



11 P S OF SPORTS MARKETING MIX



**SPORTS & MANAGEMENT
RESEARCH INSTITUTE**

MAKING INDIA SPORTS SUPERPOWER

smri.in f t @playsmri

1. PRODUCT

Match, Merchandise, Sponsorship, Broadcasting ...

SPORTS INDUSTRY SEGMENTS

1. Professional Sports

2. Amateur Sports
3. College Sports
4. School Sports & Physical Education
5. Sports Coaching
6. Fitness
7. Sports Talent Management
8. Sports Science
9. Sports Technology & Sports Analytics
10. Virtual Sports & Sports Betting
11. Sports Media
12. Sports Infrastructure Development

13. Sports Facility Management
14. Recreational Sports
15. Leisure Sports
16. Sports Tourism
17. Sports Goods Manufacturing
18. Sports Apparels
19. Toys & Playthings
20. Sports Retailing

KEY PLAYERS

- Sports Clubs
- Players
- Leagues
- Tournaments

KEY PRODUCTS/ SERVICES

- Match Ticket
- Sponsorship
- Player Transfer
- Merchandise
- Licensing
- Franchisee Business
- Sports facility business
- Broadcasting



ICC MEN'S
CRICKET WORLD CUP



2. PRICE

Ticket Fare, Season ticket, Discount...



ZERO PRICE EFFECT IN GENERAL BUSINESS

- Zero revenue while giving for FREE

ZERO PRICE EFFECT IN SPORTS BUSINESS

- Many revenue options while giving for FREE
- Free tickets will increase

Food & Beverages Sales
Merchandise Sales
Sponsorship Value
Future ticket revenue



3. PLACE

Stadium, Playgrounds, Television, Online ...



Source: Natural Earth



4. PROMOTION

News, Public Relations, Online Promotions, Advertisements, Celebrity Endorsements ...

THE SUN WILL STILL RISE TOMORROW

Jadeja Lends Semblance Of Respectability To Lost Cause As Kohli's India Bow Out



Manchester: The stars failed when it mattered the most as India's World Cup hopes died a painful death at a gloomy Old Trafford on Wednesday.

India did find an unlikely hero in Ravindra Jadeja who took the team to the doorstep of victory but failed to unlock the door.

The 18-run loss in the semi-final to New Zealand will haunt Virat Kohli and Co for a long, long time. The captain put up a brave front at the post-match media interaction, saying, "We're sad but not devastated." But he also said that "45 minutes of bad cricket undid the great work the team had done at the World Cup." If this is not devastating, then what is.

The match was theirs to lose after New Zealand were restricted to 239 when the match recommenced on Wednesday after rain had forced it to be halted on Tuesday. But a spell of top-class seam bowling, some tame batting and simple bad luck colluded to knock India out of the tournament.

On a difficult batting pitch, India needed either Rohit Sharma or Virat Kohli to guide the chase. But the big guns were back in the hut by the third over. KL Rahul and Dinesh Karthik joined them soon to make it 24 for four by the 10th over.

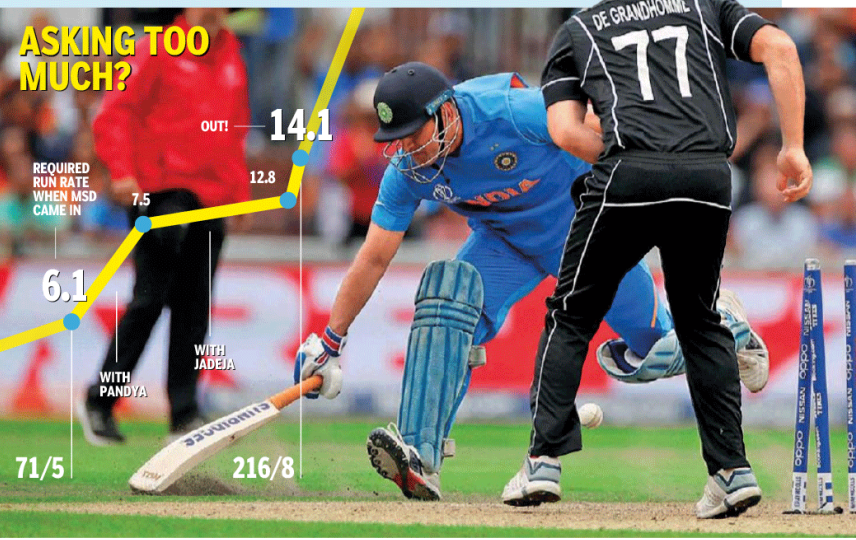
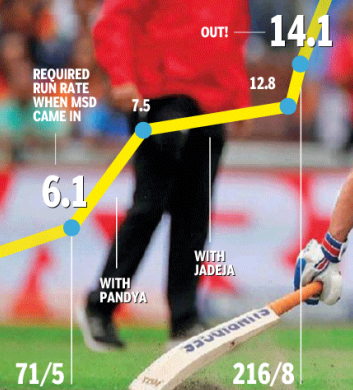
It was all but over for India. The brave Jadeja had other ideas and played what was his greatest knock in an

It always feels bad when you play well all throughout the tournament and then 45 minutes of bad cricket puts you out. Our shot selection could have been better. Otherwise, we played a really good brand of cricket. As I said, come the knockouts, it's anyone's game and New Zealand showed more composure. They were braver than us and deserve to win.

We were spot on in the first half and had us. We thought we had restricted NZ score but the way they came out with first 30 minutes was what made the difference. They were really good with the new ball and hit the right areas...

the momentum with to a chaseable ball in the difference. and hit the right areas...
—Virat Kohli

ASKING TOO MUCH?



N ZEALAND (chose to bat)

M Guptill c Mushfiqur b Rubel	1
(92b, 4x6, 6x1, SR 83.69)	
H Nicholls c Rubel b Mustafizur	28
(27b, 4x3, SR 96.29)	
K Williamson c Jadeja b Chahal	67
(41b, 4x6, 6x1, SR 117.07)	
R Taylor c Shakib b Mustafizur	74
(33b, 4x4, SR 106.06)	
J Neesham c Karthik b Pandya	12
(9b, 4x1, SR 88.88)	
C de Grandhomme c Dhoni	16
(92b, 4x6, 6x1, SR 83.69)	
T Latham c Rubel b Mustafizur	10
(27b, 4x3, SR 96.29)	
M Santner c Jadeja b Chahal	9
(41b, 4x6, 6x1, SR 117.07)	
M Henry c Shakib b Mustafizur	1
(2b, SR 50)	
T Boult not out	3
(3b, SR 100)	
Extras (lb6, nb1, w6)	18
Total @ wickets, 50 overs	239
Fall of wickets: 1-1, 2-69, 3-134, 4-162, 5-200, 6-225, 7-225, 8-232	
BOWLING	
B Kumar	5-0-35-0 (w1, ER 7.20)
J Bumrah	7-0-59-0 (ER 8.42)
H Pandya	10-1-59-5 (w2, nb1, ER 5.90)
R Jadeja	10-0-41-1 (w1, ER 4.10)
Y Chahal	4-0-32-0 (w1, ER 8)

INDIA

M Rubel b Latham b Mustafizur

5. PEOPLE

Team Owners, Management, Employees, Volunteers ...



6. PROCESS

Match day Operations, Fan Engagement Activities ...



Booking Confirmed

Your tickets are successfully booked. Here's looking forward to an awesome time!

Date 11 Nov 2021 Order ID 755952

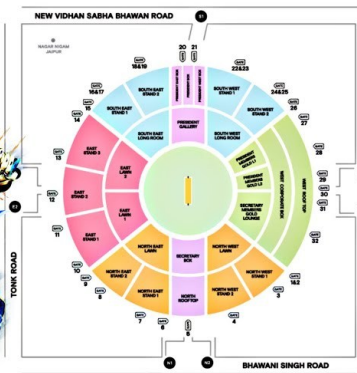
Paytm T20I Trophy, 1st T20I: India vs New Zealand, Jaipur



Additional information
1 Ticket (1 East Stand 1 - Student Conc
Main Gate E2) (Inner Gate 11)

Event Time
November 17 | 7PM

Sawai Mansingh Stadium, Jaipur
Jan Path, Jaipur Nagar Nigam, Lalkothi,



Ticket Pickup Details:

₹1000 - 15000

BUY NOW

India Vs
New
Zealand
Ka
Ticket
Book
Kaise
Kre

7. PHYSICAL EVIDENCE

Name, Brand Elements, Mascot, Facilities, Merchandise ...



8. PERFORMANCE

Past & Present performance of teams/players ...



THEN



NOW



8. PERFORMANCE

Past & Present performance of teams/players ...



THEN



NOW



9. PLAYERS

Celebrity players Presence, Actions, Appeals ...





THEN

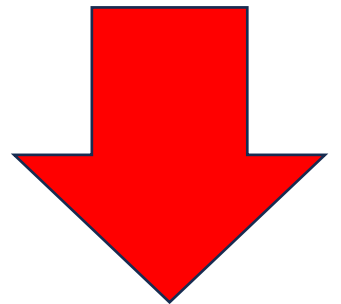
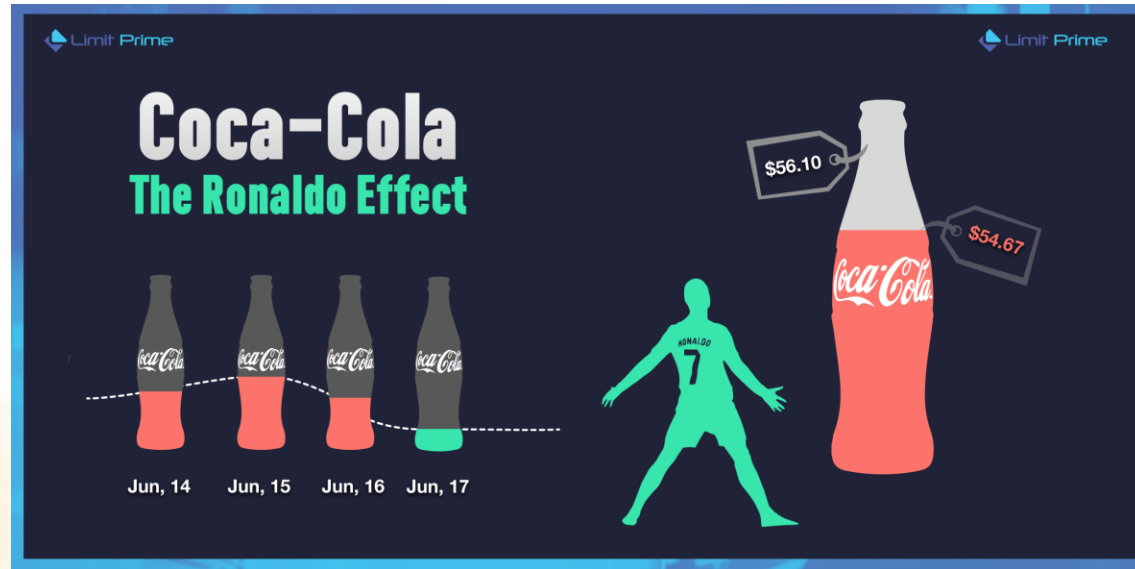
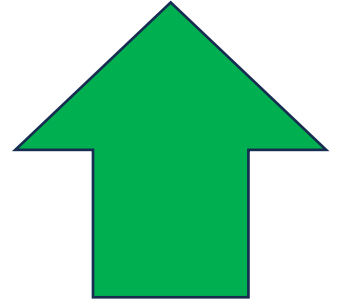


NOW





Sachin Urges Fans To Support Indian Football Team



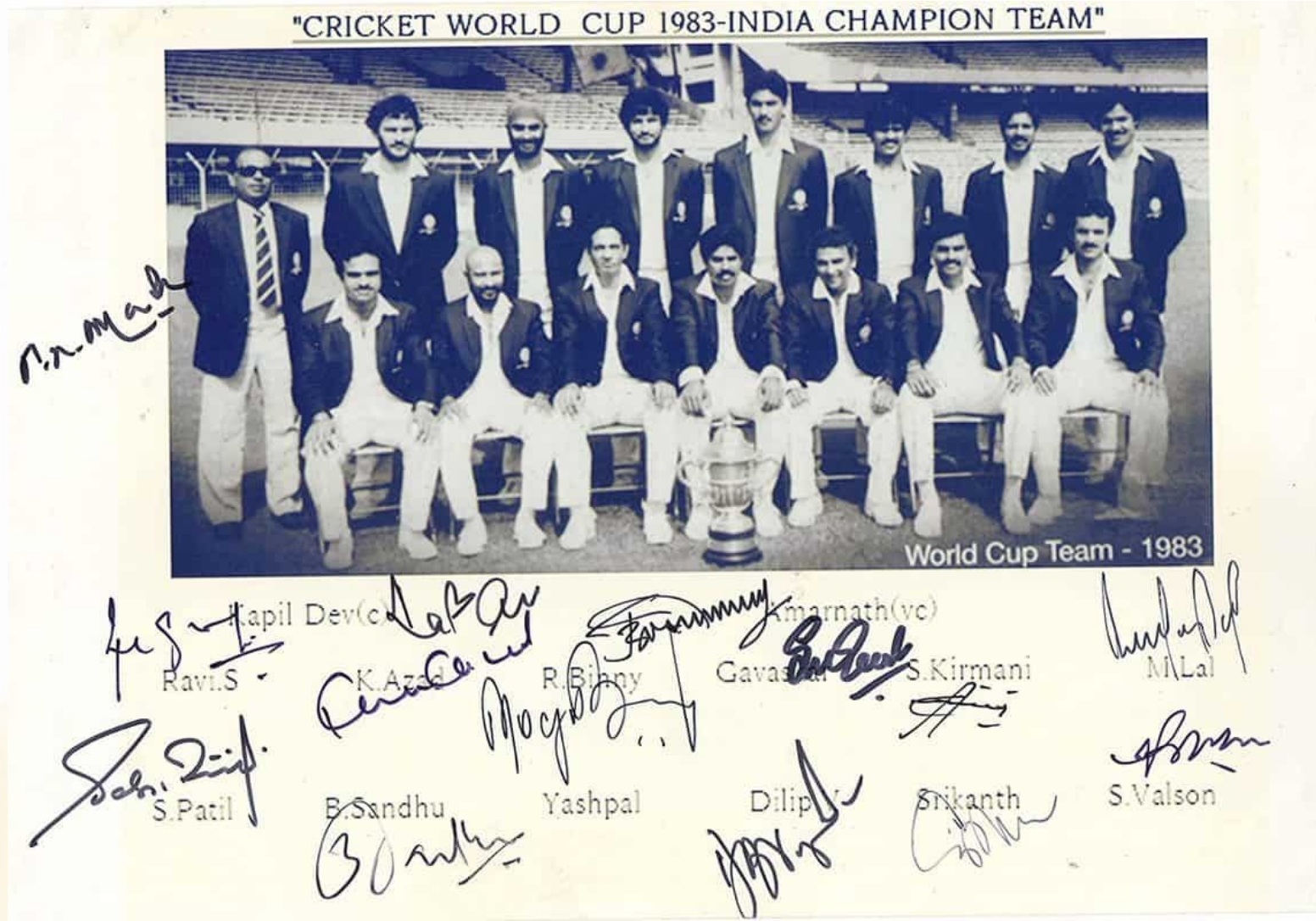
10. POLITICS

Patriotism, Political, Diplomatic and Controversial Elements ...



11. (UN)PREDICTABILITY

Unpredictability, Underdogs, Black horses, Upsets ...





Thank
you



**SPORTS & MANAGEMENT
RESEARCH INSTITUTE**

MAKING INDIA SPORTS SUPERPOWER

smri.in f t @playsmri