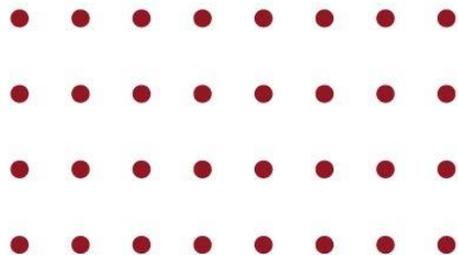
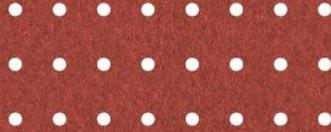


MIM115 Global Sports Business and Industry





Class 1: Introduction

- Module Introduction
- The Development of a Global Sports Industry
- Players, Markets and Trends
- Key Terminology and Principles
- The Role of State and Nonprofit Sports

Introduction: Sport Business Landscape

- Sport as a social activity
- A beautiful stage for brands
- A modern-day business



From the Sunday League to the Olympic Games, Sport is a movement that engages society, people, and business in many ways. Its implications vary as it develops with time. Sport started as a social activity, evolved to a global stage, and became a global business.

During most of the 20th Century, Sport was essentially an amateur, mostly social and political, activity, which means that athletes would engage in sports without any form of remuneration, except from payments needed to cover the basic expenses needed for the sports practice.





From 1950 onwards, new technologies and business practices disrupted the sports movement.

- TV (and broadcasting)
- Marketing and sponsorship
- Globalized products

They changed the game completely!

Entertainment, Broadcasting and Marketing caused a revolution as it created a new platform for companies to market their products, reaching out to potential customers and influencing the target audience towards buying.



- Sports organizations, competitions, and athletes were received into households by means of TV and other platforms.
- Sport became a beautiful stage for brands and companies to showcase their products and service.
- Small and big companies were willing pay considerable amounts of money for that privilege.





Sports Organizations had to start managing sponsoring deals, direct and indirect investments, salaries, properties, marketing strategies, broadcasting rights, merchandising, etc.

Leagues and Sports Organizations such as governing bodies also started to see their business grow.



- Business globalization integrated technology, product, market, capital, and labor forces to cooperate more efficiently and rationally worldwide.
- The globalization factor has transformed the sport industry and impacted social and cultural life, the economy, and politics.





Players, Markets and Trends



Players, Markets and Trends

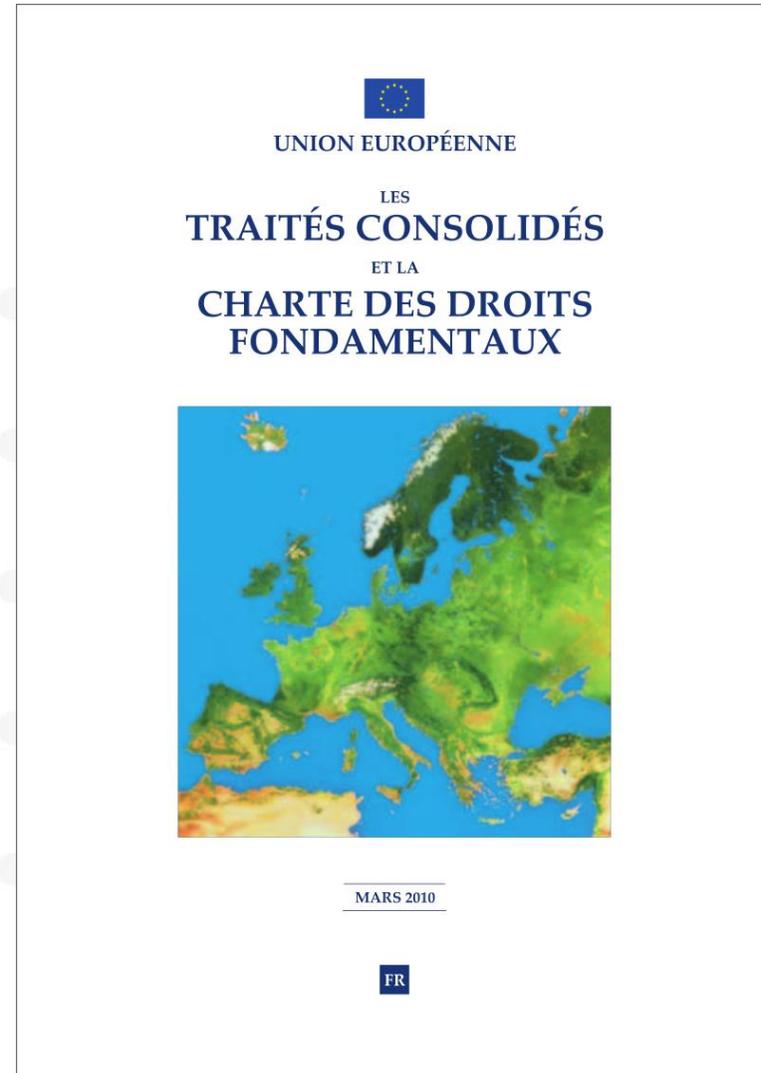
- Clubs
- Federations
- Leagues
- International Federations
- Properties
- Sponsors
- Broadcasters
- Athletes
- Venues



The Role of State and Nonprofit Sports

Sport is a major concern for public authorities.

At European level, the Article 6 of the Treaty on the Functioning of the European Union establishes that sport is an area where action at EU level should support, coordinate, and supplement the actions of Member States.





Most of sports organizations are nonprofit, in the form of clubs, and other organizations with special status such as federations, leagues and associations.

Also training facilities supported by National or Regional Entities, public and private, school and college sport.

**NATURE
NAME AND CREST
DOMICILE
FUNCTIONAL AREA
TERRITORIAL AREA
LANGUAGE
APPLICABLE REGULATIONS
REGISTER**

Article 1 Nature

FUTBOL CLUB BARCELONA is a private Catalan sports association of natural persons, with its own legal status and capacity to act, constituted on November 29 of the year 1899.

Article 2 Name and crest

The name of the association is Futbol Club Barcelona (FC BARCELONA) and its crest is the following:



The description and identification of the colours of the crest are attached as an annex.

Article 3 Domicile

The club's official head office is located in the city of Barcelona at Av. d'Artistides Maillol, s/n.

Article 4 Functional area

The aims of the Club are:

1. Principally the promotion, practice, diffusion and exhibition of football, as well as basketball, handball, roller hockey, futsal, field hockey, ice hockey, figure skating, athletics, rugby and volleyball. Other sports disciplines can be added or removed, if necessary, by agreement of the Board of Directors, which must be ratified by the General Assembly.

The participation of the State in sport can be realized in many ways, from tax exemptions, fiscal policy, government spending, direct and indirect investments, public funds, infrastructure, public-private partnership, etc.



Image: © Shutterstock.com

Study on the European Sport Model

A report to the European Commission

April 2022

Sport

SPORTS LAW IN SPAIN

JUAN DE DIOS CRESPO PÉREZ

 Wolters Kluwer
Law & Business

Finally, the Government has an important mission in creating the legal infrastructure on top of which sports organizations are to be constituted and governed, together with specific statutes that will ensure the proper development of sports activity and business.

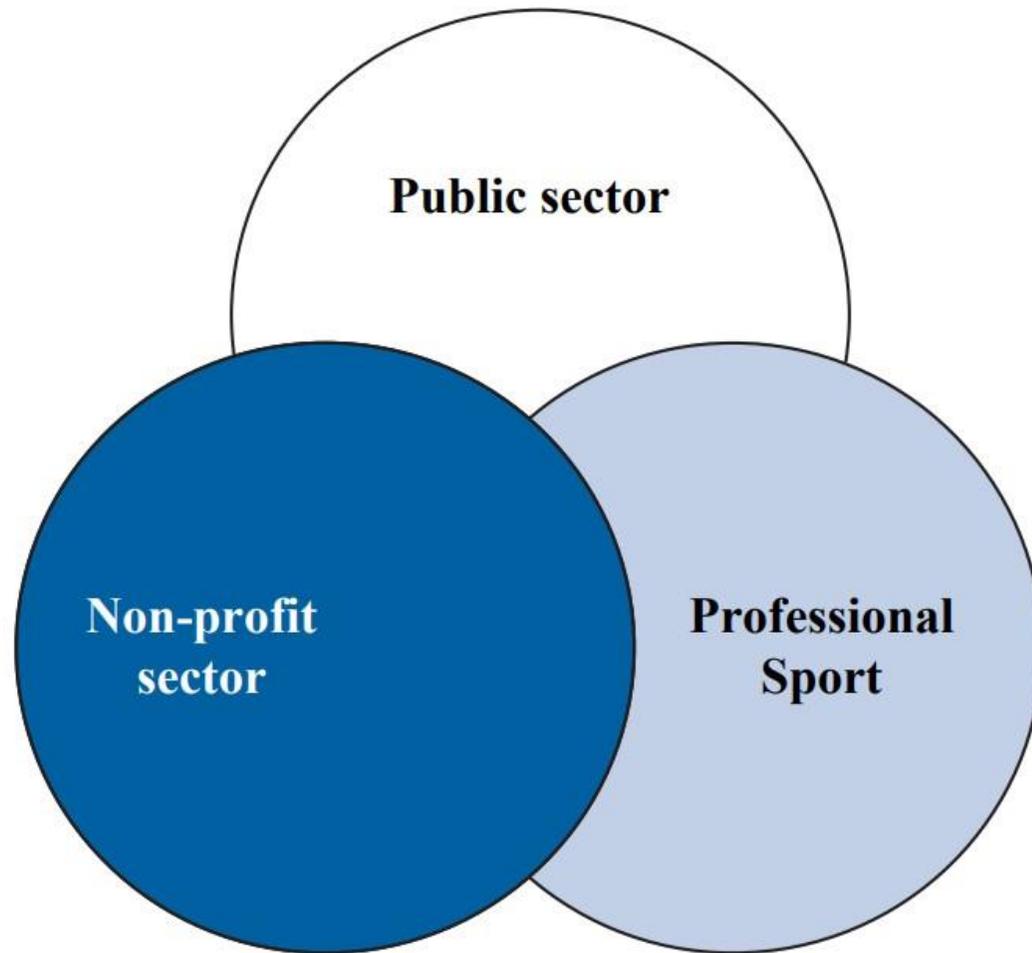


FIGURE 1.1 *Three sector model of sport.*



DO YOU WANT TO SET-UP AND ESTABLISH A NEW FOOTBALL OR FUTSAL CLUB?

The Amateur FA welcomes hearing from individuals who are looking to start up a new football or futsal club. To have the best opportunity of setting yourselves up correctly, we advise you to follow the pathway below:

Where is your club to be based?



Is your club one with junior or adult teams?



Get in Touch

Visit our [Helpdesk](#) to find answers to our frequently answered questions.

Still need to contact us?

Phone: 020 8733 2613

Email: info@amateur-fa.com

Inicio > Trámites > Trámites por temas > Inscripción en el Registro de Entidades Deportivas

Inscripción en el Registro de Entidades Deportivas



< Volver

El Registro de Entidades Deportivas (REE) de la Generalitat de Catalunya, adscrito orgánicamente al Consejo Catalán del Deporte, es único y constituye una oficina pública que tiene como finalidad:

✓ Lee más



Este trámite es para la inscripción de entidades deportivas. En caso de que desee adscribir una sección deportiva en el Registro de Entidades Deportivas debe dirigirse a [este otro trámite](#).

Este trámite lo debe tramitar por internet. La documentación que aporte por otro canal no se tendrá en cuenta ni se computará a efectos de fecha de presentación.



A quién va dirigido

Organismo responsable

Normativa

La inscripción en el Registro se dirige a entidades deportivas que quieran ser reconocidas legalmente y optar a las ayudas o al apoyo que la Generalidad de Cataluña u otras administraciones públicas pueden conceder.

- Clubes o asociaciones deportivas.
- Asociaciones deportivas escolares.
- Agrupaciones deportivas (generales o especiales: consejos deportivos, UCEC y uniones deportivas de clubes y asociaciones).
- Federaciones deportivas catalanas.
- Sociedades anónimas deportivas (con inscripción previa en el Registro Mercantil de la provincia y al Registro de Asociaciones Deportivas del CSD).



Transparency

Institutional information

Transparency
Normative
Institutional information
Clubs
Organization chart

Nature and system of law of la LaLiga

The LIGA NACIONAL DE FÚTBOL PROFESIONAL (the Spanish Professional Football League and hereinafter referred to as "the LIGA") is a private law Sports Association which, pursuant to the provisions set forth in articles 12 and 41 of Act 10/1990 of 15 October on Sport, is solely and obligatorily comprised of all the Sports Corporations and Clubs that take part in official nation-wide professional football competitions, and which is legally responsible for organising such competitions in conjunction with the Real Federación Española de Fútbol (Royal Spanish Football Federation).

It has its own legal personality and endowed with full capacity to act in order to pursue its purposes. It is autonomous with regard to its internal organisation and the way it is run with respect of Real Federación Española de Fútbol.

The public interest of sports at non-profit sports organizations that are supported by the government

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796.06

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Abstract

This paper analyses the concept of public interest in sport and the criteria that must be taken into consideration in terms of Government support to clubs and sports associations. The data was collected through semi structured interviews that were applied to nine sports directors with board responsibilities: seven of them from sport clubs and sport associations, and two of them from public administration. The directors pointed out that sport is considered to be of public interest when: it is developed in the concept of "sport for all", provides health benefits and serves as a means of education and social development. Regarding advantages used with public utility status, tax benefits and partnerships with the sports system organizations were the most mentioned aspects. Given a better use of financial resources provided by public administration to clubs and associations, sport directors believe that the Government should have a strategy focused on setting priorities and ranking financing criteria for sport. If the government had that strategy, the development of sports results would be much better. The participants also suggest that the Government should conduct an assessment of the social role of sport clubs and associations, according to the public and social interest of sport. In conclusion, sport and physical activity should be considered as public interest activities, provided that: are able to ensure positive effects on health plans and wellness, provide a qualitative and sustainable sport development, improve economic and social development of a population.

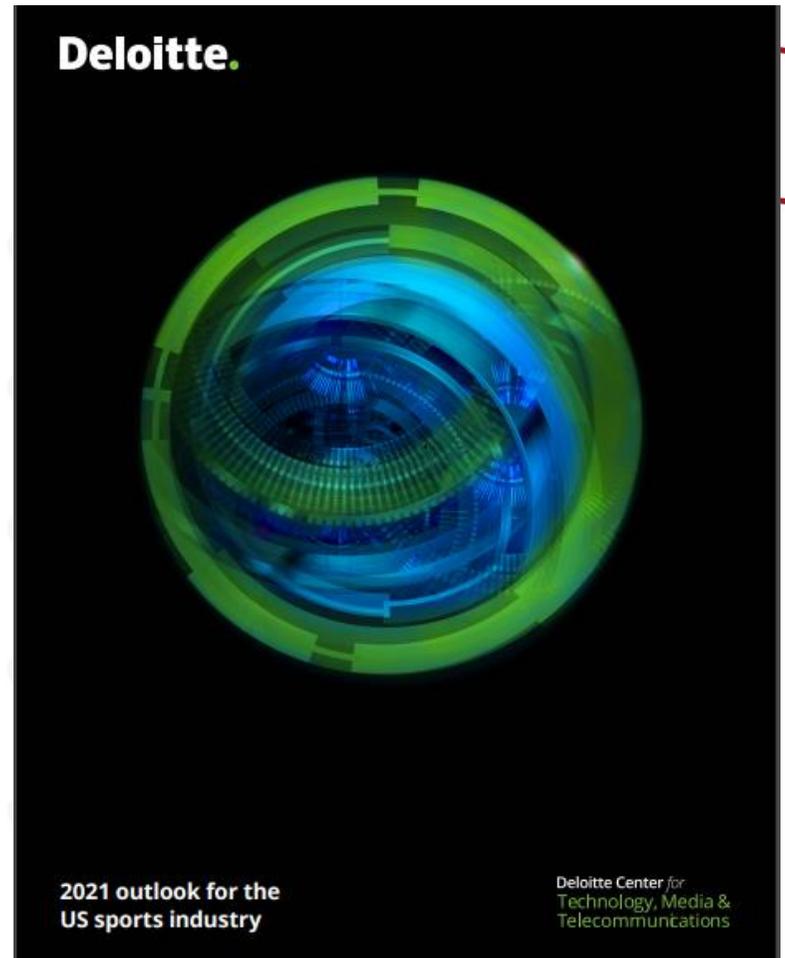
KEY WORDS: Public interest; Sport clubs; Sport development; Public administration.

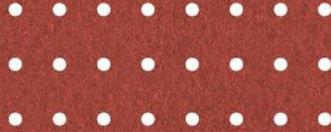


Future Challenges of the Sports Industry

Future Challenges of the Sports Industry

- Reshaping and expanding revenue generation models.
- Rethinking the role of sports in society.
- Redefining relationships with fans.





Thank You