

## The Role of Sports Marketing Organizations in the System of Physical Culture and Sports

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### Abstract:

Today sports organizations need to solve marketing issues that contribute to strengthening the reputation of a sports organization, improving the quality of goods and services provided. The existing structure of sports organizations does not provide for special positions for sports marketers, therefore these functions are usually performed by other professionals who do not have specific knowledge, skills and qualifications in the field of sports marketing. The article examines the role of sports marketing organizations in the system of physical education and sports.

**Key words:** physical education and sports, sports marketing, sports organizations, sports events, actual actions, lawsuits.

The functions performed by sports marketing organizations can vary. Forms of mutually beneficial cooperation are also discussed by the participants of mutual cooperation. In one case, it may be a clearly articulated marketing task that requires only a solution, in another, it may be a collective formulation of possible marketing tasks by sports organizations in conjunction with sports marketing organizations. In one way or another, the qualifications of professionals in the organization of sports marketing require the professional performance of their functions.

In short, shaping the role of sports marketing organizations in the physical education and sports system is meant to help businesses understand their role in sports and make the most of the most powerful tools of sports marketing - advertising and sponsorship.

The importance of organizing sports marketing in the system of physical culture and sports is also to convince the leadership of sports organizations to change their attitude to modern sports. Often, misconceptions about sports and fans also play an important role. The large number of fans at competitions, meetings, events is mainly related to the marketing activities carried out by sports marketing organizations.

In professional sports, sports marketing organizations have a number of functions. It is the interaction with professional clubs, leagues, sports federations, including government agencies at the regional and local levels in various sports. On the one hand, sports marketing organizations are a separate element of the system of physical education and sports. Sports marketing organizations, as a rule, develop programs to promote sports organizations, clubs, increase the audience of fans, as well as other ways to solve various marketing problems in the field of physical education and sports.

Professional sports have their own characteristics, which require the development of special methods to achieve the set goals, these rules include:

- to interest the audience, the fans, to provide an indescribable event, to arouse emotions, to be positive, to fully enter the process of the event;
- Involvement of a partner, sponsor during sports events, liaison between sponsor and fan, thereby meeting the needs of the sponsor, liaison between the professional club and sponsors;
- organization of work with the media in order to encourage not only the informational nature, but also the active participation of journalists in sports events as fans;
- Satisfaction of all stakeholders of the sports competition, such as benefits for the professional club, the interest and satisfaction of fans, the income of sponsors.

The importance of sports marketing has also shown its impact on mass sports. The main difference between mass sports and professional sports is that a large number of people can participate in sports competitions, demonstrate their abilities, improve their physical qualities, and lead a healthy lifestyle. In this direction, from a marketing point of view, the level of sports results is not of great importance. The main feature is the mass participation of non-professionals in the sporting event, which allows to increase the interest in mass sports by both partners and sponsors as follows:

- increase the company's image;

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- provide information about the company, product or service;
- social orientation of the sponsor.

Sports marketing looks at sports events from different perspectives, one of which is the timing of the event. It can be a one-day, multi-day or seasonal event. The sports competition ensures the participation of all subjects (participants, organizers, fans, media, sponsors). Sports marketing includes all the activities that ensure the development of sports competitions.

A special area of sports marketing is corporate sports. Many companies, even those that are not involved in sports, are interested in creating a good micro-environment, creating a team ("team-building"). One of the directions of this formation is corporate sports, the organization of which is one of the formation functions of sports marketing. Through the use of corporate sports, partners, colleagues, confidence in themselves, the expansion of internal capacity, the ability to make quick decisions.

The organization of sports marketing develops the full cycle of the event, taking into account such features as the development of positive relationships between employees of the organization, relying on the principle of "the main thing is not victory, but participation", reducing the importance of non-professional athletes, winners and losers. .

Another area of sports marketing is agency activities. In modern professional sports, almost every high-level athlete uses the services of sports agents, which allows him to more effectively enter into contracts with professional clubs and other organizations.

In this case, sports marketing organizations liaise with clubs, teams, advertising agencies, and others as an athlete's representative. The activities of the agency also include legal actions that contribute to the legal development of sports marketing organizations.

As a rule, the actions of the agency in cooperation with professional athletes of the sports marketing organization are divided into factual and legal actions.

Actual actions include negotiating the athlete with potential employers (professional clubs, teams, etc.), looking for promotional offers for athletes, and providing advice in the field of sports marketing.

Legal actions include the development and conclusion of agreements between the athlete and professional clubs, registration of change of employer (club), transfer, protection of interests in various cases.

In the field of public relations, sports marketing organizations also work in the following areas, the main directions of which are:

- strategic planning of advertising campaigns and events;
- Development of advertising products for use at different stages of marketing promotion;
- interaction with mass media;
- Development of unique products that embody the face of the company;
- Interaction with current and potential partners, co-authors of projects.

## Conclusion

A number of solutions are offered for business companies that want to financially promote sports marketing organizations in the field of physical education and sports. Specialists of sports marketing organizations use all the advertising potential of their knowledge, skills and abilities in professional, popular, as well as in children and youth sports. Various tools used in sports marketing help to increase the company's reputation, brand, attract new customers. This is achieved through the placement of company logos on the equipment of professional teams, as well as the use of well-known athletes and clubs in advertising campaigns.

As a rule, sports marketing organizations are responsible for the technical development of printed materials, audio and video clips, as well as their distribution on television, radio and the Internet.

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