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## SPORTS MARKETING TOOLS FOR ENTERPRISE PROMOTION ON THE MARKET (ON THE EXAMPLE OF POLAND)

*The article analyses marketing tools that are expedient to use in modern conditions for the purpose of promoting on the enterprise market in the field of physical culture and sports services (on the example of Poland). It has been proven that sports marketing has a certain number of common features with the marketing of other types of services. Therefore, while promoting an enterprise in the field of physical culture and sports services on the market, we can use marketing tools for the promotion of other enterprises in the service sector.*

*It has been found out that sponsorship is an important tool for the promotion of an enterprise in the field of physical culture and sports services on the market. The characteristics to the main forms of sports sponsorship have been given. The main reasons for the growing importance of sponsorship as a form of promotion are distinguished. The article highlights the objectives of sponsorship which are divided into four categories (creating the image of the company, company, customers, local community).*

*The detailed characteristics of each category have been presented. The article examines that the types of sponsorship can be classified according to several characteristics according to the sponsoring organizations, the number of sponsors and the nature of sponsored services. Special attention has been paid to a peculiar type of sponsorship such as license sponsorship, which consists in the agreement to use the name, emblem, symbol, trademark or official or decorative picture of the sponsor. The article proves this type of sponsorship using the polish experience.*

*In the context of the research, it is important to observe marketing rights when studying the role of marketing in the promotion of an enterprise in the field of physical culture and sports services on the market. Marketing rights include those used both on-site and during the event, as well as exercised in the period between separate events.*

*It is stressed that you can distinguish between the rights to sell your own products with a sponsored visual identity or to promote and sell the sponsor's products and services directly during sponsored events or in the rights holder's communication channels. Focus on the Polish experience the key principles which help to involve a powerful person into marketing activities should be considered. Each defined principle is proved by the Polish example.*

*Key words: marketing tools, physical culture and sports services, enterprise, market, Poland, Polish experience.*

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## ІНСТРУМЕНТИ СПОРТИВНОГО МАРКЕТИНГУ ПРОСУВАННЯ ПІДПРИЄМСТВА НА РИНКУ (НА ПРИКЛАДІ ПОЛЬЩІ)

*У статті аналізуються маркетингові інструменти, які доцільно використовувати в сучасних умовах з метою просування на ринок підприємств сфери фізкультурно-спортивних послуг (на прикладі Польщі). Доведено, що спортивний маркетинг має певну низку спільних рис із маркетингом інших видів послуг. Тому в ході просування підприємства фізкультурно-спортивних послуг на ринку можна застосовувати маркетинговий інструментарій з просування інших підприємств сфери послуг.*

*З'ясовано, що спонсорство є важливим інструментом просування підприємства сфери фізкультурно-спортивних послуг на ринку. Дано характеристику основним формам спортивного спонсорства. Виділено основні причини зростання значення спонсорства як форми просування. У статті висвітлюються цілі спонсорства, які поділяються на чотири категорії (створення іміджу компанії, клієнтів, місцевої громади).*

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маркетинг має кілька спільних рис із послугами та може поєднуватися з маркетингом послуг. З'ясовано, що спонсорство є важливим інструментом просування підприємства сфери фізкультурно-спортивних послуг на ринку. Дано характеристику основним формам спортивного спонсорства. Виділено основні причини зростання значення спонсорства як форми просування. У статті висвітлюються цілі спонсорства, які поділяються на чотири категорії (створення іміджу компанії, компанії, клієнтів, місцевої громади).

Автори представили детальну характеристику кожної категорії. У статті досліджено, що види спонсорства можна класифікувати за кількома ознаками, зокрема, за спонсорськими організаціями, кількістю спонсорів та характером спонсорських послуг. Особливу увагу приділено такому різновиду спонсорства, як ліцензійне спонсорство, яке полягає у згоді на використання імені, емблеми, символу, торгової марки або офіційного чи декоративного зображення спонсора. Стаття доводить цей вид спонсорства на досвіді Польщі.

У контексті дослідження важливим є дотримання маркетингових прав при вивченні ролі маркетингу в просуванні підприємства сфери фізкультурно-спортивних послуг на ринку. Маркетингові права включають ті, які використовуються як на місці, так і під час заходу, а також реалізуються в період між окремими заходами. Наголошується, що необхідно розрізнити право продавати власні продукти зі спонсорованою візуальною ідентичністю або рекламувати та продавати продукти та послуги спонсора безпосередньо під час спонсорованих заходів або в каналах зв'язку правовласника. Орієнтуючись на польський досвід, слід враховувати ключові принципи, які допомагають залучити до маркетингової діяльності впливову людину. Кожен визначений принцип підтверджується польським прикладом.

Ключові слова: інструменти маркетингу, фізкультурно-спортивні послуги, підприємство, ринок, Польща, польський досвід.

### **Statement of the problem in a general form and its connection with important scientific or practical tasks**

The popularity of sports and its importance are systematically increasing. Health, physical and intellectual fitness, satisfaction from success, will to fight, the idea of noble competition, team cooperation, pleasant and useful time spent. These values can be provided only by sport, which is broadly understood as physical activity.

In sports competitions, physical fitness, and endurance, as well as the level of technical training, are of great importance to overcome opponents and achieve the best results. An equally important aspect in sports is the ability to develop appropriate tactics that will contribute to the effective use of your potential and skills and, as a result, to win. Gathering information and using it for appropriate tactical analysis also occurs in business that is closely related to sports.

Today sport has become a product for which demand is usually reported by groups of consumer recipients. Players, coaches, managers, entrepreneurs, manufacturers of sports equipment, organizers of events, advertising companies, owners of sports facilities and media receive economic benefits from classes and viewing on a mass scale.

The gradual commercialization of sport makes it increasingly focused on satisfying fans willing to pay for a good sporting event, while providing opportunities for athletes to develop and succeed.

Marketing in sports is one of the most intensive and encouraging specializations, as well as not fully known and well understood by both sports circles and other social groups. These events demonstrate the main area of serious marketing opportunities in sports.

### **Analysis of recent research and publications**

Nowadays, sports clubs are considered more than just sports teams. They increasingly act as brands or as marketing sports signs [11]. Sporting events gather large groups of audiences at the stadiums and in front of televisions. Fans often feel a strong emotional connection to the team and players they like. For some fans, buying drinks promoted by their idols is also an important element of identification with the club. This is an important factor for businesses, as the possibility of advertising during sports events guarantees reaching a wide circle of potential customers. Advertising through sports is one of the elements of marketing, that is, a set of actions and methods of behavior in the market, based on an integrated set of tools and measures, as well as market orientation.

The relationship between sport and marketing comes down to two marketing concepts:

- 1) marketing through sport (from English – marketing through sport),
- 2) marketing of sport (from English – marketing of sport).

According to the first approach the function of sport is considered as an object – marketing activities are carried out by companies and other organizations not necessarily related to sport.

On the other hand, in the concept of sports marketing, marketing activities are carried out by sports organizations that are subjects of sports. These include sports associations, clubs, organizers of sports events and the players themselves [10]. Sometimes a sporting event is equated with a product, although sports do not have the characteristics of a typical product. The features and elements that distinguish sports from other products are positive and joyful competition, detachment from real space and time, completely different provisions and rules, physical training, and physical training of oneself [10].

Sports clubs, as well as any enterprises in the field of physical culture and sports services, should be considered as subjects of the economy. They, like other companies in the service sector [9], thanks to their activities create added value, jobs not only in their sector of the economy, but also in other sectors of the economy – thanks to the action of the multiplier effect [2, 3].

At the same time, a few researchers emphasize the need to implement an economic mechanism for assessing the risk of marketing strategy implementation by any enterprise, including sports and physical recreation companies [4].

### Formulation of goals

The purpose of this study is the analysis of marketing tools that are expedient to use in modern conditions for the purpose of promoting on the enterprise market in the field of physical culture and sports services (on the example of Poland).

### Presentation of the main material

Sports marketing has several common features with services and can be combined with service marketing.

Sponsorship is an important tool for the promotion of an enterprise in the field of physical culture and sports services on the market.

The term «sponsorship» comes from the Latin word «sponsum», which means a solemn promise, agreement or surety. The origins of sponsorship go back to ancient Greece and are associated with the figure of Gaius Cilnius Maecenas, a Roman politician, advisor, and friend of the emperor Octavian Augustus. Through the works of his protégés, he influenced public opinion in accordance with the political and cultural program of his superior. Sponsorship in the modern sense was born only in the second half of the 19-th century, along with the development of mass media. The first commercial and modern sponsorship was carried out by advertising the program of the Summer Olympic Games in Athens in 1896. However, the heyday of sponsorship fell on the 1980-s and 1990-s. Sponsorship is becoming an increasingly popular form of promotion, as evidenced by spending on these causes in the USA. In 1990 they amounted to approximately 1.23 billion euros, and in 2000 – 9.3 billion euros [7]. It is expected that by 2025 the costs of sponsorship compared to the beginning of the 21-st century will increase by an order of magnitude. However, most of the corporate sponsorship budgets, i.e. approximately 60%, are spent on supporting sports. Sports sponsorship is defined as an activity involving financial support through services or material resources (most often sports equipment, clothing, special energy drinks) of athletes, sports organizations, or events – in exchange for services provided by sponsored organizations, implementing sponsorship activities, advertising, and communication purposes. Sports sponsorship is the most effective business for several reasons.

Sport evokes emotions regardless of active or passive participation in it. The emotion that accompanies watching athletes fight leads to faster associations and better recall of product, company, and brand names.

Sport is a good way to promote themselves due to their popularity in the media. The sponsor's advertisement, placed at the venue of the sporting event, can be seen the next day on the television that broadcasts it or in the press. In turn, the placement of the sponsoring company in the official name of the team or event guarantees mention of its name in the mass media.

Sport evokes many associations that potential sponsors would like to use, such as precision for measuring devices, dynamics for cars, health for food and so on. Sport, compared to conventional means of advertising, is a relatively cheap and effective method of reaching an audience. There are no age restrictions in sports, everyone can do it. Sport is mass and elitist at the same time – all social groups are more or less interested in sports events.

Sport can also be used as an element in creating the visual identity and aesthetics of a retail store. An example of such activity is the Nike Company. In the stores of this concern, there is no other subject, except for the basic sports focus. Nike is a sports sponsor, so it is strongly associated with sports [5].

Sports sponsorship has three main forms.

1) Sponsorship of a sports club, association, or organization.

2) Sponsorship of certain sports, i.e. specific players.

3) Sponsorship of a sports event or a series of such events [8].

Sponsorship is a good form of promotion and has positive consumer opinion. Very often, aggressive advertising discourages potential buyers from making purchases. At the same time people are more willing to buy goods from sports sponsors. In other words, sponsorship is a promotion tool worth investing in. The main reasons for the growing importance of sponsorship as a form of promotion are as follows:

- increasing interest in sports among various social groups,
- growing role and number of mass media,
- the decline in the effectiveness of classic advertising,
- increasing in prices for classic TV, radio, and press advertising,
- good relations with clients and staff, increasing the rank of the brand, product, company,
- sport sponsorship is a kind of connecting link between various cultural barriers, facilitates the sponsor's communication with the market,
- increasing interest in sports events from the mass media,
- growing globalization of all marketing activity [6].

Sponsorship differs from other forms of sales promotion in that it combines other promotion tools, including public relations.

Sponsorship is sometimes confused with charity or patronage. Contrary to appearances, sponsorship has nothing to do with philanthropy. These are mutual benefits, the type of which is precisely described in the contract signed by the sponsor and the beneficiary.

The main feature of sponsorship is mutual benefit. The sponsor provides the beneficiary with certain goods, usually money or sports equipment. On the other hand, the role of the sponsored party is to implement pre-agreed services that directly or indirectly contribute to the sponsor's marketing goals. An important feature of sponsorship is also that it combines other forms of promotion – advertising, public relations and complementary advertising. Sponsorship, due to its specificity, allows achieving many goals of enterprises that decide to invest in this promotion tool.

Sponsorship objectives can be divided into four categories.

A) Creating the image of the company:

- Increasing your reputation and prestige.

- Formation of the personality and image of the company as a leader, so that the sponsor's products are leading in the minds of customers.

- Transferring positive associations connected with the sponsor, to the sponsor, its name and products.

- Transferring the beneficiary's successes to the sponsor.

- Adoption of the product and brand through marketing under the pretext of other events.

- Strengthening the company's image, improving the market situation, etc.

- High visibility in the media without additional costs.

B) Company:

- Increasing loyalty, motivation and positive identification among employees.

- An opportunity to expand contacts and find new business partners, strengthen the sponsor's relationship with business and political leaders.

- Emotions caused by sports contribute to the presentation and implementation of a new product or brand on the market.

- Access to several customer groups.

- Promotion of a product whose advertising is prohibited by law or imposes significant restrictions (mainly this applies to stimulants – tobacco and alcohol products).

- Increase in sales volume.

C) Customers:

- Ability to reach a certain segment of customers.

- Increasing the level of recognition of the company and its products.

- Strengthening relations with the company based on trust.

- Creation of friendly associations with the sponsor, connections with successes, etc.

D) Local community:

- Emphasis in public opinion on corporate social responsibility as a counterweight to aggressive commercial and financial activities.

- Association with a certain lifestyle causes the addition of a specific message about the product or brand.

- Increasing media interest in the company.

There are various types of sponsorship. The types of sponsorship, like goals, can be classified according to several characteristics.

- There are three types of sponsorship from the point of view of the sponsoring organizations.

- Personal – the beneficiary is an athlete or a group of athletes.

- Institutional – sponsorship for an organization, for example, a sports club.

- Project – the subject of sponsorship is the project of this enterprise, which is implemented at the expense of external funds of the future sponsor.

- According to the number of sponsors, two types of sponsorship are distinguished.

- Exclusive sponsorship – there is only one sponsor who independently bears the costs of sponsorship activities.

- Co-sponsorship – there are several sponsors who share sponsorship costs and advertising benefits among themselves, depending on the arrangements with the beneficiary.

- Due to the nature of sponsored services, there are three types of sponsorship.

- Financial sponsorship – the sponsor's services are provided in monetary form.

- Material sponsorship – the sponsor transfers various material goods to the beneficiary.

- Sponsorship of services – the sponsor's contribution consists in organizing a sports event or concert, broadcasting the event on television or radio.

A peculiar type of sponsorship is license sponsorship, which consists in the agreement to use the name, emblem, symbol, trademark or official or decorative picture of the sponsor. This kind of sponsorship activity appears when international events, such as the Olympic Games (symbol of 5 Olympic rings).

- Another criterion for distinguishing sponsorship is the way the name of the sponsor is made public. In this case, there are two types of sponsorship.

➤ Personal sponsorship – the sponsor gets the right to indicate his name in the names of events, sports clubs and series of sports events or stadiums.

➤ Emblem sponsorship – the sponsor obtains the right to use the sponsored emblem, emblem, or logo, or vice versa. An example of a company that used the beneficiary's logo for advertising activities is Grupa Żywiec, producer of «Królewskie» beer. On the 90-th anniversary of «Legia Warsaw» football club, the bottles of «Królewskie beer» sometimes have labels with the emblem of the «Legia» club. The sponsor also advertises its name and logo – on the entrance tickets to the event or on the sports uniform of the sponsored team.

Another criterion for the distribution of sponsorship assistance is the duration of the sponsor's relationship with the beneficiaries. At the same time, there are two types of sponsorship – one-time sponsorship and long-term sponsorship. Sponsorship can also be broken down by geographic coverage.

When studying the role of marketing in the promotion of an enterprise in the field of physical culture and sports services on the market, it is important to observe marketing rights.

Marketing rights include those used both on-site and during the event, as well as exercised in the period between separate events. Here you can distinguish between the rights to sell your own products with a sponsored visual identity or to promote and sell the sponsor's products and services directly during sponsored events or in the rights holder's communication channels. Both the events themselves and the fan clubs, the sponsored media itself is an opportunity to present new products, test products or create packages of products and services based on sponsorship motives. Benefits can be a unique design, a name associated with an event, a team or a player or special discounts for fans. This is an attempt to offer fans a special offer, showing the sponsor's connection to the sponsored project and trying to create the impression that by purchasing the sponsor's products, you are also supporting, for example, the team or representation. These can be proposals that explicitly state that, for example, some percentage of the revenue will be transferred to the team, which calls for the responsibility of fans and their willingness to support their favorites. There is also a place to sell licensed products, collectible gadgets related to supported sports. This is based on the natural desire of fans to have a souvenir related to a given event or team, which is one of the most common examples of commercialization of sports [1]. Some companies perceive sponsorship projects as a direct sales tool, the effectiveness of which is determined by the volume of sold own or licensed products. Therefore, the most important beneficiary of rights in such a sponsoring organization is not the marketing or sponsorship department, but the divisions responsible for sales.

In addition to sales and marketing rights, which also cover sponsor collaboration, lead generation, fan data and the use of rights holder databases, sponsors must also be aware of the image issues that certain rights in this area contribute to. These rights, unlike marketing laws, are not aimed at supporting sales, but at creating the sponsor's corporate brand, forming its image among interested parties. They are mainly used by the sponsor's organizational structures responsible for public relations. Here, the field opens for the organization of joint initiatives between the sponsor and the sponsored, for example joint fan clubs, safe sectors, events such as escorting children or walking the flag or ball, as well as actions aimed at, for example, better organization of sports, talent search, sponsorship of amateur games or support of games for children and youth. These are areas of use for image building that are generally perceived as positive and, especially in periods of a lack of sporting success, can shift communication emphasis to other areas of sponsor involvement. He can, for example, inform - today we did not succeed, but we are working together for the future of the discipline, a team or a national team.

The attributes of an athlete participating in a company's marketing activities are extremely difficult to measure, which further increases the level of risk associated with using this form of communication. Therefore, when deciding to involve a powerful person, you should be guided by the following principles:

1. The person supporting the product must be media friendly and physically attractive. His appearance, manner of movement, facial expression, smile, tone, and tone of voice should evoke pleasant feelings in the addressees of the message. At the same time, women, who are rightfully called representatives of the fairer sex, have a natural advantage over men, so female athletes have more chances to participate, and the additional income associated with this. Therefore, an important, until recently underestimated or even unnoticed aspect is the care of the appearance of competition participants. However, you should not exaggerate, because a study conducted at the University of Delaware in the USA (research method: focus interview) shows that if female athletes emphasize their muscles too much, they subsequently become less attractive in advertising.

2. There must be a natural connection between the endorser and the advertised product. Certainly, there is a much stronger natural connection between motorcyclist Kuba Przygonski and the motor oil brand he promotes than there is between Adam Malysz and Goplana chocolate. If this criterion is met, female athletes are more likely to participate in the promotion of female-oriented products. An example of this is Maja Wloschowska, the ambassador of the CCC footwear brand, or Agnieszka Radwanska, who promotes the Vizir and Amica brands.

3. The endorser must be recognized and respected in the target segment. Tomasz Adamek or Dariusz Michalczewski, who promote beer brands, are well known to beer consumers, and Anna Kournikova, who plays a sport considered elite, can effectively advertise exclusive cosmetics for women.

4. The effectiveness of the message increases if the person who supports the brand is often mentioned in the media. Photos in the press, news on radio or television will always cause associations with the promoted brand, which will have a positive effect on its memorability. Presence in the media has nothing to do with the gender of the

player, successes are counted. For example, in the 2011/12 season, among the two best Polish skiers, the media showed Justyna Kowalczyk much more often than Tomasz Sikora, so the cost of sponsorship and advertising contracts for J. Kowalczyk was much higher.

5. The person promoting the product must appeal to the customers who represent the company's target market. Recognition of the athlete may not be enough, and even hurt, if the promoter is not liked. Andrzej Golota is known to many boxing enthusiasts, but he will probably never promote any product because of the opinion he has «worked» in and out of the ring. Agnieszka Radwanska's marketing appeal fell after the Olympics in London, due to her surprisingly poor performance, as well as the comments of the tennis player, who did not regret the disappointment she brought to many Poles. She said she was going to the next tennis tournament in a week. In turn, Krzysztof Golovczyc, who is adored primarily by the Poles, enjoys constant sympathy, despite a long career as a player.

6. Another important element of a player's marketing appeal is his ability to persuade. The gift of persuasion is given to a few charismatic people with leadership qualities (leaders) who can motivate others to action. In team sports, these are usually the characteristics of the team captain. Such charisma, determination, and ability to influence other players characterized the wonderful Polish volleyball player Malgozata Glinka.

7. It is important that the currently selected athlete is promoting his name and image or what he has promoted before. The point is that there is no conflict arising from the exclusive rights to the image. Endorsing too many brands at once or endorsing competing brands is another. The studies show that an athlete should advertise a maximum of three brands at the same time, if he advertises more than one of them, the so-called the effect of blurring the image of the athlete. This means that he loses credibility in the eyes of the buyers because he cannot be an «expert in everything».

Gender in sports competitions, due to the predisposition and endurance of the body, plays a great role; therefore, it is often a criterion for the classification of competition participants. In the case of using athletes in the promotion of the company, their media coverage, recognition, ability to convince and evoke emotions are of the greatest importance, while gender is not a decisive factor in choosing a woman or a man. However, observations show that it is the rivalry between men that provides fans with deeper experiences, which is why, among other things, it is shown more willingly and more often in media that care about the viewing audience. The more frequent presence of athletes in the mass media, in turn, leads to their higher recognition, which inclines them to be promoters of enterprises. That is, the athlete's gender indirectly affects the amount of fees he can count on. Incomparably higher incomes from non-sports activities are received by men, because through them the advertising message convinces the recipients, and companies have a chance to achieve greater image and sales benefits.

### Conclusions from this study and prospects for further research in this direction

Thus, a unique element of sports marketing is that a sports organization must consider consumers who want to use not only the source of a sports product, but also expanded products that include additional programs, products, services and devices that will fully satisfy the needs of buyers, which often will go beyond the sphere of sports. The problem of a sports product and its main, specified features distinguish it from other products, and their correct understanding will be the key to the success of a sports organization.

Sport is mainly used for marketing activities. Three forms of promotion are used in sports, namely: sponsorship, advertising and sales promotion. As for the main solutions in the field of advertising, they relate to the creation of an advertising message and its placement in the appropriate mass advertising medium (means of communication), with the help of which it reaches the advertising audience.

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