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**PART- IV**



# **COLLECTION OF ARTICLES**

**II-INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE “EDUCATION,  
PERSONNEL TRAINING-APPLICATION OF INNOVATIVE TECHNOLOGIES IN THE  
FIELD OF PHYSICAL EDUCATION AND SPORT: PROBLEMS AND SOLUTIONS”**

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**МИНИСТЕРСТВО ВЫСШЕГО ОБРАЗОВАНИЯ, НАУКИ И ИННОВАЦИЙ  
НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ УЗБЕКИСТАНА  
ИМЕНИ МИРЗО УЛУГБЕКА  
ФАКУЛЬТЕТ ТАЭКВОНДО И СПОРТИВНОЙ ДЕЯТЕЛЬНОСТИ**

**СБОРНИК  
МЕЖДУНАРОДНОЙ НАУЧНО-ПРАКТИЧЕСКОЙ КОНФЕРЕНЦИИ  
«ОБРАЗОВАНИЕ, ВОСПИТАНИЕ И ПРИМЕНЕНИЕ ИННОВАЦИОННЫХ  
ТЕХНОЛОГИЙ В ОБЛАСТИ ФИЗИЧЕСКОГО ВОСПИТАНИЯ И СПОРТА:  
ПРОБЛЕМЫ И ПУТИ РЕШЕНИЯ»**

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## SPORTS EVENT MARKETING: ANALYSIS OF KEY CHARACTERISTICS AND TYPICAL MARKETING FUNCTIONS

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**Annotation:** The article examines the specific characteristics of modern sporting events that affect their competitiveness. The author identifies two typical marketing functions of sporting events. Firstly, the function of the event as an independent marketing product capable of generating income for the organizers. Secondly, the function of the event as a platform for marketing communications. The author also proposes to consider sporting events based on an analysis of their attributes: goals, place, time, participants and actions. Such approaches make it possible to increase the efficiency of creating competitive advantages of sporting events.

**Аннотация:** В статье рассматриваются специфические характеристики современных спортивных событий, влияющие на их конкурентоспособность. Автор определяет две типовые маркетинговые функции спортивных событий. Во-первых, функцию события как самостоятельного маркетингового продукта, способного приносить доходы организаторам. Во-вторых, функцию события как платформу для маркетинговых коммуникаций. Автор предлагает также рассматривать спортивные события на основе анализа их атрибутов: целей, места, времени, участников и действий. Подобные подходы позволяют повысить эффективность создания конкурентных преимуществ спортивных событий.

**Key words:** sporting events, event marketing, marketing tools, attributes of a sporting event, competitive advantages, marketing strategies.

**Ключевые слова:** спортивное событий, событийный маркетинг, инструменты маркетинга, атрибуты спортивного события, конкурентные преимущества, маркетинговые стратегии.

**Introduction.** A sporting event is a central component of the sports industry, since it is the spectacle, unpredictable, vibrant and emotional, that attracts the attention of numerous fans and spectators. Among the most pressing tasks of modern sports marketing is the transformation of banal sporting events into competitive market products, as well as their use as a platform for promoting partner brands. This task can only be solved if sporting events become attractive to fans, advertisers, sponsors and broadcasters. The competitive advantages of event products largely depend on the precise definition of the functional type of the event, the use of an attribute approach and marketing management models.

Types of events in the sports industry and their typical marketing functions  
Sports organizations deal with events that have both general and specific

characteristics. The International Olympic Committee holds the largest sporting competitions - the Winter and Summer Games, but besides them, it also hosts a large number of business and marketing events. For the successful development of sports, it is currently impossible to limit ourselves to just holding competitions; we need advertising events that help increase demand for market products, educational events to improve the competencies of staff, corporate events to increase fan loyalty, etc.

Industry markets for their classification. Thus, according to the target attribute, sporting events are of four types.

In the modern sports industry we are increasingly seeing mixed events.

Thus, the World Athletics Championships have long been not just a competition of the strongest athletes in this sport, but also an exciting and spectacular show that attracts the attention of millions of people all over the planet. Increasingly, social components - charity events and special events - are becoming part of professional events.

The Fight Nights mixed martial arts tournament is positioned by its organizers as a “sports and social event.” Nevertheless, this vibrant show features uncompromising fights featuring the best fighters in the world. Originally a leisure running competition, organized by the major sports retailer Major League, it became part of the calendar of many professional athletes. As we can see, combinations of competition and show have the greatest marketing potential.

Among the trends in the development of modern marketing is its optimization by creating centers of attraction for audiences.

Among such centers are sporting events as targeted activity of a limited number of participants in a certain place for a certain time. Thus, both the Olympic Games and the city championship attract and retain the attention of target audiences of different size and characteristics, creating appropriate opportunities for marketing at their level.

We emphasize that the author’s focus is only on those events that are relevant to solving marketing problems - creating values that are significant for consumers and satisfying their needs, promoting ideas and products, building the reputation of organizations and individuals. They are able to leave a noticeable mark in people's lives, they are bright and emotional, unique, capable of evoking a sense of community and belonging.

With all their diversity, marketing events can be divided by purpose into leisure, educational, communication, business, commercial, political, entertainment and even family.

Some of them are aimed at the organization’s internal audience (corporate events), others at its external environment (primarily clients).

In addition, marketing events in the sports industry are divided by scale:

1) global (covering several continents, such as the Olympic Games and the World Cup);

- 2) international (covering several countries, for example, continental championships);
- 3) national (country championships);
- 4) regional (regional championships);
- 5) local (city or district scale);
- 6) corporate (departmental, corporate, student, school);
- 7) private (anniversaries, closed presentations).

But even more significant is what typical marketing functions a particular event performs. Based on this feature, they can be divided into two groups (Table 1).

First, there are events, which are marketing products in their own right, designed to satisfy customers' information or entertainment needs. Let's call them events of the first type (event 1).

These include sporting events offered to fans as leisure and entertainment products, business and educational events (professional sporting events, thematic exhibitions, festivals, seminars, conferences, etc.).

**Table 1.**

**Characteristics of typical marketing functions of events of the first and second types**

<b>Events of the first type (Event 1)</b>		<b>Events of the second type (Event 2)</b>
<b>Concept</b>	An event that is an independent marketing product that can satisfy significant customer needs	An event used as a tool for positioning and promoting ideas, products, brands, organizations or persons
<b>Marketing Goals</b>	Creating a competitive event product	Creating an effective tool for promoting client brands
<b>Marketing subjects</b>	Sports organizations	Persons interested in promotion through events
<b>Marketing objects</b>	Event as a market product	Promoted goods, services, ideas, persons, organizations
<b>Marketing Tools</b>	Marketing mix (4P)	Marketing communications
<b>Examples</b>	Professional sporting events, thematic exhibitions, festivals, seminars, conferences	Special marketing events: presentations, celebrations, press conferences, trade shows

When working with events of the first type, you should adhere to the following principles:

- the principle of treating an event as an independent marketing product that can effectively satisfy the specific needs of certain clients;
- the principle of taking into account the mass nature of consumption of an event as a product;

- the principle of integrating an event with other products - attributes, services, information;

- the principle of using full-fledged marketing in relation to an event product.

The key feature of marketing event products is that in this area there is competition not only for clients' money, but, first of all, for their free time. For example, the organizers of the city marathon are extremely interested in having a large audience of spectators from among citizens and tourists. Moreover, each of them can watch the competition completely free of charge. Organizers only want about 1 – 2 hours of their time, during which marketing communications with sponsors and advertisers are organized.

Secondly, there are special marketing events that are designed to solve communication problems in positioning and promoting ideas, products, brands, organizations or persons. These are events of the second type (event 2).

Such events are a communication tool for marketing and are offered to legal entities and individuals interested in promoting their brands through sports or other centers of audience attraction. Presentations, press conferences, trade shows - all of these marketing events are used as type two events.

Essentially any organization or person interested in promoting their products and image can act as marketing subjects initiating the creation of such events. Special marketing events are not a business for them, but just one of the marketing communications tools.

- principle of priority of own marketing - special events should not be an end in themselves, they are only a component of promotion;

- the principle of adequacy of the event to the capabilities, goals and strategies of the organization;

- principle of marketing activation in the process of participation in the event;

- the principle of consistency between participation in an event and other marketing tools.

Events of the first and second types have taken a significant place in competitive strategies, as a result of which a specific area of business relations has been formed - event marketing as a set of activities for the use of special events for marketing purposes, as well as marketing in relation to events as products.

Event marketing, in turn, includes event marketing, which is carried out in relation to events of the first type, i.e. an event as a product, and marketing through an event - when it comes to events of the second type (Fig. 1).

We emphasize that the division of events into two groups (event 1 and event 2) is very relative, since quite often signs of both groups are present in one event.

It is more correct to use this classification to determine the key marketing function of each specific event. In this case, one and the same event can simultaneously perform the functions of events of the first and second types. For

example, the Continental Hockey League (KHL) tournament is a complex (consisting of numerous sub-events - more than 70 matches) international event, which is held by the organizers (KHL LLC) for the purpose of making a profit. Marketing efforts of management are aimed at creating a competitive event product, and this is a sign of the first type of event. But at the same time, each of the matches of the tournament is an effective tool for promoting the league itself, i.e. in this case, signs of an event of the second type are revealed.

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