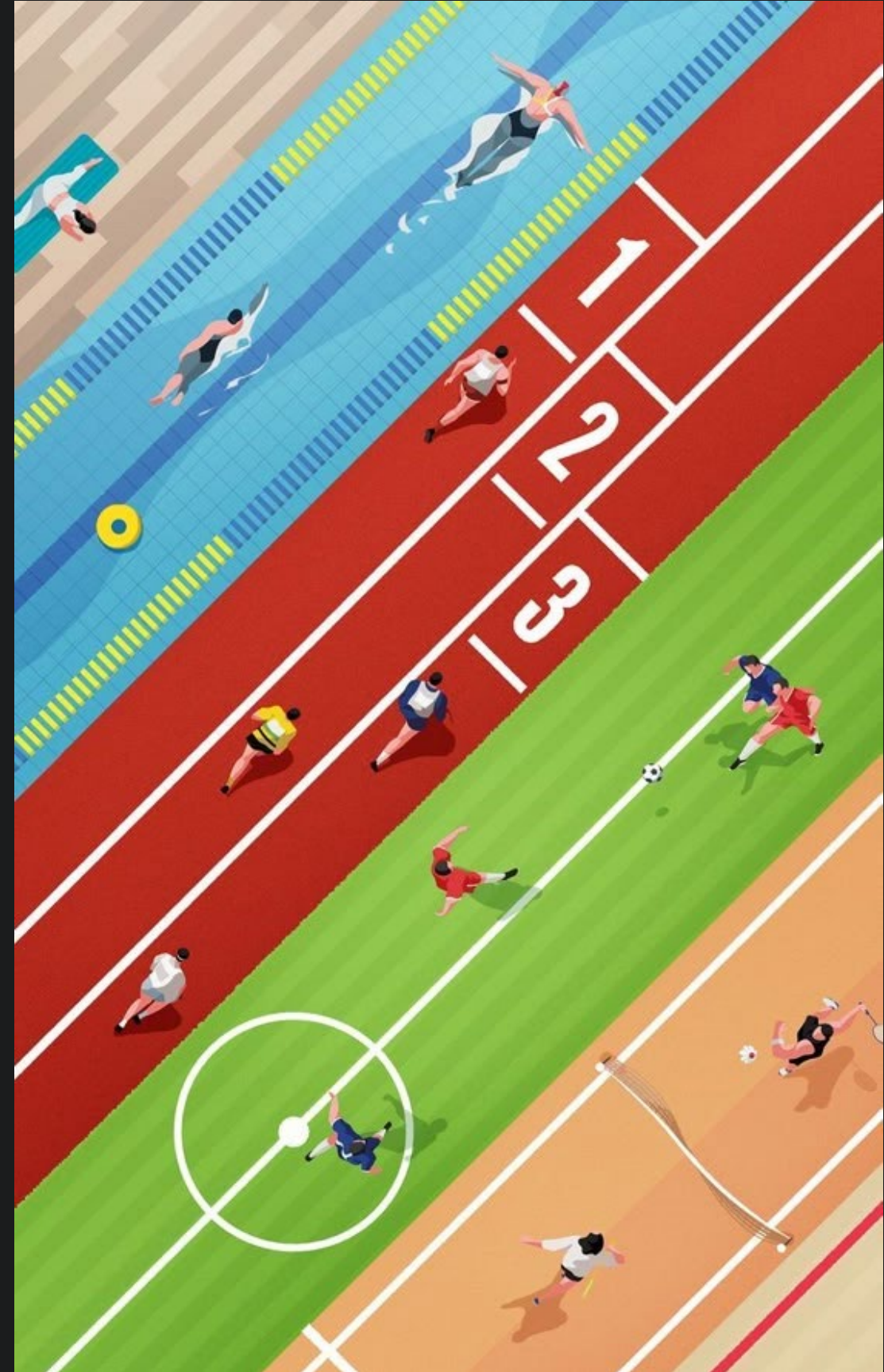
Big Padel Event Sponsored by Red Bull

- **Premier Padel Series:** Red Bull sponsors the Premier Padel series, a global tournament with 25 stops, enhancing brand visibility and engagement.
- **Sports Events Revenue Generation:** Sponsorships and event partnerships drive significant revenue and brand exposure.
- [Presentation example](#) for Redbull Dash
- How can we get sponsorship for a Padel Tournament ([Presentation example](#))
- Egypt Padel Tour Video



Why Brands Chose Sports Marketing

- Engaged / Loyal Audience
- Emotional Connection
- Wide Reach
- Positive Associations Enhancing Brand Image
- Versatile Marketing Opportunity
- Targeted Marketing
- Cost Effective
- Networking Opportunities



References



: Global Sports Market Size : GCC Sports Market Revenue : Esports Growth : Athlete Influencer Marketing : Virtual and Augmented Reality in Sports : Sustainability Initiatives in Sports Marketing : Manchester City Social Media Strategy : Manchester City Sponsorship Revenue : Manchester City Content Creation : Cristiano Ronaldo Social Media Influence : Cristiano Ronaldo Ambush Marketing : Cristiano Ronaldo Brand Collaborations : WHOOP Partnership : Engaged Audience in Sports Marketing : Brand Visibility in Sports Marketing : Community Impact in Sports Marketing : Target Audience for Start-Up Sports Applications : Social Media Presence for Start-Ups : Innovative Solutions by Start-Ups : Premier Padel Series Sponsorship : Revenue Generation from Sports Events : Event Partnerships and Revenue : Technological Integration in Sports Marketing : Health and Fitness Trends : Long-Term Benefits of Sports Marketing



MARKETING
Club

Thank You!

SHARPEN

YOUR SKILLS

