

Identify Affecting Stadium Factors on Branding of Sport Events in Iran

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Abstract : The purpose of this study was to identify affecting Stadium factors on branding of sport events in Iran. Research methods was qualitative. Interviews was used to collect data. Research community were experts and elites of sports management, sports events and sports marketing who use theoretical and Snowball sampling, 11 individuals were selected. The results showed, Effective ingredients in the city of the event included: Design and branding stadiums and sport facilities, General welfare in Stadium, Reconstruction of Present sports places. Managers can pay attention to the effective stadium factors. Then they use of the benefits of branding event, such as an increase in interest and media sponsors, ticket sales are able to enjoy the event, and many others.

Keywords : brand, branding of sport event, sports events, stadium, sport management.

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