

# Sport Marketing & Communication Summer School SPORT EVENT MANAGEMENT

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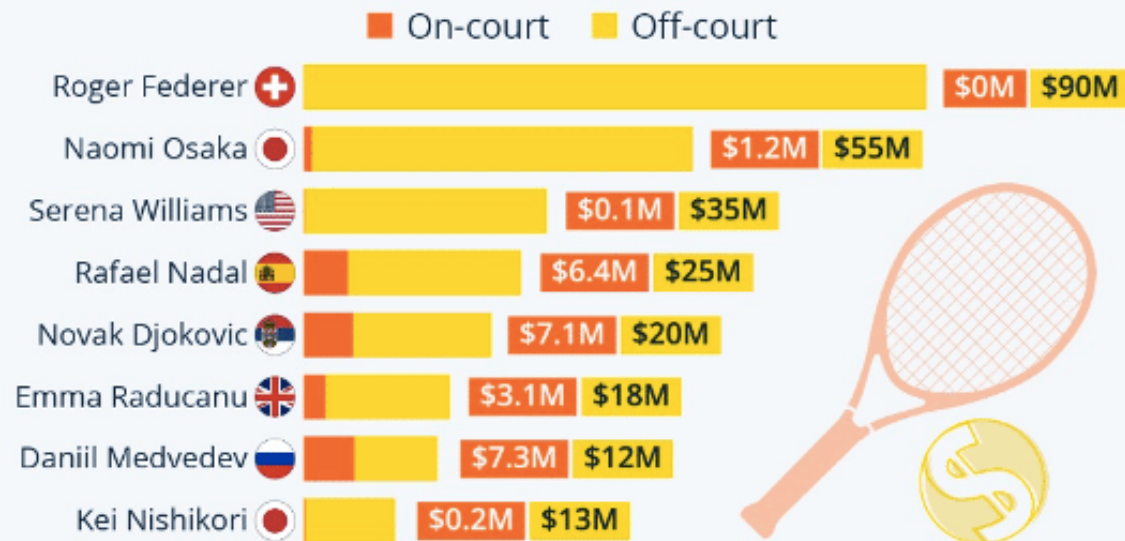
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# Federer's Brand Pays Off Even When He's Not Playing

Estimated earnings of the highest-paid tennis players in the 12 months since August 2021



Off-court earnings include income from endorsements, appearances, licensing and memorabilia, as well as cash returns from any businesses operated by the player. All earnings before taxes and agents' fees.

Source: Forbes



This is a list of the **highest-paid athletes** in the world as ranked by *Forbes* magazine.

## 2023 list [[edit](#)]

The 2023 list:<sup>[1]</sup>

Rank <span>↕</span>	Name <span>↕</span>	Sport <span>↕</span>	Country <span>↕</span>	Total <span>↕</span>	Salary/winnings <span>↕</span>	Endorsements <span>↕</span>
1	<a href="#">Cristiano Ronaldo</a>	<a href="#">Association football</a>	<span><span><span></span></span><span> </span></span> Portugal	<b>\$136 million</b>	\$46 million	\$90 million
2	<a href="#">Lionel Messi</a>	<a href="#">Association football</a>	<span><span><span></span></span><span> </span></span> Argentina	<b>\$130 million</b>	\$65 million	\$65 million
3	<a href="#">Kylian Mbappé</a>	<a href="#">Association football</a>	<span><span><span></span></span><span> </span></span> France	<b>\$120 million</b>	\$100 million	\$20 million
4	<a href="#">LeBron James</a>	<a href="#">Basketball</a>	<span><span><span></span></span><span> </span></span> United States	<b>\$119.5 million</b>	\$44.5 million	\$75 million
5	<a href="#">Canelo Álvarez</a>	<a href="#">Boxing</a>	<span><span><span></span></span><span> </span></span> Mexico	<b>\$110 million</b>	\$100 million	\$10 million
6	<a href="#">Dustin Johnson</a>	<a href="#">Golf</a>	<span><span><span></span></span><span> </span></span> United States	<b>\$107 million</b>	\$102 million	\$5 million
7	<a href="#">Phil Mickelson</a>	<a href="#">Golf</a>	<span><span><span></span></span><span> </span></span> United States	<b>\$106 million</b>	\$104 million	\$2 million
8	<a href="#">Stephen Curry</a>	<a href="#">Basketball</a>	<span><span><span></span></span><span> </span></span> United States	<b>\$100.4 million</b>	\$48.4 million	\$52 million
9	<a href="#">Roger Federer</a>	<a href="#">Tennis</a>	<span><span><span></span></span><span> </span></span> Switzerland	<b>\$95.1 million</b>	\$0.1 million	\$95 million
10	<a href="#">Kevin Durant</a>	<a href="#">Basketball</a>	<span><span><span></span></span><span> </span></span> United States	<b>\$89.1 million</b>	\$44.1 million	\$45 million





Lionel Maltese • Jean-Philippe Danglade

## Marketing du Sport et événementiel sportif

Préface de Marshall Glickman

Quelles sont les stratégies marketing mises en œuvre autour de clubs sportifs comme le Paris Saint-Germain ou le Rugby Club Toulonnais, d'événements tels que le Vendée Globe ou l'Open 13, et de stades modernes à l'image de l'O2 Arena de Londres ?

À partir de l'analyse du business model des organisations sportives, cet ouvrage décrypte les usages et tendances marketing tels qu'ils sont pratiqués dans le sport business. Il aborde :

- le management des marques sportives (clubs et événements) et de leurs partenaires ;
- l'expérience du consommateur au cœur des spectacles, et le développement des services qui lui sont proposés dans les enceintes sportives (marketing des services et expérientiel) ;
- l'activation de parrainages sportifs et le développement des prestations de relations publiques (marketing relationnel) ;
- les enjeux et impacts territoriaux liés à l'implantation géographique des marques sportives (marketing territorial).

Illustré de nombreux exemples, ce livre propose une analyse large et précise du secteur aux professionnels et aux étudiants qui souhaitent se spécialiser.

*« Cet ouvrage de référence marque l'avènement d'une nouvelle génération d'enseignants-chercheurs-professionnels dans le domaine du management et marketing du sport. Il deviendra probablement un outil incontournable pour l'ensemble du secteur. »*

Alain Ghibaudo, fondateur et directeur associé de SportCarrière (1<sup>er</sup> cabinet de recrutement français et de conseils en ressources humaines Sports & Entertainment)



Lionel MALTESE est maître de conférences à l'université d'Aix-Marseille, membre du CERGAM et professeur associé à Kedge Business School. Ses recherches portent sur le management stratégique et le marketing des organisations événementielles et sportives. Il exerce une activité de conseil sur le circuit ATP/WTA de tennis.



Jean-Philippe DANGLADE est docteur en sciences de gestion, professeur de marketing et conseiller scientifique des programmes Msc Marketing à Kedge Business School. Ses recherches portent sur l'étude de supports éditoriaux de communication.

Marketing du Sport et événementiel sportif

Lionel Maltese  
Jean-Philippe Danglade



# Marketing du Sport et événementiel sportif

Lionel Maltese • Jean-Philippe Danglade



#1 *USA Today* Bestseller • #2 *Wall Street Journal* Bestseller  
New York Times Bestseller

"I guarantee that you will see networking in a new light after reading this thoroughly engaging and highly entertaining book on what it means to network in today's competitive business climate."

—Bill Perez, former CEO of S.C. Johnson & Son, Nike, Inc., and Wm. Wrigley Jr. Company

# NETWORKING IS A CONTACT SPORT

How Staying Connected and Serving Others Will Help You Grow  
Your Business, Expand Your Influence—or Even Land Your Next Job



**JOE SWEENEY** WITH MIKE YORKEY

FOREWORD BY JACK CANFIELD, CO-CREATOR OF THE CHICKEN SOUP FOR THE SOUL SERIES





"When  
Opportunity  
comes, it  
is too  
Late to  
Prepare"

~ John Wooden



**WE ARE LIVERPOOL.  
THIS MEANS MORE.**



**PASSION  
BEYOND  
REASON**





LIVERPOOL F.C.  
SUPPORT & BELIEVE



1977  
ROME, LONDON

1978



LONDON

1981



LONDON

1984



ROME

2005



ISTANBUL









# SPORTAIMENT BUSINESS

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**PLACE  
&  
MOMENT  
For  
FANS**

# *Marshall Glickman*



**CEO G2 Strategic, former president of the NBA's Portland Trail Blazers, Ex CEO Euroleague**

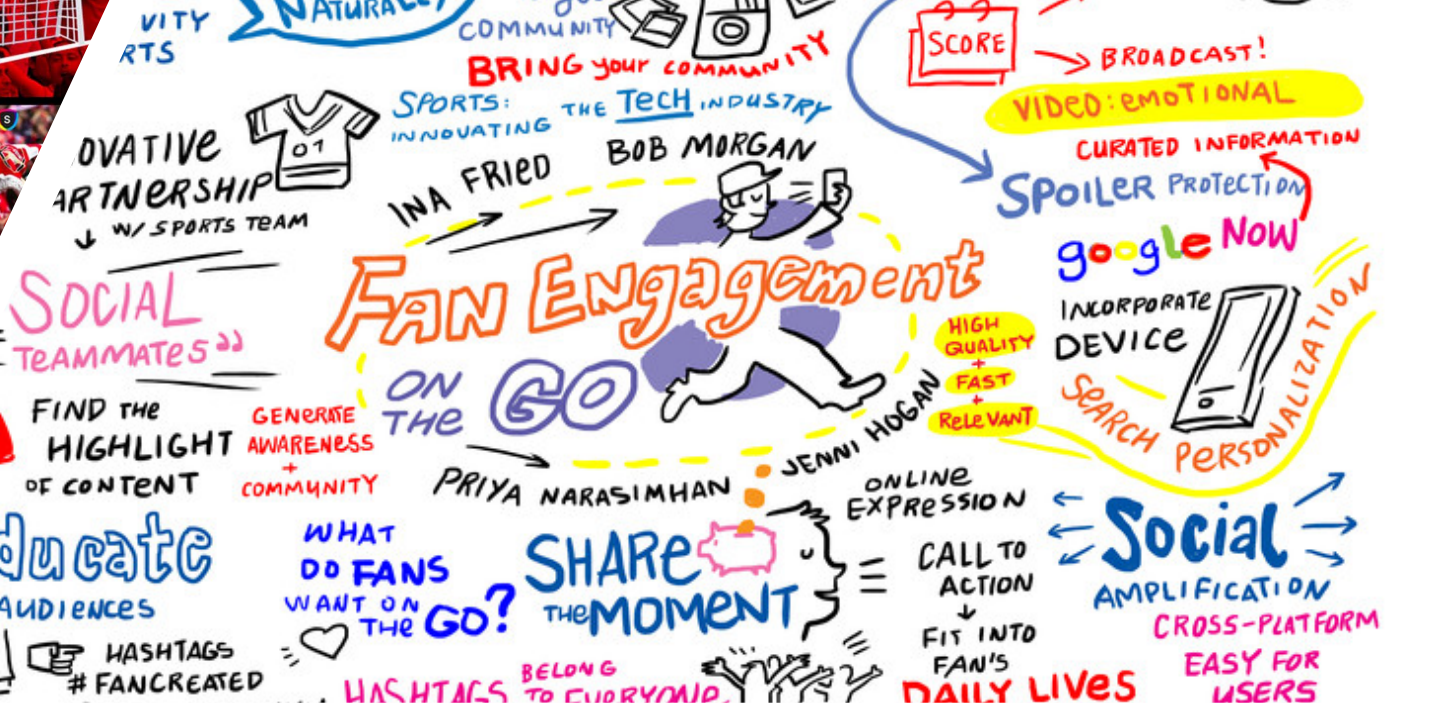
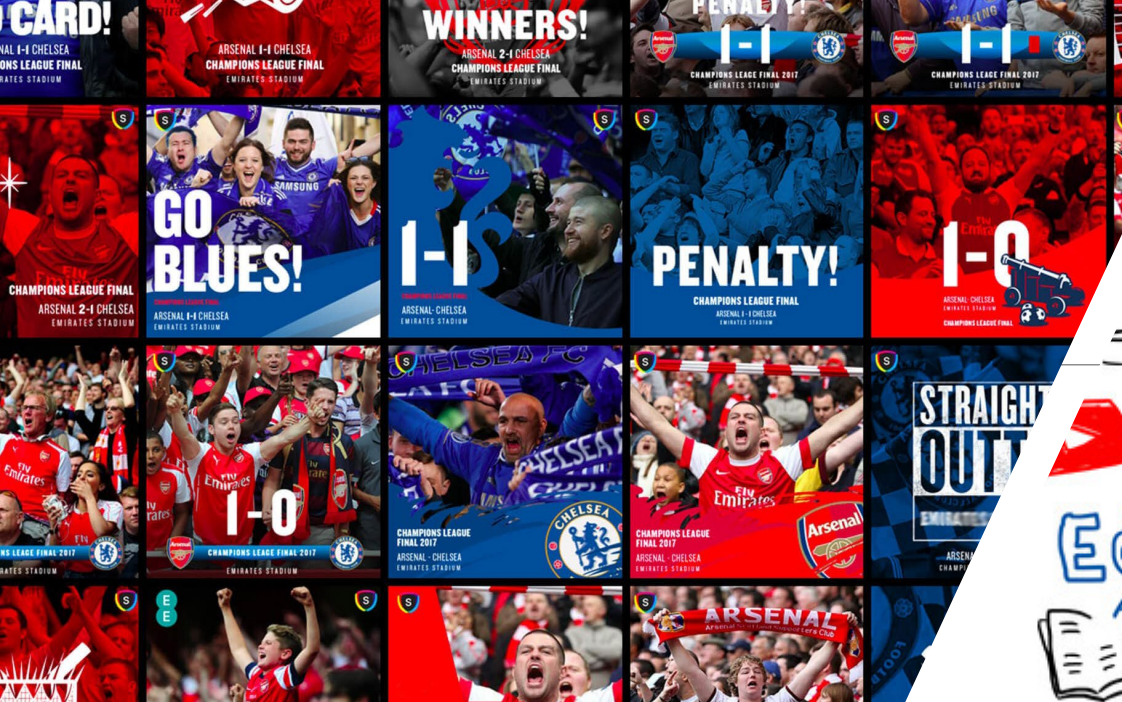
*Over the last four decades, sports in North America has evolved from pure competition to business...from game to entertainment. Although the quality of competition has remained the centerpiece, North American **sports culture** is primarily motivated by money.*

*In France, as in most European countries, the **sports culture** has historically been driven by the **competitions** themselves, so **consumption** trends are not comparable. That said, there is no question that economic reality is driving French sports organizations to become more professional and oriented to business and profits.*

*From the perspective of an American who has extensive experience working with European and French sports organizations, finding **the right balance between economics and culture is precisely the right recipe for success.***







BIG BUSINESS  
FAN ENGAGEMENT







Course  
goal !

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# BLOCKBUSTERS

Why Big Hits – and Big Risks –  
are the Future of the  
Entertainment Business

Anita Elberse

'A delightful, thought-provoking book.'  
Clayton Christensen, author of *The Innovator's Dilemma*





POWER  
TO THE  
*Players*



## **ITF announces historic partnership with Kosmos to transform Davis Cup by BNP Paribas**

The ITF today announced plans for a 25-year, \$3 billion partnership with investment group Kosmos that will transform Davis Cup by BNP Paribas and generate substantial revenues for global tennis development.

The ITF Board of Directors unanimously endorsed a proposal to create a major new annual season-ending World Cup of Tennis Finals that will crown the Davis Cup champions. Featuring 18 nations and played over one week in a world-class location in November, the event will be staged by Kosmos in partnership with the ITF.

Gerard Pique, the Spain and FC Barcelona football star, is the founder and President of Kosmos. The group is backed by Hiroshi Mikitani, the Chairman and CEO of Rakuten, the Tokyo-based e-commerce company.

The investment from Kosmos will include significant increases in prize money for players and ITF member nations, and the funding of grass roots projects and other tennis development programmes.

The proposal is subject to further development, and the successful completion of due diligence and finalisation of a formal agreement.

ITF President David Haggerty said: "This is a complete game-changer for the ITF and for tennis. Our Board has supported a bold and ambitious plan for the future of Davis Cup by BNP Paribas, one of the sport's most cherished and important events and a key cornerstone in our ITF2024 strategy.

# Sport Marketing Digest : *Communication - Networks – Experiences – Brand*

## Relational Marketing

CRM – Ticketing – RP –  
Social Capital

« The Place to be »

## Experiential Marketing

Entertainment BtC BtB CtC

« The Place to show the  
show »



## Brand Management

Merchandising –  
branding

« The Place to express  
your brand »

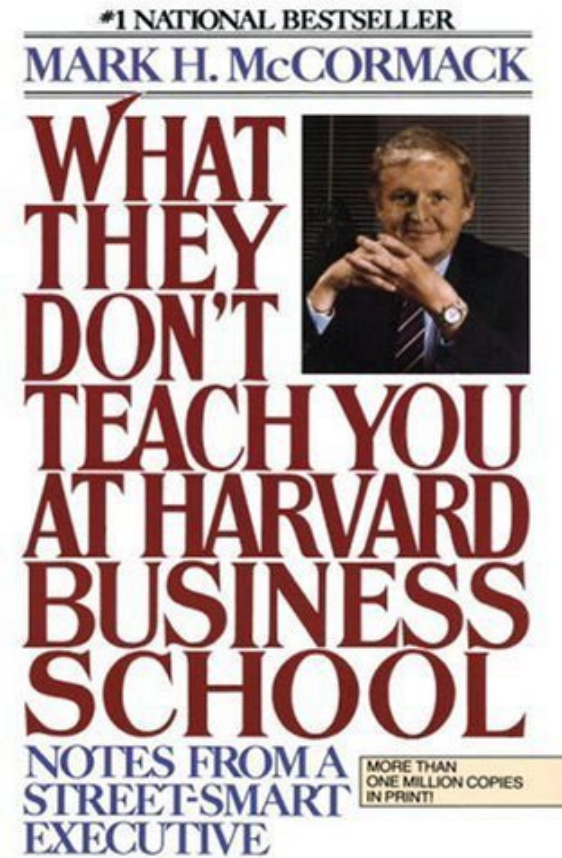
## Event Communication – Commercial Sponsorship

« The Place to leverage  
and activate »

# To be a value-added in sport business

Or american dream !

Business Marketing capabilities !



# Sport business market competencies

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**SALES** : Ticketing, PR, Activations, Rights, Sponsorship, Negotiation, Merchandising, Licencing, CRM (FRM), Place Management...



**COMMUNICATON** : Branding, Digital, Medias, PR



**EVENT MANAGEMENT** : Coordination, Project management, Suppliers management, Recruitment, Human organisation...

**1**

**Sport Business Markets  
and Case Studies**

**2**

**Sponsorship Activation  
Method**

**3**

**Oral presentation on  
activations**

# Program



# CASE STUDY 1

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**BNP PARIBAS  
MASTERS**

2006 - 2011



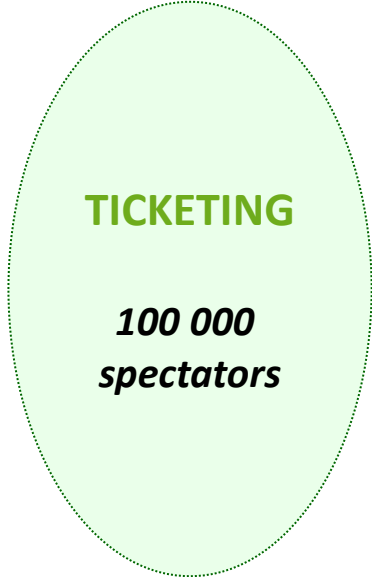
**BNP PARIBAS  
MASTERS**

2011 - 2016

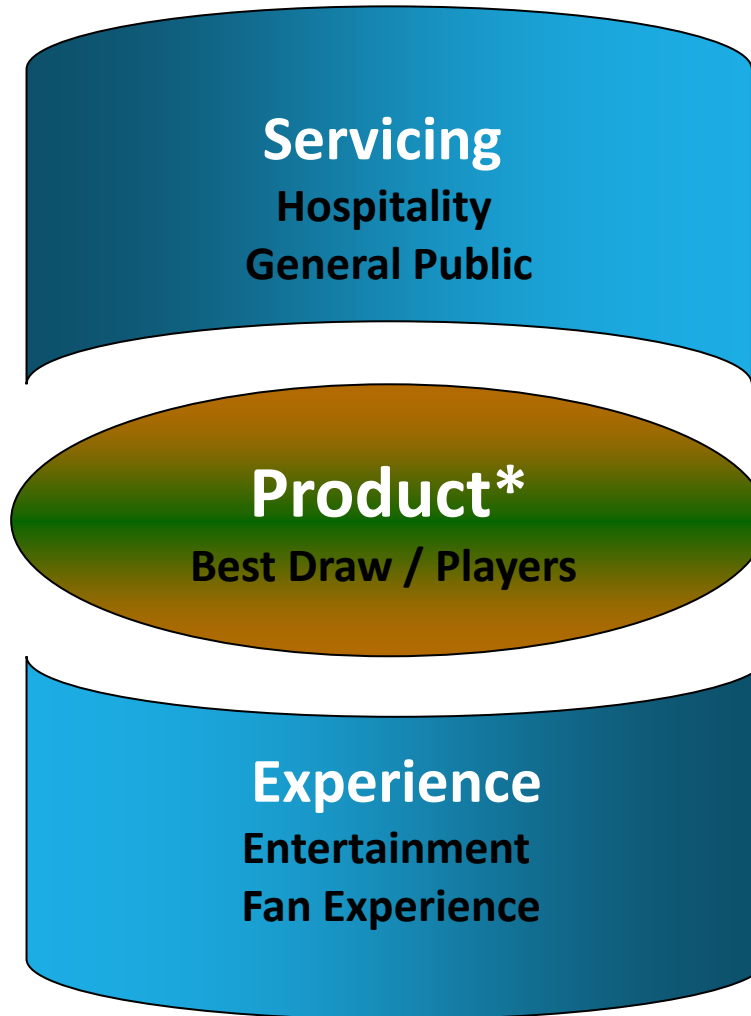


FUTURE ?

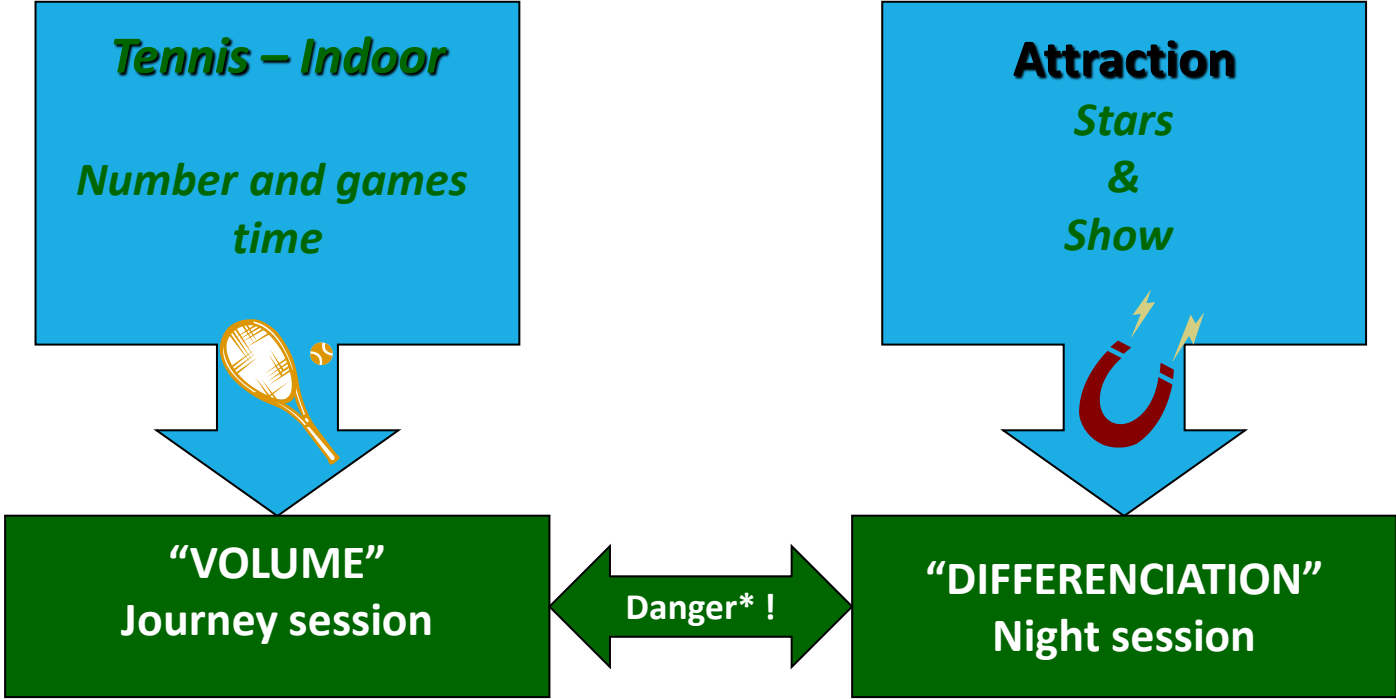


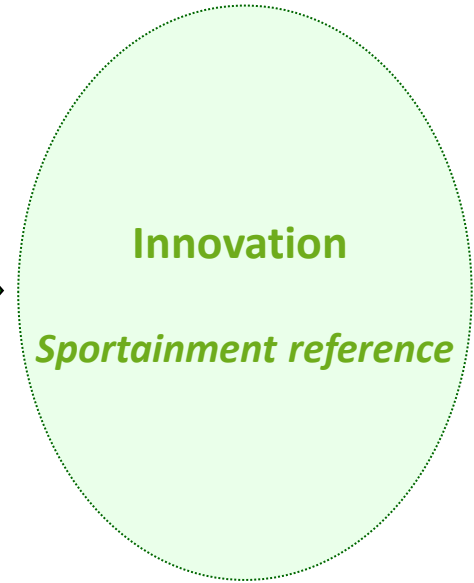


# Positioning



# ACTION







Competencies...



“

I am greatly honored to have been chosen by the FFT as the new Rolex Paris Masters Tournament Director going forward. It promises to be an exciting challenge.



Tennis, ATP

## **Le Masters 1000 de Bercy devrait être délocalisé à Paris La Défense Arena à partir de 2025**



L'enceinte de Paris La Défense Arena, à Nanterre, devrait accueillir le Masters 1000 parisien de tennis à partir de 2025. (B.Papon/L'Equipe)





HERITAGE



**PARIS**

Candidate City  
Olympic Games 2024



*Made for Sharing*



# OLYMPIAN 2024

Paris 2024 Legacy Programme

2024-2025

Programme d'héritage de Paris 2024

2024-2025



EtienneThobois



Tony Estanguet

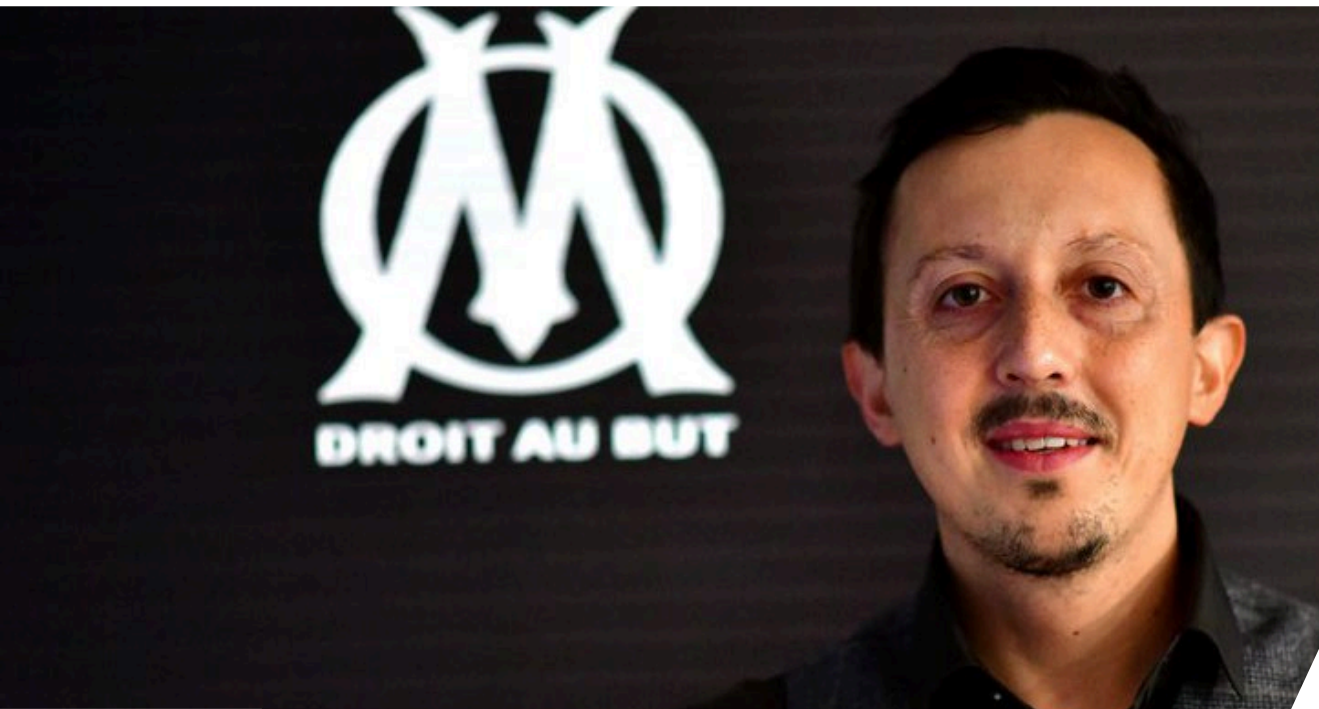


Bernard Lapasset

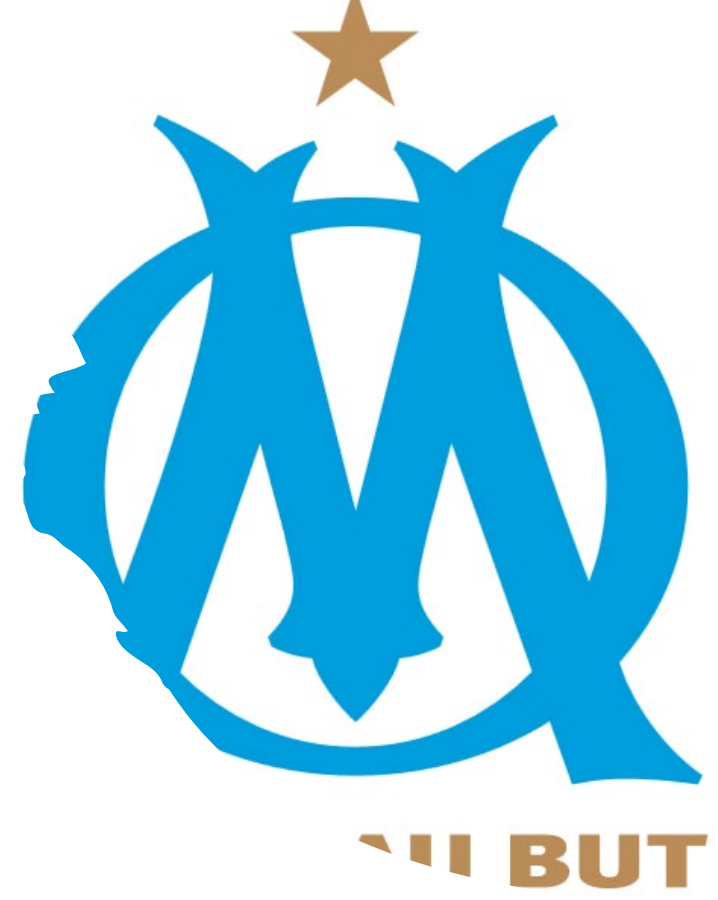












OM « Champion Project » ?

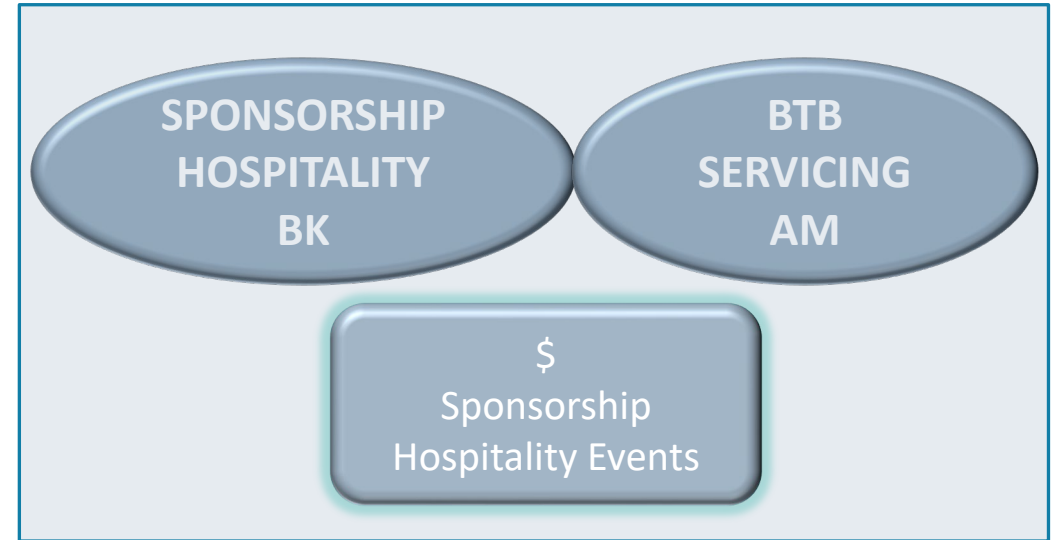
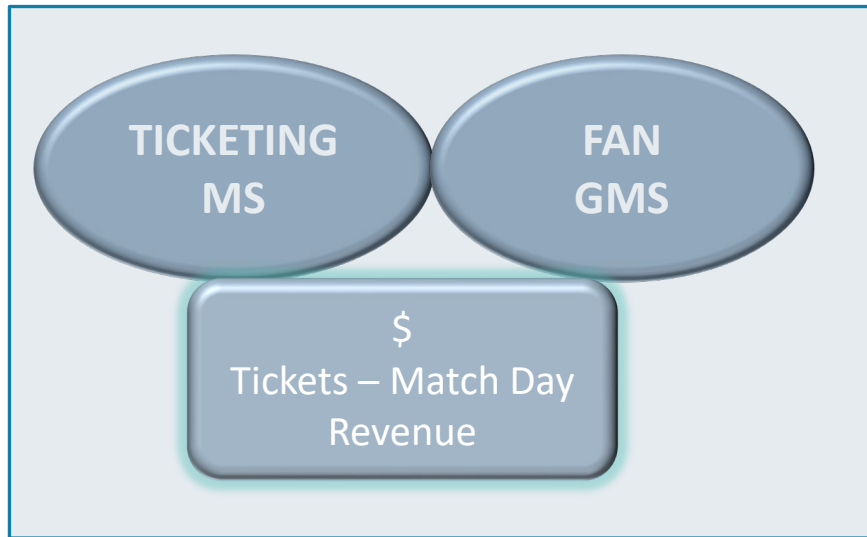




Hugues Ouvrard

Pablo Longoria

# Business & Marketing Organisation



## Nomination Direction Générale

Chers Fournisseurs,

Nous avons le plaisir de vous annoncer la nomination de **Corinne GENSOLLEN** au poste de Directeur Général à compter du 3 octobre prochain. François NEUKIRCH pour sa part devient Sociétaire INTERSPORT avec l'ouverture de son premier magasin à HERBLAY (95) en août 2017. François NEUKIRCH accompagnera Corinne GENSOLLEN pendant quelques mois



Agée de 48 ans, Corinne GENSOLLEN est diplômée de l'**ISC Paris** et a débuté sa carrière en 1990 chez **Procter & Gamble**. Au sein du géant des biens de grande consommation, elle a successivement occupé les postes de Chef de section, Responsable de clientèle régionale, Directeur de clientèle nationale avant d'évoluer vers le poste de Directeur Trade Marketing de 1997 à 1999.

Elle rejoint en 1999 l'**Olympique de Marseille** au poste de Directeur Marketing et Commercial afin d'assurer le développement de la marque OM. Corinne GENSOLLEN poursuit sa carrière de 2001 à 2005 en tant que Directeur Général de l'agence **WND Sport**, spécialisée dans le conseil en stratégie et organisations sportives.

En mai 2005, Corinne GENSOLLEN réintègre l'**Olympique de Marseille** où elle occupait jusqu'à cet été le poste de Directeur des Opérations avec pour principales missions la définition et la mise en place de la stratégie marketing et commerciale du club, mais aussi le développement de la Business Unit.

A travers cette nomination INTERSPORT France poursuit sa stratégie de conquête en France et en Belgique. Corinne GENSOLLEN, avec le Conseil d'administration, l'équipe du Comité de Direction et les équipes internes, va poursuivre le plan stratégique 2015-2020 et développer la plateforme de marque INTERSPORT.

Sportivement

Jacky RIHOUE  
Président-Directeur Général

Muriel SAVARIEAU  
Vice-Présidente



**GAME CHANGER**

**KEEP POLITICS OUT OF SPORTS!**

**©GAMECHANGERSPORTSNETWORK**

**SPORTS NETWORK**

# Competition

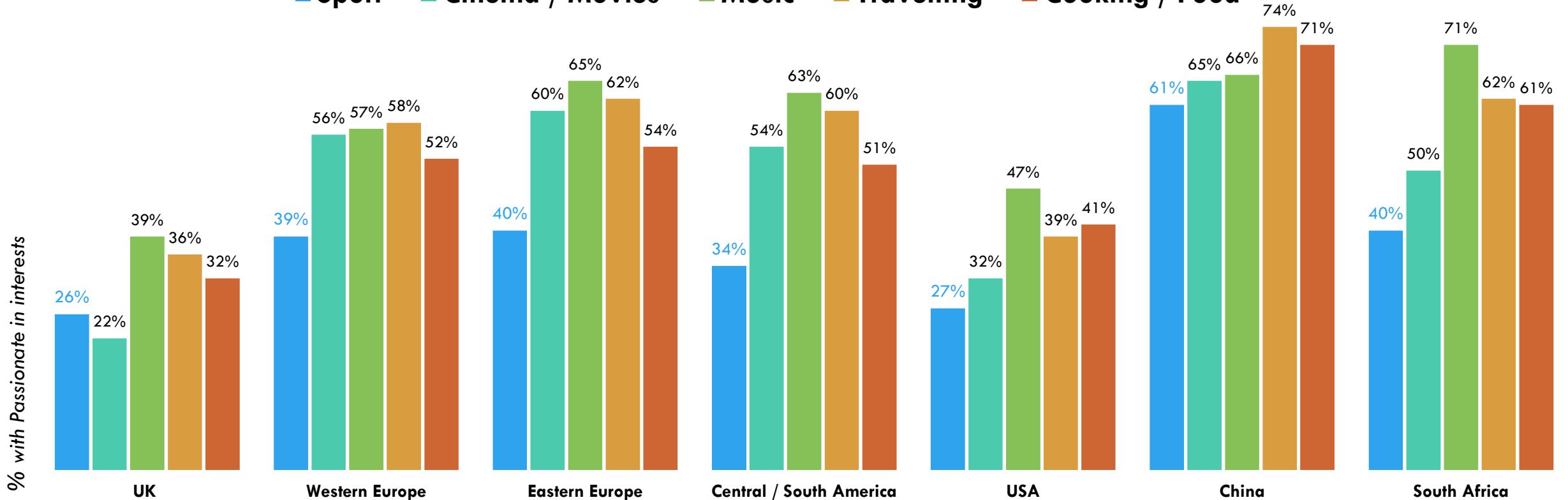
Entertainment is  
temporary happiness, but  
the real happiness is  
permanent entertainment.

*~Amit Kalantri  
From: RaiseYourMind.com*



# HOW DOES SPORT COMPARE TO OTHER INTERESTS? – % OF THOSE ‘PASSIONATE’ FOR EACH INTEREST

■ Sport ■ Cinema / Movies ■ Music ■ Travelling ■ Cooking / Food





# CONTENT IS KING

WITH CONSUMPTION HABITS CHANGING, NON-LIVE CONTENT CREATION & PRODUCTION IS BECOMING INCREASINGLY IMPORTANT TO CAPTURE AND ENGAGE WITH YOUNGER AUDIENCES & ATTRACT NEW FANS TO OUR SPORT.

We must invest in the creation of a centralised production unit, specialising in short form & off-court content, that will become the [ultimate collaborator and modern marketing partner to the players and tournaments](#).

The strongest route to market for this content is via [collaboration with the players](#).

[Investment in the creation of ATP Studios will be critical to delivering highly-engaging, premium content to grow our athletes' following and the sport's digital presence.](#)



# SPONSORSHIP IN MARKETING

Effective communication through  
sports, arts and events



T. Bettina Cornwell



Sponsorship in Marketing  
T. Bettina Cornwell

Leveraging and Activation

Leverage is all spending beyond the deal.  
Activation is that part of leveraging that  
promotes audience engagement, involvement  
or participation.



*Less « sponsorship as advertising » and more « sponsorship-linked marketing » as **authentic engagement***

(Bettina Cornwell, 2019).

*One of the key changes in the evolution of sponsorship has been the transition from “badging” (by sponsors) to “**building**”*

*(**brand engagement and relationships**) as the raison d’être for sponsorship involvement*

(Tony Meenaghan, Damien McLoughlin, and Alan McCormack, 2013).

A blue Volvo station wagon is shown from a side profile against a dark background. The car is illuminated from the side, highlighting its sleek lines and metallic finish. The slogan "Boundless Together" is printed in a light, sans-serif font across the side of the car. Below the car, the Volvo logo is centered.

Boundless Together

