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4.6 EVENT MARKETING



WHY YOU SHOULD READ THIS CHAPTER?

Administration is Key to Commercially Successful Events

The event management section should have given you an idea of what it takes to put on a hassle free event for the organizer, the athletes and the spectators. It is now time to take a look at how to combine this event management with marketing initiatives.

Any marketing efforts around an event will be ruined if the administrative part of it is not flawless.

What you are selling is not simple rotating board signage or package A, B or C. What you are selling to your partners is the whole game day experience: the quality of the game, the flawless logistics, the undisturbed attention of the spectators, and the satisfaction of the TV viewers.

In other words, the marketing of your event is only as good as the administration that is behind it. Now, let's sell!



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1. General Principles

As a general principle, at any Event, the number of sponsorship packages reflects the availability of rotating board signage around the basketball court, but is not necessarily limited to that (in case there are no rotating boards, fixed boards are more than useful). As such, the rotating boards should be divided in three categories (A, B, C) depending on their position and value.

2. Marketing Rights

The following represents a list of rights which can be exclusively exploited or coordinated by the NF in connection with an Event:

2.1 On-site Advertising

The exclusive right to use any kind of advertising media for any products and/or services at the Event venues. Such advertising rights shall include the right of the NF to erect signage inside the venues as well as exterior signage on the outside of the venues, on the venue scoreboards, etc.

2.2 On-site Franchising, Sampling and Display

The NF has the exclusive right to grant to the Partners the exclusive opportunity for them to sell, distribute and/or sample their products and/or services in all areas at the venues (i.e. public, media/press and in the hospitality areas).

In the case of categories such as water, soft drinks, fruit juices, beer, wines, sparkling wines and spirits, “franchising rights” also includes exclusive “pouring” rights at the venues.

2.3 Use of Logo

The exclusive right to sanction the use of the Event Logo by the Partners. This right shall extend to all commercial purposes, including the use of items such as the official film, music, commemorative coins (not being legal tender), medals, stamps, videos, CD-ROMs/software and publications of the Event.

2.4 Use of Designations

The exclusive right to the use of the designation “official” or any such designation in relation to the Event. None of the teams participating in the Event shall have the right to use the word “official” in any commercial terms.

Such “official designation” shall relate to companies and their products that may be part of the technical equipment required and used.

2.5 Print Material

The exclusive right to develop, market and advertise on all official, conventional and electronic printed material produced exclusively with respect to the Event. Such matter includes, but is not limited to, tickets, posters, guides, programmes, bulletins, calendars, books, booklets and magazines, etc.

The advertising within such publications or items will be subject to the available space, but there shall be at least one full page of colour advertising space or recognition for each of the Partners on/in all print materials issued or distributed by the NF in relation to the Event in an order provided by the NF. Commercial content will be strictly controlled by NF.



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Official Programme

Each of the Partners have the right to place one (1) page colour advertisement free of charge in the Official Event Programme in an order provided by NF. The NF shall inform the Partners of the technical print specifications and deadlines for the programme.

The inside front cover page and the inside and outside back cover page shall be reserved exclusively for the NF Partners. The NF Partners' advertisements shall, in every case, be placed so as not to face other advertisements and shall be placed on a right hand page of the programme.



Poster

The Partners' logos shall appear on the poster and the space set aside for this identification shall not be less than 15% or more than 20% of the entire space of the poster. The poster shall contain no other commercial advertising other than that of the Partners.

Tickets

Identification for the Partners should be placed either at the bottom of the front of the tickets, in one line, or on the reverse side of the tickets. If the identification is on the reverse side then the available space for the Partners' logos may be larger and therefore their display may not necessarily be on one line.

The Partners shall receive tickets from the NF allocation. If the Partners have additional needs, they shall have the right to purchase further tickets at a special price by a given deadline set by the NF. All tickets must allow access to the hospitality area.

Accreditations

Identification for the Partners should be placed either at the bottom of the front of the Accreditation Cards, in one line, or on the reverse side of the Accreditation Cards. If the identification is on the reverse side then the available space for the Partners' logos may be larger and therefore their display may not necessarily be on one line.

2.6 Official Press Releases

All official Event Press Releases and other Event related media information, issued by the NF shall display identification of each of the Partners.

2.7 Official Event Music and Song

The exclusive right to the commercial exploitation and licensing of any music or songs for the Event.

2.8 Television Graphics

The exclusive right to use television graphics for advertising purposes.



2.9 Electronic/Video Scoreboards

The exclusive right to include free of charge advertising for the Partners on any electronic/video scoreboards at the venues subject to availability and the applicable broadcasting regulations.

2.10 Venue Hospitality

The exclusive right to receive free of charge, a suitable area for the hospitality requirements of the Partners.

2.11 VIP Seating and Events

The number of seats required in the Tribune of Honour and their distribution will be determined by the NF. A Tribune of Honour must be set up by the NF and designated in each of the venues used for the event. This Tribune may take different forms and should be an area for very select guests, dignitaries and Partners. The concept could be to use the venue suites for the Tribune or to prepare a special block of top quality “luxury” seating. The Tribune of Honour shall be situated behind the scorers’ table with easy access to the respective hospitality area.

Hospitality Areas

The VIP Hospitality Area or Areas must be organized by the NF and should be situated close to the VIP seats. The Hospitality Areas shall be suitable for the NF VIP guests.

The NF shall provide a hospitality service (i.e. food and beverages) for the event. The Hospitality Areas should be open one hour before the start of the first game and should close one hour after the end of the last game of the day. The VIPs (i.e. selected members of the NF Family and Partners) have the right to be provided, free of charge, with a suitable area for their hospitality requirements.

VVIP Hospitality Area

The NF may have a smaller hospitality room that would be suitable for hosting a number of VVIP guests to be defined. The NF has the exclusive right to receive, free of charge, a suitable area for the hospitality requirements of the Partners.

Social Events

The NF should organize social events during the Event. All of the NF Partners shall receive invitations to these official functions.

Awards Procedures

The exclusive right to give the Partners the opportunity to participate in the awards procedures at the Event and to present special awards.

Special Events

The exclusive right to permit the Partners to organize special events during the Event.

2.12 Use of Products

The NF shall use products provided as a value in kind consideration by the Partners during the Event to the exclusion of any other products of the same kind.



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2.13 Post Event Reports

The NF shall produce a post event report to assess the return on investment for all Partners. An official NF photographer with “All-Access” accreditation will take all of the necessary photographs for the report. All data concerning the local press clippings or other useful information should be in the report.

2.14 NF Accreditation Lanyards

NFs shall provide, a certain quantity of accreditation lanyards (string). These lanyards must be used for all accreditation (Volunteers, VIPs, Media, LOC, etc.).

3. Category Deadlines and Coordination Meetings

In general it is important to know the location of an Event well in advance. Once location of the event is known, the NF will hold regular meetings regarding all marketing aspect, sponsors status, promotion, etc. The categories of NF Partners have exclusivity.

4. Brand Exposure on Site

4.1 Clean Stadium

The stadium/venue and the area outside the stadium related to the event (e.g. parking areas adjacent to stadium, practice halls, social function sites, etc.) should be clean of any advertising at least seven (7) working days before the start of the competition. All existing advertising must be covered and/or taken down for the duration of the Event. Second tier advertising is not permitted.

All commercial rights within the venue for the duration of the event are reserved by the NF and for the Event Partners. Such rights also include the right of the Partners exclusively to sell their products/merchandise and for them to receive complimentary (i.e. free of charge) catering in the VIP rooms.

4.2 Courtside Signage

There will be rotating signage at each end of all courts used for the event and along the sideline opposite the Scorers’ Table and team benches. The 32m long continuous line of modules shall be in the full TV angle opposite the team benches.

In cases where a rotating system is unavailable, a fixed signage system consisting of 24 boards will be put in place. The order of appearance of the Partners will be determined by the NF.

During the Event, the NF should have a storage room for all its equipment.

4.3 Signage at the Scorers’ Table

There shall be fixed signage in front of the Scorers’ Table at which all of the table officials will be seated.

The length of the Scorers’ Table shall be approved by the NF and shall incorporate fixed signage displaying the Event name/emblem and identification for each of the Partners.

4.4 Event Substitute Chairs/Cubes

Four Event substitute chairs or cubes (50cm x 50cm x 50cm in dimension) will be positioned court-side by NF beside the Scorers’ Table. Two Event chairs/cubes will be positioned on each side.



4.5 Team Benches

The NF should have “seat back covers” that will be placed on all chairs that make up the team seating at all games.

4.6 Tribune of Honour

The NF should have “seat back covers” that will be placed on all chairs that make up the Tribune of Honour seats.

4.7 Centre Circle/Playing Court/Floor Stickers Design

The NF has the sole right to determine what is placed on any part of the playing court (e.g. in the centre circle, three second areas, on the court border, etc.) during the Event.

The outer boundary lines on each court should be of the same color, in order to create a uniform look for the event.

At major NF events, the name of the city, the Event web site, or the Event name may appear in the outer boundary lines.

4.8 Backboard and Basket Rim Stickers

The NF shall place stickers (Partners, Event Logo, NF Logo etc.) on the backboards and the basket brackets.

4.9 Interview Backdrop

The press conference room must have a minimum room height of at least three meters, where the interview backdrop (at least 5 meters long) should be placed. The interview table must be a minimum of five meters long.

4.10 Mixed Zone Signage

The mixed zone is the area in which the media can meet and interview the players and coaches. The area shall be located between the court and the changing rooms. Interview backdrops, both static and mobile, will be positioned at the back of the mixed zone, with at least two meters distance in front of the interview backdrops so that television cameras can be positioned correctly.

Television interviews are allowed only in front of the interview backdrops. If any television personnel do not follow these regulations then the NF reserves the right to confiscate their accreditation.

4.11 Composite Signage Towers

In addition to the courtside signage there will be a range of additional signage displayed at the various Event venues and official Event hotel(s). The number of towers will be defined by the NF depending on the number of Event venues, the layout of the venues, and the number of official Event hotels. Additional composite signage displaying the Partners might also be placed in the main stadium entrance.

4.12 Sales/Display Stands

The Partners might have the contractual right to exclusively sell or display their products in the public area of the venues during the Event. The space required for such sales (at least 15 square meters) and display stands shall be provided free of charge by the NF.



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The Partners are entitled to have a display stand also in the VIP Hospitality Area and/or press working room of the venue. The NF shall provide, a sufficient surface for each of the Partners.

4.13 Video–Screen (in case the arena is equipped with)

All of the Partners have the right to receive, free of charge, a thirty-second advertisement that is shown before and after each game and at half-time on the video wall inside the stadium.

5. Licensing and Merchandising

5.1 Intellectual Property Rights

The NF has the exclusive ownership of the following properties:

- Event logo and name
- Event mascot and name
- Image of the Event and Event name
- Image of the Event Trophy
- Game fixture products
- All Television footage from any games of the Event produced by the Host
- Broadcaster
- Video footage of the Event for commercial purposes
- Any data related to the Event

None of the above mentioned can be used without the prior written approval or agreement of the NF since unauthorized use may cause damage to the Official Event Licensing and Merchandising Programme implemented by the NF.

5.2 The Event Licensing Programme

The NF shall have the exclusive right to develop and introduce an Event Licensing Programme that includes the NF rights to commercially exploit the Event logo and mascot in connection with the following:

- Licensed merchandise, including services
- Electronic commerce (the NF Store on the NF website and on Event website)
- Development of new products and services

The NF shall have shelf space for such licensed merchandise and services at the Event venues.

The official Event Licensing Programme will benefit and extend the brand image and develop the spirit of the Event.

The NF's licensing strategy is to concentrate on a limited number of product categories that will promote both the Event and the Event's intellectual property rights.

5.3 Merchandising

All rights related to the commercial use of the Event logo (merchandising, licensing etc.) belong to the NF. All Event merchandise must have the Event logo integrated into the product and NF shall enter into all merchandise agreements.



5.4 Stadium Retailing

The NF has the licensing and merchandising concession rights in all of the Event venues.

5.5 In-Arena Promotions

Any promotions and/or entertainment in the stadium, whether of a commercial or non-commercial nature, before, during and after any of the Event games, on or around the court must be approved by the NF.