



The Impact of Social Media and The Presence of Fans at A Sports Event to Attract Private Sector Sponsors

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Abstract

The purpose of the present study was to investigate the impact of social media and the presence of fans at a sporting event to attract private sector sponsors. In the present study, in order to investigate the impact of social media and the presence of fans on a sports event in attracting private sector sponsors, the role of new media on how sports sponsors interact and the presence of spectators at sporting events is influenced by the extent to which sponsors participate in events. A review of research on sports media has been used since 2007, given that the category of new media is a new concept in sponsorship. This research seeks to achieve such results by reviewing the research conducted over that timeframe. Sponsorship appeared initially during the early 70s in England in sports and other industries. It subsequently developed in Western countries in the early 90s, experiencing a real boom. Thus, a new term has emerged: sponsorship (sponsorship in French) Indeed to define the word sponsorship (sponsorship and sponsorship will be used as a single term), it is therefore necessary to study precisely the work. It defines sponsorship as a financial investment or materials on an activity, person, or event and having access to a potential communication associated with this activity, person, or event. As a result, Minwan said, the greater the audience participation and the presence of sports media in a sporting event, the greater the attraction of private sponsorship in Moore.

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INTRODUCTION

Sponsorship appeared initially during the early 70s in England in sports and other industries. It subsequently developed in Western countries in the early 90s, experiencing a real boom. Thus, a new term has emerged: sponsorship (sponsorship in French). Several definitions and studies have been published on the definition of sponsorship. We will retain some work on this term like (Meenaghan, 1991 . Derbaix et al. 1994). Indeed to define the word sponsorship (sponsorship and sponsorship will be used as a single term), it is therefore necessary to study precisely the work (Meenaghan, 1991) It defines sponsorship as a financial investment or materials on an activity, person, or event and having access to a potential communication associated with this activity, person, or event. Derbaix et al. (1994) indicate that this technique is to create an event or independent support and assimilate to the event through the media, to achieve marketing objectives. Used as a means of communication beyond media, sponsorship led to a commercial return for the sponsor (Allen et al. 2005). In most cases, sponsorship involves three actors: the sponsor, agency events, and consumers. The sponsor provides financial support, equipment, or know-how; in return, the event organizer will help provide an image and awareness, promoting its event space for the sponsor. Sponsorship is considered an indirect form of communication quality objectives in terms of awareness and image (Burton et al. 1998; Derbaix et al. 1994). For businesses, the benefits of sponsorship lie mainly in the fact that it is a means of two-way communication (6-Harrison and O'Reilly, 2005). Sponsoring companies use more communication strategies, and 85% of companies see sponsorship as part of their marketing strategy. Sponsorship has become one of the most important factors in the marketing communications business. According to Boistel (2004), sponsorship is either the communication strategy of the brand product or of the corporate strategy of the company. In reality, it is something else; in terms of effect in marketing departments, marketing manager exerts pressure on managers in their decision making sponsorship and, therefore, integration of sponsorship into the mix communicative. This view of finding a strategy that integrates marketing communications companies is moving today (called IMC [Integrated Marketing Communication]). Indeed, according to Tripodi (2001), sponsorship is an integral part of business communication. For a more interesting impact, sponsorship must

be integrated with other elements of the communication mix. Indeed, it cannot replace other methods of marketing communication, such as advertising, sales promotion, public relations, or communications by the event, but it is a tool that complements them. Other studies have shown that sponsorship, used in conjunction with other communication tools, such as classic institutional advertising (Quester and Thompson, 2001), promote awareness and purchase intent. Farrelly and Quester (1998)¹¹ go further in its analysis, even claiming that the performance of sponsorship will be going to a link with marketing and public relations. Moreover, Walliser (2003). adds that the isolated sponsoring operations have little influence on visibility, even if they fall over time. Sponsorship remains, first and foremost, complementary media, which only allows passing a message to a given target. It cannot, replace other traditional communication techniques that have a better assessment to measure their efficiencies. Sponsorship alone is limited; the process requires the synergy of communication that can make it interesting (Cornwell et al. 2006) The synergy between the drive and the media is necessary for the success of a good communication plan . FIFA revenue was \$ 5.7 billion between 2011 and 2014, 90% of which was spent on international events, including the 2014 FIFA World Cup and the 2013 Confederations Cup. Of the \$ 5.1 billion in international events, 47% were from the 2014 World Cup and 31% from marketing and sponsorship deals (FIFA 2015)

Nowadays, sport is a highly industrialized and monetized industry in the field of home business, sporting a great deal because consumers pay for sports rather than buying or consuming it. Marketplaces throughout your country provide a variety of ways to support your own resources and costs, such as running water, player sales, ticket sales, and product offerings. Water resources are a great source of funding for organizations and endowments for sports and recreational sports, especially for recreational sports. In this respect, it is the basis for end-to-end investment in land and energy sports. Owners tend to build spaces and providing sports services, garment manufacturing and sporting goods and competitions revenue to Dharam be, because of the fundamental goals of gaining worldwide recognition in the tournament, providing good quality services or products and Which is the most effective marketing toolkit. Potential backers are eager to know how many audiences they will have access to. They also like to know the history of your event over the years. So be sure if your audience is growing

or you have helpful audience statistics. In this case the sponsor's imagination will be easier than seeing his brand. No sponsor wants to relate their brand to an event that is weak or unprofessional. And game) is the most marketable non-marketing tool for sports organizations and businesses. Financial services can be a valuable way to reach a new and productive customer market. Monthly sports can increase sales, increase traffic, raise awareness and deepen customer relationships Today's pain only makes it difficult for financial education to be made in an inappropriate language, especially for the sportier athletes who have the ill-fated fortune. So, then, as a marketing tool, it is important for you to avoid (bypassing) your business, your organization or your organization (or your organization). A sport that can be done through organizations, capital and financial games for organizations or companies. To achieve and meet the goals of our sporting community, Me Cook and Ray 2017 have shown in their studies that being effective and effective in sports or in the sport, focuses on me and my home. Sponsors will also want to make sure they find a good customer at your event! You have no control over the size of your sponsor's target population, but what you control is how you present your event demographics. In short, depending on the event (B2B) or (B2C), the sponsors They are keen to keep track of their audience statistics before supporting the event. For example, information such as occupation, age, gender and having a child can help the decision maker. You can find this information from your previous events. Otherwise, if you've never had a plan to collect this kind of data, now is the time to get started. A popular example is a trademark printed on team clothing. Media visibility and exposure are guaranteed. It also lets you stand and stand out. This means that companies rarely want to miss out on a portion of their marketing budget. The use of technology and especially social media by brands to target consumers is not new. The new point is the way brands are smarter and more innovative in how they use technology and data to target consumers to activate their financial backing. Where rights previously offered by rights holders were linear, predictable and largely tangible, they are now immersed in a world of "influencers", brands (inter-brand guarantees) and measurable perceptions. Are. Advertising has become a two-way street. Instead of passively interacting with consumers through traditional methods such as shirt support and product placement, brands should be agile, dynamic and creative. Social media is now often considered a separate category of rights paid in

addition to services and other rights offerings. For example, when using an athlete in advertising, the athlete's tweet is often an add-on for an additional price, rather than a hypothetical portion of the deal.

The work of a modern marketer in a landmine is evolving. Negotiating fair conditions for financial support involving social media is complicated. Below are some of the topics that are currently occupying our customers. In traditional sponsoring bylaws, brands have the right to approve any material published by any means necessary. As the world grows faster and faster, advertising must continue. The need to approve more than any Instagram tweet or post can seriously diminish the impact of that post. We now see a more agile framework for financial support programs that can provide responsive positions and ongoing interactions in lieu of the traditional rights and obligations of each party. In this environment, being careful about potential partners is more important than ever. It is complicated to maintain a balance between social media engagement and brand support. One way to manage brands is to set clear parameters with respect to what is acceptable and unverified and what is absolute. Social media-sponsored advertising has been a hot topic for advertising regulators in recent years. Consumers are also aware of the limitations of brands and report those who are unhappy with these commitments. As a reminder, if a person or entity is paid (with money or otherwise) for posting content on social media about a brand and the brand has any control over the content of the post, it must be determined that this post is "Advertising".

METHODS

In the present study, in order to influence social media and the presence of fans in a sporting event to attract private sector sponsors

A review of research conducted since 2007 on the role of the media and the extent of audience participation in private sponsorship, a method of reviewing media studies, events, and private sector sponsors and challenges. and search for articles in the reputable database of pubmed, science direct and scopus as well as searching for key words in sports marketing, media, sporting event based on researcher experience and asking questions of experts in sporting event and marketing. Given that the media and sponsorship category has been on the stock market in recent times and is considered a new and emerging topic, so far little research has been done on the impact

of social media on sport event retrieval. In the timeframe it seeks to achieve results in the field of event and media and sport event marketing as well as how to raise money for the event organizer and to examine the media and its formation. The researcher investigates previous research and studies of cross-border research and numerous articles on sports social media and the impact of the Internet and social media and comparing them with each other, as well as with questions and answers from event specialists. And people specializing in sports event marketing and exploring different aspects of the event for the host city and exploring how to sponsor a sports event to achieve the desired results for developing a media event in the sport and to find the best sponsorship and infrastructure solutions. Has provided favorable accommodation for the host city.

RESULTS AND DISCUSSION

Jannie Woever (2016) 25 argues that the main motivation for running and investing in professional and creative sports is the increasing number of competitors. Employers are also earning a living by providing me with a non-profit shop. Therefore, the goals of our sport are to enable diabetics and people who may be motivated. Therefore, sporting events are a simple way of psychologically affecting consumers. So the company can find clients with hours or more of motivation. Our financial results, if realized correctly, can help the target market out of the blue. Probably a motorbike theme (2017) 26 in the face of the power of sporting applications as a marketing tool that redefines the position of the media and the media in the brand image of the brand. Instead of inviting anyone in the marketplace, sports can be a source of power. People's attitudes towards a solution can be overwhelming. The cohorts studied attitudes toward media through the media (Eternity and Toulon) and found that the attitudes of the consumers towards the media were very good. In this regard, Pyun (1), by presenting a paradigm of how sport has shown itself to be a special month, can help to shape my attitude. The hosts are reported to be working for months where they do not have the media resources; Media and customer awareness are also helping our clients become more profitable with them. 201 201 (2019) 27 reported on the impact of our events on the products and services of the company, including the types of events we may have experienced. Understanding the fruit and vegetable menu has grown and people are interested in buying their products. I

also created a blog based on the Iranian constitution and perhaps my sport and federations, on the whole. Currently in Iran without a bank, I save some of my income, so my family and my family can help my family and my family. It is not possible to continue them. Therefore, sports organizations will not be able to meet their own needs without the budget. Sponsorship is one of the most effective marketing tools to increase the value of the company's image, awareness, and its impact on the visibility and location of the event (Laborde and Leases, 2018). However, with the proliferation of events and sponsors also present, memorizing and the impact desired by sponsors are diluted among the other partners. Initiatives can be taken as the creation of a specific event or sponsoring exclusive sponsorship to prevent ambush marketing operations (ambush marketing) events sponsored by competitors (Fuchs, 2019). Involvement in the duration and extent to sponsor events is the key to successful sponsorship operations (Cameron et al. 2011). The literature has shown that it is important for the sponsor to sponsor an event that shares its values and where the degree of congruence is acceptable and thus closer to its target (Becker-Olsen and Simmons, 2012). We have also seen that the sponsorship is part of the corporate communications mix; a synergy of efforts for optimum investment advice is for integrated communication approach. Advertising is an essential complement to the success of the sponsorship (Pope and Voges, 2016). However, the main challenge lies in businesses assessing the effectiveness of sponsorship because few tools enable them to carry out this task (Dean, 1999).

Some companies calculate efficiency by simply relying on the number of exposures of the brand or using the same tools as in traditional advertising. Marketers have a real need to legitimize their financial investment to justify and convince new direction for a new operation sponsorship (Cornwell et al. 2016). The real future challenge is to find the real measurement tools to assess the impact of sponsorship. It has been theoretically demonstrated that exposure during an operation sponsorship influences the variables that measure the effectiveness of sponsorship including image and memorizing (Dubois and Jolibert, 2015).

CONCLUSION

As a result, the researcher investigating past media and spectator research at sporting events found that the greater the audience support for a particular team or sport, the more companies and individuals invested in the desire to

support and sponsor They have the team because the sponsor wants to be seen and never wants to support a low-profile team, as well as any team or sporting event that is widely covered by the media as a result of the company. More private individuals tend to support it as a result of the media and spectators of a team More sporting event This team More has received the support of numerous sponsors.

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