

Marketing and Promotion of Sports, Recreation and Leisure

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Abstract

Sports can play a central role in eradication of extreme poverty and hunger in that sports ideals, philosophies, figures as well as activities can be well used in propagating of antipoverty and hunger campaigns and strategies for instance, freedom from hunger walks among others, more so, the above aspects of sports can be used to earn the country foreign exchange directly and indirectly hence acting as economic boosters.

Environmental sustainability can be well ensured through sports, recreational and leisure activities since there continued provision depends on the environment. Being a common universal language, sports can be well used to demonstrate the need of women empowerment and promotion of gender equality. However, to make sports gain wider appeal and hence the appreciation of its role in meeting of millennium development goals, proper marketing and promotion must be done. These involves the why and how of sports, recreation and leisure marketing. Thus, the paper I am going to present will adequately look into the various ways of sports, leisure and recreational activities. These will be followed by how of marketing and promotion of sports, recreation and leisure in order to meet ways. The paper will also look into the various strategies, principles and procedures of marketing for instance, matching of services and demand in sports – a big challenge. Further more, marketing research strategies, analyzing as well as study of market trends will be adequately looked into.

Concerning promotion, the various strategies are going to be discussed in these paper so as to make sports acts as motivator for slum girl and boy for schooling, an instrument for meeting youths in large number and thus update them with current statistics on HIV and AIDS, make expectant mothers utilize it for improvement of material helath as well as reducing child mortality.

Key words: marketing, promotion, millennium development goals.