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Marketing communications of the Organizing committee «Kiev City marathon – 2014»

Abstract. Purpose: to share the experience of the marketing communications' application in the physical culture and sports sphere and to improve the commercial activities of sports organizations during the planning and holding the mass sporting events. **Material and Methods:** the basic forms and methods of the sponsorship activities of the Organizing Committee of the competition «Kiev Marathon – 2014» were analyzed with system analysis, SWOT-analysis and sociological questioning (12 specialists from the Organizing Committee of «Kiev City Marathon – 2014» and 95 visitors of the «Kiev City Marathon – 2014» were questioned). **Results:** the main channels of marketing communications. Such as, external advertising media, publicity in the subway (light boxes and video- broadcasting), indoor video (in restaurants and supermarkets), publicity at the radio stations, in newspapers and sports editions, printed promo-products, campaign in «Sport Life» fitness clubs, were used during advertising campaign. **Conclusions:** the results of research given in the article will enable professionals to most effectively use tools of marketing communications in the physical culture and sports sphere, as well as to introduce modern mechanisms of interaction between mass-media and sporting organizations.

Keywords: marketing communications, organizing committee of track-and-field competitions, mass-media.

Introduction. The main forms and methods of marketing communications of organizing committee of the competitions «Kiev City Marathon — 2014» were analyzed by authors for the purpose of studying of experience of application of marketing technologies in the sphere of PCS and improvement of the commercial activity of sports organizations when planning and holding mass sporting events.

Studying of this problem gained the greatest development in the researches conducted by scientists of Great Britain and the USA. The famous British marketing specialist P. Smith in 1993 published the book «Marketing communications — an integrated approach» in which considered a role of separate means of marketing communications and offered his mix which is consisting of eleven means of marketing communications, including: advertising, public communications, stimulation of sales, sponsorship, direct marketing, exhibitions, corporate identity, personal sellings, packing, registration of a place of sale, gossips. The same year in the USA the book of D. Schulz, R. Tannenbaum and R. Lauterborn was published «The integrated marketing communications— make so that they together worked» in which authors proved the need of interaction of means of marketing communications for the achievement of their maximum efficiency. In 1997 P. Smith, K. Berry and A. Palford published the book «Strategic marketing communications» in which offered an expanded mix of marketing communications, having added the twelfth element –Internet, and offered the methods of providing an integrated approach, from which the use of a system of strategic planning is central.

Results of fundamental and applied works in the field of marketing communications, strategic management, marketing management are a theoretical and methodological basis of the research – I. Ansoff, I. A. Arenkov, G. L. Bagiyev, K. Berri, K. Brooks, F. Dzhefkins, P. Draker, F. Kotler, N. I. Krasikova, I. V. Krylov, Zh.-Zh. Lamben, T. Levitte, I. Linton, M. L. Lukashevich, J. Mouen, S. V. Nikiforova, O. A. Novikov, A. Palford, I. Rogers, P. Smith, A. B. Titov, V. V. Tomilov, J. Thompson, F. Sharf, Kh. Shlossberg, O. U. Yuldashyeva, etc.

By the definition of O. N. Stepanova, the complex of marketing communications in the sphere of PCS represents the system of general installations, criteria, reference points accepted by physical and sports organization for decision-making in the sphere of communications [10].

The main objectives of marketing communication policy of the PSO can be divided into two groups:

- communications for the purpose of creation of demand for certain goods / service in the market of PCS;
- communications for the purpose of advance of certain goods / service in the market of PCS.

In the first case work forms with consumers, intermediaries and other subjects of the market of PCS get out, which are aimed at a search of ideas of a new product, verifications of concepts, testing of a new product, detection of preparedness of potential consumers for purchase of this product or directly its removal on the market, providing a commercial success of goods of the PSO. In the second case marketing communications are considered in the context of advance of production of the PSO, the increase of demand of potential consumers, the increase in a share of the market, drawing attention of other target groups of consumers, repositioning of goods or rebranding of the PSO.

In the western sports business all elements of marketing communications can be divided into 2 sectors –ATL and BTL communication which form the system of the integrated marketing communications (pic. 1). The purpose of such integration consists in the establishment and maintenance of certain planned by this organization relationship with addressees of communications in the formation at their mental sets, favorable for a communicator, within and for the purpose of the achievement of the specific marketing goals [11].

Communication of the research with scientific programs, plans, subjects. The researches are executed according to the direction of the research work of NUPESU for 2011-2015 1.7 «Theoretical justification and definition of forms and ways of application of innovative technologies in sports management in Ukraine and foreign countries».

The objective of the research: to analyze features of use of marketing communications in the sphere of PCS (on the example of Organizing committee of the competitions «Kiev City Marathon — 2014»).

The tasks of the research:

1. To characterize the basic elements of marketing communications in the sphere of PCS.
2. To analyze the main forms of marketing communications of the Organizing committee of competitions «Kiev City

Marathon — 2014”.

3. To develop recommendations for the effective application of marketing technologies in the sphere of PCS and the improvement of commercial activity of physical and sports organizations during planning and holding mass sporting events.



Fig. 1. ATL и BTL

I. ATL (from English above-the-line – “above the line”) – the sector including traditional (classical) types of advertising (in press, radio, television, external and internal advertising, and also printing advertising). Target audiences of ATL advertising are the widest (mass) social groups of the population. A broad coverage of ATL advertising and a high level of its impact on target audience cause the high absolute cost of this type of advertising.

II. BTL (from English below-the-line – “below the line”) – the sector which all other types of communications enter. It includes in itself sales promotion, merchandising, POS materials, direct mail, exhibitions and many other things. BTL allows informing an advertising message or an appeal to purchase directly to an individual consumer, a message in this case has the most personal and individual character, a place of influence as much as possible comes nearer to a place of sale or to a place where the decision on purchase is made.

In the BTL sector enter:

- public relations;
- trade promotion;
- consumer promotion;
- direct marketing;
- event marketing;
- guerrilla marketing;
- POS materials (from English point of sale – a sale place).

BTL is usually focused on a direct communication – often with the use of the list of target consumers (for example, by means of a direct mailing group and e-mail) to maximize a response percent.

The studying and the analysis of references allowed defining that the use of marketing communications is of great importance for organizers of competitions. This problem is very actual for Ukraine. However it is almost not covered in references of native authors.

Material and methods of the research. The research methods were used in the work: analysis of references and documents, system analysis, marketing tools, SWOT-analysis, sociological poll (questioning), methods of mathematical statistics. Methods, techniques and general scientific principles of implementation of complex social and economic researches, the system analysis of native and foreign experience of application of marketing technologies in the sphere of PCS are the theoretical basis of the research. Methods of the empirical level of the research allowed to receive information on forms of marketing communications of the Organizing committee of competitions “Kiev City Marathon — 2014”. Results of the market research and SWOT-analysis allowed to define problematic issues of communication policy of physical and sports organizations and to develop recommendations about the improvement of commercial activity of physical and sports organizations during planning and holding mass sporting events.

Results of researches and their discussion. Marathon, semi-marathon, intermediate mass run – these actions are capable to develop running culture, as in Kiev, and in Ukraine in general. These mass competitions are intended for a wide audience of people. The competitions “Kiev City Marathon — 2014” is a large-scale event in the life of Kiev, with all necessary components: advertising company blocked by the route in the downtown for 6 hours, the marathon town

with tents, professional medical care and the solid list of sponsors at which are present: “Wizz Air”, “Obolon”, “Asics”, “McDonalds”, “Socket”, “Jaffa”, “Sheriff”, “Camellia”, as the medical partner – “Boris”, as information partners – 1+1 TV channel, “Vesti” newspaper, editions “Correspondent”, “MensHeals”, radio “Autoradio”, “Prostoradio” etc. As a result of poll of the population of Kiev interest in sport at the interrogated inhabitants of Kiev is generally mass-media (tab. 1). Thus from mass-media fans of sport prefer as an information source TV or Internet, but not a newspaper though analytical qualities of sports newspapers became much higher both former newspaper, and the new television now.

Table 1

**What kind of sports competitions did you visit or watch on TV?
(in % from a number of respondents in the research)**

Variant of an answer	You visited within the last 12 months	Regularly you watch on TV
Football	8	29
Figure skating	0	3
Hockey	0	17
Gymnastics	0	6
Track and field athletics	60	8
Swimming	12	2
Auto racing	0	6
Cycle races	7	15
Boxing	0	21

The advertising company of the competitions “Kiev City Marathon — 2014” started in January, 2014, from the moment of start of the official site and opening of registration of participants on the site kyivmarathon.com. Registration took place in four stages (tab. 2).

Table 2

Registration of participants of the competition “Kiev City Marathon — 2014”

Distance	Term	Registration of participants of the competition “Kiev City Marathon — 2014”			
		15.01.2014 – 28.02.2014	01.03 – 31.03	01.04 – 20.04	21.04 – 27.04
42 km, 21 km, relay race		150 UAH	200 UAH	250 UAH	150 UAH
5, 10 km		100 UAH	150 UAH	200 UAH	150 UAH

Respectively all news were followed by mailing by e-mail to the persons who were taking part earlier in similar actions.

Further the development of a targeted advertising company followed. Conditionally it was divided into 4 main groups: “Children”, “Fans”, “Heroes”, and “Team”.

“Children” – is our future, is those who will visit our actions in the near future therefore it is very important to develop and popularize children’s sport and a healthy lifestyle, to increase interest of children in an active recreation.

“Fans” – is those to whom it is important to take part, make to them a small call and be dispelled from a city life. It is the most mass category of participants.

“Heroes” – is those to whom it is important to have feeling of triumph from a victory over by itself! Having won against itself, you will win against the whole world!

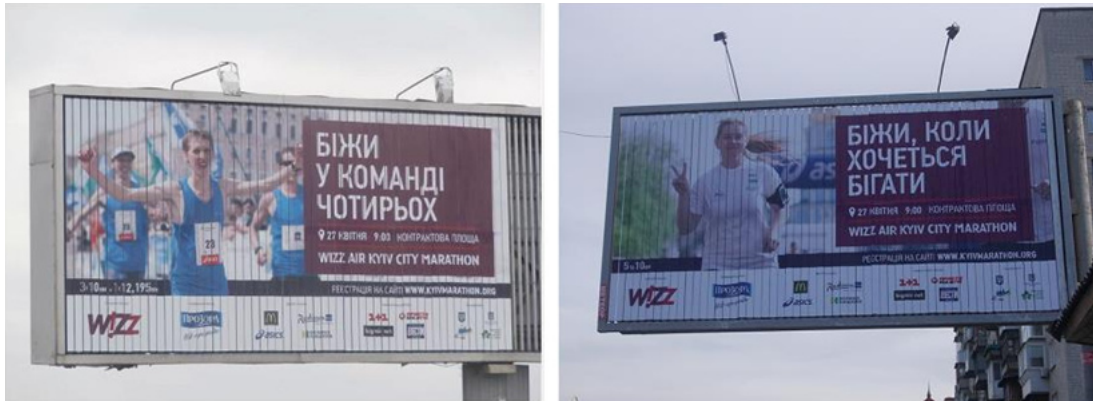
“Team” – especially attractive category for a corporate segment, promotes a creation of team building of staff of various organizations.

The analysis of an advertising company of the competitions “Kiev City Marathon — 2014” allowed to reveal that the following channels of communication were the most effective:

1. External advertising carriers.
2. Advertising in the subway (lightboxes, video broadcastings).
3. Video advertising on monitors (in a network of restaurants and supermarkets).
4. Advertising on radio.
5. Advertising in print media.
6. The advertising company on Internet, e-mail mailing.
7. Printed materials:
 - posters of A1 and a flier upon a purchase of a ticket at theater “Multiplex” Blockbuster);
 - a placement of posters of A3 and fliers in HEI of the city.
8. Advertising in a network of fitness clubs “Sport Life”.
9. For the purpose of the analysis of efficiency of forms of marketing communications we will consider features of

application of the above-designated elements when carrying out the Kiev marathon in 2014.

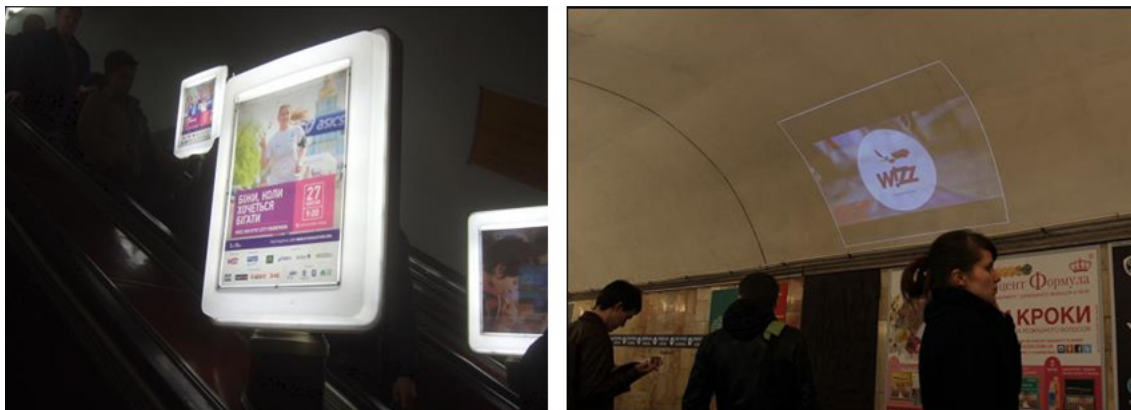
1. External advertising carriers. The external advertising was actively used for the increase in the general coverage and frequency of contact of an advertising company of a marathon. 3 various advertising models with visualization of real people, participants of last running were developed for the implementation of this concept (pic. 2). 6 large-format carriers (bigboards – boards of 3x6 m in size) were installed in different parts of Kiev with good visual characteristics and a big stream of cars. The term of carrying out an advertising company is on April 1-20, 2014.



Pic. 2. Advertising of the competitions “Kiev City Marathon – 2014” on the bigboards (Kiev)

2. Advertising in the subway (lightbox, video broadcastings). Advertising in the subway works for a wide audience and thanks to it is the powerful tool of an advertising company. The Organizing committee wanted to report about an action to millions of the potential audience and participants of a marathon who are passengers of the subway by the bright and motivating posters in the subway.

a) a placement of an information board – a lightbox (period: from 02.04.14 till 22.04.14). A total number of advertising spaces – 26 items (pic. 3), are placed on the metro station Palace of Sports (6 items), the metro station Square of Independence (10 items), a transition of the metro station Square of Independence –Khreshchatyk (10 items).



Pic. 3. Advertising of the competitions “Kiev City Marathon – 2014” in the subway Kiev)

b) a display of the information roller broadcast by “MetroVision” (period: from 01.04.14 till 21.04.14) at the station “Square of Independence”. Timing of a roller: 20 seconds. Quantity of exits for the entire period: 2420.

3. Video advertising on monitors. The organizing committee of a marathon together with the company “Presscom” developed and placed information videos (pic. 4) in large and popular networks of the restaurants “Puzata Hata”, “McDonald’s” and the shop Ecomarket (tab. 3). Period of a placement is 27.03–26.04.2014.

Table 3

Video advertising of the competitions “Kiev City Marathon – 2014”

Location	Quantity of screens	Quantity of hours	Quantity of exits	Number of contacts
Ecomarket	12	6	88	32922
McDonald’s	21	2	79	23560
Puzata Hata, ilMolino, A la Minute, World Map	41	4	246	90768



Pic. 4. Video advertising of the competitions “Kiev City Marathon – 2014”

4. Advertising on radio. Considering a sharply grown number of motorists, advertising on radio is the most effective way of the report of information and, thanks to frequency of mentions, is the best means of formation of interest in a marathon and fixing at listeners of the main sponsors and partners of action.

Radio stations “Simple Radio” and “National Radio” were attracted to an advertising company of a marathon (tab. 4).

Table 4

Advertising of the competitions “Kiev City Marathon – 2014” on radio stations

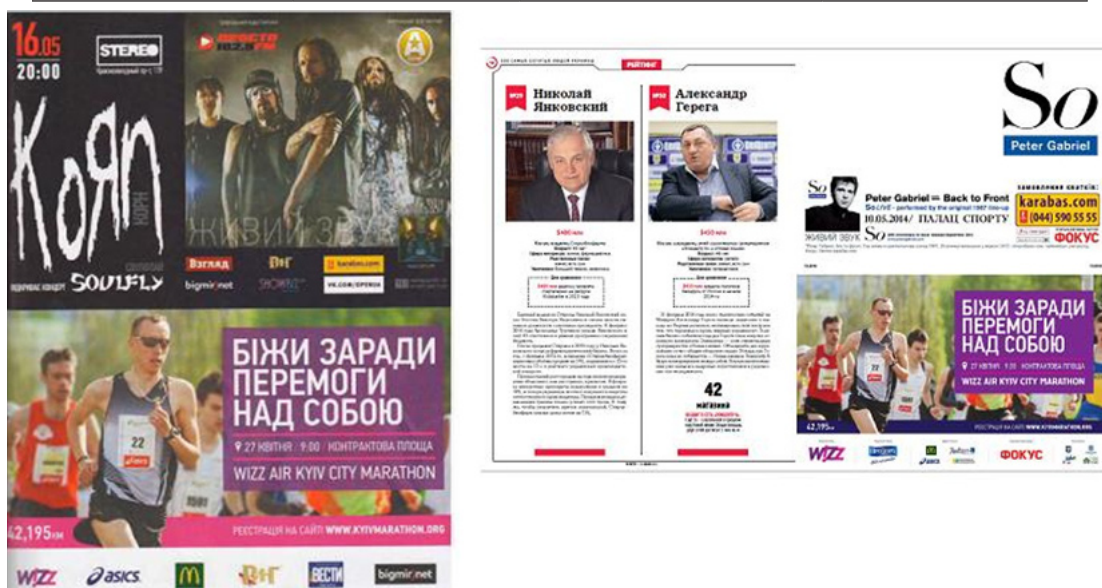
Radio station	Quantity of exits	Time of exits	Period of rotation
Simple Radio	70	20''	07.04 – 20.04
National Radio	108	20''	03.04 – 20.04
Total	178		

5. Advertising in print mass-media. Advertising in printing mass media was presented by the publication of the information announcement of carrying out a marathon (pic. 5) in such editions as “Focus”, “Vesti”, “Ring” (tab. 5).

Table 5

Advertising of the competitions “Kiev City Marathon – 2014” in print mass-media

Edition	Print run	Size	Dates of exits
Focus	40000	148x210 мм	18.04.
Vesti	350000	206,2x109,8 мм	01.04, 03.08, 08.04, 10.04.
Ring	70000	215x134,5 мм	april



Pic. 5. Advertising of the competitions “Kiev City Marathon – 2014” in printing editions

6. An advertising company in Internet. Since March the advertising company started in Internet, social networks of “VKontakte”, “Facebook”, Youtube, Internet-cinema Megogo, Internet portal “Ex.ua”. Target audience: men, women of 18-45 years old.

The statistics of transitions to the site kyivmarathon.org from March 15 till April 30, 2014 is presented in tab. 6.

Table 6

Source / mean	Session
Direct transition	22953
google / organic	25398
vk.com / referral	10422
facebook.com	5403
yandex / organic	1637
email	1319
googleads.g.doubleclick.net / referral	1220
Total	82146
An average for a day	1825

The organizing committee of a marathon carried out an advertising company to Google Adwords. The search network was involved with the use in base more than 20 keywords and their variations. From March 19 till April 20, 2014 it was succeeded to attract 4703 visitors on the site by means of the search company (tab.7). Thus the indicator CTR made 30,19%. Also the media network was involved. Results: 4702 cliques at 1 221 776 displays.

Table 7

Advertising company of the competitions “Kiev City Marathon – 2014” in Google Adwords

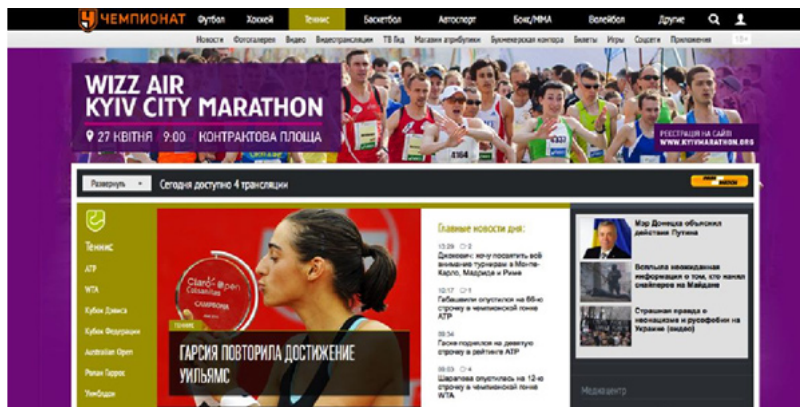
	Cliques	Displays
Search	4703	15577
Media network	4702	1221776
Total	9405	1237353

The advertising company of the competitions “Kiev City Marathon – 2014” also assumed a placement of banners on the site of partners – the portal Bigmir.net, the sites “Probeg.org”, “Championat.com” (pic. 6), the editions “Focus”, “Vesti”, “Ring”, a network of the supermarkets “Velyka kyshenya” (tab. 8).

Table 8

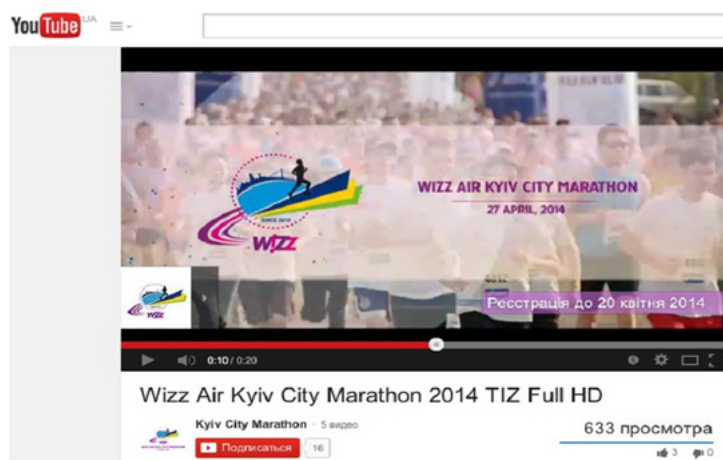
Advertising company of the competitions “Kiev City Marathon – 2014” in Internet

Subject	Site	Size of a banner	Displays during a period	Quantity of a transitions
The portal “Bigmir.net”	bigmir.net	728x90	500 000	229
The magazine “Fokus”	focus.ua	300x250 and 728x90	50 000	15
The edition “Vesti”	vesti.ua	206,2x109, 8	2 weeks	155
The sports edition “Ring”	boxnews.com.ua	240x400 or 600x90	250 000	89
The site “Probeg”	probeg.org	140x140 or	1 month	915
The site “Championship”	championat.com	140x160 branding of a base of a site		406
The retail “Velyka kyshenya”	kishenya.com.ua	457x140	2 weeks	90



Pic. 6. Advertising of the competitions “Kiev City Marathon – 2014” in Internet

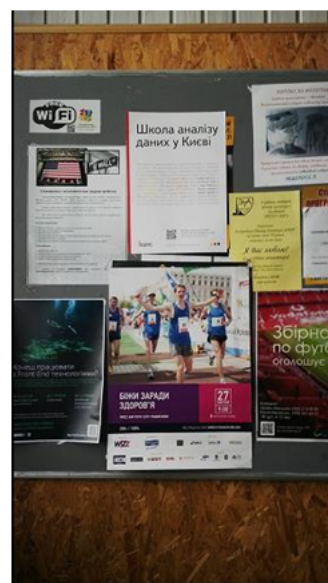
The organizing committee of a marathon laid out the information roller on Youtube (the access mode: [youtube.com/watch?v=3-oMx0pOd3s](https://www.youtube.com/watch?v=3-oMx0pOd3s)), Number of viewings a video at the time of carrying out a marathon made more than 600 (pic. 7) and after competition more than 2,5 thousand.



Pic. 7. The video of the competitions “Kiev City Marathon – 2014” on Youtube (April, 2014)

7. Printed materials:

a) posters of A1 and a flier upon a purchase of a ticket at the cinema “Multiplex” of the shopping and recreation center Blockbuster). Visitors of the cinema are active and successful people in the majority. Students, youth, families – are regular customers of the cinema. To give out a flyer personally in hands together with a ticket – means that each bought ticket, saw advertising of the competitions “Kiev City Marathon – 2014” (pic. 8). The actual number of the sold tickets: 24430 items. Period: from 01.04. – 20.04.14.



Pic. 8. Promotion action of the Organizing committee of the competitions “Kiev City Marathon – 2014” at the cinema “Multiplex” of the shopping and recreation center Blockbuster (Kiev, 2014)

b) a placement of posters of A1, A2 and flyers in HEI of the city. Students are a lion's share of participants of run. One of the largest Kiev universities NTUU "KPI" was attracted to informing and increase of interest in action. Posters were placed in all educational cases (30 cases), and also in hostels (the 20th hostel). Total – 100 items.

8. Advertising in a network of fitness clubs "Sport Life" included: a broadcast of video, a placement of printing products on receptions, and a placement of a poster of A1 (pic. 9).

The partner information support in a network of fitness clubs "SPORT LIFE" (15 clubs of Kiev, 10 clubs – are involved in other cities of Ukraine) became a good tradition for the Kiev marathon. By the organizing committee it was transferred to each club of Kiev on 500 flyers and to clubs of other cities on 250 items (total – 10000 items). The number of posters of A1 made in each club on 3 items (all – 75 items). Broadcast of a roller 20 s / 16 exits in a day in 25 clubs.



Pic. 9. Advertising of the competitions "Kiev City Marathon – 2014" in a network of fitness clubs "SPORT LIFE"

As a result of the analysis of the carried-out advertising company of the Organizing committee of the competitions "Kiev City Marathon – 2014" the greatest number of contacts was gathered by video advertising (more than 20 million), further advertising in the subway (more than 6 million), then on Internet (nearly 2 million) and on the last place – external advertising (tab. 9).

Table 9

Number of contacts of target audience with the information appeal of the Organizing committee of the competitions "Kiev City Marathon – 2014"

Manifestations	Contacts
External advertising	134 300
Subway	6 877 500 000
Internet	1 807 097
Video screens	20 682 223 794
In total	27561665191

A method of calculation of the reached number of contacts for manifestations we used for an assessment of this project:

- on TV;
- on Internet;
- in press;
- on external carriers;
- radio;
- cinemas;
- polygraph

The visibility level was entered for a correct assessment for each manifestation which depends on a share of advertising materials in the total area of placement. Having counted total of contacts and average cost of the achievement of one thousand contacts (CPT), it is possible to estimate the general budget of this project (tab. 10-12).

Table 10

Assessment of manifestations of an element of a complex of marketing communications of the Organizing committee of the competitions “Kiev City Marathon – 2014”

Manifestations	Size of a model	Total number of contacts	Visibility	Quantity	Quantity of displays	Contacts
Sport 1	20 s	6 500	15%	1	200	195 000
Sport 2	20 s	6 500	15%	1	200	195 000
24 TV channel of news	20 s	19 500	15%	1	160	468 000
The first national (broadcasting)	20 s	45 500	15%	1	120	819 000
Borispol Airport	15 s	13 752	1%	1	4 320	594 099
Kiev subway	15 s	13 752	1%	1	3 240	445 574
Auto radio	20 s	8 700	15%	1	112	146 160
Radio 24	20 s	1 800	15%	1	180	48 600
National Radio	20 s	4 200	15%	1	72	45 360
Simple Radio	20 s	10 800	15%	1	72	116 640
Billboards	3*6	21 300	15%	1	20	63 900
City-lights	1.2*1.8	21 300	15%	1	20	63 900
Posters of the joint-stock company	841*1189	21 300	10%	1	100	213 000
GISMETEO	2 mln	2 000 000	15%	1	1	300 000
Tochka.net	1 mln	1 000 000	15%	1	1	150 000
Bigmir.net	1 mln	1 000 000	15%	1	1	150 000
mir-la.com	4 mln	4 000 000	15%	1	1	600 000
The site of marathon		38 808	15%	1	2	11 642
Traveling walls	3x2	21 300	15%	2	9	57 510
Metrovision TV channel	20 s	21 300	2%	1	3 200	1 363 200
Traslation of a roller in training zones		5 000	15%	1	200	150 000
Boards of A1 in training zones, locker rooms		5 000	15%	1	100	75 000
Handbills in reception zones		5 000	1%	1	2 000	100 000
MensHealth		70 000	15%	1	2	21 000
Whats on	66*266	20 000	15%	1	2	6 000
Distribution of leaflets	100*210	20 000	15%	1	1	3 000
In total						6 401 586

Table 11

Assessment of manifestations of an element of a complex of marketing communications in day of competitions “Kiev City marathon – 2014”

Manifestations	Size of a model	Total number of contacts	Visibility	Quantity	Quantity of displays
Starting and Finishing arch. Placement of logos of companies of sponsors	21 300	10%	2	8	34 080
Scene. Placement of a logo of a company of a sponsor	21 300	10%	1	4	8 520
Information curbstone. Possibility of a placement of direct advertising of a company of a sponsor	21 300	10%	1	4	8 520
Starting number of participants. Placement of a logo of a company of a sponsor	21 300	1%	5 000	1	1 065 000
Branding of a cone, in a zone of start and finish	21 300	10%	4	4	34 080
Placement of a logo on a finishing tape	21 300	10%	1	4	8 520
Placement of a logo on the monetary certificate	21 300	10%	1	4	8 520
Placement of a logo on a towel of the winner (10 items)	21 300	10%	10	4	85 200
Video broadcasting in a zone of start and finish	21 300	10%	1	4	8 520
Installation of air, pneumatic designs	21 300	10%	1	4	8 520
Start of balloons at the time of start (3000 thousand). Placement of a logo	21 300	1%	3 000	1	639 000
Protective fences. Banner advertising 4x1	21 300	10%	4	4	34 080
Flags in support zones	21 300	10%	4	4	34 080
In total					1 976 640

Table 12

Estimation of cost of the project

Manifestations	Contacts	CPT, UAH	BUDGET, UAH
TV	1 677 000	10	16 770
External advertising	340 800	23	7 838
Internet	1 211 642	14	16 963
Radio	356 760	20	7 135
Video screens	1 039 674	500	519 837
Subway	1 420 710	100	142 071
Press	27 000	72	1 944
Polygraphy	3 000	100	300
Sport Life	325 000	300	97 500
Manifestations in a day of start	1 976 640	85	168 014
In total	6 401 586		978 373

Proceeding from the settlement data on number of contacts and CPT, the total cost of the project has to make 978 000 hryvnias. The coefficient of comparison with the cost of the project of 960 000 UAH positive is also equal 1,9%.

Participants, runners, fans of a healthy lifestyle and the mass actions similar “Kiev City Marathon”, consider that the creation of a club, a school, a certain form for communication of adherents, training in the correct technology of run has great opportunities for attraction of various categories of the population to systematic sports activities and maintaining a healthy lifestyle. Also most of respondents noted that in recent years the great interest at inhabitants of Kiev wakes up, and also the number of sportsmen grows who specially visited Kiev for participation in similar starts. In the long term, it does our capital more attractive to tourists that in turn gives the chance to declare Ukraine in mass media as about the running capital. The organization of live broadcasts on Internet would allow drawing an attention of fans, friends and relatives with

passive participation, and to expand a target audience for sponsors.

Conclusions. Results of the conducted research allowed drawing the following conclusions:

- the competition “Kiev City Marathon — 2014” was organized at a quite high professional level with application of modern marketing technologies that, certainly, promoted public awareness of a healthy way of life and attraction of a general population to systematic classes by run;
- in cooperation with Organizing committee it was involved 23 sponsor and the partner from different spheres of a national economy, and also media sponsorship and partnership was signed with 31 media resources;
- proceeding from the settlement data on number of contacts and CPT, the total cost of the project has to make 978 000 hryvnias. The coefficient of comparison with the cost of the project of 960 000 UAH positive is also equal 1,9%.

Prospects of further researches. The search of new forms of marketing communications, profound studying of application of the existing elements of communication policy in the sphere of PCS, and also the improvement of marketing activity of physical and sports organizations is supposed during planning and holding mass sporting events.

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