

Reasons of sport industry growth

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Abstract: Financial sponsoring , is important action for many organizations across the world. Cost of Financial sponsoring of USA is about 11.14 billion dollars in 2004 , 7.4 billion dollars at Europe , 4.7 billion dollars at Oceania and 2.2 billion dollars at south and central America. also , cost of Financial sponsoring by firm at north America has increased from 10.20 billion dollars from 2003 to 14.93 billion dollars in 2007 . while it is predicated that 37.7 billion dollars is cost of Financial sponsoring across the world. Financial sponsoring of sport events , attract marketer who seeks to target markets by Financial sponsoring of events which has high coordination with customers.

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Introduction

Marketers are trying to create positive relation with customers through various tools such as ads , public relation , ads production and financial sponsoring . now , financial sponsoring in sport has changed as significant marketing tool. when financial sponsoring happens that one firm invests on sport program or matches which provides supporters firms , ads subjects related to sport programs through it. During years, financial sponsoring for changing to great ads tool has increased. Sport marketing , has changed to global gainful industry. So, it led to high revenue for sports including ticket selling and ads. It is not possible to gain revenue for paying caused costs, without having interested fan of different sports and lack of enough ticket selling. choosing sport has become more complicated and various ,as sport changes . although that marketing has different application across the world , but its experiences is different among countries. Because people of that country , have unique features. Accordingly , it is impossible to apply experiences of one country in another but in some special cases , it is possible to extend whole of program or its major part to markets of other countries. Fast growing of sport supporter firms caused that most of marketing managers feel that using financial sponsors is suitable approach . others believe that , growth of industry make new opportunities for marketing strategies. in recent years , financial sponsoring have had significant effect at sport industry. Increasing of financial sponsors has led to attract valuable resources and because of that many firms were developed .

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dollars in 2004 , 7.4 billion dollars at Europe , 4.7 billion dollars at Oceania and 2.2 billion dollars at south and central America.

Also , cost of Financial sponsoring by firm at north America has increased from 10.20 billion dollars from 2003 to 14.93 billion dollars in 2007 . while it is predicated that 37.7 billion dollars is cost of Financial sponsoring across the world.

significant point is that different scales in relation to financial sponsoring (e.g. type of sport , numbers of sports fan , possibility of more advertisements on desired sport , extent of media supports , athletes's popularity level and sport teams , relevance of products with type of sport and existence of regulations in financial sponsoring) have little significance . and state , Football federation and TV didn't consider any facilities for football financial sponsoring firms in Iran. Abudarda (1385) , analyzed reasons of lack of sponsoring of females professional sport in Isfahan. Results shows that 78% of managers considered , little help to access aimed market and 44% believe that women's sport rarely can increase people's awareness of firm . in manager's view, most important criterion to choose criterion of sport is relevance of their products with type of sport , fans and spectators and possibility to advertise more . among reasons of lack of women's progress in sport arena , low spectators should be considered. Jamaat (1386) did research as “ comparing and managers of sponsor firms about goals of financial sponsoring in sport” . statistic society , is for assessing sport federation boss's perspectives includes all sport federations and for assessing sponsors firm managers's perspectives that formally del with one of sport sponsorship federations . results show that , importance of

financial sponsoring goals in sport form federation boss's perspectives is more than sponsors firm managers. Also, related goals to productions and services placed at top rank in both perspectives. public goals place at lower rank. By the way, difference between these two perspectives is high about sale goals rather than other goals.

Reasons of sport industry growth:

- 1- Increased number of sport, fitness and entertaining actions
- 2- Increased number of sport articles
- 3- Increased recreational facilities and number of participants
- 4- Increased media extent
- 5- Considering sport as one health factor
- 6- Increased number of sport events
- 7- Increased sports goods and services
- 8- Increased sport variety and recreations at professional level
- 9- Increased educating and training at the sport field
- 10- Growth of gainful opportunities by sport
- 11- Growth of service, goods and training technology
- 12- Growth of marketing in sport industry
- 13- Growth of sport as one production for customers
- 14- Increased merit for sport management
- 15- Sport globalization (118)

Howard and Crompton, knows other reasons for eager to cooperation at the field of sport as:

- 1- Increased interest of recreation and entertainment caused that demand for sport actions being increased but public budget for these actions were decreased.
- 2- Increased number of sports in TV follows more media reports that provides more financial sponsoring.

- 3- Commercialization of professional sport at every level, creates need to establish alternative income as growth cost and improving sport (event/team/league) (74).

Conclusion:

Couccens & Slack provided research as "using sport sponsors to penetrate local market". these researchers express their goals that: today, many owners of fast food stores use sport support to penetrate local market, so goal of this study is how to make decision of these organizations for supporting sport and their needs and objectives to enter this area. some interviews have done by 11 fast food firms that support sport, and rest of information have taken from documents and evidences. For example, it will be signified that organizational and cultural structure of chain restaurants are among influential factors on making decision about form of supporting sport. Copeland Frisby & Mc carol (1996) provided research as "understanding process of supporting sport from one firm perspective" in this study, goals of sport sponsorship to do that and assessing its different aspects have been reviewed. form other presented discussions, goals, criterions of choosing sponsorship fields and criterions of assessing effectiveness of sponsorship can be mentioned. after reviewing literature, done researches will be analyzed and described in relation to assess mentioned discussions in one Canadian firms. Hoek & Gendal et al (1997) did research as "sponsorship and advertisement" and compared their effects. they tried sponsorship by Awareness – Reinforcement – experience model to analyze consumers's responses to sponsorship. their findings show that however sponsorship can contains reinforcement effect but it seems unlikely to induce new beliefs and rarely to create new behavioral samples. Grimes & Meenaghan (1998), did research as "focused sponsorship on firm contacts". results showed that sponsorship has been extended as a tool for business organizations and this extension is consequence of factors such as fear of lack of traditional advertising effects, increased popularity of sport investments and increased tendency toward globalization of firms. Wilson (1998) did research about "does sponsorship affect on sale directly?". this study, reports reasons of firm cooperation in sport sponsorship. increased sale is one of goals of marketing. results show that firms tend to sports that be useful for transferring firm image and awareness of firm image following sponsorship be obtained.

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