

## «GR sport» magazine concept



We generalize experience and we provide a platform for dialogue of federal, regional and municipal authority, businessmen of the sports industry and allied industries, public organizations, investors, owners of infrastructure and developers.



# «GR sport» magazine concept

Modern sports are the economic and political resource influencing a level of development of the country, and growth of enterprise activity as in the sports industry, and a set of other branches.

Sports today is the center of attention of the most different target audiences which are interesting to the b2b companies and b2c markets. And any organizations, seeking to develop own brands can be subjects of marketing with use of sports practically.

Stakeholders of the sports industry represent interests of the state, sports or business. The balance of these interests is based on communication strategy. And low level of their development between subjects of the industry often leads to serious crises at the level of the organization and branch as a whole.

**«GR sport magazine» is not about sports — we write about business communications.**



GR (Government Relations) — is about communications of business and the authority, concentrated around problems of carrying out in Russia world sports events. In the run-up to large sporting events which will take place in the next 10 years in Russia, for the state there is especially actual a development of branch of hospitality and event tourism, improvement of investment climate of regions.

To the forefront there are questions of involvement of investors in infrastructure and sports projects, creation for them favorable conditions, including within state-private partnership.

# «GR sport» magazine concept

In the XXI century the authority was adjusted on dialogue with the companies in information space, forming in public discussions the interaction agenda with business.

However, are many companies will organize today necessary GR-work, using in the communication strategy of possibility of such dialogue?

Having ample opportunities to form and advance a public position of the company on state regulation, to participate in branch rule-making, the Russian businessmen aren't able to use them yet.

Also they miss the main advantages of such communications – formation of a public image of the company as worthy partner of the authority, as voice and leader of concrete branch, and also establishment of contacts with state agencies for joint activity within specific projects.



The companies which mastered the tool of publicity are in the lead, organizing discussion of the subject by an echo on the federal agenda or form it, lobbying branch interests in information space.



## Publicity and GR-technologies promote reduction of business risks.

This communication reception is known not only to corporations, but also the Russian officials who look for justification of the actions within federal agenda.

**Lobbying as one of technologies of advance of corporate interests in authorities, is actual today for satellite branches of the sports industry.**

First of all it is a gaming, a betting companies, lotteries, intellectual and commercial games; travel business and hospitality industry; markets of real estate, developers and investment; beer and alcoholic branch, insurance, etc.

**The companies of these and allied industries can form the agenda and lobby the interests on «GR sport» magazine pages.**

After all, one of key subjects of federal agenda – increase of competitiveness of the Russian sports and creation of investment attractive environment for long-term participation of business in sports projects.

And the part of interests of these companies located in the sports industry, and many of them are ready to invest in sports for the sake of marketing communications (advertizing, sponsorship, PR, etc.) with its audiences, but are legislatively limited in it.



# Marketing through sport

**Marketing through sports as activity for advance of any, including unsportsmanlike b2c and b2b brands, connect sports with powerful sources of the resources arriving from sponsors and advertisers.**

PR, sponsorship, advertizing, branding, publicity, loyalty programs and other types of marketing communications are especially effective in sports.

The companies which had chosen marketing through sports for advancing of the products and a brand form a maximum of positive emotions for their positive perception, in comparison with other channels of advance.



CSR (corporate social responsibility) as the instrument of formation of favorable image of the company in public authorities and society is widespread in sports.

Corporate interests in the sports industry not only economical, but also political and social. Sports support, including children sport, is the effective environment for CSR. For example, to the corporations of oil and gas sector, in connection with reputation of the companies doing harm to ecology, it is necessary to realize projects in the field of social responsibility. The JSC "Lukoil" corporation and JSC "Gazprom" adhere to such communication strategy.

Celebrity-marketing, event marketing and licensing also are marketing tools with sports use.



On the pages of «GR sport» — materials and cases of the companies practicing marketing through sports, and successfully applying all types of communications. Strategy and efficiency.

# Marketing of sport

Sports marketing — complex activities for development, advance and sales of any sports products — events, goods, services (trainings, hospitality, rent), information, projects, persons (athletes, trainers, managers), constructions and the rights (television, license, transfer), and also target audiences.

**The main objectives of sports marketing — to create conditions favorable for investment and to involve the audience, fans, sponsors and mass media in cooperation.**

**In Russia many sports organizations just learn to work with business effectively.**



How to find convincing arguments for mutually advantageous partnership and to attract investments?



What communications to build to subjects of the industry of sports with business and the audiences?

**The theory and cases in the «GR Sport» magazine.**

# Main subjects of the GR sport magazine

- ✓ Sports industry, event tourism and hospitality industry.
- ✓ Territorial branding and investment climate in regions.
- ✓ Infrastructure projects, development, investments.
- ✓ State-private partnership, legislation, programs of the state support.
- ✓ Effective communication strategy: GR and lobbying, PR, IR, CSR, sponsorship, advertizing, branding, publicity, loyalty program, celebrity-marketing, licensing, event marketing and event-management.
- ✓ Marketing through sports: unique possibilities of advance of any unsportsmanlike brands and companies of allied industries, loyal audiences.
- ✓ Sports marketing: conditions for investment in sports products (events, goods, constructions, services, information, projects, persons, the rights, target audiences).



# The GR sport magazine — it not only communication, but also a business platform

The structure of the magazine is constructed so, that subjects of different branches could inform accurately to potential contractors the requirements or offers.

For example, the authority represented by specialized departments of concrete departments, state corporations, and also public organizations can address to potential contractors and partners in certain projects.

At the level of B2B of communications sports clubs, leagues, organizing committees of actions, sport constructions — commercial and non-profit organizations of the sports industry — submit the projects, audiences, opportunities and conditions for advance of potential sponsors, advertisers and investors.



**The companies of other branches, and also investors, venture funds can find on magazine pages object for investment or advance of the product, a brand in the new market.**

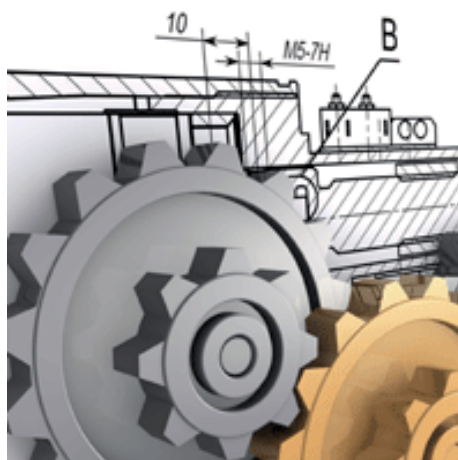


Besides, information containing opinions, experience, stories of success of representatives of big and small business and investors is provided in the magazine.



## «GR sport» magazine audience

- ✓ It is active part of representatives of the Russian business and the authority. First of all — it is head people ready to real changes.
- ✓ These are the officials, conceiving categories of the productivity, developing the investment potential of the territories or branches which see possibilities of such development in the union with business.
- ✓ These are those businessmen who are in search of new decisions and the technologies, the new markets are adjusted on leadership and we are ready to influence on economic, first of all branch policy of the state.



## Address delivery to PRMD (persons really making decisions)

Key officials of all levels of the authority (direction sports, tourism and hospitality industry, economic and investment activity, regional policy, strategic planning, business development in the Russian Federation).

Heads and GR managers of state corporations and large companies, including banks, investment, consulting, law and insurance companies, marketing and PR agencies;

Owners and management of the companies of the sports industry, associations, leagues and clubs; organizing committees of actions; stadiums, ice arenas, fitness clubs; mountain-skiing complexes, golf clubs, tourist and hotel complexes;

And also management and owners of the companies advancing the brand through sports and large international actions, including the potential sponsors and investors of the sports industry.



## Express and post delivery to tables of heads and the branded racks is individual:

- Ministry of sports of the Russian Federation•
- RFU and RFPL;CHL
- Federal State Unitary Enterprise Sport Engineering;
- Moskomспорт;
- Moscow office of «Edinaya Rossiya», V.V. Putin's public reception
- Institute of Legislation and Comparative Law under the Government of the Russian Federation
- Branch associations: AYuR, RASO, AKAR, AKOS, etc.
- Ministry of Regional Development of the Russian Federation
- Ministry of Economic Development of the Russian Federation;
- State Duma and Federation Council of the Russian Federation;
- Administrations of the Russian cities and areas;
- Ministries of sports and sport committees of regions of the Russian Federation;
- Organizing committee of the Football World Cup 2018;
- We generalize experience and we provide a platform for dialogue of federal, regional and municipal authority, businessmen of the sports industry and allied industries, public organizations, investors, owners of infrastructure and developers.



# «GR sport» magazine

## Co-founders, publishers:

JSC «Business-tehnologii»,  
Zhukova Anna Borisovna

## Registration certificate of mass media:

ПИ № ФС 77-53281

## Address, phone:

Moscow, Furmanny Lane, 12, p. 1  
+7 (495) 640 87 30

## Inet, e-mail:

gr-sport.ru  
info@sportb2b.ru

Volume: 80-96 pages

Circulation: to 10 000

Frequency: the quarterly

Languages: Russian/English

Subscription for legal entities and individuals \*

Branch actions (exhibition stands /  
information partnership / presentation  
apportion of the magazine  
in packages of participants) \*

\*sent on demand



## Our projects:



magazine  
SportB2B



magazine  
SportsFacilities



magazine  
SkiB2B



magazine  
GR Sport



catalog  
The mountain-skiing  
industry



catalog  
Fitness industry



catalog TOP-50  
Sports construction  
and equipment



magazine  
Sports collecting

and a lot of  
others  
projects...



We generalize experience and we provide a platform for dialogue of federal, regional and municipal authority, businessmen of the sports industry and allied industries, public organizations, investors, owners of infrastructure and developers.