



26-27 APRIL 2023, ZADAR, REPUBLIC OF CROATIA



REPUBLIC OF CROATIA
Ministry of
Tourism and Sport



Sponsorships and commercialization in sports



Mr. Carlos Cantó
UNWTO Expert on
Sports Tourism

- Currently, CEO at SPSG Consulting, boutique consulting firm specialized in Sports and Entertainment.
- He used to work at IMG (now, part of Endeavor), as VicePresident of the consulting divisions for more than 10 years. Afterwards, he moved to Lagardere Sports (now, Sportfive), as VicePresident of the Consulting division.
- Carlos is also a member of the Board of Directors of RCDeportivo de La Coruña (football club that won the Spanish Liga in 1999-2000).



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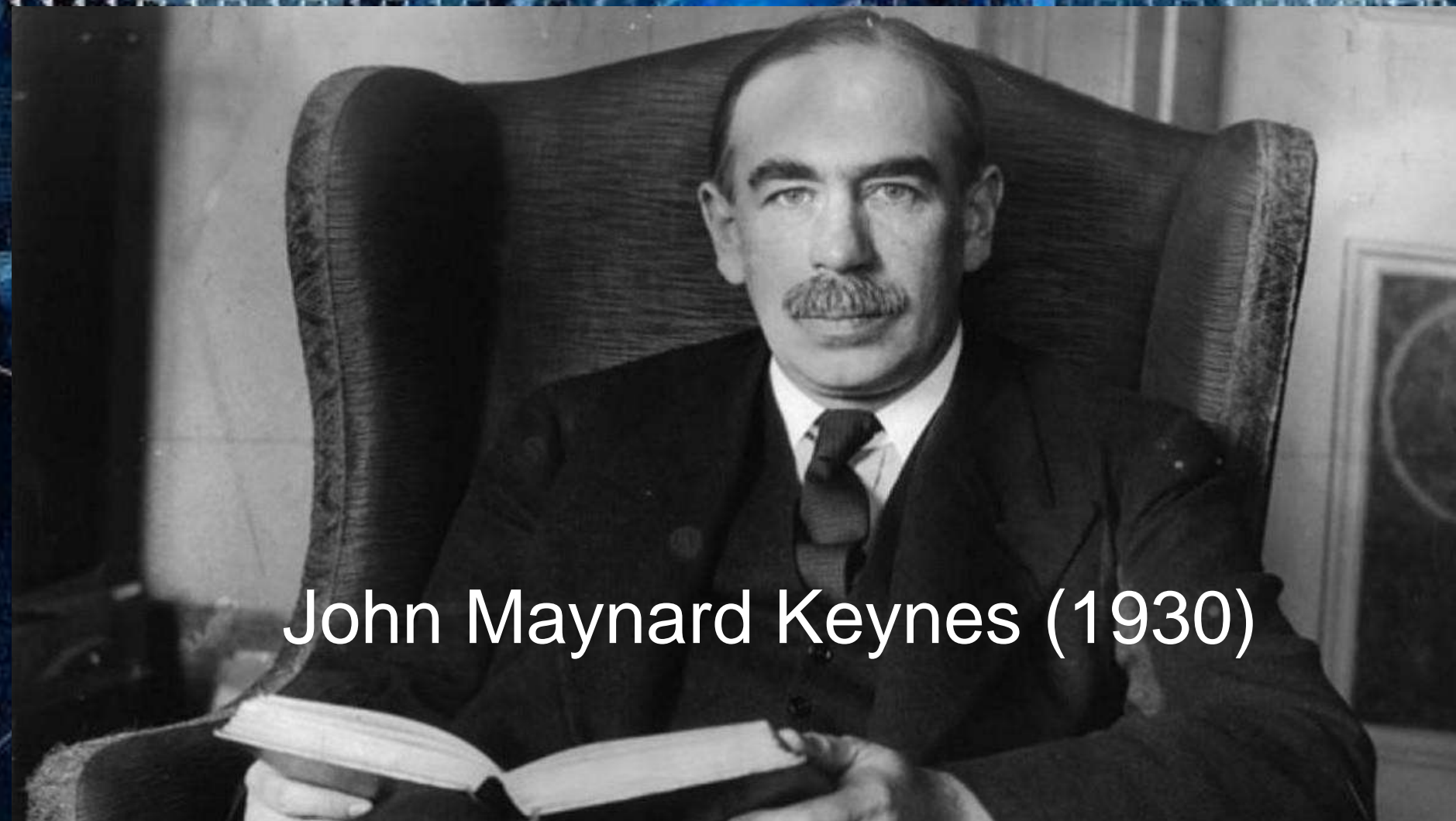


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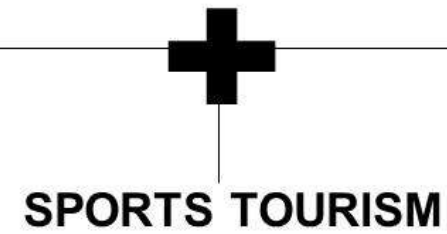
II WSTC 2023 – Keynote
Sponsorship and Sport Tourism
Carlos Cantó
UNWTO Sport Tourism expert

April 26, 2023



John Maynard Keynes (1930)

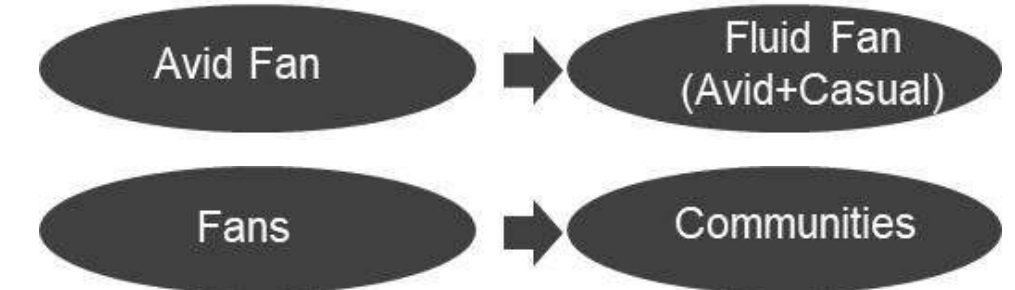
“We’ve experienced faster progress in the past 10 years than in all history (...). The speed of technical change creates challenging problems.”



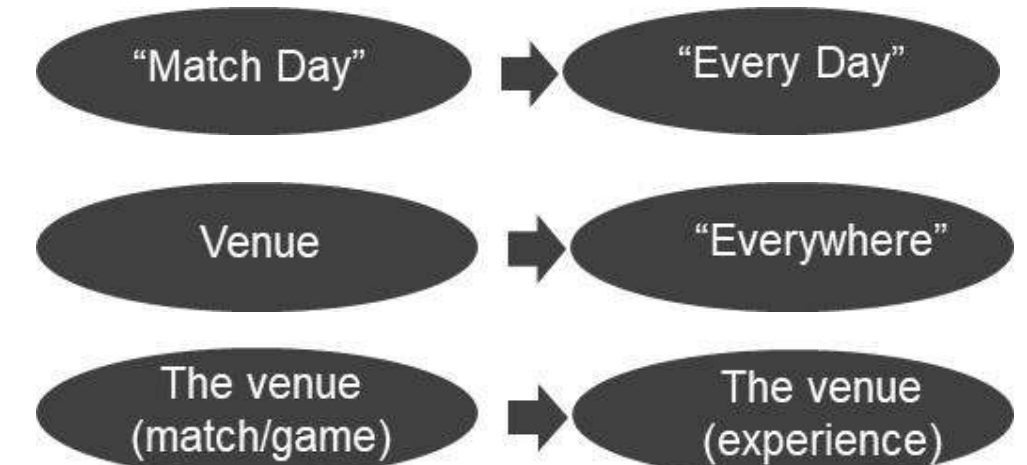
INDUSTRY



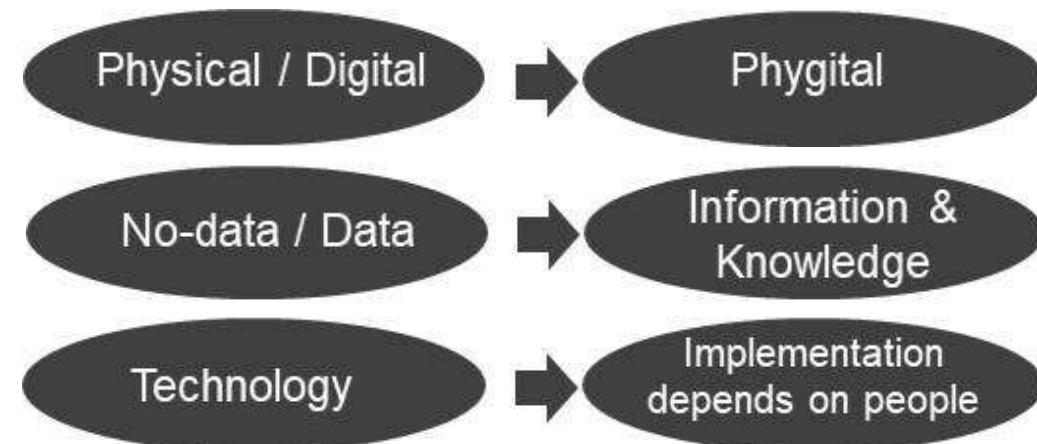
FAN



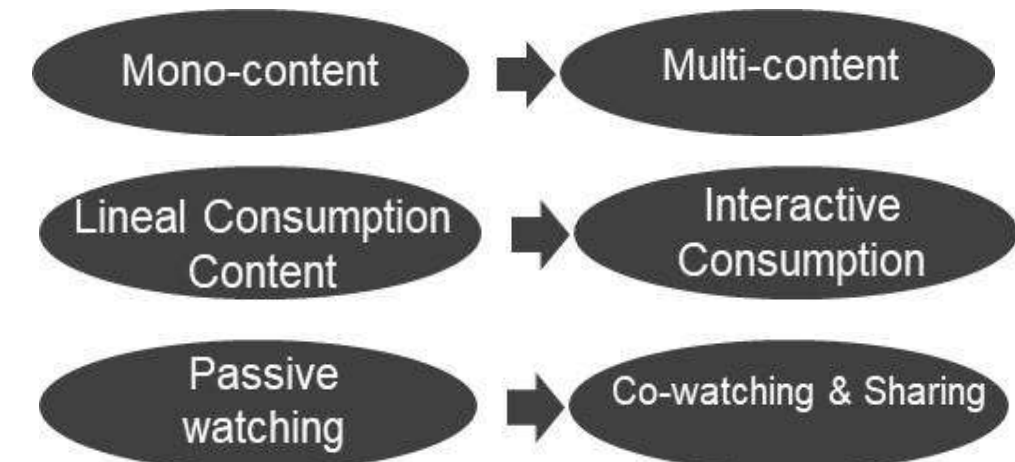
VENUES



INNOVATION



CONTENT

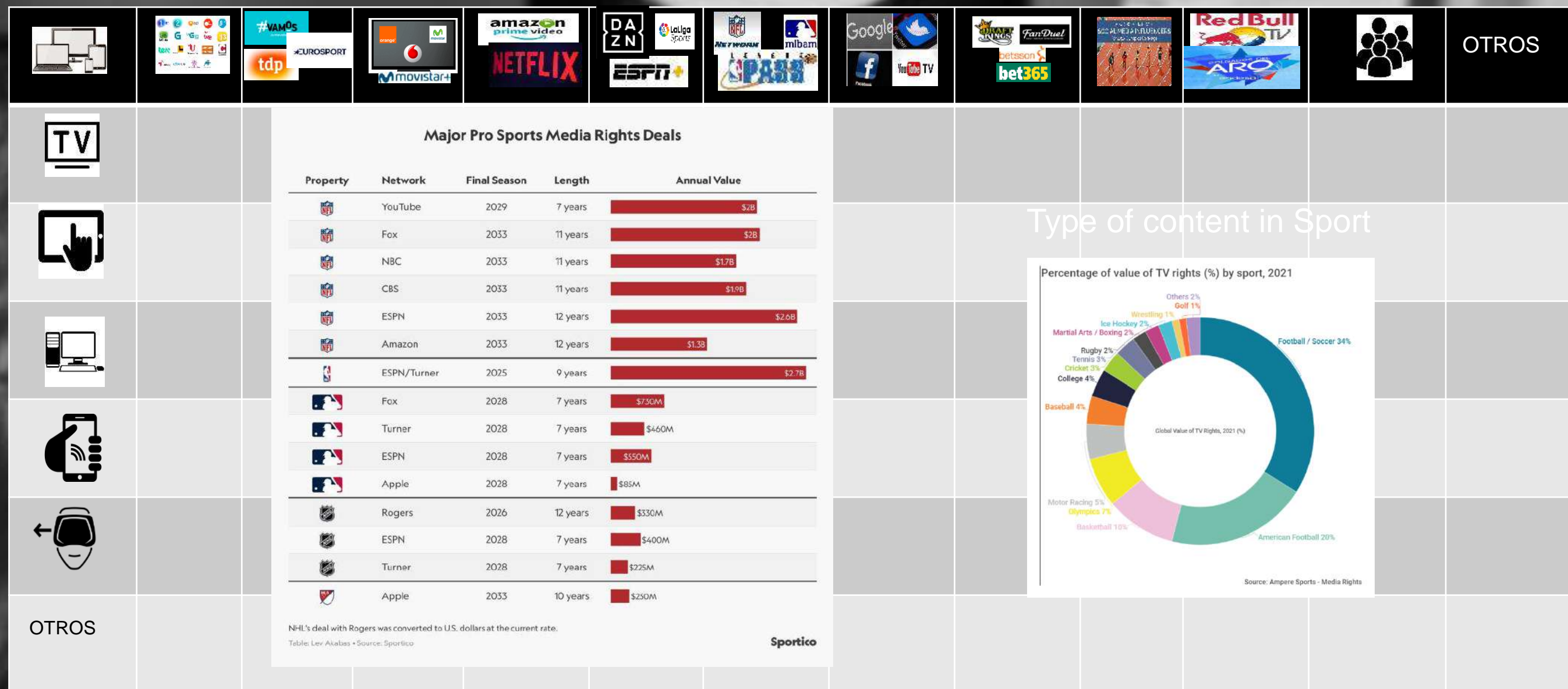


"screens" that add content

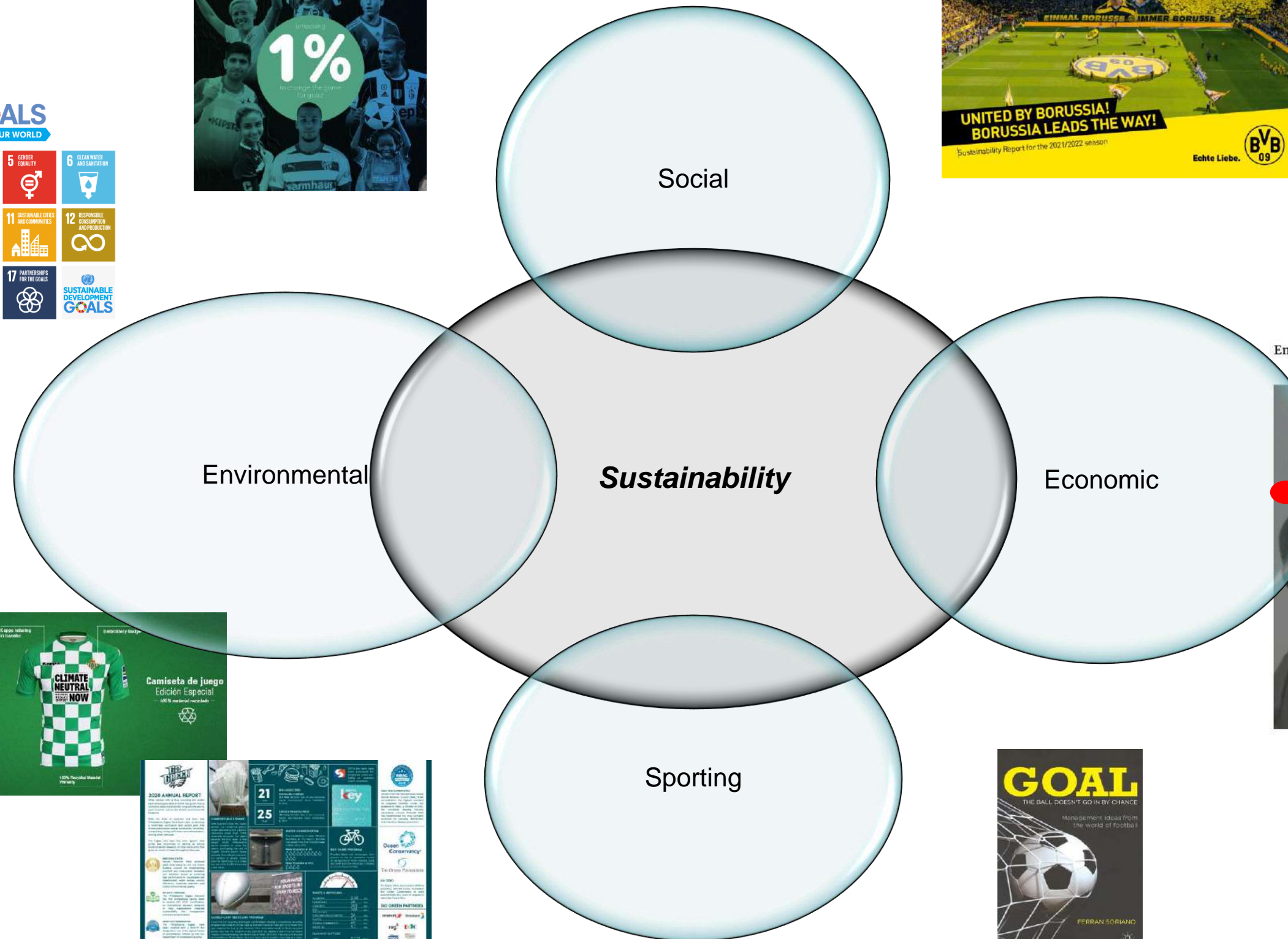
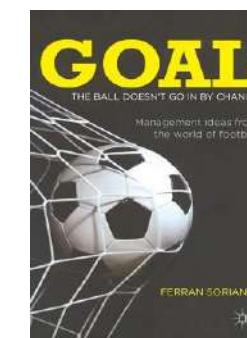
ACCESS DEVICES

ACCESS PLATFORMS

"Aggregators"



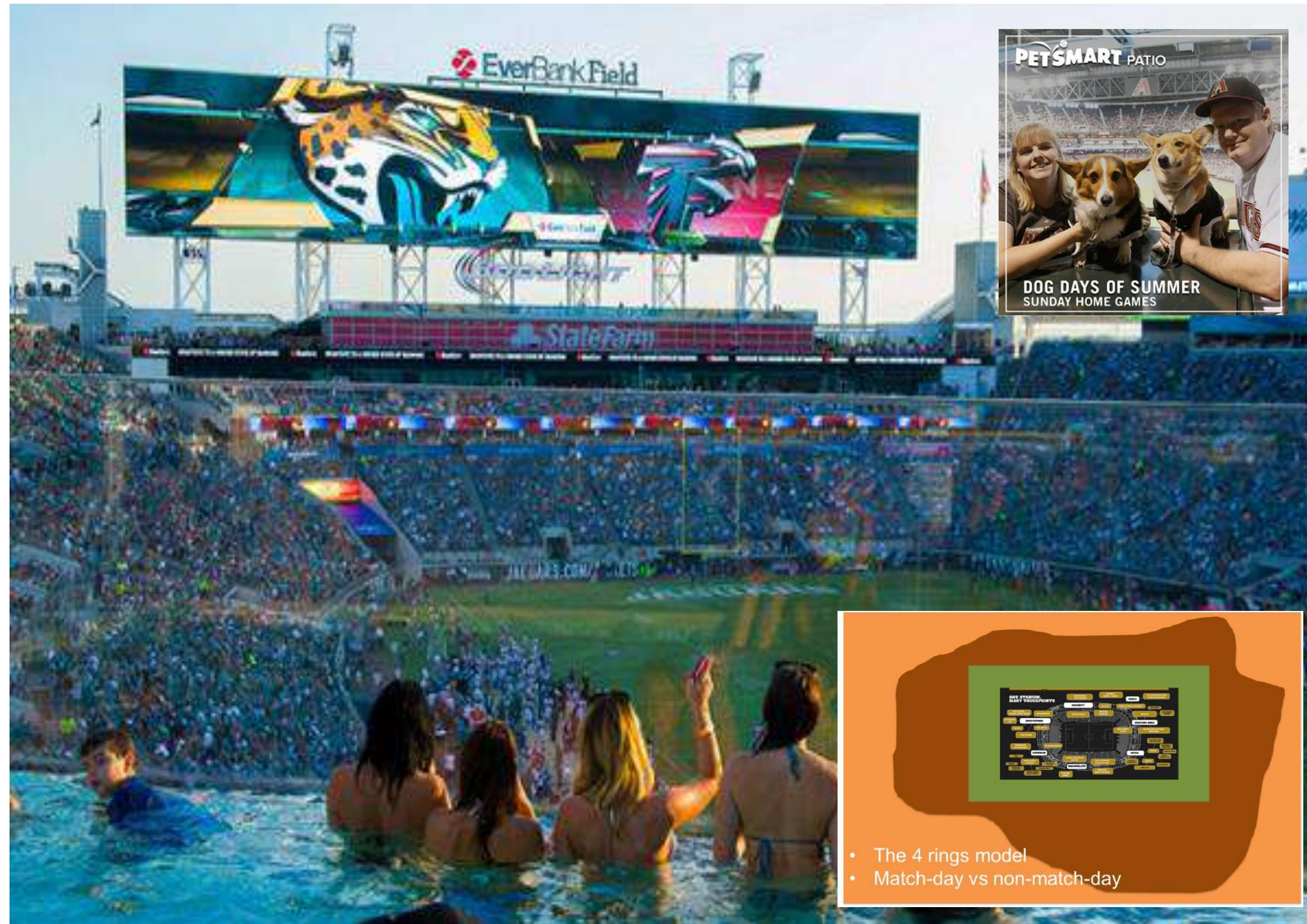
- "DEMOCRATIZATION" (more sports, more disciplines, more events)
- VARIETY OF CONTENT
- Temporary: before, during, after
- Duration
- Avid fan + casual fan – FLUID FAN



Empresas gallegas más comprometidas con el buen gobierno

Empresas destacadas		Estrellas
1. Inditex		★★★★★
2. Nueva Pescanova		★★★★★
3. R. Cable		★★★★★
4. R. C. Deportivo		★★★★★
5. Grupo Calvo		★★★★★
6. Congalsa		★★★★★
7. Grupo Gestán		★★★★★
8. Corporación Hijos de Rivera		★★★★★
9. Servicio Móvil		★★★★★
10. Gadisa		★★★★★
11. Gesuga		★★★★★
12. Abanca		★★★★★
13. Plexus Tech		★★★★★
14. Teiga TMI		★★★★★
15. Akwel Vigo Spain		★★★★★
16. BorgWarner		★★★★★
17. Greenalia		★★★★★
18. Grupo OCA		★★★★★
19. Vegalsa - Eroski		★★★★★

STADIA: FROM “PLAYING FIELD” TO “EXPERIENCES”



IT GROWS ... BECOMES MORE PROFESSIONAL... AND ATTRACTS INVESTORS AND FUNDS

January 2023 – Partial “Map”





SAVE THE DATE



26-27 APRIL 2023, ZADAR, REPUBLIC OF CROATIA



- **Specific:** travelling to the destination to practice (and participate at) a sport activity (ie: surfing, skiing, cycling, sailing, running/marathons, etc.)
- **Events:** travelling to the destination to attend and / or participate at sport events (ie: Olympic and Paralympic Games, FIFA World Cup, F1 races, ATP/WTB events, UEFA Champions League matches, SailGP races, etc.) (professional or Amateur –ie: Senior Games, Police and Firefighters Games, etc.)
 - Attending
 - Participating
- **Academies and Training camps:** travelling to the destination to train and learn, both as a professional or as an amateur athlete (individually or as a team)
- **As an activity at the destination:** To attend a sport event or to participate in a sport event while the visitor is at the destination, not being the primary reason to travel to the destination. These events help the destination to be sizzled.
- **MICE:** travelling to the destination to attend MICE events related to the sports industry (Sport Federation Congresses; Incentives of companies related to sports; Sport events organizers meetings; private sport industry stakeholders conventions and Forums, etc.)
- **“Nostalgia”:** travelling to the destination to visit a Museum / site / Hall of Fame, etc. related to Sports.



Part of the Marketing - Mix, Sponsorship is focused on the ASSOCIATION between a brand and an asset/property



- No- saturation (compared to some traditional advertising channels)
- Integrated
- Diferentiation (communication)
- Aligned with demand/clientele lifestyle (leisure, sport, culture, entertainment, public services, ...)
- Non-Intrusive
- Experiential Marketing
- CONTENT

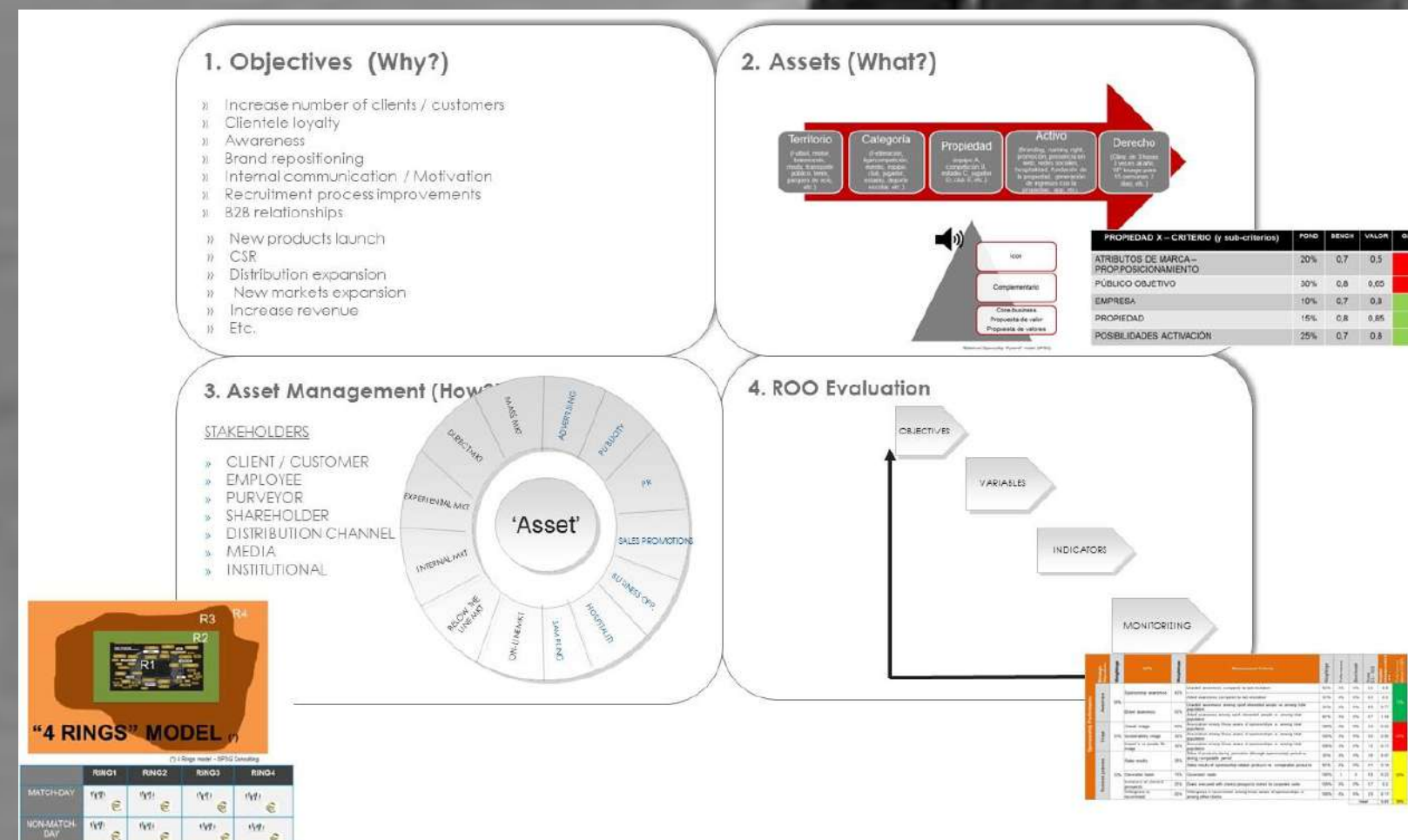
INVESTMENT:

- ☐ Money
- ☐ In-kind
- ☐ Promotion

- RIGHTS
- ACTIVATION

SPONSOR

PROPERTY



To apply through
COMMUNICATION

- Property (owned, paid, earned)
- Sponsor (owned, paid, earned)



LEGACY & PROJECTS

CONTENT

EXPERIENCES

COMMERCIAL/PROMOTIONAL ACTIVATION

VALUES

IMAGE

TARGET INCOME

BRAND VISIBILITY

PROPERTY INCOME

Education

Environmental
Sustainability

Communities

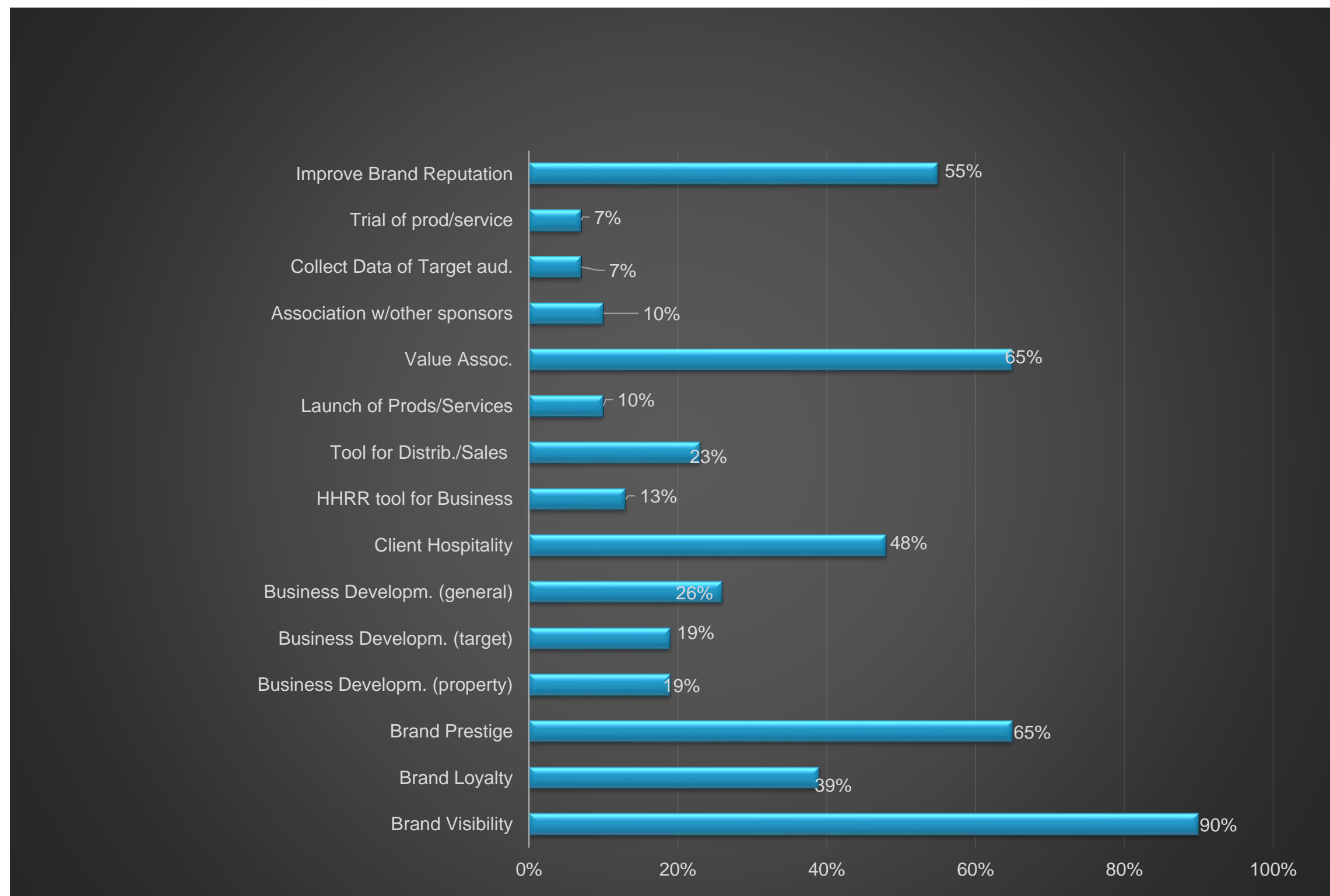
Contests /
Quizzes

Experiences

Loyalty



<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
20%	12%	7%	17%	35%	50%	45%	52%
12%	4%	0%	0%	4%	6%	0%	4%
0%	12%	0%	0%	4%	3%	7%	0%
0%	0%	0%	0%	0%	3%	0%	0%
40%	52%	59%	63%	65%	65%	55%	50%
4%	4%	0%	4%	4%	3%	4%	0%
20%	12%	7%	17%	12%	18%	21%	27%
8%	16%	15%	4%	12%	9%	14%	4%
0%	8%	0%	4%	4%	3%	4%	8%
24%	12%	30%	8%	8%	17%	21%	15%
44%	32%	22%	33%	19%	32%	28%	31%
24%	20%	11%	4%	23%	12%	7%	8%
32%	24%	48%	71%	46%	26%	34%	42%
20%	16%	22%	25%	15%	9%	7%	15%
72%	76%	81%	63%	62%	62%	76%	81%

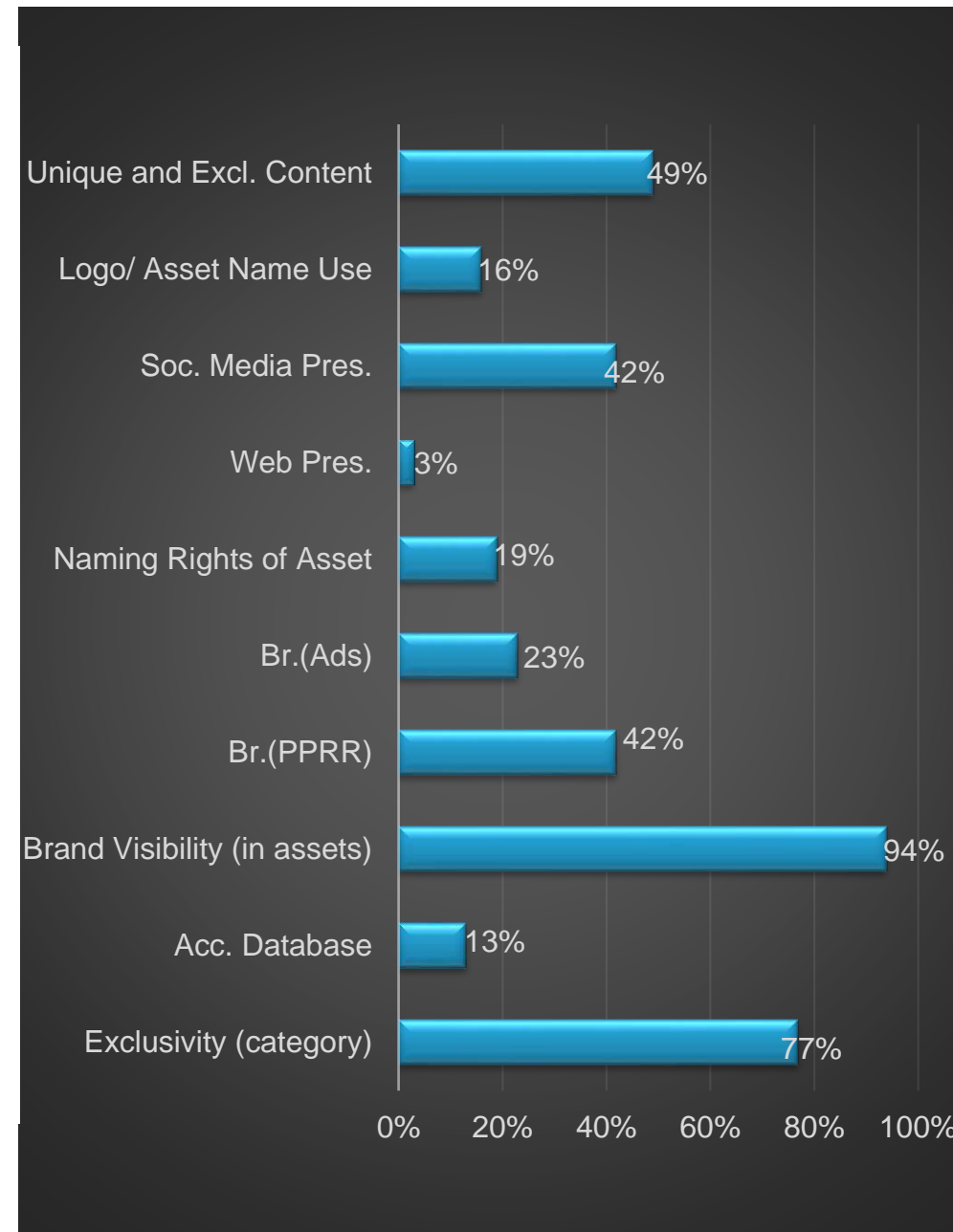


NOTE: This question allows more than one answer, hence answer percentages add up to >100%.

RIGHTS/BENEFITS OF SPONSORSHIP

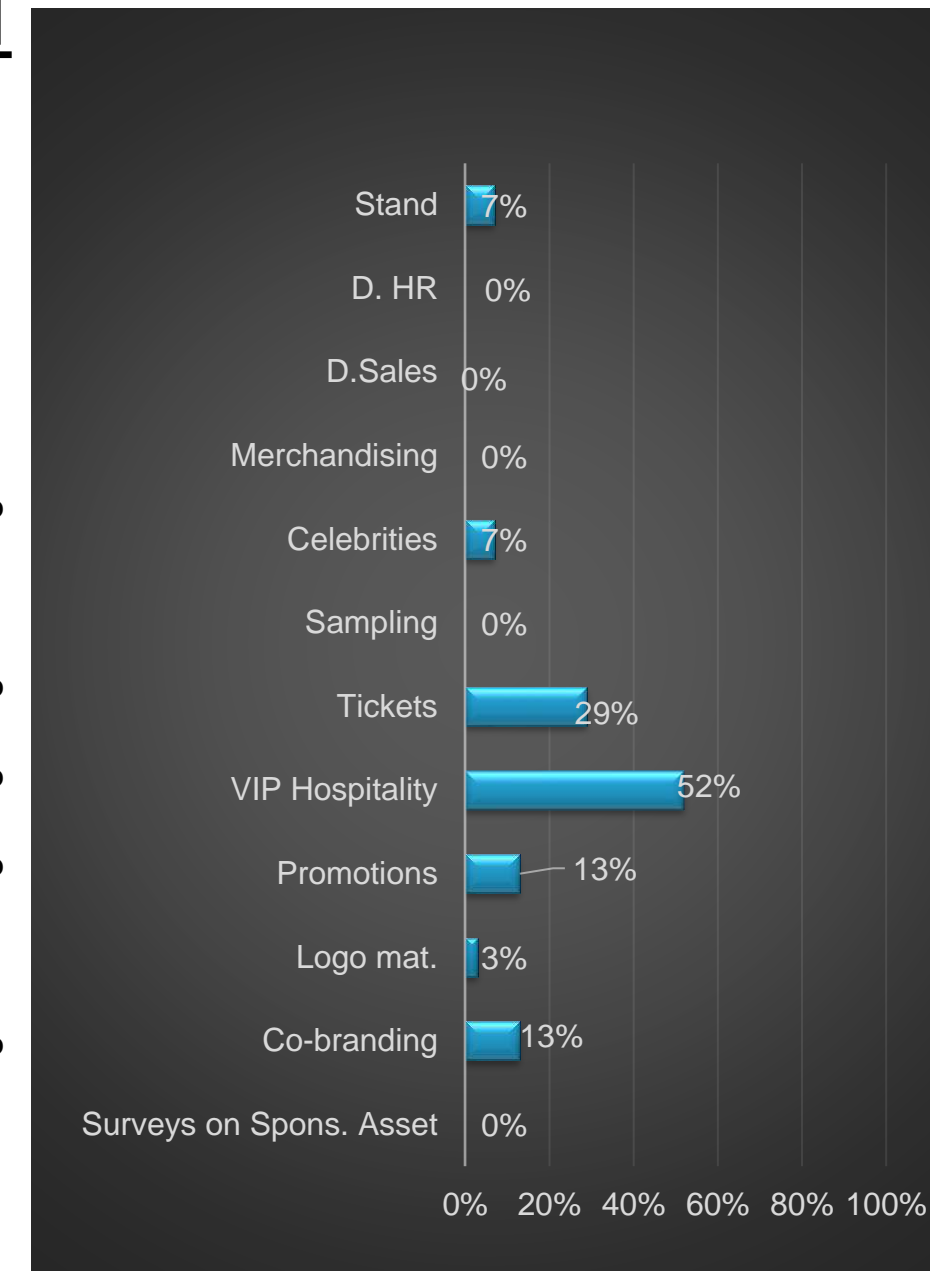
2016 2017 2018 2019 2020 2021

41%	46%	46%	45%	38%	36%
15%	21%	8%	26%	31%	19%
44%	50%	31%	44%	59%	54%
7%	0%	4%	0%	0%	0%
30%	29%	31%	26%	14%	15%
19%	42%	27%	26%	31%	39%
41%	42%	46%	47%	52%	39%
81%	79%	73%	85%	83%	81%
15%	4%	8%	12%	4%	8%
70%	67%	85%	74%	59%	81%



2016 2017 2018 2019 2020 2021

na	na	na	na	na	na
4%	4%	8%	6%	4%	8%
22%	4%	19%	12%	7%	0%
4%	0%	0%	0%	4%	0%
7%	4%	12%	3%	14%	12%
0%	4%	0%	6%	4%	0%
22%	21%	23%	21%	24%	38%
33%	63%	50%	47%	45%	46%
7%	8%	19%	15%	18%	12%
4%	8%	0%	0%	14%	8%
4%	0%	12%	18%	0%	12%
0%	4%	0%	0%	0%	0%



IMPORTANCE OF CHANNELS / PLATFORMS TO ACCESS SPORTS CONTENT (competitions, matches, sports news, etc.) (next 5 years)

(According to properties)

(According to sponsors)

2019 2020 2021

4,21 3,93 3,54

5,39 5,03 5,31

5,29 5,47 5,66

5,61 5,43 5,50

6,00 5,77 5,69

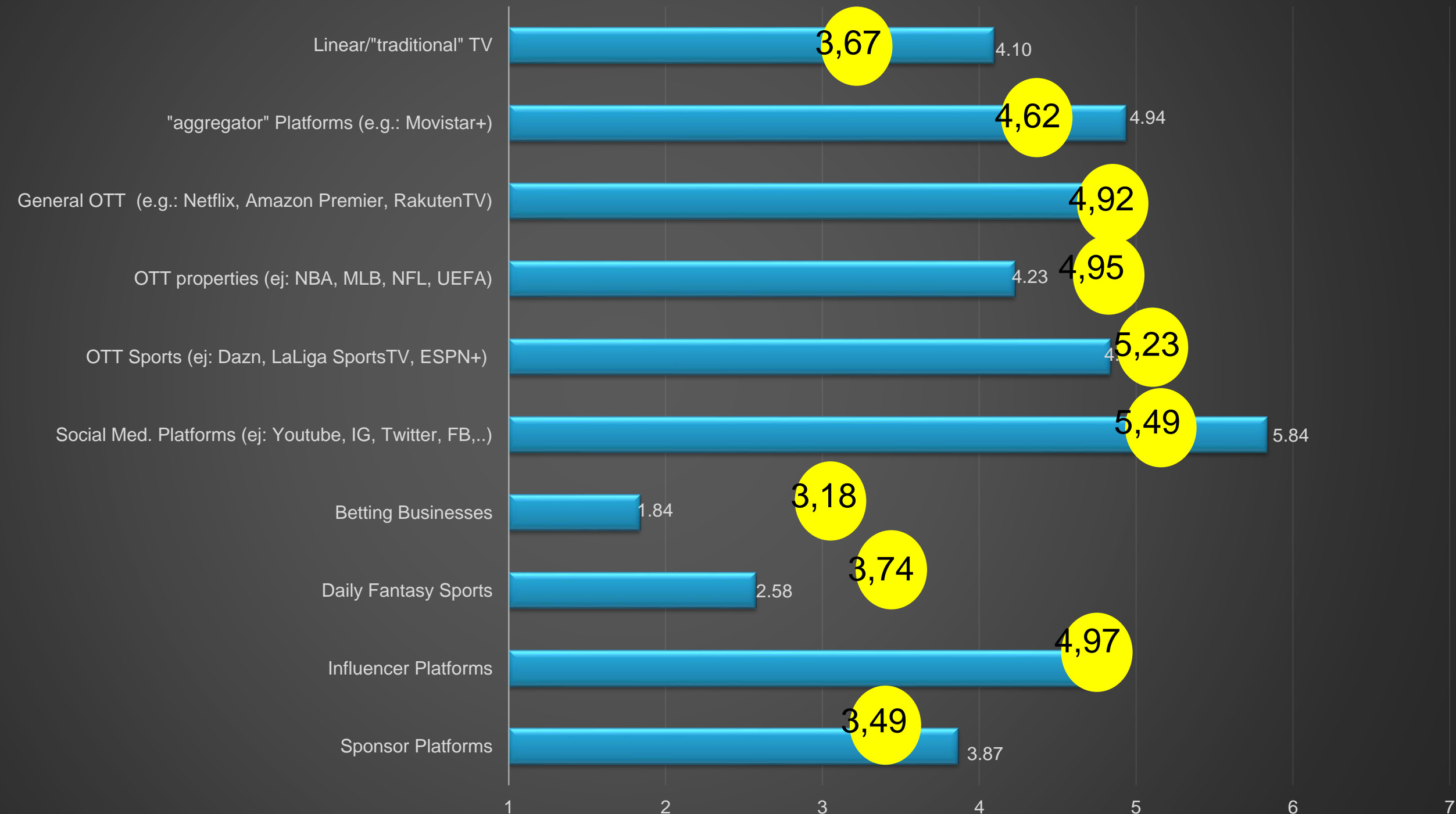
5,50 5,50 5,50

4,07 3,67 3,75

4,32 3,97 4,09

4,50 4,80 5,00

4,47 4,17 3,97

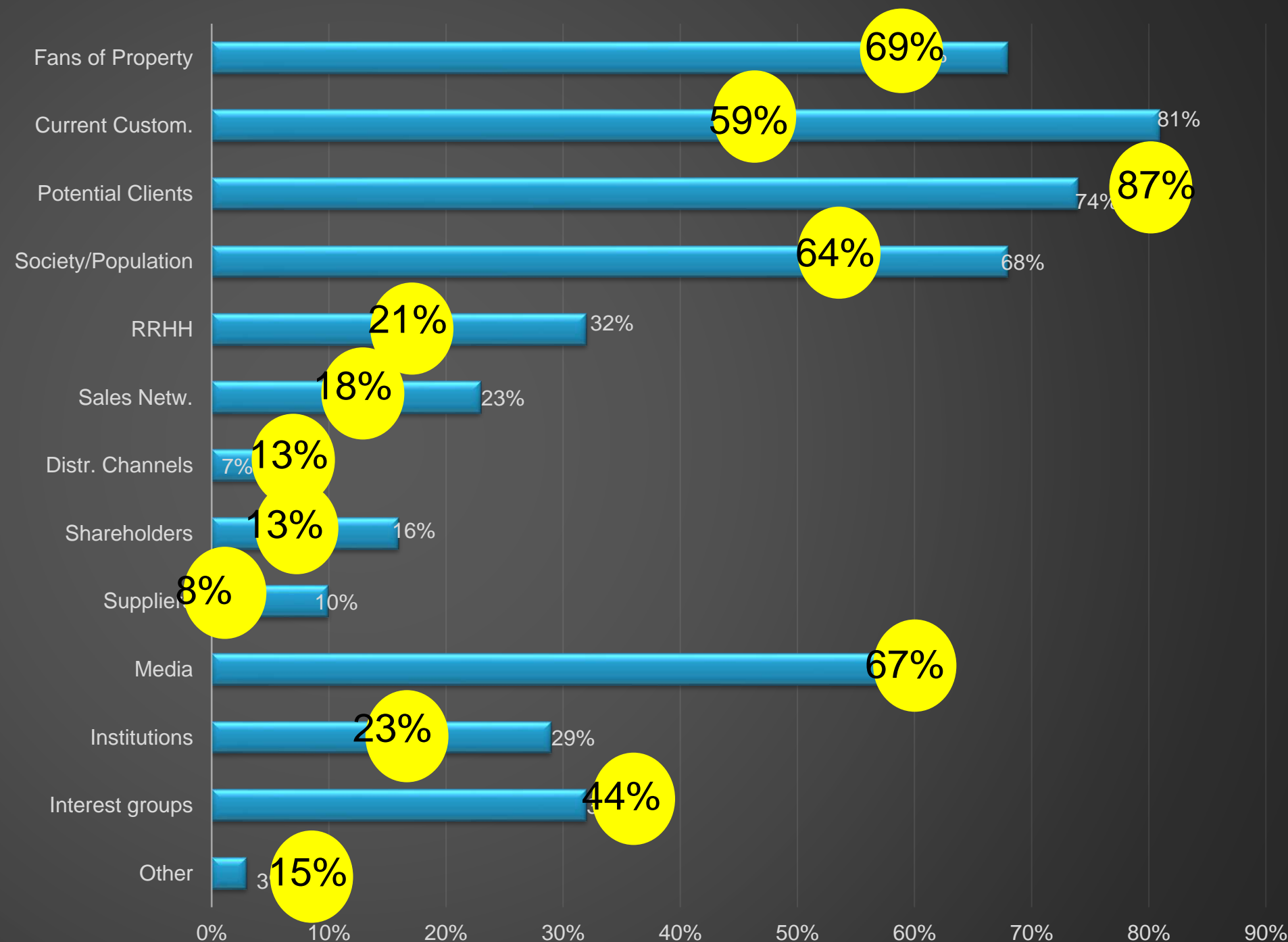


TARGET AUDIENCES OF GREATER RELEVANCE FOR BRANDS IN THEIR SPONSORSHIP PLANS (According to properties)

(According to sponsors)

2020 2021

83%	84%
57%	41%
83%	88%
50%	72%
20%	13%
37%	25%
17%	22%
20%	9%
3%	0%
60%	59%
17%	19%
50%	56%
3%	13%



TYPE OF SERVICE TO BE DEVELOPED FOR THE RELATIONSHIP SPONSOR- PROPERTY TO BE MORE EFFICIENT (According to properties)

(According to sponsors)

2017 2018 2019 2020 2021

5,52 5,72 5,86 5,90 6,16

5,00 5,08 5,04 4,93 5,31

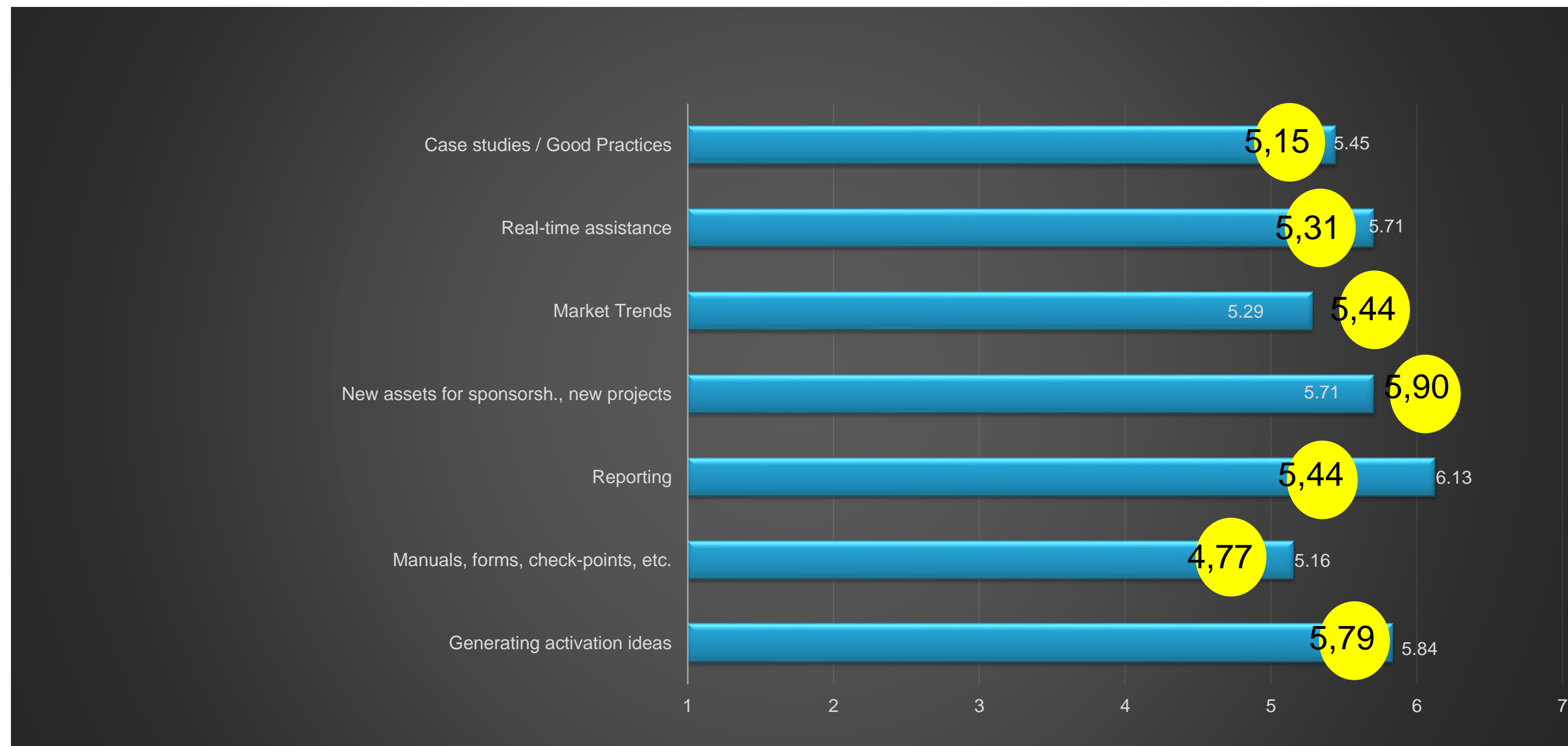
5,91 5,76 5,75 5,53 5,69

5,74 5,68 6,25 5,95 6,06

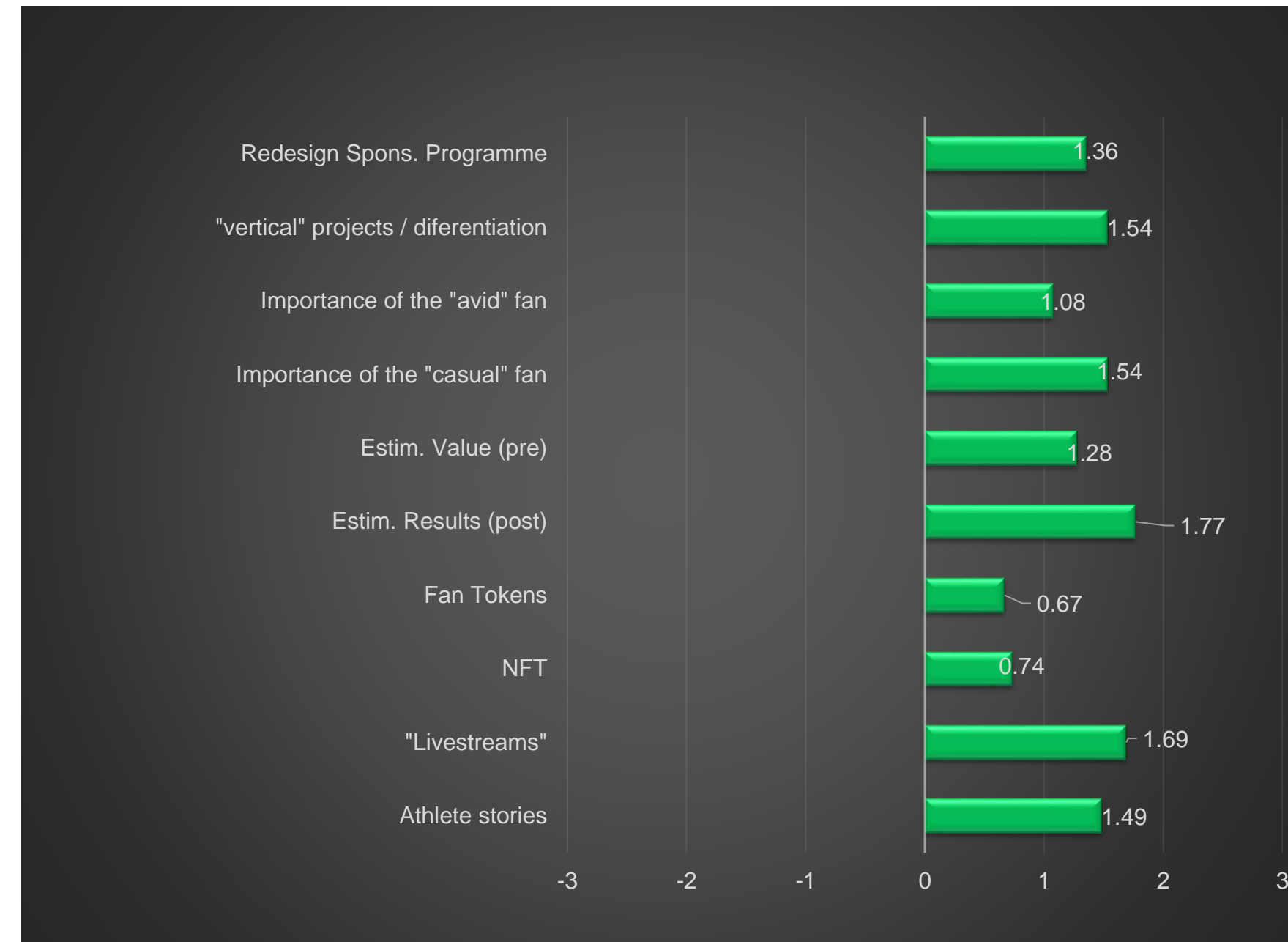
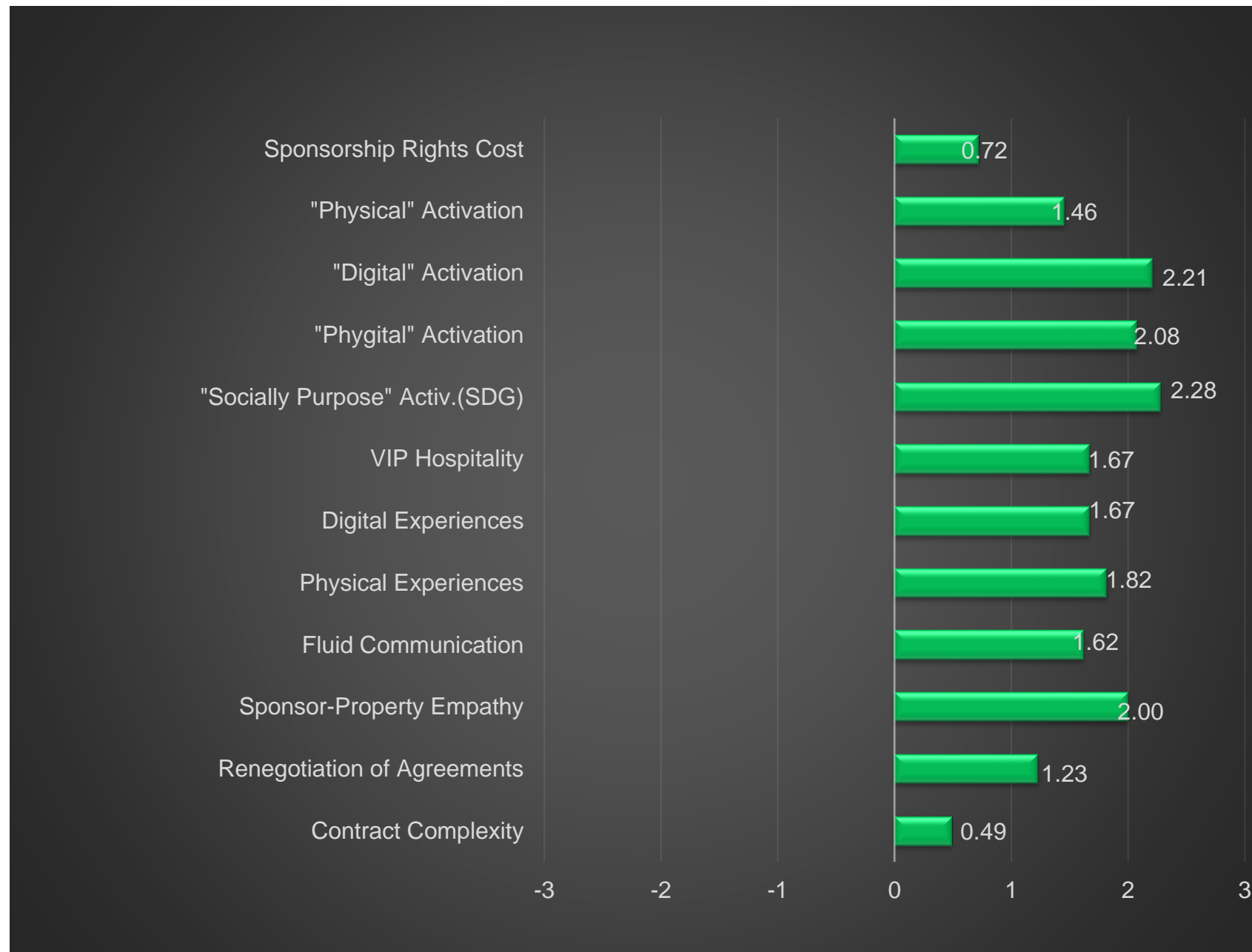
4,91 5,24 5,43 5,43 5,34

5,57 5,36 5,11 5,20 5,66

4,87 5,32 5,21 5,10 5,31



DEGREE OF EVOLUTION OF SPONSORSHIP (According to Property) – 2025



(-3 – max. negative impact; +3 – max. Positive impact)

SPONSORSHIP PROGRAM - PROPERTIES

Sponsorship program

Identification of **“assets”**

Identification of Sponsorship **“rights / benefits”**

Design of the Sponsorship **“architecture”**

Structure of Sponsorship **“packages”**

Estimation of the sponsorship packages **value**

Commercialization

Design of the **communication plan** of the Sponsorship Program

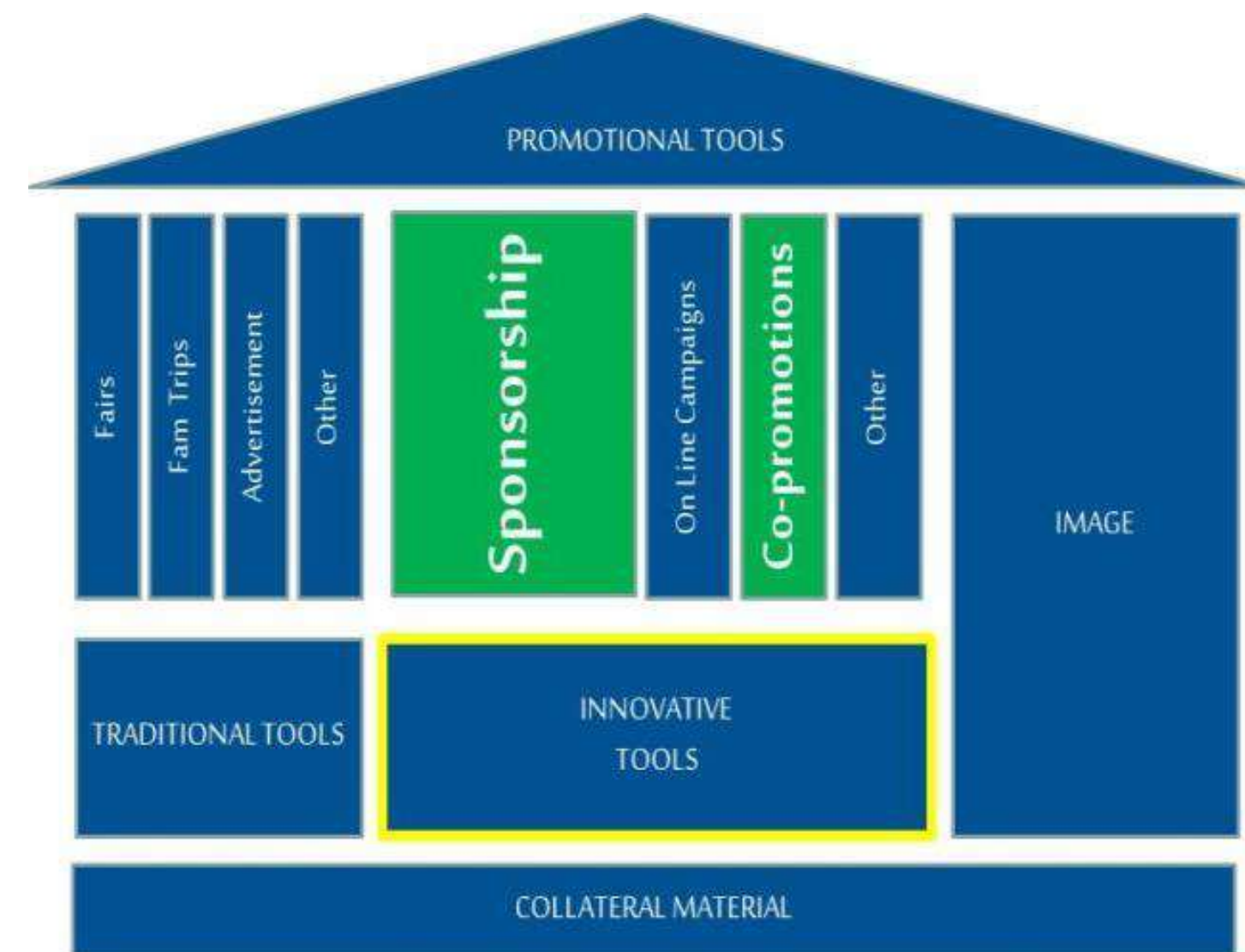
Design of the **commercialization plan** of the Sponsorship Program

Organization of the sponsorship department and tasks

Servicing sponsors

ADVANTAGES FOR DESTINATIONS TO USE SPONSORSHIP AS A PROMOTIONAL TOOL

- ✓ **Holistic and Integral Platform** – Combination of different marketing tools
- ✓ **Differentiated Marketing Tool** – Usually, you can block your competitors – exclusivity agreements
- ✓ **Efficient Tool** - It can be measured
- ✓ **Broad Variety of Objectives** – Increase Visits, Gain Notoriety and Awareness, Increase Loyalty, Entertain VIP audience, Networking, Generate Tourist or Visitor Traffic, etc.
- ✓ **Mass Media's Efficiency Decrease** – Mass media's efficiency is decreasing. On the contrary, Sponsorship efficiency is ensured because it perfectly transmits the desired message to the key target, as it involves the audience in the action itself.
- ✓ **Target' Acceptance** – Customers feel overwhelmed by advertising; nevertheless sponsorship is well accepted, not intrusive, as they feel part of the action itself and are able to live unique experiences.
- ✓ **Experiential marketing** – It allows to offer unique experiential marketing opportunities ("money cannot buy experiences")
- ✓ **Multi-target approach** – It allows to address the message to large variety of targets audiences: visitors, potential visitors, trade, MICE business (Marketing and Sales directors, PA, etc), media, institutions, other stakeholders.
- ✓ **Bidding for events** – It allows to reinforce the positioning of a destination ready and able to host major events.



CASE STUDY



Flamenco Shows



Andalucia product tasting and promotion



Presence in other tournament's restaurants



Naming Rights of one of the exclusive tournament's restaurant



Promotional activities with Jelena Jankovic



Hospitality & Player Appearance



On court branding



Promotional booth

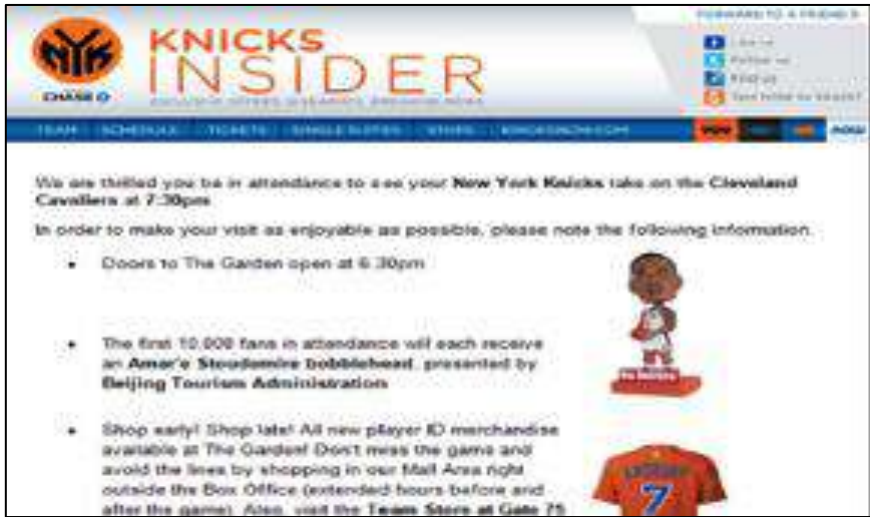
CASE STUDY



Amar' e bubblehead presented by BTA



7th & 8th Ave Marquees: 300,000 impressions



Email blast: 250,000 impressions



Courtside presentation and rotational signage



LED Signage: 504,020 impressions



BTA Presentation to TO, TA, stakeholders, media



Website: 1,004,202 impressions



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Best practices for DMOs to attract sports events



Mr. Ion Vilcu
Director,
Affiliate Members Department
UNWTO

- Director of the Affiliate Members Department of the World Tourism Organization (UNWTO) since August 2018.
- Between 2011 and 2016, he has been the Permanent Representative of Romania to the UNWTO. As a career diplomat, he has served as Ambassador of Romania in Mexico (2016 - 2018), Kingdom of Spain (2011 – 2016), Argentina and Paraguay (2007 – 2011) and Chile (2000 – 2005).
- He has been the Secretary of State, Head of Protocol of the Government of Romania between 2005 and 2007.



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Best practices for DMOs to attract sports events

Keynote by

Ion Vilcu, Director, Affiliate Members Department, UNWTO



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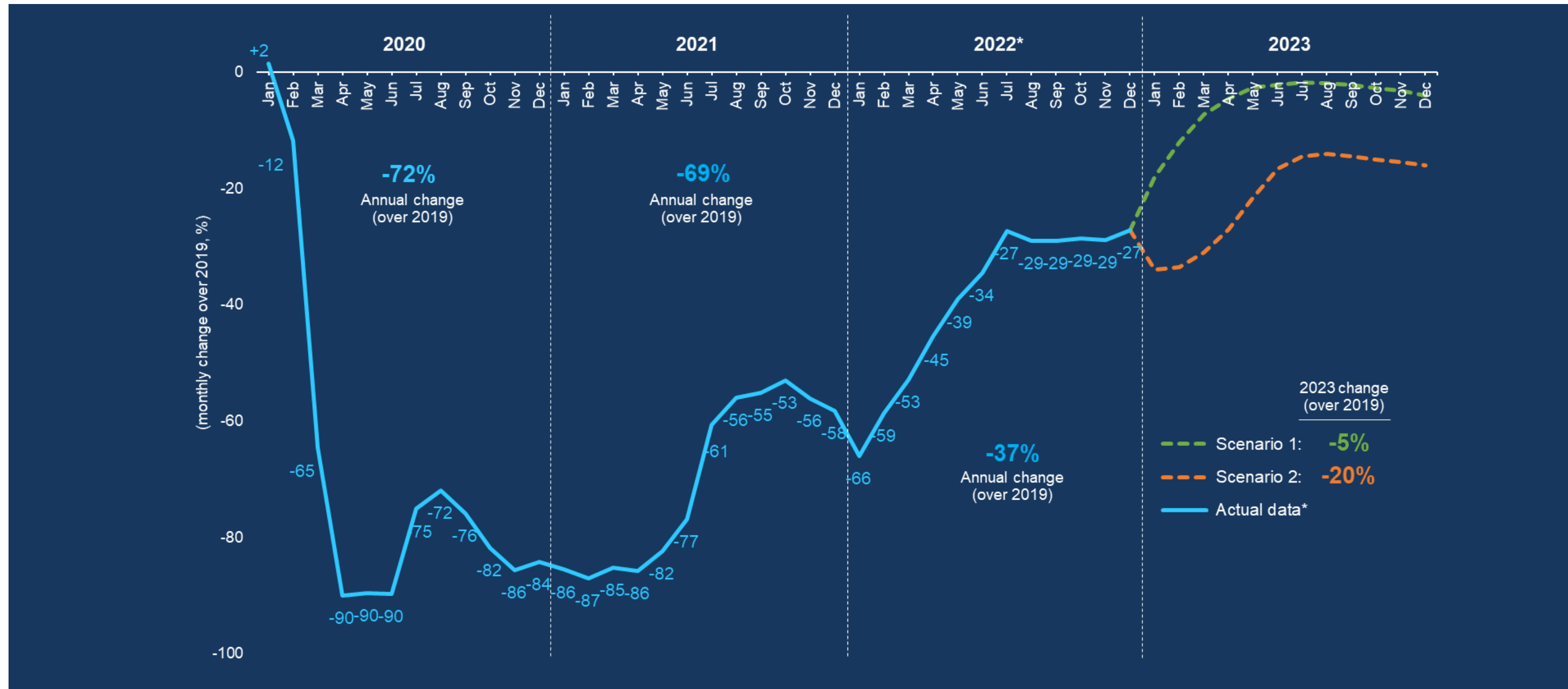


Index

- Encouraging context: strong and steady recovery
- Rethinking Tourism – challenges and opportunities
- UNWTO facing the challenge: in partnership with its Affiliate Members
- Sports & Tourism – priority topic in UNWTO agenda
- Sports Tourism: the new horizon for DMOs

Encouraging context: strong and steady recovery

World: International tourist arrivals 2020-2022, and scenario for 2023:



(monthly % change over 2019) / Source: UNWTO (Data as of Jan. 2023)

* Actual data for 2022 is preliminary and based on estimates for destinations which have not yet reported results.

Rethinking Tourism – challenges and opportunities

Sustainability:

travelers became more cautious about the impact on climate and the environment



Public-Private Partnership:

Modernize tourism through PPP

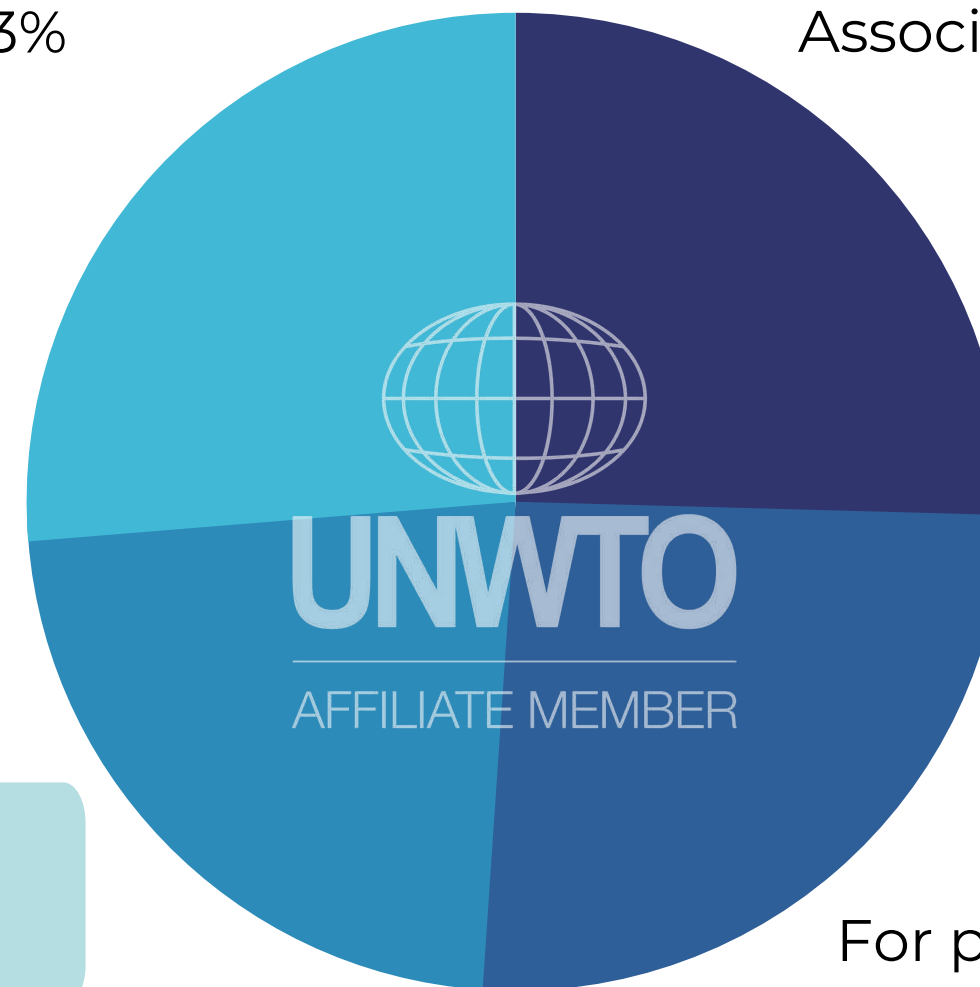


UNWTO facing the challenge: in partnership with its Affiliate Members

Breakdown by Business Type of the 464 AMs

Education & research institutes: 122 / 26.3%

Associations & NGOs: 118 / 25.4%

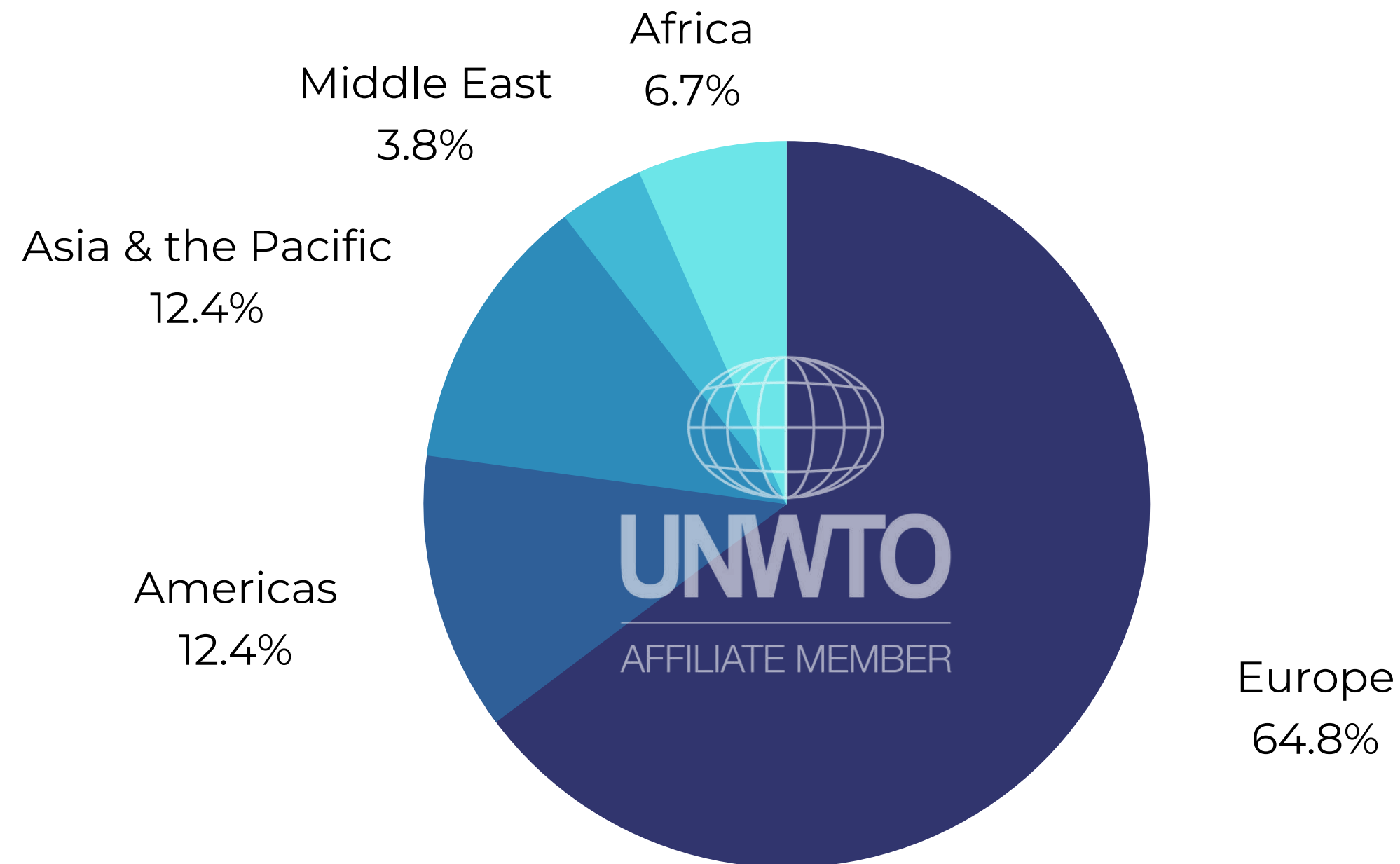


DMOs: 105 / 22.6%

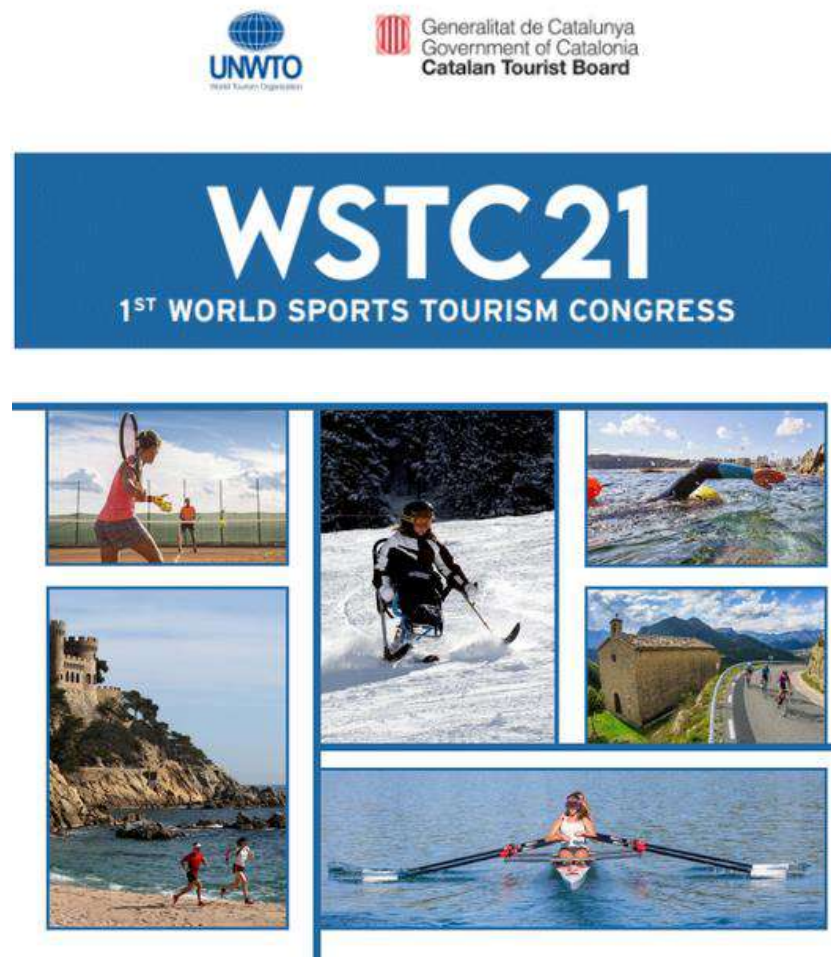
For profit companies: 119 / 25.6%

UNWTO facing the challenge: in partnership with its Affiliate Members

105 DMOs within the UNWTO Affiliate Members



Sports & Tourism – priority topic in UNWTO agenda



WSTC 2021 -
Lloret de Mar,
25-26 Nov. 2021



MadCup 2023
official presentation of the III edition, to
be held on 23-28 of June 2023



FITUR SPORTS -
18-22 Jan. 2023
Launch of the WSTC 2023

Sports Tourism: the new horizon for DMOs

I. The UNWTO survey

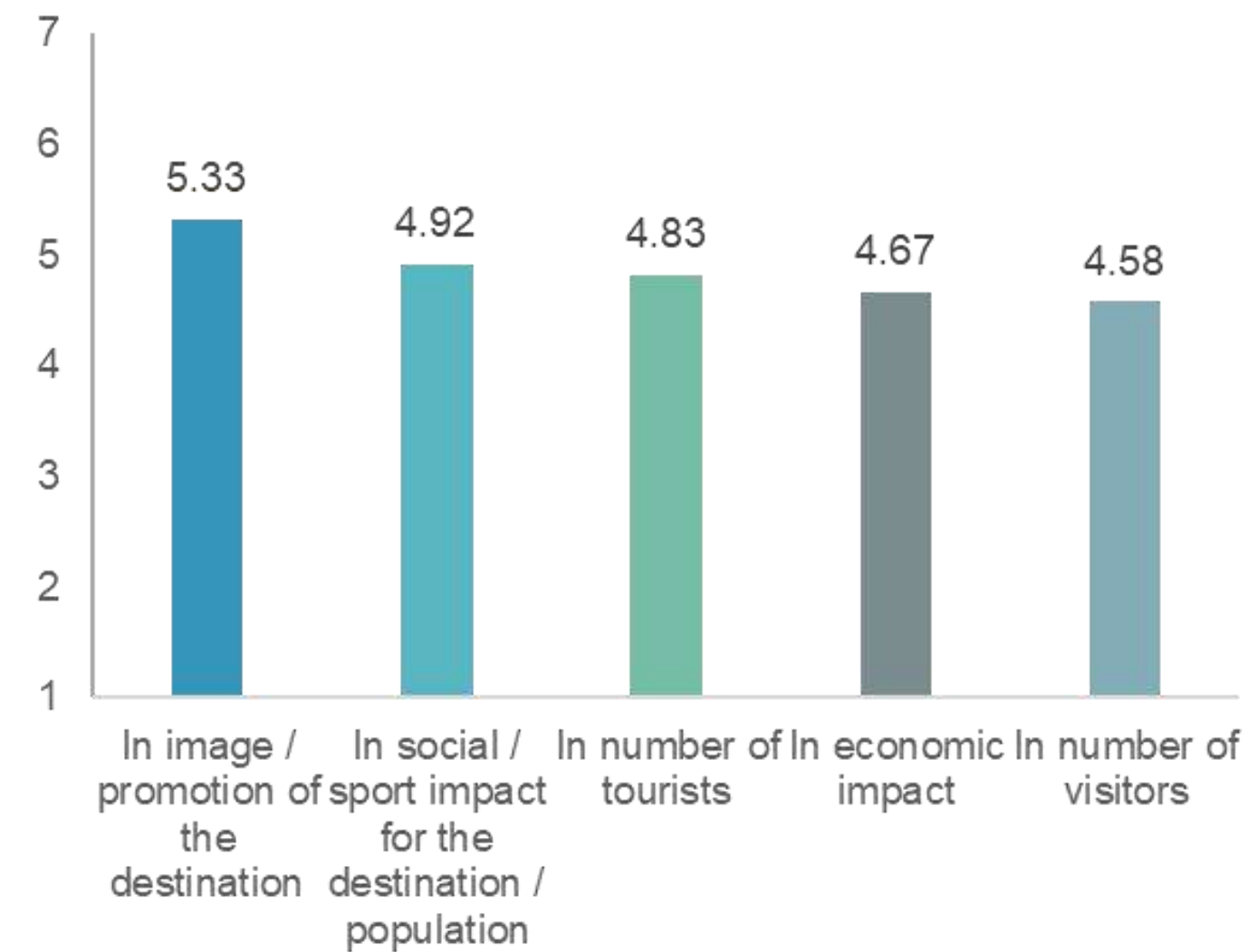
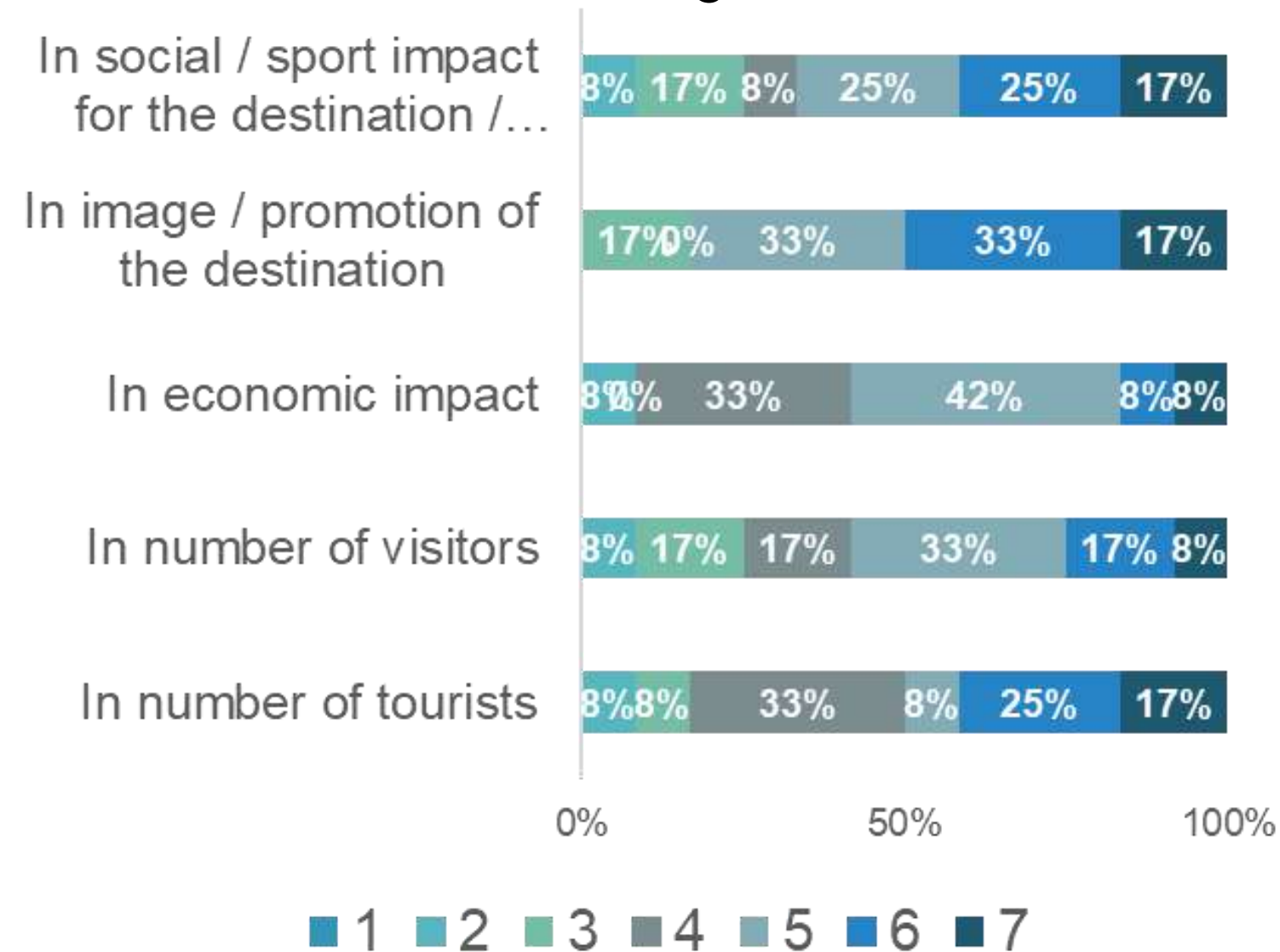


Image and promotion opportunities offered - considered the most important factor by destinations

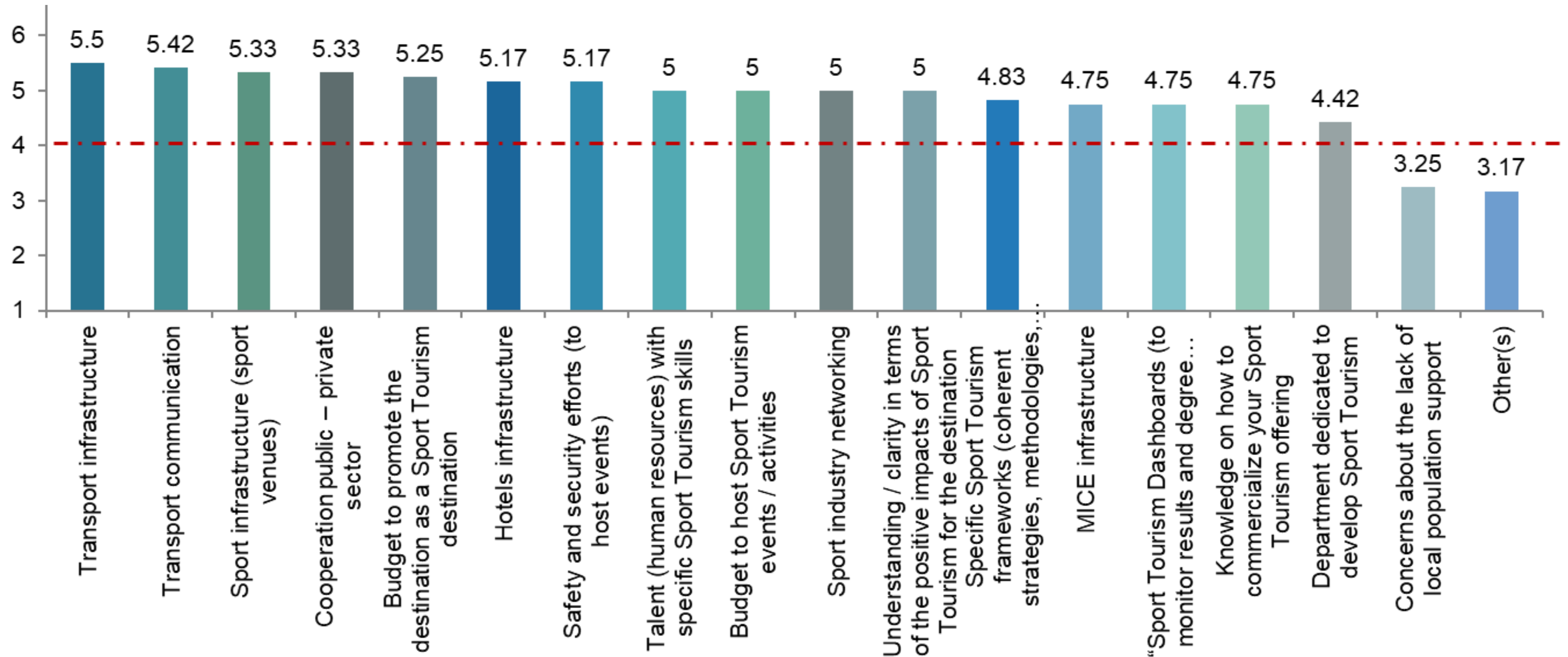
Sports Tourism: the new horizon for DMOs

III. Benefits of Sports Tourism for DMOs

- **Economic Impact**
- **Increase in tourism flow**
- **Visibility**
- **Strategic Positioning and Brand Image**
- **Develop/modernize infrastructures and facilities**
- **Employment opportunities for the local community**
- **Development of business platforms/clusters**
- **Promote Well-Being**



Challenges for DMOs



Main challenges: transport infrastructure and communication, allocation of budget for promotion purposes, sport venues and PPP.



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Ion Vilcu

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