# Event Triangle

1. The model for studying the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ developed in Sports
2. The Event Triangle emphasizes the \_\_\_\_\_\_\_\_\_\_ between producers and consumers in the sports marketing model.

# Event Triangle

1. Components of the Triangle:
2. EVENT
3. SPONSOR
4. FAN

# The “Event”

1. The Event is the sporting event which will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. The Event can be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
3. The Event may \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
4. The Event may provide an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Examples of Events



# The “Sponsor”

1. The Sponsor can use the Event to  
    \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for the company.
2. The Sponsors can utilize the draw of the Event to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
3. The Sponsor can \_\_\_\_\_\_\_\_\_\_\_ its relationship to further business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

# The “Fan”

1. The Fan typically attends the Event as a source of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. The Fan usually \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
3. The Fan may be exposed to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

# The Fan’s Role in Sports

1. Fan = “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_”
2. Someone who is
3. \_\_\_\_\_\_\_\_\_\_\_ is the reason for Sports Marketing
4. IS the power behind \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of sports
5. IS the
6. SHAPES the game with

# Exchanges in the Triangle 1

1. Event 🡨 🡪 Fan Exchanges
2. Fan:
3. Event:

Exchanges in the Triangle 2

1. Event 🡨 🡪 Sponsor Exchanges
2. Sponsor:
3. Event:

Exchanges in the Triangle 3

1. Sponsor 🡨 🡪 Fan Exchanges
2. Fan:
3. Sponsor:

# Event Marketing Concerns

1. Draw
2. Promotion
3. Sales Opportunities
4. Ambush Tactics

AMBUSH TACTICS:

Marketing strategy where the advertisers associate themselves with a particular \_\_\_\_\_\_\_\_\_ without \_\_\_\_\_\_\_\_\_\_ any sponsorship fee

# Effects of Media Broadcasting on the Event Triangle

1. Expansion of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Expansion of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Expansion of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & \_\_\_\_\_\_\_\_\_\_\_ of the event
4. Examples: Cable, Satellite, Pay-Per-View

Effects of Social Media on the Event Triangle

* Social media isn’t about technology, it’s about \_\_\_\_\_\_\_\_\_\_\_\_
* Build online fan communities to allow them to \_\_\_\_\_\_\_\_\_\_\_ with one another, and in turn – to the \_\_\_\_\_\_\_\_\_\_
* Leverage community \_\_\_\_\_\_\_\_\_\_\_ to make money through e-commerce
* Sponsorship opportunities present themselves by \_\_\_\_\_\_\_\_\_\_\_ visits to team sites

Explain/describe the Event Triangle & Exchanges for Three Events of your choice.

Be SPECIFIC! Identify EACH part of the triangle and what is exchanged. Use specific Products, Prices, Times, etc.



