

Секция «Стратегическая коммуникация (подсекция на английском языке)»

## Sports festivals as a communication technology to promote brand

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Today the festivals are gaining increasing popularity and are held in many cities and countries. Previously, such events were called just the holiday and for the most part were not looking for this benefit, now is the perfect opportunity to prove and show how both the organization and the advertising companies participating in the festival.

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Sporting events are an excellent platform for advertisers who want to create successful story of their brand.

Hockey in our country is quite a popular sport, and events people go with pleasure and fill the arena to capacity. In our country the major hockey League is a Continental.

In the middle of the season every year the League organizes a sports festival, referred to as "the Match of all Stars" that traditionally takes place at the end of January, in the cities hosting the clubs in the League.

The festival anyway should be sponsors, basically they are financing the event. In this situation, "Match of Stars" funded by the sponsors of the KHL and the League itself. As during the championship, adverts were placed on banners, boards, the players, the accreditation of journalists, etc. Since it is a week-long event ("Week of stars hockey", is limited to not only the "Match of CHL stars"), it is often the sponsors and organizations involved with advertising promotion, think about how they can most effectively participate in this event.

The majority of advertising of the festival is branded surfaces that are part of the game: ice, side. Everything that happens in the arena the fans perceive very emotionally. And since it is harmoniously entered in an event, she is better remembered lighter known.

A long time sponsor of the KHL is MasterCard international payment system, financial Corporation. Together with the League, the company has developed the campaign "Priceless League" - it's a tradition for players and fans, which was established in 2016. Throughout the season fans in the mobile app should vote for the best hockey player of a match, the game which brought more emotions to accumulate points. The outcome of the vote the nominated players and the most active fan of each club will become a priceless player and fan. They have been given a special trophy, which they divided into two. In fact, the all-Star game, the sponsor has a site where he conducts his campaign.

The result of this sponsorship: loyalty of existing customers increased by 7%, the growth of use of cards of payment system — 20%. Number of participants — more than 100 000 people (data 2018).

"Match of stars" - a unique project of the Continental Hockey League. In one place every year he collects the best players who show what they are capable of. It is interesting, it is colorful and emotional. This is a great pastime not only for the fans, but also for the hockey players themselves, they come there with their families, have fun and show themselves. It is important that hockey players and fans have a relationship and contact - this is a very important factor in sports.

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