

## ADVERTISING AND SPONSORSHIP ACTIVITIES IN THE FIELD OF PHYSICAL EDUCATION, SPORTS AND THE OLYMPIC MOVEMENT

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The level of development of advertising and sponsorship activities in Russia is still significantly inferior to Western countries, but every year we see tremendous development in this area. Sponsorship is not mostly considered as an investment and marketing communication yet, but rather as a charity. This approach, according to the authors, is more consistent with philanthropy. In this regard, the article defines the concepts of "sponsorship" and "philanthropy", shows the difference between them. Examples of interaction between sports organizations and sponsors are considered. The role of advertising in this interaction is analyzed. According to the authors, Russia has a good legal framework for regulating the relations of sponsors, patrons, athletes and fans, but the system of ethical control of such relations is poorly developed.

**Key words:** advertising, sponsorship, patronage, information, investment, marketing communication, Olympic movement.

## РЕКЛАМНО-СПОНСОРСКАЯ ДЕЯТЕЛЬНОСТЬ В СФЕРЕ ФИЗИЧЕСКОЙ КУЛЬТУРЫ, СПОРТА И ОЛИМПИЙСКОГО ДВИЖЕНИЯ

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Уровень развития рекламно-спонсорской деятельности в России пока существенно уступает западным странам, но с каждым годом мы видим колоссальное развитие в данной сфере. Спонсорство пока не рассматривается большинством как инвестирование и маркетинговая коммуникация, скорее оно воспринимается как благотворительность. Такой подход, по мнению авторов, больше соответствует меценатству. В связи с этим в статье дается определение понятий «спонсорство» и «меценатство», показана разница между ними. Рассмотрены примеры взаимодействия спортивных организаций и спонсоров. Проанализирована роль рекламы в таком взаимодействии. По мнению авторов, в России существует хорошая законодательная база для регулирования отношений спонсоров, меценатов, спортсменов и болельщиков, но пока плохо разработана система этического контроля таких отношений.

**Ключевые слова:** реклама, спонсорство, меценатство, информация, инвестирование, маркетинговая коммуникация, Олимпийское движение.

The spread of advertising and sponsorship activity has served to the market relations' establishment. The interest in advertising and sponsorship in the field of physical education, sports and the Olympic movement is associated with the development of partnership, and the understanding of the possibility to develop entrepreneurial activity with business partners.

The purpose of the study is to determine the nature of advertising and sponsorship activities in the field of physical education, sports and the Olympic movement, including its ethical and legal parameters.

In accordance with the goal it was necessary to solve the following tasks:

- to give the definition of the basic concepts and content of advertising and sponsorship activities in the field of physical education, sports and the Olympic movement;
- to consider the results of the management of advertising and sponsorship activities at the Olympic Games in Sochi-2014;
- to characterize the role of sponsorship and philanthropy in the preparation of the 2018 World Cup as a major sports competition;
- to identify the main ethical problems of institutionalization of patronage and sponsorship in physical culture and sports in modern Russia.

It is necessary to separate two such concepts as sponsorship and philanthropy:

- 1) Sponsorship is the provision of material, monetary support with the benefit for your own business;
- 2) Philanthropy is the provision of material or other assistance with no conditions attached (free of charge).

Naturally, neither philanthropy nor sponsorship, especially, do not do in the implementation of their actions without advertising. The purpose of advertising in this case, as well as in any other, is to generate interest among their own customers, setting up to purchase a certain product and service. After determining the goal, the selection of an advertising appeal,

the choice of media, and the process of advertising planning begins: formulation of the advertising goals; selection of an advertising appeal; media selection; advertising remembering, consumer preferences changing.

Advertising emphasizes the profitable qualities of the advertised product, which are modernity, conformity to fashion, efficiency, and reliability.

Sports organizations are able to earn large amounts of money by advertising goods and services on the orders of commercial organizations.

For this purpose the following forms and means are used: advertising inserts during TV shows; distribution of billboards in sports arenas; advertisements placing in sports newspapers, magazines, programs, on admission tickets; participation of athletes in commercials, their shooting in films; images of popular athletes and sports symbols on goods; distribution of brochures, badges, pennants, sale of goods at sports bases and sports facilities; performance of athletes in clothes with the sponsor's identification marks [1, 2, 5].

Firms producing sports goods and providing services spend up to 25 % of their profits on advertising of physical education and sports.

Image creation in the field of sports and the Olympic movement solve a number of problems: they are the attraction of sponsors, fans, athletes, trainers, making contact with the media, and also with foreign organizations and government bodies.

Sponsorship and patronage of various levels have spread in the international practice that allows companies to participate in the program in accordance with their capabilities. This makes it possible to get both the maximum sponsorship income and the maximum benefits to the sponsor.

Sponsorship is a transaction that is beneficial to both parties, with the sponsor pursuing clearly defined goals. Due to the variety of reasons why firms become sponsors of sports, it is difficult to determine the success or failure of this activity. Therefore, the companies specifically develop various methods for determining

the degree of effectiveness of sponsorship and advertising [3].

Sport, in connection with the sponsors' activities, turns into an advertising and propaganda show; it serves the interests of the company. Sport is a means of entertainment in competitions and a prestigious event for sponsors. It is considered logical to provide sponsors with the access to the best lodges; the use of office space of a sports facility; the ability to organize meetings with outstanding athletes and coaches; to introduce them into the sphere of sports life. All these factors will help to establish proper contacts between fans and sponsors.

Just listing of these conditions suggests that advertising and sponsorship activities in the field of physical education, sports and the Olympic movement are not always effective from an economic point of view.

Russian companies that allocate funds to support sports events are well known: Gazprom, VTB, Rosgosstrakh, Lukoil, Rostelecom, Megafon MTS, Baltika and others. The most parts of budgets today accrue of course, to football.

The increase of budgets is explained by the growing interest of Russians in sports, including thanks to the excellently held XXII Olympic Winter Games in 2014 in Sochi and the 2018 World Cup in Russia, which is a tool for the development of any business. Sochi 2014 project, which set the standard for sponsorship income in major events, was a huge success. This standard amounted to 1.2 billion US dollars. (Official website of the "Sochi 2014" Organizing Committee).

Thanks to the joint efforts of sponsors, which are the leading companies in the Russian economy, the Sochi 2014 Games and the 2018 World Cup have become the most innovative in history and left an unprecedented legacy for the city, territory, country and future generations.

Turning specifically to the 2018 World Cup in Russia, we denote the well-known sponsors of this event. A week before the announcement of the host countries of the 2018 and 2022 FIFA World Cups, Kia Motors Corporation, together with Hyundai Motor Company, extended the partnership agreement with the International Federation of Football Associations (FIFA), which provides the status of the official automobile sponsor of the FIFA World Cups 2018 and 2022 [6].

The extension of the agreement until 2022 gives the alliance sponsorship for all FIFA tournaments, exceptional marketing potential and the opportunity to promote the development of football. It also helps to attract huge interest from the global media.

Sports enthusiasts have three main desires:

- The expectation of the best sports results from the team;
- The desire to have a great time, that is, to get positive emotions supporting your team;

- Sponsors are interested in creating a positive image of their PR companies.

Among the main social features of PR-campaigns, we can distinguish the external and internal sports events subjects [2, 6].

The external ones include state (federal and regional levels); mass media; sports governing bodies (sports committees); public organizations (federations); business (investors, sponsors, advertisers); consumers (viewers); partners (manufacturers of sports products).

The internal ones include coaches; athletes; managers; shareholders; Board of Directors; founders.

Each group has a common interest in the issue of the feasibility of investing in the organizing of a sports event; stadiums construction; salary, etc.

The tasks solved with the help of PR-companies in the field of physical education, sports and the Olympic movement can be formulated as follows:

- Formation and elevation of the image of a sporting event;
- Creation of the effective system of sports organization;
- Correction of opinions in situations unfavorable for a sports organization;
- Creating a welcoming atmosphere within the organization;
- Creation of an information stream in order to disseminate the necessary information [3, 4].

Sports sponsorship and sports advertising are among the most notable components of the advertising market. Advertising activity can be characterized by the sharp influx of bright and diverse advertising products. In general, the demand for sports sponsorship and advertising actively fills the available offers.

Advertising and sponsorship activities in the field of physical education, sports and the Olympic movement are extremely diverse in their forms and manifestations. But some problems of an ethical and legal nature are also connected with it. Perhaps this should not even be about law (we have a good legislative basis for the development of sports, and in the field of advertising there is such a strong regulator as No. 38-ФЗ "On Advertising"). The ethics of sponsorship and philanthropy in sports is much more important. And, if the patrons' ethics difficulties mainly concern the question of choosing the object of assistance, then the sponsors have much more difficulties. It would be unethical to explain this with concrete examples, so let us consider what has been said in general terms.

The moral problems of supporting of the team N, not the team Z, arise if representatives of the team chosen by the philanthropist are connected with him by friendly, partnership, or family relations. According to the law, a person can help anyone he wants. But fans and sponsors of a competing team may have and have a different opinion. As a result, the media and the Internet can be used to attack the philanthropist, and attempts can be made to discredit him in the eyes

of athletes and fans. Such violations of sports ethics, if not adequately suppressed, can lead to the rejection of patronage, which is extremely undesirable for athletes and fans.

In sponsors' activities, morality suffers more often, since many issues, as we indicated at the beginning of this article, lie in the field of exchange of goods: we finance you; you give us worthy sports performances. It would seem that the relationships are fair, but this is where the risk of influencing the advertising situation is revealed. A sponsor is interested in the victory of the sponsored team or athlete insofar as his advertising becomes more effective; therefore, he receives more profit. Of course, this is a simplified conclusion, but it most accurately expresses the essence of the relationships in the system "a sponsor – an athlete – advertising".

We will not delve into the analysis of cases of using unethical means of achieving sports success with the help and / or pressure of sponsors. Sponsors are necessary for sports. But procedures are also needed to regulate their activities. Such structures as independent ethical committees of sports organizations could carry them out in a situation of violation of moral standards, on the model of those that have long and successfully exist in medical organizations. This is true, since both in sport and in medicine, human health has always been and is the main value.

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