

FOOTBALL AS A BUSINESS

Commercial, marketing & economic impact

Presented by:- Bristi Dey

Course:- Sports Management

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Football is not just a sport—it is a global business industry worth billions of dollars

- Played and watched worldwide
- Involves clubs, brands, media, and sponsors
- Creates huge economic value



PLAYER SPONSORSHIP
FOR THE REMAINDER OF THE
23/24 SEASON

£240
INCLUSIVE OF VAT

- FRAMED SIGNED SHIRT PRESENTED BY PLAYER
- NAME/LOGO IN MATCHDAY PROGRAMME
- NAME/LOGO ON CLUBS WEBSITE
- INVITE TO THE ANNUAL SPONSORS EVENT
INCLUDING A TOUR OF THE TRAINING FACILITY, WATCH THE FIRST TEAM TRAIN, LIGHT BUFFET LUNCH, MEET AND GREET WITH PLAYERS AND COACHES.

100% DUNDEEFC

HOME, AWAY AND THIRD SHIRTS AVAILABLE TO SPONSOR SUBJECT TO AVAILABILITY

The advertisement features three Dundee FC players in their kits. The central player is wearing a dark blue home kit with 'CROWN engineering services limited' and 'GAFC' sponsors. The player on the left is in a bright green away kit, and the player on the right is in a dark blue third kit. The background is dark blue with white and yellow text.

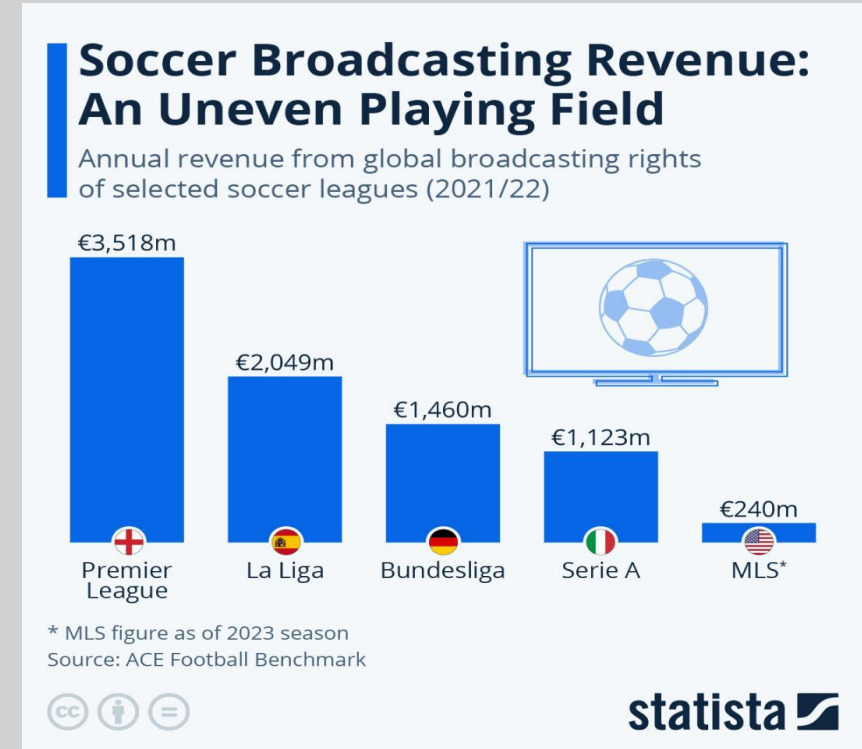
Football operates like a business organization.

- Clubs are run as companies
- Players are valuable assets
- Revenue comes from multiple sources
- Example: Top clubs earn more than large corporations.



Football generates income through:

- Broadcasting rights (TV & streaming)
- Sponsorships & advertisements
- Ticket sales
- Merchandise (jerseys, shoes, accessories)



Brands use football to reach millions of customers.

- Jersey sponsorships (Nike, Adidas, Puma)
- Stadium naming rights
- Player endorsements
- Benefit: High visibility + global audience



Professional football clubs function like companies:

- Owners & investors
- Management & staff
- Financial planning and profits
- Examples: Real Madrid, Manchester United, FC Barcelona



Media plays a huge role in football business.

- Live matches on TV & apps
- Advertising during matches
- Subscription-based streaming
- Result: Massive global revenue growth



Players have market value, just like products.

- Transfer fees
- Player contracts
- Salary negotiations
- Example: Some players are worth millions of dollars.



Football creates jobs in:

- Sports management
- Marketing & sales
- Media & journalism
- Event management
- It boosts tourism and local economy.



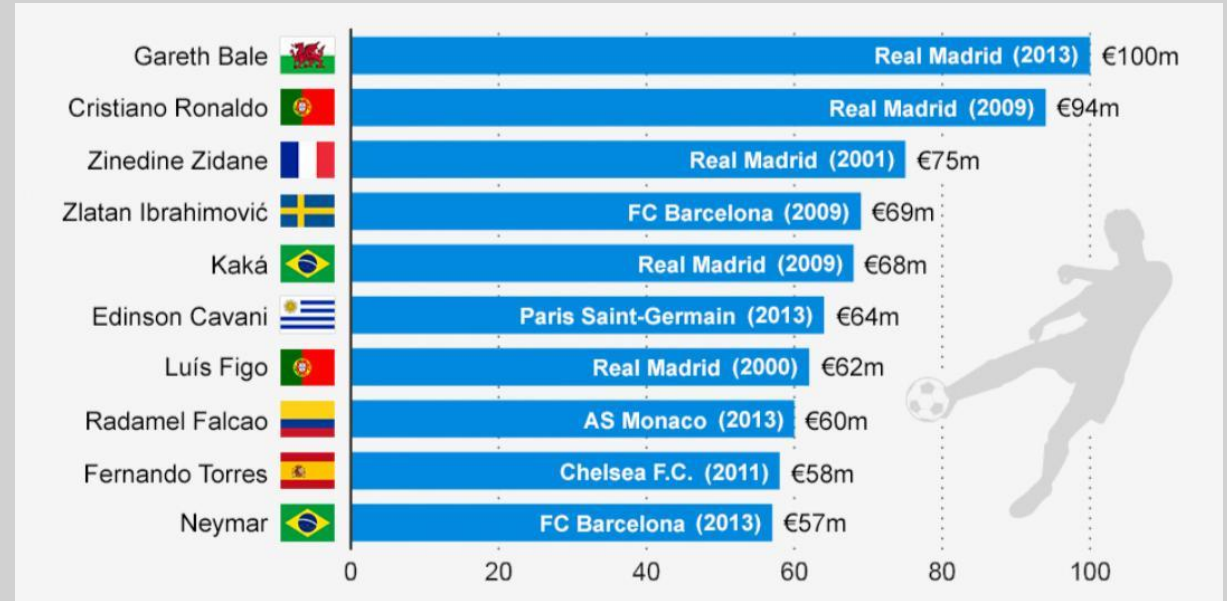
Football offers many career paths:

- Sports management
- Marketing & branding
- Event planning
- Analytics & finance



CHALLENGES IN FOOTBALL BUSINESS

- High player costs
- Financial risks
- Competition between clubs
- Dependence on performance



Football is a powerful global business model combining:

- Sports
- Entertainment
- Marketing
- Finance
- It continues to grow as a profitable industry worldwide.



Thank You for your attention

Questions & Discussion