

## THE SPORTS MARKETING AND SPONSORSHIP – EXAMPLE OF GYŐRI AUDI ETO KC

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**Abstract:** The main goal of the scientific paper is the analysis of sports, specifically of the ever-evolving activities in the field of marketing, as well as sponsorship and strategies regarding them. The scientific paper contains results of research, in which both qualitative and quantitative research methods were applied. For the purposes of qualitative research we had an interview with the club's head of communications. For the purposes of quantitative research, we chose a questionnaire survey, which was presented to the fans.

**Keywords:** sports marketing, sponsorship, marketing communication

### 1 Introduction

We list sports marketing into an extensive database of marketing science. Today in sport, with a growing tendency a developing business life takes place, and millions of funds are rotating in the sports business. [5]

#### 1.1 The sports marketing

The sports marketing is a sales promotion of products with the use of products from the sport or sports results, marketing of sports products, as a marketing of product. The main aim of sports marketing is to try to sell products and services related to the topic of sport with the image of sport. If someone wants to be a successful sports marketing expert, it must be extremely knowledgeable about the sports industry, must also understand it depending on this he/she must be able to apply marketing elements and processes in the context of sport [10]. In this economy, the number of goals, the gains and losses in proportion to the number of kilometers may determine the demand. From another point of view not the proportions are important in a case when a member of a club is a world-famous athlete, we can dispense with the arithmetic values and goodwill will take over this position [2]. We distinguish two trends within the sports marketing. One is the sports marketing and the other is marketing through sport. Under sports marketing we mean the sale of sport and its propagation, we also list here the game marketing of sport events, clubs and athletes. Under sport's marketing we mean a variety of marketing activities of companies that are carried out by different sport events. An excellent way for this can be a sponsorship or a contract made with a star athlete is [6]. Nufer and Buehler as a subfields of sports marketing identified the following: ambush marketing, business to business marketing, ethics, event marketing, hospitality marketing, brand management, market research, market segmentation, merchandising, neuro marketing, rights and commercialization, relationship marketing, social marketing, social media, sponsorship, testimonial and celebrity advertising, ticketing, virtual advertising[8].

The sports marketing also applies the marketing's - mixed elements, but the most important factor is the communication mix especially the PR and advertising. The vast majority of public relations in organizational branding are corporate identity that is corporate identity. This includes organizational design, communication, organizational culture and organization "products, respectively. services. Organizational identity of the sports organizations include the organization's philosophy, organizational design to the brand, organizational communication, organizational culture and product / service [12]. Thanks to advances in today's market promotional activities not only rely on the direct sale, but beside that tries to win latent and potential customers, to develop the artificial of human needs and motivate, promote them. In contrast, public relations activity is inconceivable without feedback, because it is an interactive relationship between the communicator and the addressee [11].

#### 1.2 The sponsorship

The next major income source is also image enhancing in sponsorship process. The sponsorship forms the basis of sports marketing; in fact it means the fusion of marketing, advertising and PR. Its great advantage is that the target audience is targeted by their emotions and habits during their free time activities. Its aim is create a direct association between the sports events / sports organizations and providing support to companies [13]. According to the European Sponsorship Association (ESA), the ICC defines sponsorship as follows: the sponsorship is mutual commercial agreement made between the sponsor and the sponsored person, contractually provides financial and other support from sponsors to be able to connect itself with the sponsored image of its brands or products or to realize indirect benefits for cooperation [1]. It's worth to deal with sponsorship in sports, it brings a huge audience. This is an outstanding opportunity that can help an organization or individual person to become known by their sponsored club, event or with the name of an athlete. The sponsorship is a kind of expression of marketing through sport. One way can be called a kind of image transfers [4]. The sponsorship offers further sale and advertising opportunities for the company through sport and the corporate life interconnection [3]. The sponsorship can be called as communication technology that allows a specific event, televised relations, publications and other purchase or support of other things so that the organization has the opportunity to advertise its brand sign, name and description of it [7]. The sponsorship is a great way for the company's corporate social responsibility (CSR) and is a tool for corporate image development of the positive benefits [9].

### 2 The results of empirical research

The Győri Audi ETO KC counts today as one of the most prestigious handball club, it has a long history. To carry out primary research we used qualitative and quantitative research. The research carried out in early spring 2016. For qualitative research we have chosen the interview which we made with the clubs communication manager. From the basic quantitative research methods we have chosen the questionnaire survey, which was made among the fans. With the questionnaire survey we informed about marketing communication used by the club, furthermore about the quality of information transfer, sponsorship activities and other activities of the club affecting fans. Before the applying a real questionnaire we used test questionnaire to eliminate possible mistakes. The survey was made online and implemented according to the club's fans association database.

#### 2.1 Results of interview research

The deep interview revealed that the club takes the greatest emphasis on youth education and outstanding sports achievements retention and repetition. Hungary wants to remain Europe's outstanding sports center in the future. With education of players the club serves the teams on the entire territory of Hungary, those players who do not get into the first team of ETO, or into other teams of country's cutting-edge teams might compete for European club teams. The development of growing economic life also had an impact on the club's daily activities, so the emergence and integration of marketing activities into the life of the club was essential. To keep up with society and the business and non-profit sector alike, the following steps were indispensable: media lists, photo documentation, organizing press events, press monitoring, image-enhancing activities, inviting sponsors. These activities will help the club to get on the art of high-level marketing, which can be inferred to achieve modern standards. The club's major supporters are obtained by request; the sponsorship with Audi was such, which is the result of many years hard work of the club. It can be concluded that the company's reputation will be enhanced by supporting a club that

achieves success in sports, because their names are identified with each other. Audi Hungaria has also become supporters of ETO at the time when it proved advantageous for cooperation. It's economically advantageous to be a title sponsor of sports clubs, and other supporters as well, because the club's success in Europe and worldwide can advertise the reputation of companies for consumers. Consequently, consumers purchase intention changes into deed that will affect the company because they merge their name with the popular name of the club and the company from this generates economic revenue. Among the future goals the club collecting sponsors is also present, which can gain further valuable cooperation for both parties. According to the club's president the club's revenues are provided by the main sponsor Audi (17%) beside that TAO support is significant (24%) and government engagement (23%), while most of the expenditures are for personal payments (64%).

**2.2 Results of questionnaire survey**

In the research we investigated the sponsorship and corporate relations of recognition. It may be noted that the sponsorship also has its own marketing, where the clubs are encouraging companies to support marketing related activities.

In case of Audi we can talk about acquaintance arising from sponsorship. It is clear from the research that now fans identify Audi with the club. The interviewed persons firstly connect the name Audi Hungaria Motor kft. with the club. The naming sponsorship significance is clearly visible from results; their reputation to consumers gets first by club's name. According to the survey, at almost all options Audi featured first. From the subjective sponsor knowledge 98.75% of respondents have taken Audi first place.

In another case, the club organizes events with his support. Thus, this event will remain in the media; its news reaches a wide range of consumers. The story of Hajdú cheese is an example for this on the basis of our survey, which supports the club not so long time ago, by jointly organized competitions they left a mark in fans consciousness and because of this they are on the second place on awareness scale. According to survey fans do not know smaller sponsors, - which are not involved with various publicity with the club - they do not know them as good as companies linked with events. Based on all these research results and the following results we can state that sponsorship affects organizational life. This is illustrated in part below.

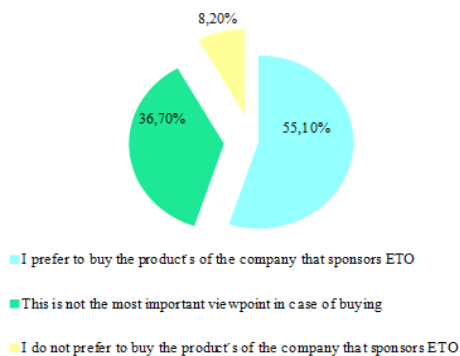


Figure 1: Consumer behavior in the case of two identical products (supporting company's product and t and neutral company's product)

If a fan needs to choose from two same products (supporting company's product and t and neutral company's product), then they will choose a product from the company supporting their club, 55.10% in all cases and 36.7% partially. This shows that the connection between the sponsorship and corporate reputation is visible.

The club's marketing activities creates a kind of opinion in fans about the quality of activities. The figure below shows the

opinion of the fans before the stage, during and subsequent promotions, i.e. the clubs complex communication conveyed toward fans.

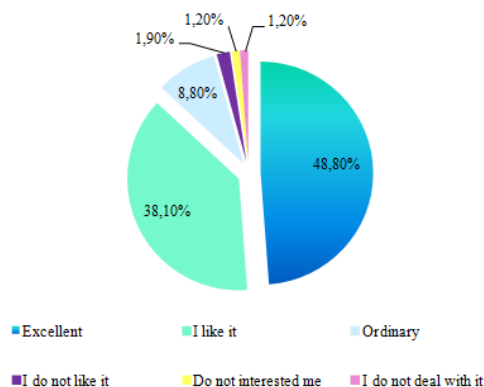


Figure 2: Assessment of the club, the fans point of view of marketing activities

The majority of fans think positively of transmitted communication. According to 48.8% of the respondents marketing activity is outstanding. According to 38.1% of the respondents, marketing communications is eye-catching, but should be improved. Only 13.1% of the respondents had negative experiences related to marketing efforts. The club should seek to reach them as well. For this purpose Győr Audi ETO KC keeps in touch with fans, weekly discussions are made with the head of fans association. Since the club cares for public relations at a high level, they consider it crucial to maintain friendly relations with fans.

Further, respondents evaluated the club's activities on a Likert scale (1 - bad, 5 - excellent). In case of Likert scale we used average and standard deviation.

Table 1 The average and standard deviation of the answers

Answer	Average	standard deviation
Contact with fans	4,04	0,8936
Involvement of fans into the game	3,98	0,8837
Mood creating at matches	4,18	1,1229
Prize games	3,61	1,0006
Information service	3,83	0,9909
Event promotions	3,98	0,9871
Printed information on matches	3,63	1,1812
Activities of sponsoring companies during matches	3,48	1,0664
ETO shop offer	3,68	1,1322

The highest value can be associated with the creation of mood on the match, here is the fans satisfaction the highest (4.18). The fans positively appreciated the contact keeping (4.04), their involvement into the game (3.98), and event advertising (3.98). What they mentioned as shortcomings is a presence of prize games (3.61), the presence of the printed information matches (3.63) and the ETO shop offers (3.68). The club should to take extra care for all components except complex marketing communication and need to raise even the lowest level of satisfaction as high as it's possible. The standard deviation of sample points to the factor of how the pattern data situated around the average. It's characterized by swings at higher value. The higher the value of standard deviation is, the less are answers considered homogeneous. From the standard deviation of answers we can see that respondents not all the time give the same answers.

**2.3 Analysis of hypothesis**

*Hypothesis: There is a relationship between the club's marketing activity and fan's satisfaction.*

To confirm the hypothesis we used cross table, also known as contingency table analysis that indicates the standard deviation of two variables. In this hypothesis, we examined whether there

is a link between the marketing activities of the club and supporters' satisfaction. From the possible statistical analysis we choose Person's Chi-square and Cramer's V.

Table 2 Chi-Square test

Answer	Pearson Chi-Square Value	df	Asymptotic Significance (2-sided)	Cramer's V
Contact with fans	427,701	20	,000	,817
Involvement of fans into the game	392,813	20	,000	,783
Mood creating at matches	353,674	20	,000	,743
Prize games	385,797	20	,000	,776
Information service	354,549	20	,000	,744
Event promotions	3747,173	20	,000	,765
Printed information on matches	330,191	20	,000	,718
Activities of sponsoring companies during matches	407,786	20	,000	,798
ETO shop offer	363,329	20	,000	,753

The investigation revealed that there is a relationship between the two variables. Investigated correlations show strong significant relationship in all cases. So the better the club's marketing activities are, the fans are more satisfied and more loyal. It can be noticed that they participate more and more in activities organized by the club, also plays a great role in their daily lives "to belong" to ETO. According to this we accepted the hypothesis.

### 3 Conclusions

The study presented the sports marketing, marketing communications and sponsorship through the empirical literature research and process, as well as the example of chosen sports club through an empirical research. The sport has a huge influence on the world of marketing by its popularity. The relationships between sport and business have bigger significance; millions of funds are carried out by rotating money in each business area of sports activities, so the economic effect is not in question. Within the framework of our research a quantitative survey was carried out between the club's fans, which results were compared by the club's communication manager's interview results. Overall, the aim of the research was to present a well-known sports club's rudimentary and current marketing activities in practice. The Győr Audi ETO KC was not so marketing-oriented before like nowadays. Development progress can be connected to the advancing age. The club's management was forced to use a wide range of marketing tools and involve the business community into operation if they want to contain their success. They nurture their sponsor relationships at a high level, ongoing communications, events, services are associated with sponsors, and in addition they regularly look for new sponsors. From the part of the fans it can be said that they are satisfied with club's activities and with public relations. According to their opinion at some areas they have some gaps. We would propose to examine the reasons for the shortcomings by: market research methods, surveys, invitations for the fans, forums and seek development opportunities. Overall it can be said that for today marketing business has become an integral part of the sport. It is essential to maintain a successful sports organization.

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