



Exams Lionel Maltese

Commercial Business Strategies in Sport Organisations

Sponsorship activations

X

Federation * Fan Relationship Management



Timing / Groups

Wednesday 17
dec. at RCT
Camus 9 – 12 am



4 groups by class = 8 groups
max



2 brands to activate by group
with : 1st Oral / 2nd Written only



Choice of 1 sponsorship
activations strategy for RCT :
10-12 min oral defense (10-12
slides max)

Activation Plan / Program to create your offer

Teasing « who you are » / your difference / Brand Values → YOUR VALUE PROPOSITIONS (video is usefull)

Business Target : Industry/Common Values/Sensemaking reason to activate → personnal relationnal INTRODUCTION (who/how/when...)

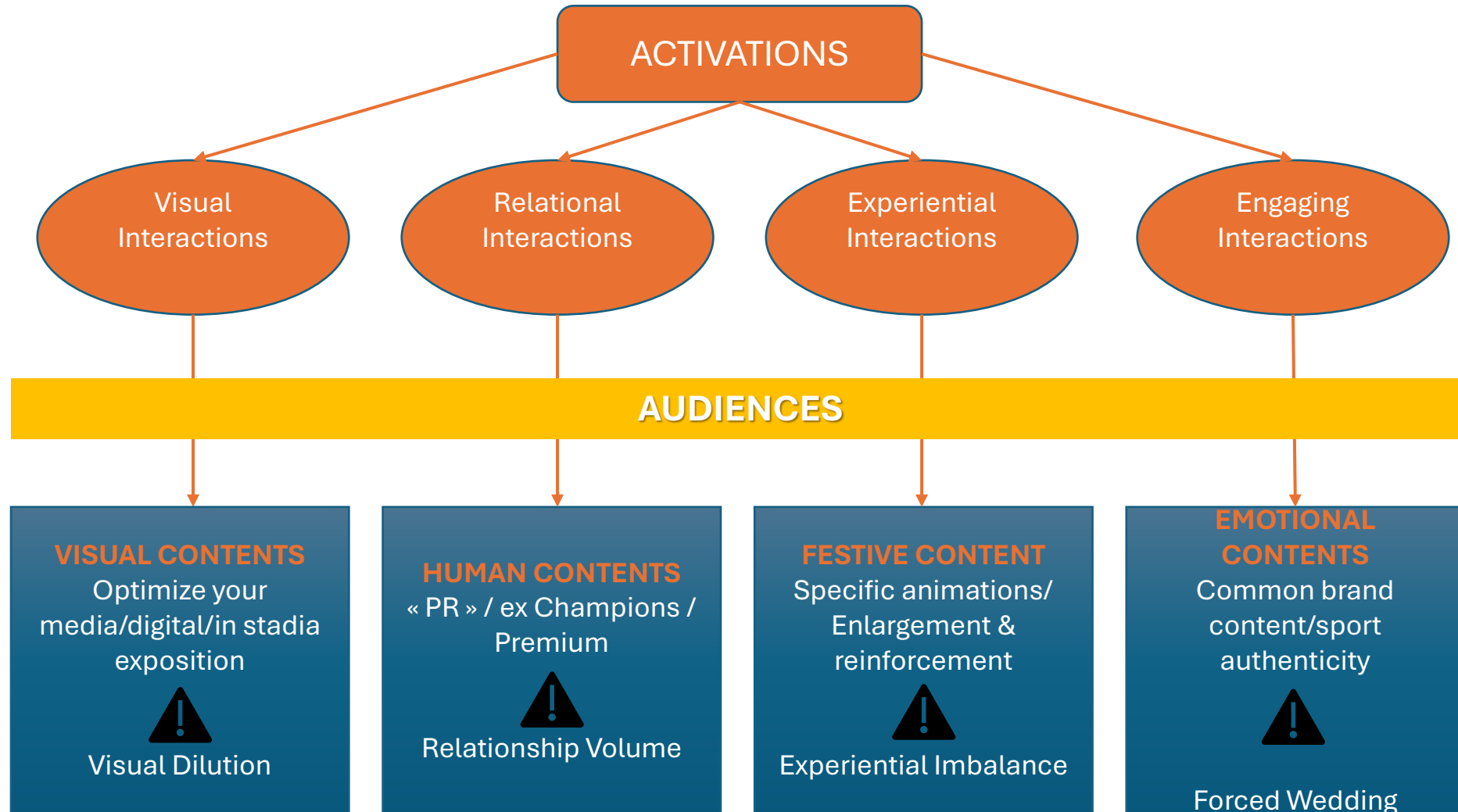
Activations program : VREE / Justify your fit with your sponsors needs/Cost-Benefit → VALUE PROPOSITIONS FOR YOUR CLIENT

VALUE CREATION : How to measure ROO or ROI ?

Packs and Pricing ?

Value Proposition and Activation Platform

Interactional Typology





Fan Relationship Management / federal license



Fédération de Sports de Combat et Arts Martiaux – France



LICENCE

N° licence

NOM Prénom

Date de naissance

Club / Ville

FÉDÉRATION DE SPORTS DE COMBAT

F.S.C. - Fédération Française des Sports de Combat - 13 Rue de Rochefort 93170 Gagny - www.fscfrance.fr
 Coordonnées d'urgence des licenciés :
 Incrimination des données personnelles - Responsabilité civile - Éléments - Éléments - Fédération judiciaire - Assistance



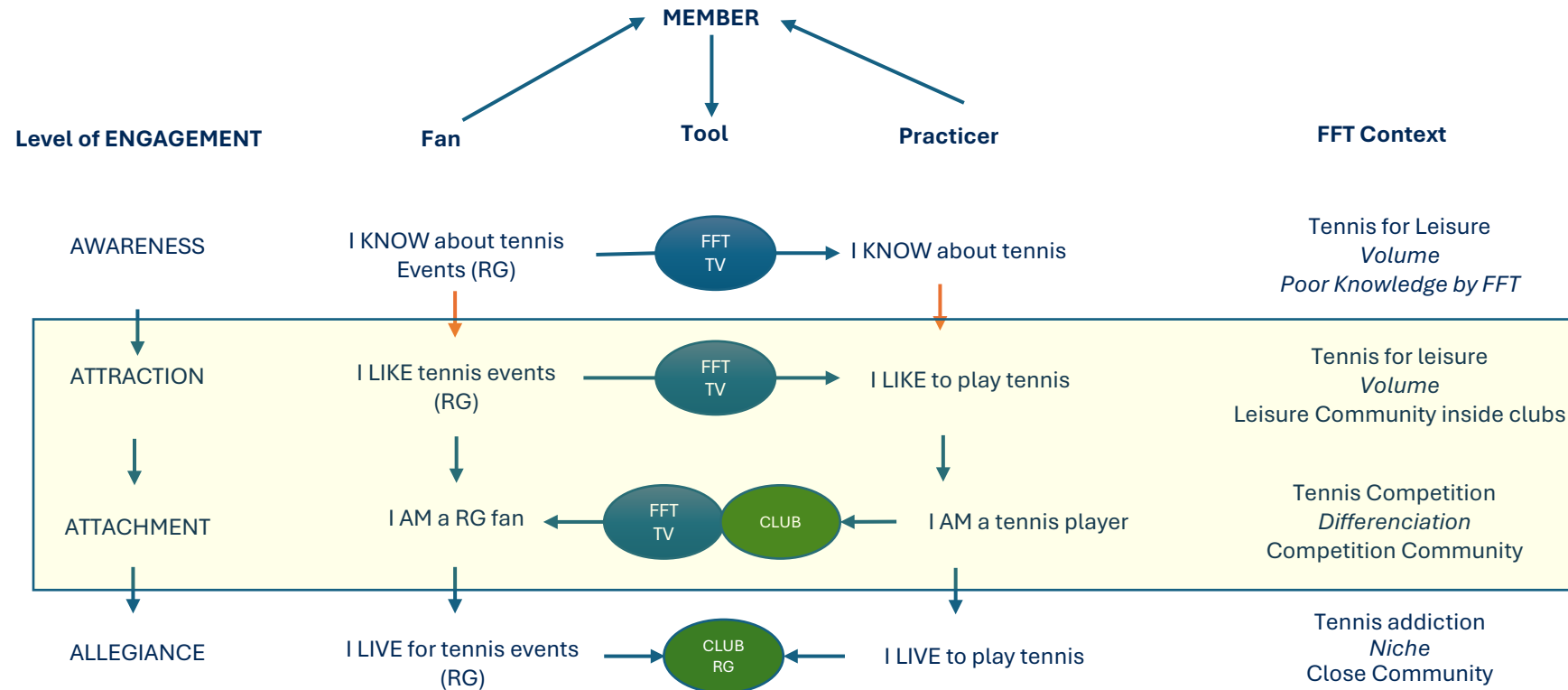
How to use Sport Events + Athletes as a Membership Strategy (FRM) to Transform Fans → Members → Practitioners / licensees

Sport events + Athletes = **activation accelerators** of each stage.

| Stage | Objective | Core KPI |
|---------------------------------|--|------------------------------------|
| FAN → FOLLOWER | build emotional connection / identity | reach / engagement |
| FOLLOWER → MEMBER | formalize belonging (digital membership / paid membership / perks) | conversion to database / community |
| MEMBER → PRACTITIONER (licence) | activate participation → actual practice | licence conversion rate |

« Phygital » strategy : Fans & Members Relationship Management

FFT Case Study



Fan Engagement is the process of interacting with fans before, during and after events to encourage their active participation, using a variety of channels and methods, with a view to creating and strengthening an emotional, lasting bond.





Deadline 1st jan 2026

Individually or group (max 6) by email : lionel.maltese@kedgebs.com