



# The Ultimate Guide to Sport Event Management and Marketing

*Stedman Graham, Joe J. Goldblatt, Lisa Delpy*

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The Ultimate Guide to Sport Event Management and Marketing contains information from designing an event to planning an integrated marketing campaign to negotiating contracts and supplier agreements.

Whether breaking into the field of sport event management and marketing or an established professional, this is the most comprehensive guide to the hundreds of issues, activities and responsibilities connected with making any sport event a success. Coverage includes: key strategies for managing even logistics; critical planning techniques; a review of negotiations and contracts with sponsors, suppliers, and insurance companies; an integrated approach to marketing that considers every kind of medium; advice for acquiring funding for sport events including a sponsorship outline; tips on how to enter the field.

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