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Sports Entertainment in Hospitality: Maximizing Profits for Event Businesses

Exploring how sports events can drive revenue and
elevate guest experiences in hospitality

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Introduction: Overview of the Session

- Brief introduction to the growing importance of sports entertainment in the hospitality industry.
- Goals of the session: Understand strategies to maximize profits, enhance guest experiences, and grow your event business through sports.
- Quick outline of key topics covered: Event types, marketing strategies, operational considerations, emerging trends.

The Growing Influence of Sports Entertainment

- Sports attract large, engaged audiences with high emotional investment.
- Event businesses can tap into the excitement and popularity of sports events (e.g., Super Bowl, World Cup, local sports games).
- Sports fans spend significantly on related experiences, making it a lucrative segment for hospitality.
- The fusion of sports with hospitality offers opportunities to engage customers on a deeper level, creating unforgettable experiences.

Why Sports Entertainment Matters to Event Businesses

- Unique selling proposition (USP) of sports entertainment.
- Engages a diverse and loyal audience.
- Creates a sense of community and excitement.
- A catalyst for long-term customer relationships and repeat business.

Types of Sports Entertainment Events in Hospitality: Event Opportunities for Hospitality Businesses

- **Pre-game Parties:** Capitalize on the excitement leading up to major events by hosting themed pre-game parties.
- **VIP Suites & Luxury Boxes:** Offer exclusive experiences with premium seating, dining, and services for corporate clients or high-end guests.
- **Viewing Parties:** Organize large-scale public viewing parties for major events with food, drinks, and entertainment.
- **Sports-Themed Corporate Events:** Host team-building events, conferences, or social gatherings centered around sports activities or watching games.
- **Incorporating Live Entertainment:** Think about adding live music, guest speakers, or appearances from athletes to elevate the experience.

Maximizing Profits Through Sports Entertainment: Revenue Streams in Sports Hospitality

- **Ticketing and Packages:** Sell premium packages (VIP access, suites, exclusive seating) or general admission tickets for viewing parties.
- **Food & Beverage Sales:** Create themed food and drink menus around sports events. Offer premium options for VIP guests.
- **Merchandise Sales:** Sell event-specific or team-specific merchandise to increase revenue.
- **Sponsorship & Partnerships:** Partner with brands or local businesses to sponsor events, offering them advertising opportunities.
- **Upselling Opportunities:** Provide upsell options like hospitality upgrades, exclusive event access, or after-parties.

Marketing Strategies to Drive Engagement: Effective Marketing Tactics for Sports Events

- **Targeting the Right Audience:** Identify sports fans, corporate clients, and other relevant groups who are likely to engage with your events.
- **Digital Marketing:** Use social media platforms, email campaigns, and targeted ads to promote events. Create compelling content around the excitement of the sports world.
- **Influencer Partnerships:** Work with athletes, local sports personalities, or influencers to amplify your event's reach.
- **Event Branding:** Create a strong brand around your sports hospitality offerings. Use consistent visuals, hashtags, and promotions.
- **Exclusive Offers:** Offer early bird discounts, group packages, or loyalty rewards to entice guests to book early or return for future events.

Operational Considerations:

Key Operational Elements for Successful Sports Events

- **Venue Selection:** Ensure the venue can accommodate the number of guests expected and has appropriate technology (large screens, sound systems).
- **Staff Training:** Train staff to handle high-volume events and provide top-tier customer service during large-scale sports events.
- **Logistics Planning:** Plan for crowd management, security, and smooth flow of guests (e.g., seating arrangements, food and drink lines).
- **Technology Integration:** Use technology for reservations, guest experience management, and to enhance the viewing experience (e.g., virtual reality, interactive apps).
- **Partnerships with Local Businesses:** Collaborate with local hotels, transportation services, and vendors to offer complete packages for out-of-town guests.

Emerging Trends in Sports Hospitality:

Trends to Watch in Sports Entertainment for Hospitality

- **Hybrid and Virtual Events:** Offering hybrid event experiences where attendees can participate virtually while enjoying an in-person atmosphere.
- **Sustainability Practices:** Eco-friendly initiatives for events (e.g., sustainable food, zero-waste practices) are increasingly important to guests.
- **Interactive and Immersive Experiences:** Augmented and virtual reality (AR/VR) technology to enhance the fan experience (e.g., virtual stadium tours, interactive games).
- **Esports Events:** With the rise of esports, hospitality venues can tap into a new, younger demographic by hosting gaming tournaments or watch parties.
- **Celebrity & Athlete Engagements:** Partnering with athletes or celebrities to host events or meet-and-greets for fans.

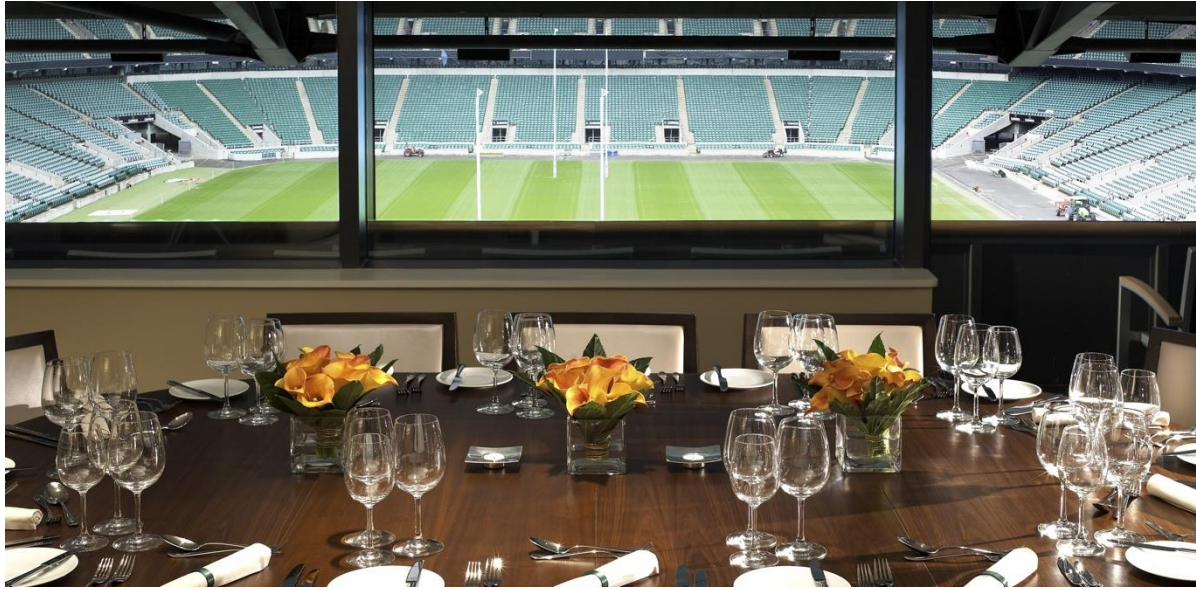
Overcoming Challenges: Navigating Challenges in Sports Hospitality

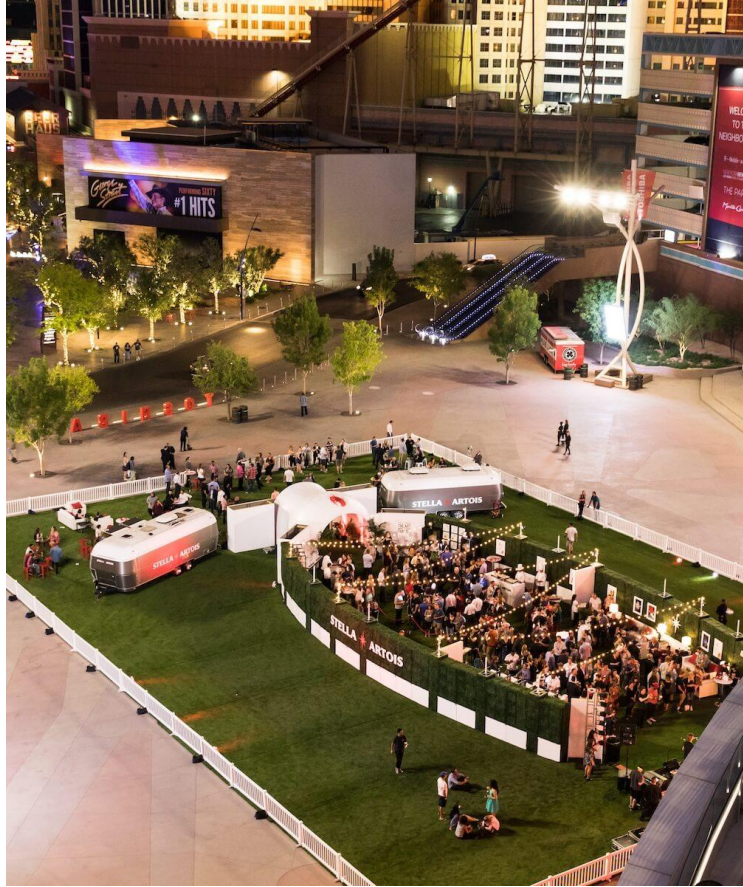
- **Seasonal Demand Fluctuations:** Plan for downtime by diversifying your offerings or focusing on off-season events.
- **Crowd Control and Safety:** Managing large groups can be tricky—prepare for crowd management and adhere to safety protocols.
- **Competition:** The sports entertainment landscape is competitive; differentiate your event offerings with unique experiences and partnerships
- **Cost Management:** Sports events often require heavy upfront investments. Understand how to manage costs while maximizing profits.

Best Practices for Success:

Key Takeaways & Best Practices

- **Know Your Audience:** Tailor events to your target demographics—whether it's corporate clients, sports fans, or local communities.
- **Create Exclusive Experiences:** Make your events feel special with VIP offerings, behind-the-scenes access, or custom-tailored experiences.
- **Build Long-Term Relationships:** Foster loyalty by providing exceptional service and creating memorable moments for guests.
- **Leverage Data:** Use data analytics to track guest preferences and behaviors, allowing you to personalize experiences and optimize event planning.





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