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SEARCH

SPORT EDUCATION FOR ACTIVE
AND RESPONSIBLE CITIZENSHIP
THROUGH HEALTH CARING



MODULE 4

Economic induction related to sport



SEGMENT 8

Territorial Marketing

Sport and territory

On an international level, some countries have gained reputation thanks to their athletes

The identity of a territory may also be expressed through features and qualities of its teams or sporting events.

- Maranello and Ferrari
- Jamaica and Usain Bolt
- New Zealand and All Blacks
- Wimbledon and tennis

Territorial marketing



In some cases, sporting activity can therefore be compared to the effect created by local products, i.e. those products identified with their place of origin:

- Brunello di Montalcino brand worth 700 million euros

San Pellegrino Water produced a yearly turnover of 895 million euros in 2017. In 2018, the implementation of the Flagship, San Pellegrino Terme Factory has started. It will be the new house of mineral water, aimed at enhancing the territory and attracting tourists from all over the world.

Territorial marketing

- Impact of products linked to place of origin
- San Pellegrino Water
- Brunello di Montalcino



- Sport can therefore be fully considered as an excellent **territorial marketing** tool.
- In the last few years many studies have focused on the value of the territory and on the importance of territorial marketing policies to increase well-being and wealth for its inhabitants: **territorial capital**.

- Sport as a territorial marketing tool
- Territorial value and territorial marketing to increase the well-being of the inhabitants
- Territorial capital

Creating shared value

The territorial capital is therefore the starting point for developing economic activities, which can benefit from settling in one specific geographical area rather than another

The starting point is that no company is an independent entity and that the success of all businesses are influenced by support services and related infrastructure.

Porter thus believes that the competitiveness of a company and the well-being of the surrounding community are closely interlinked: the company needs a healthy community to exploit a competent staff, an environment which can invest and innovate and an effective demand for its products; in the same way, the community needs successful businesses in order to make jobs and opportunities for creating wealth and well-being available to the community. They both require public policies governing adequately, encouraging and not holding back global interconnections within the market.

- Territorial capital: starting point
- Successful businesses thanks to support services and surrounding companies
- Porter: connecting business competitiveness and community welfare

Such a connection provides advantages for the whole reference territory

National and international media exposure is growing

- Tourism promotion
- Educational activities at school level
- Sports education through the academy

- National and international media exposure
- Tourism promotion
- Education
- Sports education




Territorial marketing

Case study: the Dinamo Sassari pre-season

- Six weeks of pre-championship throughout Sardinia: "*Coast to coast*"
- From Aritzo (mountain place at the foot of the Gennargentu mount) to Cagliari, through the whole region
- At least once, all the fans will have the opportunity to see the most important team on the island play
- Effects: ticket purchase, official store products, matches in the club house

- Traveling Sassari Dinamo Preseason exclusively in Sardinia
- From mountain to sea, six weeks
- An opportunity for all the fans
- Ticketing, merchandising, club house

Territorial marketing






The map shows a dashed red line representing a tour route across Sardinia. The route starts at Sassari, goes to Olbia, then Padru, Nuoro, Aritzo, Oristano, and finally Cagliari. A bus icon is positioned on the route between Nuoro and Aritzo. Red flag icons mark each stop.



PRESEASON 2019/2020

- SASSARI
- OLBIA
- PADRU
- NUORO
- ARITZO
- ORISTANO
- CAGLIARI

SEGUICI SULLE NOSTRE PAGINE SOCIAL      [DINAMOBASKET.COM](https://www.dinamobasket.com)

- Most importantly, during Covid - 19, one million euros collected for Sardinian hospitals
- The Olbia Geovillage hosts for the 9th consecutive year the longest part of the retreat
- Over the years it has also been chosen by foreign teams (Turkey first and foremost) to play part of the preseason training camp
- Exclusive live streaming, on Dinamo's social channels, of pre-season tournaments against the most important teams coming from the rest of Europe: growth of social contacts and interactions

- 1 million euros in favor of Sardinian hospitals
- Geovillage longest part of the retreat
- Also chosen by foreign teams
- Live streaming from all tournaments: contacts from all over Europe



- In 2020 the Geovillage has also hosted 12 races of the Super Cup qualifying round in order to reduce the number of transfers in a period that is difficult also from a health point of view.
- Four teams and their staff hosted at the same location for a fortnight
- 1000 seats stadium, air-conditioned area, indoor swimming pool, weight room, football and beach volleyball field for articulated work in the sand
- Closing date in Cagliari: meetings, events and sponsors and last tournament before the start of the championship
- Banco di Sardegna and other "territorial" sponsorships

Territorial marketing

- 2020 Super Cup Group: 4 teams, 12 games
- Reduce costs and transfers
- Staff and teams spend 14 days in the same location
- 1000 seats stadium plus all the sports facilities

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