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COURSE BROCHURE

Sports Marketing and Fan Engagement Training Course

13 – 24 June 2027
Abu Dhabi

Sports Marketing and Fan Engagement Training Course

Ref: 363_12775 **Date:** 13 – 24 June 2027 **Location:** Abu Dhabi **Fees:** 9900 GBP

Sports Marketing and Fan Engagement is a 2-week training course for sports marketing managers, club communication officers and sponsorship managers who grow audiences and commercial income for clubs and events, and each participant builds a sports marketing and communication plan. Fans now follow sport across streaming, social platforms and stadiums at once, and sponsors pay only for measurable reach. Jupiter Prime Training offers this course for teams commercialising sport.

Why Sports Marketing and Fan Engagement Matters Now

Three shifts shape sports marketing today: fans who move between live matches, streaming services and social feeds and expect personalised content on each, sponsors who demand activation, data and proof of return rather than logo placement, and media rights buyers who reshape fixtures, formats and exclusivity. A club or event that reads these shifts well builds loyal supporters, renews partners and protects its reputation in a crisis; one that does not sees empty seats, lapsed sponsors and viral criticism. The course draws on recognised sponsorship evaluation methods, fan lifecycle models and crisis communication practice, described in general terms.

Who Gains Most from Sports Marketing and Fan Engagement

- Marketing leads who own ticketing, membership and fan acquisition campaigns for clubs, leagues or events
- Communication officers who manage media relations, press conferences and club announcements
- Sponsorship leads who sell, service and renew commercial partnerships
- Digital content leads who run social channels, video, apps and club websites
- Event marketing leads who promote tournaments, races and one-off sporting events

A club or event organiser gains most when its marketing, communication and sponsorship leads attend together and agree one fan and partner calendar.

Sports Marketing and Fan Engagement Capabilities

Participants turn supporter passion, broadcast exposure and partner budgets into a coherent commercial story for a club or event.

- Assess fan segments, attendance patterns and digital audiences across the season — ticketing and membership choices
- Design sponsorship activation concepts with rights, assets and measurable objectives — partner renewal
- Weigh media rights options across broadcast, streaming and club channels — rights holders and leagues
- Build a digital and social content calendar around fixtures and athletes — supporter growth
- Specify crisis communication protocols for incidents, player conduct and fan disorder — club reputation
- Calculate sponsorship and campaign returns with audience and media value measures — commercial directors

Key Sports Marketing and Fan Engagement Terms

- Fan engagement — The depth of a supporter relationship with a club or event, shown through attendance, viewing, purchases, membership and online interaction.
- Sponsorship activation — Spending and activity by a sponsor to bring its rights to life, such as fan zones, content and hospitality.
- Media rights — The licensed right to broadcast, stream or distribute matches and footage, sold by clubs, leagues or event owners.
- Rights inventory — The full list of assets a sports property can sell to partners, from shirt space to digital content and hospitality.
- Fan lifecycle — The stages a supporter moves through, from casual follower to member and season ticket holder, each needing different messages.
- Crisis communication protocol — An agreed sequence of roles, approvals and holding statements used when an incident threatens a club reputation.

Sports Marketing and Fan Engagement Day by Day

Day 1: The Sports Commercial Landscape

- Revenue Streams of Clubs, Leagues and Events — Commercial Priorities
- Sports Consumer Trends Across Live, Broadcast and Digital — Channel Investment
- Sports Property Positioning and Brand Identity — Differentiation Choices
- Competitor and Rival Club Benchmarking — Market Share Targets
- Marketing Audit of a Club or Event — Starting Baseline

Day 2: Fan Insight and Segmentation

- Fan Segmentation by Motivation and Behaviour — Targeting Decisions
- Fan Lifecycle Model From Casual to Member — Retention Journeys
- Supporter Surveys and Social Listening — Insight Gathering
- Customer Relationship Management for Supporters — Personalised Offers
- Matchday Experience Mapping — Attendance and Loyalty

Day 3: Ticketing, Membership and Matchday

- Season Ticket and Membership Packages — Recurring Revenue
- Dynamic Ticket Pricing for Fixtures — Yield and Attendance
- Family, Youth and Community Schemes — Future Supporters
- Hospitality and Premium Seating Products — High-Value Fans
- Merchandise and Retail Campaigns — Brand Extension

Day 4: Sponsorship Sales and Rights Inventory

- Rights Inventory and Asset Valuation — Pricing Partnerships
- Sponsorship Proposal and Pitch Design — Partner Acquisition
- Category Exclusivity and Partner Tiers — Portfolio Structure
- Contract Terms, Deliverables and Approvals — Rights Protection
- Ambush Marketing Prevention — Partner Value Defence

Day 5: Sponsorship Activation and Brand Partnerships

- Activation Concepts for Fan Zones and Matchdays — Partner Visibility
- Co-Branded Content With Partners — Shared Audiences
- Athlete Endorsements and Ambassador Deals — Brand Fit
- Cause and Community Partnerships — Social Purpose
- Sponsorship Evaluation and Return Reporting — Renewal Negotiations

Day 6: Media Rights and Broadcasting

- Media Rights Packaging by Territory and Platform — Rights Revenue
- Broadcast, Streaming and Direct-to-Fan Models — Distribution Choices
- Production Standards and Match Presentation — Viewer Experience
- Highlights, Clips and Archive Licensing — Secondary Income
- Fixture Scheduling and Broadcaster Relations — Calendar Trade-Offs

Day 7: Digital and Social Content

- Social Media Platform Strategy for Clubs — Audience Growth
- Content Calendar Around Fixtures and Transfers — Editorial Planning
- Short-Form Video and Behind-the-Scenes Formats — Fan Attention
- Club Apps, Websites and Newsletters — Owned Channels
- Influencer and Creator Collaborations — New Audiences

Day 8: Media Relations and Crisis Communication

- Press Office Operations and Media Accreditation — Journalist Access
- Player and Coach Media Training — Message Discipline
- Crisis Communication Protocols and Holding Statements — Reputation Defence
- Incident Scenarios of Fan Disorder and Player Conduct — Response Speed
- Online Abuse and Misinformation Handling — Athlete Protection

Day 9: Measurement and Campaign Analytics

- Marketing Dashboards and Fan Metrics — Campaign Steering
- Media Value and Audience Reach Measures — Sponsor Reporting
- Attribution of Ticket and Merchandise Sales — Budget Allocation
- A/B Testing of Offers and Content — Conversion Gains
- Annual Marketing Budget Allocation — Commercial Return

Day 10: Practising the Sports Marketing and Communication Plan

- Applying Fan Segmentation to a Chosen Club or Event — Target Audiences
- Applying Sponsorship Activation to Partner Proposals — Commercial Targets
- Applying Content and Crisis Protocols to the Season — Communication Calendar
- Applying Analytics to Campaign Objectives — Success Measures
- Completing the Sports Marketing and Communication Plan — Executive Approval

Applying Sports Marketing and Fan Engagement After the Course

- Run a fan segmentation exercise on the current ticketing and membership database using the lifecycle model taught, and launch one targeted retention campaign for lapsed season ticket holders
- Rebuild the sponsorship evaluation report for one key partner with audience reach, activation and media value measures, and present it at the next renewal meeting

Sports Marketing and Fan Engagement Questions FAQ

What is Sports Marketing and Fan Engagement and why does it matter now?

Sports Marketing and Fan Engagement is the work of growing supporters, partners and media income for clubs and events. It matters now because fans follow sport across many screens and sponsors expect measurable activation, not just logos.

Which roles gain most from Sports Marketing and Fan Engagement?

Sports marketing managers, club communication officers, sponsorship managers, digital content leads and event marketers gain most. Each shapes how supporters, partners and media see a club or event, and how much commercial income follows.

How does Sports Marketing and Fan Engagement differ from a sports leadership and governance course?

A sports leadership and governance course looks at boards, decision rights, culture and athlete welfare. This subject concentrates on fans, ticketing, sponsorship activation, media rights, social content and crisis communication that drive commercial income and reputation.

What do you bring back from Sports Marketing and Fan Engagement?

You bring back a sports marketing and communication plan for your club or event, with fan segments, sponsorship activation ideas, a content calendar, crisis protocols and measures, ready to share with commercial and executive leaders.

Sports Marketing and Fan Engagement: The Way Forward

A sports marketing and communication plan first informs how a club or event splits its season budget between ticketing, partners and content. Marketing, communication and sponsorship leads use it to align campaigns with fixtures and partner obligations. After its first season, the balance between broadcast reach and matchday atmosphere deserves a second look, because a full stadium remains part of what sponsors and broadcasters buy.