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COURSE BROCHURE

Advanced Sports Venue and Club Commercial Management Training Course

25 January – 5 February 2027
London

Advanced Sports Venue and Club Commercial Management Training Course

Ref: 747_28059 **Date:** 25 January – 5 February 2027 **Location:** London **Fees:** 9500 GBP

Sports Venue and Club Commercial Management at an advanced level is a 2-week training course for sports club directors, federation managers and sports venue leaders, built around a sports organisation leadership plan that joins matchday operations, sponsorship income and athlete welfare. Clubs and venues now earn more from non-matchday events, media rights and partners than from the turnstile alone, so their leaders must run stadiums as year-round businesses. The course is delivered by Jupiter Prime Training.

Why Sports Venue and Club Commercial Management Matters Now

Three pressures shape sports venue and club commercial management today. Sponsors and broadcasters ask for audience evidence and activation rights rather than logo space, so partnership packages must be designed and measured. Supporters expect safe, cashless and comfortable matchdays, while host communities watch crowd, noise and transport impacts. Boards and members want income spread across concerts, conferences, hospitality boxes and academies, so that a poor season does not empty the accounts. Clubs that balance these demands fund their squads and facilities sustainably; those that do not depend on owner subsidy. The course draws on recognised venue safety management practice and HACCP principles for stadium catering.

Who Gains Most from Sports Venue and Club Commercial Management

- Leaders responsible for a club's strategy, budget and board reporting
- Leaders who run stadium, arena or sports complex operations
- Leaders who sell and service sponsorship and premium hospitality
- Leaders who oversee athlete welfare, academies and player pathways
- Leaders who coordinate federation competitions and hosted tournaments

A club or venue leadership group, such as the chief executive, commercial director and stadium manager, gains most when several of its members attend together.

Sports Venue and Club Commercial Management Capabilities

Participants leave able to price a seat, a box, a sponsorship tier and an event day with the same commercial logic, while protecting athletes and fans.

- Assess revenue streams across matchday, media, partners and non-sport events — the club board
- Design sponsorship inventory and activation packages — commercial partners
- Build a matchday operations and stewarding plan — venue safety officers
- Calculate venue utilisation and event profitability — the finance committee
- Specify athlete welfare and safeguarding standards — coaches, parents and federations
- Communicate a multi-season leadership plan — members, owners and city partners

Key Sports Venue and Club Commercial Management Terms

- Sponsorship inventory — The full list of rights, assets and media a club can sell to partners, from shirt space to digital content.
- Activation — Spending and activity a sponsor adds to its rights so fans experience the partnership directly.
- Venue utilisation rate — The share of available days a stadium or arena is used for revenue-earning events.
- Premium seating yield — Income earned from boxes, lounges and hospitality seats relative to their capacity.
- Safeguarding — Policies and actions that protect young and vulnerable athletes from harm within the sport.
- Event overlay — Temporary structures, signage and services added to a venue for a specific event.

Sports Venue and Club Commercial Management Day by Day

Day 1: The Sports Business Landscape

- Club Revenue Mix Model — Dependence on Matchday Versus Media Income
- Ownership Structures — Member, Private and Community Club Choices
- Federation and League Relationships — Competition Rules and Revenue Sharing
- Fan Segment Profiling — Season Ticket, Casual and Family Audiences
- Venue Portfolio Mapping — Stadium, Training Ground and Academy Assets

Day 2: Club Strategy and Board Leadership

- Club Purpose and Sporting Philosophy — Aligning Squad and Commercial Ambitions
- Board Composition and Committees — Oversight of Spending and Risk
- Multi-Season Budgeting — Squad Costs Against Sustainable Income
- Performance Scorecard — Sporting, Financial and Community Measures
- Stakeholder Mapping — Members, Owners, Councils and Partners

Day 3: Sponsorship and Partner Income

- Sponsorship Inventory Audit — Rights Ready for Sale
- Tiered Partner Packages — Principal, Official and Supplier Levels
- Activation Planning — Fan Experiences That Renew Contracts
- Partner Evaluation Reports — Audience Reach and Return Evidence
- Category Exclusivity Rules — Avoiding Conflicts Between Sponsors

Day 4: Ticketing, Membership and Premium Hospitality

- Ticket Pricing Tiers — Match Category and Demand Pricing
- Season Ticket and Membership Schemes — Loyalty and Cash Flow
- Premium Seating Yield — Boxes, Lounges and Matchday Dining
- Secondary Ticketing Controls — Fairness and Fraud Prevention
- Attendance Forecasting — Staffing, Catering and Stock Orders

Day 5: Venue Operations and Matchday Safety

- Matchday Operations Plan — Gates, Stewarding and Control Room Roles
- Crowd Flow and Ingress Modelling — Queue Times and Pinch Points
- Venue Safety Management — Licence Conditions and Emergency Drills
- Stadium Catering Under HACCP — Food Safety at High Volume
- Pitch and Facility Maintenance Schedules — Playing Surface and Asset Life

Day 6: Non-Matchday Events and Utilisation

- Venue Utilisation Rate — Filling Empty Days Profitably
- Concert and Festival Hire — Overlay, Turf Protection and Noise
- Conference and Banqueting Sales — Lounges as Business Venues
- Stadium Tours and Museums — Heritage as a Visitor Attraction
- Event Profit and Loss Template — Accepting or Declining Bookings

Day 7: Athlete Welfare and Player Pathways

- Safeguarding Policies — Protecting Young and Vulnerable Athletes
- Academy Pathway Design — Talent Identification to First Team
- Sports Science and Medical Support — Load, Injury and Return to Play
- Player Education — Media, Finance and Integrity Awareness
- Athlete Voice Mechanisms — Feedback and Grievance Channels

Day 8: Digital Fans and Media Rights

- Fan Data Platforms — Single View of Supporters
- Content and Streaming Strategy — Owned Channels and Broadcaster Needs
- Merchandise and Licensing — Kit Launches and Online Retail
- Media Rights Basics — Collective and Individual Selling Models
- Fan Engagement Metrics — Attendance, Reach and Spend per Fan

Day 9: Hosting Tournaments and Community Impact

- Event Bid Evaluation — Hosting Costs Against Legacy Benefits
- Tournament Operations Planning — Teams, Officials and Accreditation
- Community Programmes — Schools, Health and Inclusion Projects
- Venue Sustainability Measures — Energy, Water and Waste per Event
- Crisis Communication — Incidents, Results Slumps and Sponsor Exits

Day 10: Practising the Sports Organisation Leadership Plan

- Applying the Revenue Mix Model to Multi-Season Targets
- Applying Partner Packages to a Sponsorship Sales Pipeline
- Applying Utilisation Analysis to a Venue Events Calendar
- Applying Safeguarding Standards to Welfare Responsibilities
- Completing the Sports Organisation Leadership Plan for Board Approval

Applying Sports Venue and Club Commercial Management After the Course

- Lead a sponsorship inventory audit with the commercial team and price three unsold assets
- Run a venue utilisation review of the next six months and propose two non-matchday events

Sports Venue and Club Commercial Management Questions FAQ

What is sports venue and club commercial management and why does it matter now?

It is the leadership of a club's income, venue operations and athlete welfare as one business. It matters now because sponsors, broadcasters and fans expect more, and clubs that rely on matchday income alone struggle to fund squads and facilities.

Which roles gain most from sports venue and club commercial management training?

Club chief executives, commercial directors, stadium and arena managers and federation competition leaders gain most. You benefit if you are accountable for revenue, venue safety or player pathways and must report to a board or members.

How does sports venue and club commercial management differ from a sports governance course?

A governance course concentrates on boards, ethics and oversight. This course adds the commercial engine of a club or venue, covering sponsorship, ticketing, premium hospitality, non-matchday events and matchday operations, alongside athlete welfare.

What do you bring back from sports venue and club commercial management training?

You bring back a structured leadership plan with revenue targets, a partner sales pipeline, a venue events calendar and welfare responsibilities. It gives your board one document to approve and track across seasons.

Sports Venue and Club Commercial Management: The Way Forward

The sports organisation leadership plan first informs the next season budget and the sponsorship renewals on the table. Chief executives, commercial directors and venue managers use it to agree targets and responsibilities. After its first season, revisit the revenue mix and utilisation assumptions, since results on the pitch, media deals and event demand can shift income quickly.