

SPORTS MARKETING AND ITS RELATIONSHIP TO THE DEVELOPMENT OF SPORTS CLUBS IN BABYLON

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Abstract:

This study examines the state of sports marketing within sports organizations to understand its current reality and future prospects. It highlights the necessity of exploring all related aspects, such as the market position of sports products, consumer demand, and the various financing methods that can achieve self-sufficiency and even generate added value. This includes utilizing alternative funding sources, such as human resources or sports products, alongside sports themselves, in all their forms, as a resource for this marketing. To understand the importance and necessity of sports marketing within sports organizations, a field study of football clubs leads to the following research question: What is the current state and future prospects of sports marketing within sports organizations?

Sub-questions:

- What are the most important concepts related to sports marketing?
- What is the concept of a sports organization? - What is the current state of sports marketing in sports organizations?
- What are the prospects for sports marketing in sports organizations in the short and medium term?
- What are the prospects for sports marketing in sports organizations in the long term? Research hypotheses: - Some sports marketing practices exist in the football clubs under study.
- In the short and medium term, football clubs adopt the best sports marketing methods to develop themselves.
- In the long term, football clubs strive for the effective implementation of sports marketing to achieve their goals.

Study objectives:

The purpose of this study is to achieve the following objectives:

- To attract the attention of marketing professionals to specialize in the sports field;- To raise awareness among sports officials about the importance of sports marketing today;
- To examine the current state of sports marketing and develop a vision for the future;
- To highlight the importance of sports marketing through its revenue generation and its role in funding various sports organizations;
- To demonstrate the potential for increasing state revenue from taxes and rationalizing government subsidies;
- To study and address the obstacles hindering sports marketing;
- To propose recommendations to increase attention to sports marketing.

Keyword: Sports, Marketing , Relationship, Development, Clubs.

Introduction:

Sports have become a driving force in globalization, leading to factors that attract consumers more towards sports products due to the intense competition among institutions that have adopted sports as their field of activity. This necessitates prioritizing an understanding of sports production, followed by a specialized understanding of marketing within this field as a mechanism and strategy to position sports products or services in the market and establish a presence in consumer behavior[1]. Consumer behavior

towards sports products has led to the emergence of sports marketing, which has thus become a science in its own right. Sports marketing aims to expand the reach of both services and products, and it has witnessed significant growth. Companies worldwide now allocate a substantial portion of their overall budgets to sports marketing. Marketing in the sports sector is one of the means or methods that can contribute to overcoming many obstacles, especially financial ones, faced by sports organizations. It is key to achieving their goals and includes identifying the needs and desires of the target market. The success of sports marketing within sports organizations has become crucial because the sports sector is vital and receives full and distinguished support from all relevant parties. Sports organizations need clear and specific economic plans for their management, as every institution has goals it wants to achieve, but within the limits of available resources. This is the starting point: the available resources do not meet the requirements of the ambitious goals set. In Europe and America, clubs operate as economic institutions whose goal is profitable commercial interests. These clubs generate advertising for companies. The club's assets are the capital, the players are the investment, the audience is the product, and the results are the outcome. [2] Thus, on an individual level, the athlete is a small investment project whose development leads to quality. It is a productive sector that supports himself and those around him. On a team level, they are more like companies with nominal, material, and legal value. Some of these teams even have value on the stock exchange, like the Chicago Bulls, hockey, and basketball teams, and they may be more successful than many other companies. Clubs, on the other hand, are institutions that encompass various projects and companies. A player is a project, and a team is a company. The spread and development of these clubs leads to the employment of tens of thousands of staff, workers, athletes, coaches, referees, and doctors. Many countries depend on the success and development of these clubs (3).

Sports marketing is crucial for raising the level of sports activities and physical education (learning, training, management, and recreation), attracting public interest in sports, generating financial returns and profits to contribute to the advancement of sports and professionalism, and creating mutual benefit between investors and beneficiaries (players, administrators, and coaches) (Al-Shafi'i Hassan Ahmed, 2006, p. 85). The American Marketing Association defines marketing as "the exchange of goods and services to satisfy the needs of both parties." This concept focuses on marketing activity, which, with its concepts and methods, exists in all types of organizations, whether or not they are profit-driven. (4) In the past, football relied on match revenues and member donations when it was a hobby for all members of its community. Eventually, marketing experts worldwide discovered the importance of commercial sector involvement in sports, and the latter found it to be a thriving and significant market. Here, we will attempt to shed light on the stages of marketing that it has undergone to reach its current state. The world of the crazy. Marketing, in general, arose with the emergence of trade. The American Marketing Association defined it in 1974 as: (the activities of a business that direct the flow of goods and services from the producer to the end consumer or industrial buyer).

The modern definition of marketing, provided by the same American Marketing Association in 1995, is: (the process of planning and executing the overall concept of pricing, promoting, and distributing ideas, goods, and services to create an exchange that satisfies the needs of individuals and organizations). From this definition, we can conclude that marketing is a management process aimed at facilitating exchanges for the benefit of the individual and the organization. Marketing is not limited to goods and services, but extends to ideas and principles, even reaching the marketing of athletes and coaches.

Sports Marketing.

Sports marketing is a relatively new field and lacks a single, definitive definition. However, it falls

under the general definition of marketing with all its meanings and implications. Sports marketing is experiencing significant growth, and companies worldwide are allocating a substantial portion of their budgets to it [5].

Sports marketing began in 1870 in the United States with baseball, where promotion... Cigarettes were marketed by printing cards featuring famous baseball players, which were then attached to the popular Bubble chewing gum. Advertising methods and techniques subsequently evolved, expanding the scope of sports marketing. This was particularly true as sports became an economic activity, leading to rapid and significant growth in sports marketing. This growth fueled competition among commercial companies to sponsor sporting events. These companies achieved enormous profits by sponsoring global events like the World Cup, especially when satellite channels became key players in the sponsorship market. Companies sought to advertise their products because the astronomical viewership figures of sporting events were so attractive. This led to a convergence of interests and a close relationship between commercial companies specializing in sports marketing and satellite channels worldwide.

When discussing sports sponsorship, we must delve into its concept and definition. Commercial sponsorship has been defined by many entities and individuals, but perhaps the most comprehensive definition is that of John Miniam: "Providing financial or similar assistance to an activity by a commercial entity for the purpose of achieving commercial objectives."

Marketing in the sports sector is one of the means or methods that can contribute to overcoming many obstacles, especially financial ones, faced by sports federations and clubs. It is key to achieving the goals of sports organizations and includes identifying the needs and desires of the target market[6].

Therefore, the marketing concept in sports organizations—here we mean local federations and sports clubs—should not be haphazard or implemented without scientific methods. Otherwise, the objective of introducing it into this field will be lost, and the rights of all parties will be protected based on this scientific understanding of each party's obligations. Sports organizations must set realistic goals for reaching their customers and strive to achieve this better than their competitors. There are four factors that define the marketing concept: market focus, customer orientation, coordinated marketing, and profitability.

The success of sports marketing and investment within sports institutions has become crucial because the sports sector is vital and receives comprehensive and distinguished support from all relevant parties. However, this support is limited by available resources, and this is the starting point: the current resources do not meet the requirements of the ambitious goals set for the following reasons:

- 1- Low rates of financial contributions or difficulty in securing them. These contributions represent the primary source of funding for clubs and federations, due to high expenses and the instability and decline of funding sources.
- 2- Low rates of individual participation in providing voluntary service contributions for reasons that may be financial, economic, or otherwise.
- 3- Marketing efficiency greatly contributes to achieving their commercial objectives, provided such expertise is available.
- 4- The increasing importance of these sports clubs and highlighting their role in community development and ensuring its growth and stability, as they are considered fundamental pillars for the establishment of healthy, strong, and purposeful societies. Thus, sports marketing plays a crucial role in addressing the shortcomings in financial resources, especially given the significant advancements in the methods, sponsorship, and marketing of sports activities. For example, the commercialization of advertising, broadcasting rights, and sporting events has become widespread, representing a key area of

sports marketing. Marketing has evolved into a science based on principles and rules designed to meet the needs and desires of the sports consumer through a multifaceted and interconnected process.

Within this framework, various terms and topics have emerged, some of which are fundamental to the success of sports marketing. These include the understanding that the sports industry relies on a primary market, and that sports marketing theory, market research, information systems, the marketing objectives of the sports industry, strategies for developing the industry, advanced sports methodologies, sports media relations, and the use of sports industry licenses and permits have all contributed to the importance of marketing in the sports sector [7].

Sources of Sports Funding:

We must review some of the areas of sports marketing that represent sources of funding in sports, including:

- Using logos on products and services.
- Advertising on players' clothing and equipment.
- Advertising at sports facilities.
- Investment in the facilities and services of sports organizations.
- Advertising revenue from match and event tickets.
- Subsidies, donations, and gifts.
- Player transfer fees.
- Membership fees and contributions.
- Investment in advertising and publicity rights.

- Radio and television broadcasting rights for sporting activities and events.

Advertising in publications, newsletters, and programs related to sporting activities. The above represents a form or method of developing self-generated resources outside the sports industry. The industry seeks a product that can be marketed and presented to the consumer, while sports organizations can utilize all available methods. Below are some areas of the sports industry, including, for example:

1- Marketing players: Professionalism has become essential for clubs. We see that signing professional contracts for sums that are sometimes exorbitant have transformed professional players into a global market with agents. Indeed, we can say that it has become a world unto itself in this field.

2- Marketing sports preparation and training programs: It is well-established that sports training is based on scientific principles and purposeful educational guidelines, and that the field of preparing sports preparation and training programs is crucial for achieving these goals.

3- Marketing in the field of sports nutrition: This is a distinctive trend in the world of sports marketing, especially concerning athletes' food and beverages. 4- Marketing sports equipment technology: This is a highly promising field that many organizations should focus on utilizing technology for sports equipment.

5- Marketing sports facilities: This is a fundamental requirement for practicing sports.

6- Marketing books, magazines, videos, CDs in all their various formats and capacities, and other presentation materials, especially in the field of training.

Sports sponsorship is expected to have a more promising future than other sectors. The growing media interest in covering sports activities more effectively and for longer periods has increased individual participation in or viewing of sports. Consequently, sports organizations have become more flexible in accepting sponsorship opportunities, and advertising agencies are now compelled to allocate budgets for commercial advertising, driven by client demand and desire to participate in sponsoring sports activities and other ventures.

On the other hand, with the increasing interest in sports sponsorship, corporate sponsorship plays a

fundamental role in the emergence, growth, and development of sports in its various forms. Some sports, especially professional ones like football, require enormous sums to organize and sustain. Furthermore, corporate sponsorship of sporting activities is considered a sophisticated marketing tool, distinguished from other advertising methods by its relatively low cost. This cost is affected by the success of the sporting event in reaching the target audience, and consequently, the number of viewers reached. Therefore, the media plays a very important role in achieving widespread exposure and prominence for sporting events, especially television, which has become ubiquitous in homes, cafes, lounges, and all other entertainment venues.

Since sports are a socio-cultural phenomenon that has always reflected the progress, advancement, and values of societies, and are considered one of the most prominent pillars of comprehensive development, as they deal with their most important element—the human being, both mentally and physically—and while amateur athletes can afford the costs of practicing individual sports, organizing sporting activities at the local and international levels requires significant funding, the concept of marketing in the sports field has emerged. Marketing is one of the main and important activities for any sports organization, and a comprehensive marketing plan is the first plan that sports organizations should begin with, as it forms the basis for planning the rest of the organization's activities. Therefore, it becomes essential that this activity be based on sound scientific and technical principles.

The Dual Importance of Sports Marketing:

Sports marketing acquires dual importance from economic, social, and sporting perspectives because it achieves several objectives, including:

- 1- Attracting interest in practicing sports in general and creating new motivation for participation. It becomes an important financial source for developing the financial resources of sports institutions.
- 2- Implementing the plans of sports institutions and improving the services and programs they offer.
- 3- Expanding the scope of sports participation and focusing on age groups.
- 4- Expanding the scope of sports participation and taking care of the age groups within it
- 5- Preparing clubs and national teams for international and continental competitions.

There are various methods in the field of sports marketing, which are a set of different activities that can be applied using sports fields, championships, tournaments, and local, international, continental, and Olympic competitions. These methods vary according to the following:

- 1- Marketing advertising and publicity rights.
- 2- Television marketing.
- 3- Marketing championships and matches.
- 4- Marketing players.
- 5- Marketing sports and social facilities.
- 6- Marketing social services. There are problems and influential factors facing sports marketing, and I will mention some of them briefly as examples:

- 1- The failure of some influential companies in the world of commerce and finance to include sports as an investment area in their investment plans.

1. The failure of sports organizations' regulations to keep pace with the fundamentals and systems of modern marketing.
2. The scarcity of previously implemented experiences in the field of sports marketing.
- 3.
4. The absence of economic conglomerates (groups of companies) operating in the sports sector.

5. The reluctance of businesspeople to invest in the sports sector.
 6. The lack of experienced and dedicated human resources to work in the field of sports investment.
- Undoubtedly, there are factors that influence and shape sports marketing, such as: the political and economic systems of countries; religions, customs, traditions, and norms; the type and popularity of the sport; media attention on sports; technological advancements; and cultural heritage.

Here are some areas of marketing:

Marketing advertising and publicity rights:

- Contracting with sportswear companies in exchange for advertising.
- Using players' images and names.
- Selling trademark exploitation rights.
- Producing films and images about clubs and national teams.
- Holding press conferences to highlight key projects.
- Private newspapers and television channels.
- Logos and flags of sports clubs and national teams.

Television Marketing:

- Establishing contractual terms for television coverage.
- Securing exclusive broadcasting rights for sporting events.
- Entering into agreements with media organizations to promote the organization's tournaments and sporting events.
- Paying attention to advertising timing to allow the largest possible audience to watch.
- Diversifying sponsorship packages to ensure participation from all companies and commercial institutions, regardless of their size or financial standing.
- Attracting the interest of sports investors and encouraging sports investment.

Marketing Tournaments and Matches:

- Opening multiple ticket outlets to facilitate access for fans.
 - Providing various incentives to attract fans to matches.
 - Releasing a sufficient number of tickets to meet expected attendance.
 - Setting discounted ticket categories for students.
 - Setting ticket prices that reflect the importance of the sporting event.
 - Providing commemorative gifts to winners of ticket raffles.
 - Marketing advertising rights to interested parties during the match or event.
 - Contracting for live or recorded broadcasts of tournaments or events.
 - Contracting for seminars, analyses, or related sports discussions.
- Player Marketing:
- Forming a specialized committee for player professional development.
 - Attracting sponsors to support teams or players.
 - Providing player insurance against injuries or accidents.
 - Focusing on building a strong foundation of young football talent.
 - Encouraging and nurturing sporting talent.
 - Cultivating relationships with official agents for domestic and international professional transfers.
 - Building relationships with player agents in Europe and other countries to professionally market Arab players.
 - Preparing player records, including biographies, match recordings, performance levels, and sporting history.

Sports Media:

Given the numerous and diverse roles played by various entities in the marketing process, sports media

holds a prominent position. The large audiences attending sporting events, whether in stadiums, on television, or through other media outlets such as newspapers and radio, have driven many businesspeople and major corporations to capitalize on sports. Sports have made significant strides in advertising and marketing over the past few decades, diversifying methods and developing media platforms that have profoundly impacted the sporting landscape.

Commercial companies have discovered that sports media is the most effective advertising medium. They have found that associating commercial products with famous players or clubs has a far greater impact than traditional media.

A well-designed sports media outlet that provides a platform for sponsoring and marketing companies enhances their credibility, especially given the increasingly negative perception of traditional advertising. Furthermore, such media coverage leaves a lasting impression on the public[8].

Local sports media is now more than ever obligated to give sponsors and marketers of Arab sports greater prominence in its news coverage to promote and advance Arab sports. There is a very important point that federation and club administrations must understand: the necessity of leveraging current sponsorships and investing these funds in projects that guarantee a stable income for these entities. Working in the field of sports investment is not much different from other investment fields. A day may come when investment companies abandon sports marketing once they find a more profitable alternative. Taking these precautions is essential to prevent sports from reverting to its previous state of dependence on donations and personal support from individuals. These funds should be invested in projects that ensure the availability of money to meet the basic needs of running sports operations, not just in their current form, but even better. This includes completing the infrastructure of clubs and sports fields belonging to local federations, which can be leased and rented out in the future to guarantee a stable income. It also includes developing stadiums and gyms for fitness training, sports health centers for the elderly and children, saunas, physiotherapy facilities, swimming pools for various uses (including swimming lessons and practice for all ages), halls for celebrations, meetings, and conferences, as well as establishing shops, stores, cafes, restaurants, and family-oriented facilities such as children's playgrounds, entertainment centers, and shopping centers. This can be achieved by entering into... Partnerships with international and local entities specializing in these fields, and with companies specializing in the production of sports equipment such as shoes, balls, jerseys, and so on (Real Madrid recouped the enormous sum they paid to Cristiano Ronaldo solely from jersey sales), and collaboration with advertising agencies to produce promotional materials sold in and outside club stores, at stadium entrances, and on public transportation, trains, and school supplies.

Here are some examples to illustrate my proposal regarding the marketing of sports federation and club facilities:

- Renting out sports club fields and gyms outside of regular operating hours.
- Renting out swimming pools, fitness centers, and saunas.
- Renting, selling, or partnering with relevant entities to utilize commercial spaces within clubs or sports centers.
- Utilizing club perimeters, local federation stadiums, public transportation, and trains for promotional and advertising purposes.
- Operating restaurants and cafeterias and assigning their management to investors and specialized companies through agreements and contracts.
- Allocating halls within clubs and sports centers for rent for meetings, parties, seminars, and sponsoring cultural programs.
- Focusing on children's activities and family-friendly facilities as an incentive to attract more members, increase membership, and provide them with all necessary amenities such as children's play areas,

family and children's gyms, and hosting seminars, cultural programs, competitions, and social events. This will transform these clubs and sports centers into places for entertainment, culture, and sports for all family members, at which point these sports facilities will no longer require sponsorship from any other entity.

So that stardom doesn't undermine sports governance

The sports sector is one of the most complex sectors in terms of human resource management, not only because of the nature of competition or the scale of spending, but also because some of its members transform over time from mere practitioners into public figures, where technical performance intersects with public opinion, and emotion intersects with institutional decisions. This is precisely where the problem of governance begins [9].

Stardom in sports is not a fleeting artistic phenomenon, but rather symbolic capital built over years of achievement, public engagement, and national representation. However, the real issue lies not in creating a star, but in the absence of an institutional model for managing them after their peak; when roles change, results decline, and expectations remain high, the star transforms from an added value into a burden on the sports system and on themselves simultaneously. Some sports systems suffer from an excessive link between competitive results and the institutional value of individuals. A star's presence is measured by what they achieve on the field or on the coaching bench, without considering their accumulated experience or their ability to contribute to building the system outside the realm of direct competition. This approach reduces the individual to a single moment of performance, producing a number of imbalances. The most prominent of these are the squandering of experience, the creation of psychological and professional clashes, and the transformation of administrative decisions into a public arena of interpretation, where every action is viewed as a reward or punishment, rather than as an institutional decision governed by clear criteria.

Even more dangerous is that the absence of governance in this area not only harms the star player but also weakens the sports system itself, as it becomes incapable of adapting to the natural fluctuations in the performance cycle and replaces planning with reactive measures [10].

Sports governance does not mean excluding stars when performance declines, nor does it mean shielding them from accountability or criticism. Rather, it primarily means redefining the relationship between the individual and the system[8]. A star player is not above the system, but neither is he a burden to be discarded at the first sign of trouble. The fundamental difference between traditional management and governance is that the former deals with people, while the latter manages roles. When roles are managed according to institutional standards, decisions become fairer, more stable, and less susceptible to misinterpretation. In mature sports models, a star is viewed not merely as a former player, but as a source of knowledge and cultural capital that can be utilized in multiple ways, provided these ways are clear, well-defined, and separate from the results of direct competition. Building an effective governance model in the sports sector requires a shift from managing names to managing roles, based on a set of fundamental principles:

First: Separating the technical and institutional paths:

Technical performance is inherently variable, subject to factors such as age, fitness, and competitive conditions. The institutional path, however, should be managed according to different criteria that prioritize experience, commitment, and the ability to transfer knowledge. Linking the two paths without a clear separation results in an injustice to both.

Second: Designing clear transitional roles:

Many stars suddenly transition from the peak of their influence to a void in their roles. The solution lies not in keeping them in unsuitable positions, nor in their complete exclusion, but in designing transitional roles, such as technical advisors, development program leaders, or sports ambassadors, with clearly

defined job descriptions, performance indicators, and specific timeframes.

Third: Governance of the relationship, not the person:

Decisions concerning stars must be governed by written policies, independent committees, and transparent criteria. This ensures that decisions are institutional, not impulsive, protecting the star from politicization and shielding management from public and media pressure.

Fourth: Reputation management as an institutional asset:

A star is an intangible asset, and managing them after their peak should be a long-term investment, not a temporary fix for a crisis. A system that effectively manages its icons strengthens public trust and establishes a more mature and sustainable sports culture.

Conclusions:

Sport, at its core, is not merely a race for results, but a system of values, a transfer of expertise, and a building of future generations. True governance is not measured by the number of championships, but by the system's ability to manage transitions, accommodate stardom, and prevent a symbol from becoming a burden or an achievement from turning into a crisis. When stardom is managed with an institutional mindset, the star becomes a partner in building the system, not a burden on decision-making. Sport then transforms from a stage for fleeting moments into a sustainable system, capable of continuing regardless of changing names and fluctuating results.

Sports organization need in management a clear and specific economies to achieve goals that each organization wants, and that in the context of the feel comfortable of possibilities. Sport Marketing field one means or process that can contribute to solve a lot of obstacles, especially physical ones faced by sports organization. Club property is the capital, players are investments, viewing is the product, and the results are the quality, so sport is productive sector, in it athlete at individual level is a small investment project, his evolution leads to feed for himself and those around him, in terms of clubs is more like companies which have a nominal physical and legal value, it may be more successful than a lot of other companies. Thus Clubs become enterprises that include various projects, player in it as project and the team as a company. In this context, we have tried to study reality and prospects of sport marketing in sports organizations by field study of football clubs and other fields .

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