



blickpunkt sportmanagement

News April 2012



Bild des Quartals: Jetzt wird's bunt. Das neue Mediengebäude nimmt Gestalt an.

Kommentar: Events as a Sponsorship Investment

Nothing has made a greater impact on the events industry than corporate sponsorship, which was responsible for the huge growth of numerous events and has provided start-up capital for many new ones. For this reason, sponsorship has become one of the major sources of funding for local and international events involving sports, the arts, the environment, media, humanitarian and community projects, education and various other fields. Sponsorship benefits the general public by making possible the staging or broadcasting of events and activities which otherwise might not have been feasible and adding additional benefits to existing events and activities.

On the one hand, event sponsorship has been recognised as an effective medium through which companies can communicate with target markets and attendees of events. For companies and organizations, sponsorship is an important marketing instrument for conveying a broad message as a result of association with

the sponsorship property (e.g. event, activity, organization, individual, media or location). On the other hand, sponsorship, whether given in the form of cash or as in-kind support (i.e. products or services), is central to the revenue and resources of new and continuing events. Event managers are usually actively engaged in tasks such as identifying potential sponsors, preparing sponsorship proposals and managing their ongoing relationships with sponsors, as event sponsorship is a large part of modern event management.

As successful sponsorship benefits all the concerned parties, including sponsors, organizers, media, performers, spectators and the general public, the following article gives an insight into an event sponsorship acquisition and management process.

Prof. Dr. Ariane Bagusat

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Buch des Quartals

Handbuch Fußball-Recht
Rechte - Vermarktung - Organisation



Martin Stopper,
Gregor Lentze
ca. 1.050 Seiten
Preis: 136 €
Verlag: Erich
Schmidt, 2012
Sprache: Deutsch
ISBN 978-3-503-
13634-6

Organisation und Vermarktung der Branche Profi-Fußball bauen auf komplexen Regelungs- und Gestaltungsstrukturen auf, die besondere juristische Anforderungen an die handelnden Personen stellen. Unterteilt in die Bereiche: Rechte, Vermarktung und Organisation erläutert das Buch ausführlich und mit Fallbeispielen die rechtlichen Hintergründe - und liefert auf Insiderwissen basierende Lösungsansätze.

Event Sponsorship acquisition and management

Event sponsorship is a two-way business activity, mutually beneficial to the sponsor on one hand, and to the event (organizer) on the other. It combines commercial and charitable activity, Accommodating both profit and nonprofit goal orientation. It makes sense to distinguish two key perspectives: the perspective of an event manager, who is in the role of attracting sponsors for its event, and the perspective of the sponsor, who is looking for the right sponsorship investment. From the point of view of an event manager, the acquisition and management process of potential sponsors could be carried out as illustrated in figure 1.

Basic choice for sponsorship

Importantly, from the point of view of a sponsor, sponsorship is a strategic marketing investment, not a donation (philanthropy) or a grant (a one-off type of assistance). Therefore event managers, who use sponsorship as a purchasing tool, must view sponsorships as working business partnerships. Consequently event managers must obtain a good understanding of the full suite of potential benefits that a sponsorship will bring to their event and their sponsors so that they can customize their strategies. Most sponsors are investors who expect to see

market exposure.

Before embarking on an event sponsorship strategy, the event manager should consider the benefits of a sponsorship for the event and whether the event is "sponsorship ready". In particular, the event manager has to decide, if the event is suitable for a corporate sponsorship investment and if it can provide a communication platform for sponsors. This involves thinking about the event target group (event visitors) and its fit to the target group of the sponsor/business brands. It also involves thinking about the attributes and values of the event (including relevant factors like media and location) and companies that might share those values (see figure 2).

From an event's perspective, sponsorships often represent a significant potential revenue stream, but can also become business partnerships that offer benefits beyond money. Sponsorship brings a valuable opportunity for long-term business partnerships that assist in growing not only the event but also the audience numbers of a particular art form or sport. Geldard and Sinclair (2002) identified a number of questions that an event manager should ask before seeking sponsorship as a revenue stream:

- Does the event have sufficient rights or benefits that can be offered to sponsors?
- Are the event's stakeholders likely to approve of commercial sponsorship?
- Is the target market of the event congruent with the target market of the sponsor?
- Are there some companies that are simply not suitable as sponsors?
- Does the event have the resources to market and manage sponsorship?

To succeed in attracting and keeping the sponsorship stakes, event organizers must thoughtfully develop a clear framework for both events and sponsors to decide on the value and sustainability of potential partnerships. Moreover event managers should keep in mind, that the acquisition of potential sponsors requires

(Fortsetzung auf Seite 3)

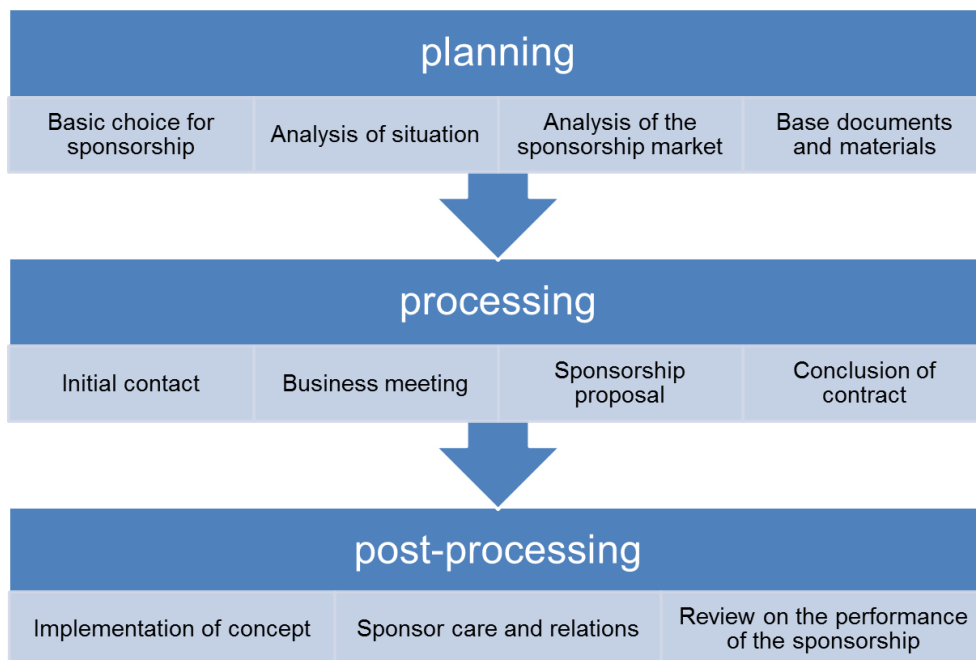
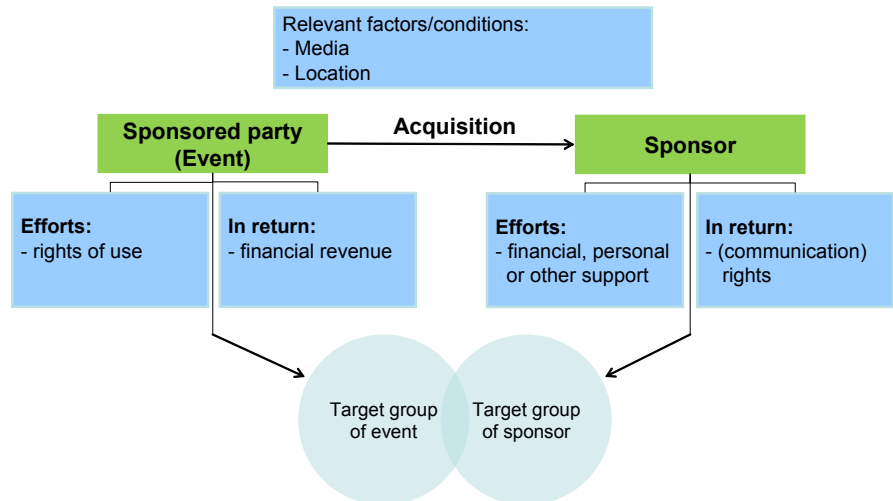


Figure 1: Process of event sponsorship acquisition and management

Developing an event sponsorship strategy is a distinct task which will have an interactive relationship with the event's marketing strategy because the sponsor's brand must be integrated with the event's marketing plans, whether it is venue design, ticketing, integrated marketing communications or even the program itself. Before planning an event sponsorship strategy, the event manager must first decide, if sponsorship is the right choice to achieve the event objectives.

a direct impact on their brand equity (enhanced awareness and imagery) as well as the potential for increased sales and profits. Ideally there is some kind of fit between the objectives of the event (manager), like financial investment, in-kind services, marketing and media expertise, event brand enhancement, product and service offers for event participants, and the sponsor, like increased brand awareness, brand image enhancement, product trial/service exposure, sales or hospitality opportunities, relevant



(Fortsetzung von Seite 2)

lots of time, personnel and financial investment (costs for trips, personal meetings, information material) to be successful. Therefore the event manager has to check if sponsorship is the right financial source in comparison to other fundraising tools like patronage or donation.

Analysis of situation

After the decision for an event sponsorship strategy, the next step consists of preliminary research and SWOT and PEST analyses including a comprehensive analysis of the event situation and communication potential for potential sponsors. Hence a product portfolio should also be used for describing details and special situations of the event.

Again the target markets / groups of the event should be considered by adopting market segmentation strategies in order to have a sound basis for establishing the fit between potential sponsors and the consumers who frequent the event. Like all forms of integrated marketing communication, event sponsorship is most successful as a marketing medium when there is a solid database that profiles existing visitors and members/subscribers and their preferences. Sponsors will look for a reliable picture (demographics, socioeconomic status, psychographics) of the event audience to ensure there is market congruence and that an investment in the event will help achieve their own marketing objectives efficiently. To obtain detailed market information to assist with sponsorship planning, research tools like on-site surveys and focus groups can be especially useful.

Analysis of the sponsorship market

In designing a sponsorship strategy, event managers have to work out how a list of potential sponsors can be established, given the bundles of event assets that are available for purchase. Different strategies could be identified, but there are three basic structural approaches:

- a sole sponsorship, where only one

Figure 2: Parties and responsibilities of a sponsorship investment

sponsor is involved with the event,

- tiered structures, where there is more than one and a hierarchy of sponsors, for example hierarchical packages (e.g. tiers of gold, silver, bronze), a pyramid structure (existing out of e.g. full-, main-, co-sponsor), such that the quantity of sponsors of each level decreases top-down and the amount which each sponsor has to pay increases bottom-up, and
- flat structures, where all sponsors enjoy the same status though not necessarily the same types of rights or benefits and do not always pay the same, such as a level playing field (all sponsors negotiate and leverage their own benefits) or an ad hoc approach.

Although sole sponsorship of an event may have the advantage of 'keeping it simple', the event's survival is threatened if the sole sponsor is lost. For this reason, many events with a limited number of assets choose a hierarchical or pyramid structure (different levels of investment for set benefit packages). But, as most events "end up formulating their packages so that all of the levels get access to the best benefits, with the lower levels simply getting less of the supporting benefits" (Grey/Skildum-Reid 2004, p. 97), many events now tailor their benefit packages for each sponsor using only broad categories, such as major media, corporate and support sponsors. Using this approach, the sponsors are usually grouped according to their type (e.g. title rights; presenting sponsorship of a section, event, entry, team or particular day; preferred suppliers; title rights; etc.) and their exclusivity (among sponsors at any level, among sponsors at or below a given level, as a supplier or seller at the event or within event-driven marketing collateral). The purchase of other event assets, such as merchandising rights, licences and endorsements, hospitality, signage and database access by spon-

sors, to name just a few, can serve to further differentiate the event sponsor packages.

Once the approach to building a potential sponsorship list is determined, the process of monitoring the sponsor market begins. There are various research techniques to identify potential sponsors. By keeping track of business developments through industry associations, business and financial media and the Web, a great deal of information can be gathered on the marketing directions of firms to guide sponsorship targeting. Moreover, the existing sponsors of the event can be a very useful source of referral to other potential sponsors. This method of finding sponsors can be highly successful because the existing sponsor is presenting its company as a satisfied partner of the event in 'opening the door' and endorsing the event as a sponsorship property. Once potential sponsors are identified, a more detailed examination of their business and marketing objectives and the types of asset that will meet their needs can be completed.

Base documents and materials

The last step of the acquisition planning phase adheres a compilation of different materials, like the sponsoring guidelines, the sponsoring concept and information about the event (event concept, booklet, flyer, videos). While the sponsoring guidelines define the goals and principles of the sponsorship, the sponsorship concept is the main document for the sponsorship acquisition. The concept should include all results of the analysis of situation as well as all main data and points of the event and should illustrate the communicative advantages for the sponsor. All the information should be tailored to the objectives and communication goals

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(Fortsetzung von Seite 3)

of the sponsor figured out during the analysis of the sponsorship market. At least two main goals should be pointed out for the sponsor: image establishment through an intensive and quality contact with the main target group (event visitors) and/or brand awareness enhancement through a quantitative contact by broadcasting with the further target group (event watchers).

Initial contact

Once the potential sponsors have been listed, the next challenge for the event manager is to determine the marketing or management professional who will be the sponsorship decision maker within the targeted company. In small companies, this person is likely to be the chief executive officer or managing director. In companies of moderate size, the marketing or public relations manager may make such decisions, while in large corporations a dedicated sponsorship section could exist within the marketing, public relations or corporate affairs areas. All the names, addresses and details should be registered in a special data bank. The initial contact with the sponsor can be via telephone or post/email, whereat the telephone call is preferred to find out the right addressee and get in touch with the sponsor as fast as possible.

Business meeting

There are many benefits in becoming acquainted with the company in a personal meeting before preparing a proposal, simply because of the need to fully understand their product/brand attributes, their business objectives, their competition, how they use their current sponsorships and the ways in which sponsorships proposals need to be structured to satisfy their needs. There will be also the possibility to argue about the advantages of the event sponsorship through presentation, video or print material, to answer questions, to resolve all doubt and to discuss about financial or other support. If it is possible to develop some preliminary rapport with those deciding on the value

of the proposed partnership, there will be a better grasp of why the company may be interested in sponsoring the event and how the proposal should be written to attract their investment.

Sponsorship proposal

The sponsorship proposal must be based on the previous analysis and agreements of the business meeting. In addition to the benefits and rewards, all rights and financial consequences for the sponsor should be mentioned. The length and level of detail a proposal uses to answer these questions depends on the value and cost of the sponsor partnership. As a general rule, the proposal should be as short as possible and as long as necessary. If the value of the sponsorship is substantial and the proposal is over five pages, an executive summary should give a snapshot of its key elements along with a contents page.

Many sponsors, especially big companies, have developed specific proposal guidelines or criteria, which should be addressed to avoid failure. Besides these criteria event managers should attend to the following attributes for a successful proposal (Bowdin et al. 2011, pp. 466-468):

1. Sell benefits, not features: Many proposals describe the features of the event, such as the artistic merit of the festival, rather than the event's marketing assets and sponsor benefits. Sponsors buy marketing communication platforms so that they can reach their stakeholders and market(s) to form relationships or sell products/services.
2. Address the sponsor's needs, not those of the event: Many proposals emphasise the event's need for money, rather than the sponsor's needs such as market access, corporate hospitality or a better understanding of a new brand. Remember, event sponsorships should be seen as partnerships, not a means to patch holes in the event budget.
3. Tailor the proposal to the business category: As noted, each of the event's benefits will have a different

level of importance to each potential sponsor.

4. Include promotional extensions: The two major sources of sponsor benefits are addressed here. First, there are the benefits being purchased; for example, identification in marketing material and on-site signage that come with the sponsorship and only require action on the part of the event manager. The second set of benefits emerges from the sponsor's event leveraging, for example, trade, retail and sales extensions. Particular leveraging activities might include competitions, discount offers (for example, free ticket offers for the customer of a sponsor's wholesalers) and hospitality.
5. Minimise risk: Risk can be reduced through indicating some guaranteed marketing activities (including media space reach and frequency) in the package, listing reputable co-sponsors and showing the steps that will be taken to minimise the risk of ambush marketing by other companies. A clear indication of how the event will service the sponsorship should also be given prominence in the proposal.
6. Include added value: The proposal should be presented in terms of its total impact on achieving results for the sponsor – how the sponsorship will built relationships internally with staff, ways in which it will facilitate networking with other sponsors or potential business partners and how it can built sales among consumer and business audiences.

Commonly, organisations apply a screening process to sponsorship proposals as they seek to determine which relevant benefits are present. An understanding of this screening process (which includes customer audience, exposure potential, distribution channel audience, advantage over competitors, resource investment involved required, event's characteristics, event organisation's reputation and entertainment and hospitality opportunities) is useful to the event manager as it assists in crafting sponsorship proposals.

(Fortsetzung auf Seite 5)

(Fortsetzung von Seite 4)

Conclusion of contract

It is standard business practice to commit the sponsorship agreement to paper to avoid misunderstandings about the event assets and benefits being offered, their costs, payment terms and the responsibilities of both parties. The contract should include not less than the following constituent parts:

- 1 name and address of the parties
- 2 sponsor efforts or obligations (e.g. financial or other support like products, service, know how) and benefits
- 3 sponsor benefits (equal with the efforts of the sponsored party), generally communication rights at least
- 4 duration of contract (period of the sponsorship)
- 5 reduction of efforts in case of any abruption
- 6 guidelines for liability, indemnity and insurance
- 7 confidentiality
- 8 salvatory clause
- 9 applicable law, contractual language, jurisdiction

All in all there are no existing regulations in form or content for a sponsorship contract. Oral agreements are also possible, but not advisable. Fixing at least the main important points is recommendable to avoid conflicts afterwards.

Implementation of concept

Once the sponsorship contract has been signed, it is good practice to construct a sponsorship management plan to operationalize the agreement. At its most basic, this plan should identify what objectives the sponsorship will achieve for the sponsor, the benefits that have been promised, costs associated with providing specified benefits, review and evaluation approaches, and the timeline for activities that need to be conducted to deliver on the sponsorship.

Sponsor care and relations

Effective relationships between events and sponsors, like any other relationship, are built on a strong foundation of communication, commitment and trust. For this purpose professionalism and quality in communication is essential:

Understand the sponsor: A method of maintaining harmonious relationships is to get to know the sponsor's organisation, its mission, its staff, its products and its marketing strategies. By doing this, it becomes easier to understand the needs of the sponsor and how those needs can be satisfied.

One contact/face to the sponsor: One person from the event organisation team needs to be appointed as the contact point for the sponsor.

Support the sponsor: Take care OF the sponsor at every opportunity: before, during and after the event.

It is important to establish effective communication with sponsors so that they see the event manager as a serious marketer who will look for joint leveraging opportunities. Both the sponsor and the event need to have a reasonably equal input in determining how the sponsorship can be used to achieve its full potential. If a sponsor believes that its sponsorship has been effective – as defined by achieving the marketing and business objectives of the sponsorship – it is most likely that the sponsor will renew the sponsorship for another year. The longer a sponsorship lasts, the better it is for both parties.

Review on the performance of the sponsorship

An 'evaluation and review' process needs to be built into the sponsorship management process, as evaluation is essential for both, sponsor and event. The review process should be ongoing the whole process and act to identify and address any problems that could affect sponsorship outcomes. Evaluation is concerned with providing a clear understanding of how the sponsorship performed with respect to the objectives that were set for it. A shared responsibility of the event man-

ager and sponsor is the measurement of the overall impact of the partnership.

There are two components to measurement and evaluation: first, the evaluation of the effectiveness of the partnership and how the sponsor and event have contributed to it and, second, the measurement of the consumer-related marketing objectives set by the sponsor.

Evaluation gives the partners the chance to fine-tune the sponsorship arrangements, so that both parties are well placed to renew the partnership in subsequent years. As the review process will be a part of the planning and organisation phase of the new sponsoring acquisition process, with the review the event manager establishes a good base for the next event sponsorship planning phase or lays the foundation for an existing sponsor relationship.

Conclusion

The more satisfied a sponsor was with the implementation of the sponsorship agreements and the support, the more likely the sponsor will be enthusiastic about pursuing a sponsorship relationship in the next year. In this way it is possible to achieve the long term sponsor retention that is so important for continuous events. Through high sponsor retention, the costs for acquisition will be reduced and planning security will be increased, making synergy potential (e.g. experience or learning effects), available for further optimizing the instruments of the sponsorship management.

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Neue Studie: Wirtschaftsfaktor Sport

Welche Wertschöpfung generiert der Sport in Deutschland? Welche Ausgaben werden für Sportsponsoring, Sportwerbung und Medienrechte getätigt? Wie hoch sind die Investitionen in Sportstätten und deren Unterhaltung? Eine neue Studie des BMWi (Bundesministerium für Wirtschaft und Technologie) will Antworten auf diese Fragen geben.

Sport als Teil der Wertschöpfung

Die Sportwirtschaft als Querschnittsbranche setzt sich aus verschiedenen Wirtschaftszweigen bzw. Teilen von Wirtschaftszweigen zusammen. Auf Grund dessen können die benötigten Informationen für die Messung einer Wertschöpfung im Sport nicht direkt aus den, anhand der Wirtschaftsbereiche, erhobenen Daten des Statistischen Bundesamtes abgeleitet werden. Daher werden ergänzend sportökonomische Erhebungen herangezogen. Die vom BMWi in Auftrag gegebene Studie bildet drei spezifische Schwerpunkte ab:

- (1) Privater Sportkonsum,
- (2) Sportsponsoring, Sportwerbung und Medienrechte sowie
- (3) Investitionen in Sportstätten und deren Unterhaltung.

Sportkonsum in Deutschland

Im Rahmen des Forschungsprojektes wurde der Sportkonsum der deutschen Bevölkerung im Jahr 2010 erhoben. Hierzu wurde die Gesamtbevölkerung hinsichtlich ihres Sportkonsums repräsentativ befragt. Zu den Kernergebnissen gehören:

- 53,2 % der mindestens 16-Jährigen treibt Sport.
- fast zwei Drittel der unter 16 Jährigen treibt Sport.
- über die Hälfte der Sporttreibenden (56,3 %) sind mindestens einmal in der Woche aktiv.
- 28 % der Bevölkerung über 16 Jahre geben Geld für den passiven Sportkonsum aus (Sport ohne selbst aktiv zu werden), wobei Männer (34,9 %) deutlich öfter Geld für den Sportkonsum ausgeben als Frauen (21,2 %). Bei Jugendlichen unter 16 Jahren geben 39,6 % Geld für passiven Sportkonsum aus.

Abbildung 1 veranschaulicht alle Ausgaben, die infolge einer aktiven Sportausübung im Jahr 2010 getätigt wurden. Die Ausgaben belaufen sich auf eine Summe von 77,6 Mrd. Euro. Die größten Posten stellen hierbei die sportbezogene Fahrt-

kosten mit 26 Mrd. Euro, Sportschuhe, Sportbekleidung und Sportgeräte mit 25 Mrd. Euro sowie Sportreisen mit 14 Mrd. Euro.

Der passive Sportkonsum verbuchte im Jahr 2010 einen Gesamtumsatz von 9,8 Mrd. Euro. Mit 4,0 Mrd. Euro (41 %) bilden die Eintrittsgelder den Löwenanteil, gefolgt von Gaststättendienstleistungen mit 2,0 Mrd. € (20 %) und Medien mit 1,5 Mrd. Euro (16 %).

Werbung, Sponsoring und Medienrechte

Im Jahr 2010 belief sich das Gesamtvolumen für Werbung, Sponsoring und Medienrechte auf rund 5,5 Mrd. Euro. 33 % der Unternehmen geben an unmittelbaren Sportbezug, durch die Herstellung von Sportwaren oder Sportdienstleistungen, oder mittelbaren Sportbezug, durch Sponsoring oder sportbezogene Werbung, zu haben. Sportgüter werden von 5 % der in der Studie befragten Unternehmen hergestellt. 73 % der Sportgüterhersteller sind im Sportsponsoring aktiv.

Das Gesamtvolumen der Aufwendungen für die Bereiche Werbung, Sponsoring und Medienrechte beträgt 2010 ca. 5,5 Mrd. Euro, wobei das Sponsoring mit 2,5

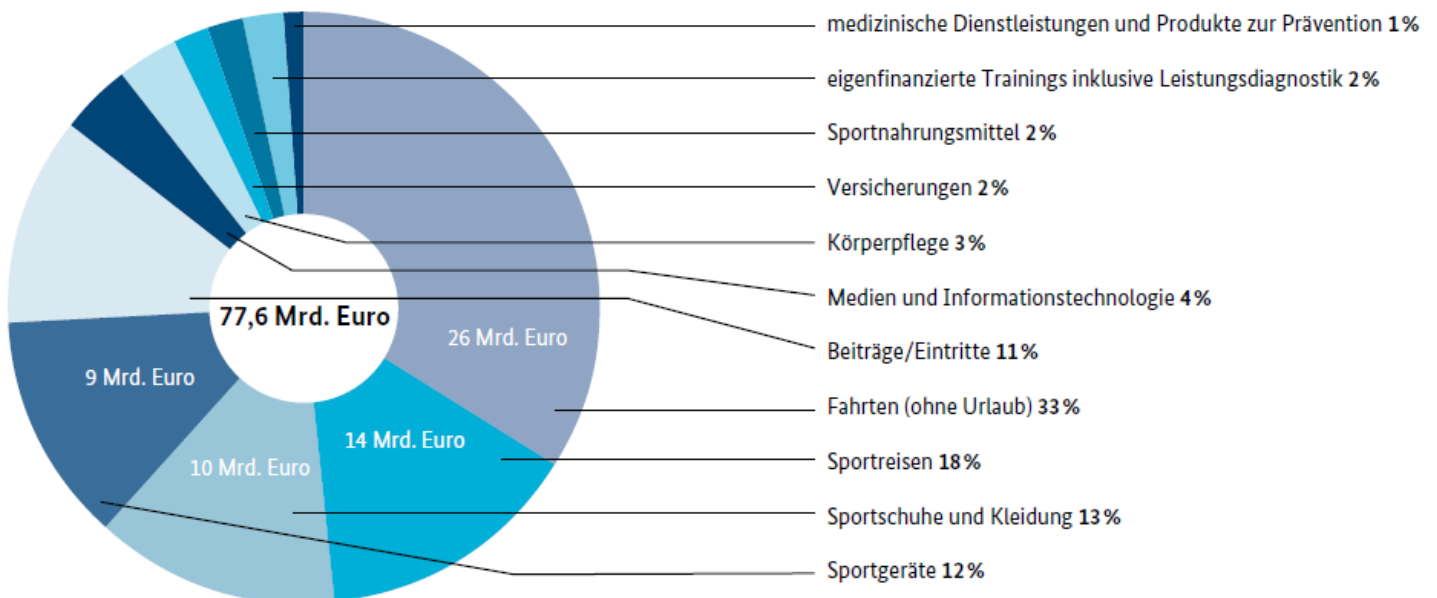


Abbildung 1: Basisinformationen zum Konsummuster aller Aktiven in Deutschland

(Fortsetzung auf Seite 7)

(Fortsetzung von Seite 6)

Mrd. Euro den größten wertmäßigen Anteil ausmacht.

Die Werbeausgaben der Sportgüterhersteller liegen mit 726,9 Mio. Euro in einem vergleichbaren Rahmen der Branchen Schokolade & Zuckerwaren (647 Mio. Euro, Platz 7 der werbestärksten Branchen) und Arzneimittel (734,7 Mio. Euro, Platz 6).

Mit 1,125 Mrd. € werden die Aufwendungen für das Einwerben von Sponsoren und die Aktivierung von Sponsorenrechten beziffert. Diese beinhalten sowohl unternehmensseitige Ausgaben als auch Aufwendungen von Sportvereinen und Sportligen. Somit werden ca. 45 % der Ausgaben für Sponsoring auf die Aktivierung verwendet.

Die Medienrechte weisen mit einem Zuwachs von 15 % im Vergleich zu 2008

ro. Die Anzahl der Empfänger ist jedoch zu differenzieren. Fließen die 1,1 Mrd. Euro im Spitzensport an eine geringe Zahl von professionellen Sportbetrieben, verteilen sich Mittel des Breitensports auf über 90.000 Empfänger (zumeist Sportvereine). Die Breitensportförderung ist in der breiten Unternehmensbasis verankert (1,9 Mrd. Euro), während Unternehmen zusätzlichen Sponsoring-Aufwand in den Spitzensport investieren.

Auffällig ist, dass die kleinen und mittleren Unternehmen mit 75 % den größten Anteil an den Gesamtausgaben im Sponsoring aufwenden. Daher ist der Rückgang der Sponsoring-Ausgaben um 9 % im Zeitraum 2008- 2010 nahezu ausschließlich auf die Unternehmen mit einem versteuerbaren Umsatz von unter 2,0 Mio. Euro zurückzuführen.

Bei Unternehmen mit einem versteuerbaren Umsatz von mehr als 50 Mio. Euro

chen Bedeutung des Sports in Deutschland festhalten:

- Ausgaben aktiver Sportkonsum: ca. 80 Mrd. Euro
- Ausgaben passiver Sportkonsum: 9,8 Mrd. Euro
- 33 % der Unternehmen unterstützen den Sport
- Sponsoring-Ausgaben an den Breitensport: 2,05 Mrd. Euro
- Sponsoring-Ausgaben an den Spitzensport: 1,1 Mrd. Euro
- Die Werbeausgaben der Sportgüterhersteller betragen ca. 730 Mio. Euro
- Die Medienrechte umfassen ein Ausgabenvolumen von 1,118 Mrd. Euro

Dipl.-Kfm. Sven Wübbolt

| Angaben in Mio. Euro | 2010 | 2008 | Inland/Ausland |
|---|----------------|----------------|----------------------------------|
| Sponsoring an Sportorganisationen | 2.485,4 | 2.733,9 | Inlandsanteil, entspricht 98,6 % |
| Aktivierung Sponsoring gesamt | 1.124,5 | 1.215,6 | 100 % Inland |
| davon Aktivierung Unternehmen/sportbezogene Werbung im Rahmen von Sponsoring | 708,0 | 778,8 | |
| davon Aktivierung Vereine | 286,3 | 323,0 | |
| davon Aktivierung Verbände | 48,6 | 41,9 | |
| davon Aktivierung Profi-Ligen | 81,6 | 71,9 | |
| sportgüterbezogene Werbung | 726,9 | 968,0 | 100 % Inland |
| Medienrechte | 1.118,0 | 887,0 | Auslandsanteil 17 %/18 % |
| gesamte wirtschaftliche Bedeutung des Breiten- und Spitzensports im Bereich Werbung, Sponsoring und Medienrechte | 5.454,8 | 5.804,5 | |

Abbildung 2: Gesamtvolumen Werbung, Sponsoring, Medienrechte 2008/2010 (Angaben ohne Umsatzsteuer)

und mit einem Anteil von 20 % (1,118 Mrd. Euro) ein ähnliches Volumen an den gesamten sportbezogenen Aufwendungen aus.

Förderung des Sports

Es lässt sich feststellen, dass der Breitensport von den Unternehmen mit kumulierten 2,05 Mrd. Euro stärker gefördert wird als der Spitzensport mit 1,1 Mrd. Eu-

sind die Ausgaben, gegensätzlich der allgemeinen Entwicklung, sogar gestiegen.

Zusammenfassung

Trotz eines durch das BMWi in Auftrag gegebenen und noch nicht vorliegenden Gutachtens „Investitionen in Sportstätten und deren Unterhaltung“, lassen sich nachfolgende Tendenzen zur wirtschaftli-

Sowohl ein Kurzzusammenfassung als auch eine Langfassung der Studie „Bedeutung des Breiten- und Spitzensports im Bereich Werbung, Sponsoring und Medienrechte“ ist abrufbar unter: <http://www.bmwi.de/BMWi/Navigation/Service/publikationen,did=481300.html>, Stand: 10.05.2012



Drei Fragen an ...

Anne-Christine Schlangenotto,

Mitarbeiterin an der Karl-Scharfenberg-Fakultät

Institut für Sportmanagement

An der Ostfalia seit Januar 2012

Frage 1: Wie ist es für Dich nach dem Abschluss des Studiums 2010 weiter gegangen?

Nach meinem Studium habe ich als hauptamtliche Mitarbeiterin bei einem Sportverein angefangen. Neben allgemeinen Aufgaben in der Geschäftsstelle war ich für die Gestaltung und Betreuung des Kursprogramms, die Presse- und Öffentlichkeitsarbeit, die Betreuung der FSJler und die Organisation von Veranstaltungen verantwortlich. So war ich Mitglied im Organisationsteam des Festivals des Sports in Lehrte, das als Finale des Städtewettbewerbs „Mission Olympic - gesucht wird Deutschlands aktivste Stadt“ im August 2011 stattgefunden hat.

Frage 2: Was erwartest Du Dir von Deiner Arbeit hier im Institut für Sportmanagement?

Als Absolventin des Studiengangs Sportmanagement an der Ostfalia Hochschule liegen mir die Qualität und Attraktivität unseres Studienangebots besonders am Herzen. Daher freue ich mich darauf, aktiv an der Gestaltung und Weiterentwicklung des Studiengangs mitwirken zu dürfen. In viele Bereiche meiner Arbeit werde ich eigene Erfahrungen, sowohl aus dem Studium als auch aus meiner beruflichen Praxis, einbringen können. Durch meine Aufgabenschwerpunkte mit der Öffentlichkeitsarbeit für unseren Studiengang und der Unterstützung von Lehrveranstaltungen sowie Projekten erhoffe ich mir, mich in einem breiten Themenspektrum weiterentwickeln zu können.

Frage 3: Wie erlebst Du die Sportszene in Salzgitter?

Salzgitter gehört 2012 zu den Ausrichterstädten des Festivals des Sports. Auf Grund meiner Erfahrungen vom Festival des Sports 2011 in Lehrte bin ich Mitglied im Organisationsteam dieses Events und habe so die Gelegenheit, die Sportszene in Salzgitter näher kennen zu lernen. Bisher erlebe ich diese als sehr engagiert und gut vernetzt. Die Bereitschaft, sich am Festival des Sports zu beteiligen, ist bei den Sportvereinen und anderen Organisationen sehr hoch. Das Festival haben der Kreissportbund und die Sport und Freizeit Salzgitter GmbH nach Salzgitter geholt. Diese beiden arbeiten eng mit den Sportvereinen zusammen und versuchen, bei der Planung möglichst viele Menschen aus Salzgitter einzubinden.

Gerade für Freizeitsportler bietet Salzgitter viele Möglichkeiten. Neben schönen Lauf- und Fahrradstrecken in und um die Stadt ist der Salzgittersee ein besonderes Highlight. Für eine aktive Freizeitgestaltung findet sich hier eine tolle Infrastruktur.

PersonenDaten

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News vom Campus Salzgitter

Auch in diesem Semester werden von den Studierenden (4. Semester) im Fach Projektmanagement wieder viele interessante Themen bearbeitet, u. a.:

- Festival des Sports: Entwicklung eines Konzeptes für einen Trend-Workshop für fitness- und gesundheitsorientierte Sportangebote (Stadt Salzgitter, SFS GmbH sowie KSB Salzgitter)

- Markenwirkungsanalyse im Rahmen der Entwicklung eines Markenleitbildes für die TSV Hannover-Burgdorf Handball-Bundesliga - zur Überprüfung der Markenpositionierung und mittel- bis langfristigen Ausrichtung des TSV-Markenbildes (TSV Hannover Burgdorf Handball GmbH)

- Entwicklung eines Konzeptes für einen Deutschlandcup für Hörgeschädigte im Fußball (Landesbildungszentrum für Hörgeschädigte BS)

- Konzeptentwicklung für einen Wettbewerb für Sportjournalisten (Niedersächsische Lotto-Sport-Stiftung)

- Vergleichsanalyse zwischen zentraler und dezentraler Vermarktung am Beispiel der Bundesliga im Boxen (Deutscher Boxsport-Verband)

- Unterstützung der Konzeptentwicklung für das Sportmuseum Berlin (Senatsverwaltung für Inneres und Sport, Berlin)

Das neue Mediengebäude (Foto auf der Titelseite) nimmt Form und Farbe an. Die offizielle Eröffnung soll im Dezember 2012 sein.

Impressum

Herausgeber: Studiengang Sportmanagement
Redaktion: Prof. Dr. Ronald Wadsack
Layout: Gabriele Wach

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Auf zu neuen Ufern: Das SPO-MAN Jahr 2012

6 Städte, 70 Teilnehmer das ist nicht nur die Bilanz der 1. Stammtischrunde 2012, sondern vielmehr Zeichen eines funktionierenden Netzwerks. Bevor jedoch die zweite Stammtischrunde eingeläutet wird, erstrahlt der SPO-MAN.day in neuem Gewand. Die Okercabana wird sportlicher Mittelpunkt und Tagungsstätte für Sportmanager „Made in Calbecht“. Während die jüngere SPO-MAN- Generation den Beachvolleyballchampion sucht, begeben sich die älteren Semester bei ihrer Absolvententour in Berlin und Umgebung mit Hausbooten „auf zu neuen Ufern“.

SPO-MAN macht's möglich, be part of the network! Save the dates:

07.06.2012: [SPO-MAN.stammtisch](#) 12.05.2012: [SPO-MAN.day](#) 22.-24.06.2012: [SPO-MAN.onTour Alumni 2012](#)

Alle weiteren Infos wie immer unter www.spo-man.net ...