

## **A proposed plan for the marketing and promotion of weightlifting championships**

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### **Abstract:**

Weightlifting competitions can be marketed through different means such as advertising and referendum on in-kind prizes, promotion of activities, and television broadcasting. Yet, there are many problems that hinder the marketing of weightlifting championships; among which the most salient are: administrative policy, technical aspects, capabilities and facilities, and human capabilities. To that end, this paper proposes a new methodology to determine the best ways of marketing and promotion for weightlifting championship. The proposed method is derived from the conduction of a survey using a questionnaire consists of 59 phrases. The questionnaire was applied to a sample of 65 individuals in the Egyptian Weightlifting Federation. The results of this research show that the use of modern scientific methods helps the marketing process in the Egyptian Weightlifting Federation. Therefore, the researcher recommends the implementation of the proposed method to market weightlifting championships.

**Key words:** weightlifting, championships, marketing, Sports

### **Introduction:**

Marketing has become an important science in the economically developed countries given the facts that the challenges facing the wide variety of sports institutions are not only technical problems, but also administrative and material ones. Likewise, economically developing countries have recently become

interested in different marketing aspects, benefiting from the real practical experience observed by the developed countries. It follows that every country in the role of economic growth should be concerned with building strong strategies to market its new products and services, especially in the field of sports.

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In the past few years, it was noted that the global scene is undergoing major changes, and this will, in turn, have an economic impact on the entire world and more specifically on the Arab region. The global system is characterized by a rapid movement, in which changes are proceeding exponentially. Governments and institutions are required to make arrangements to meet these challenges. (Tawfiq A, 2006, P. 7)

Ibrahim, and Hassan A (2004) emphasized that marketing is considered as one of the most important administrative functions of any organization. Recently, great attention has been paid to studying and applying marketing concepts especially in Egypt after the state's policy of economic reform and economic liberalization between different organizations (P. 85)

Mohi A, (1993) highlighted that marketing is one of the main activities of any establishment, in which the rest of the activities of the establishment can be planned. Therefore, it is necessary for this activity to be based on

sound scientific and technical bases, on the other side. (P. 18)

Amr El-Gammal (2002) reported that sport in developed countries has become one of the vital sectors of the attractive business of large capital, which has been able to make a big profit after in the past is not even able to meet the coverage of basic needs. At the same time, developing countries rely entirely on government funding provided by the state in the form of poor subsidies. Sports in developing countries are one of the consumer sectors that do not make profits or tangible results and need high costs in order to achieve their goals. (P. 67)

The countries or cities that are bidding to host championships and sports are not only showing their progress in terms of organization and technological development in their devices, but also looking at the material return that enables them to build the latest sports facilities and develop their equipment to host larger championships. Sports marketing could be defined as the science that accompanies the implementation of sports courses and championships due

to the interest of people in watching sports competitions. (Essam B, Nazek M, 2004, P. 83)

The marketing of championships and sport games is one of the means that can contribute to solving some of the obstacles; especially the physical exposure of sport bodies and reduces the financial burden provided by the government to those bodies (Mohammad A, 2005, P. 2)

**Theoretical background and framework:**

The sport federations are one of the largest sporting bodies affected by global and local variables. Sports have a clear impact locally and globally and as a manifestation of the progress of nations and peoples. The sports federation is the ideal base for preparing the sports champions for the championship sector and the national teams that exist in society and are closely linked to the field of physical education; pay attention to all aspects of these bodies to reach the best level of services and achieve levels and achievements in national and international championships.

For these reasons, marketing has become an important administrative science in economically

developed countries after the problems faced by the various organizations were mainly identified to be administrative. Similarly, economically developing countries became interested in the various marketing aspects, benefiting from the real scientific experience applied by the developed countries in their growth. In general, each country in the role of economic growth should be interested in building strong devices to market new products.

In this regard, marketing could be defined as a group of continuous and integrated efforts and activities that facilitate and accompany the transfer of goods, services and ideas from their sources of production to their buyers, and lead to the achievement of the economic and social objectives of the consumer, producer and society. (Mohamed S, Samir A, 2007, P.21)

**The problem:**

Egypt has recently undergone many economic reforms during the previous period, which consisted of trying to gradually move towards the market economy instead of the central planning

economy. Despite all the political and economic reforms that Egypt is currently undergoing, it has not yet reached the sports field, or at least not reaching the same speed as other sectors, bearing in mind that the sports field from the left is receptive to economic reforms because of the natural structure of most of its organizations. All these factors helped to deteriorate the sport in Egypt, whether on the level of recreational or competitive or touch Wei sports institutions or services provided by it to its members Lora (1)

The Egyptian Weightlifting Federation (EWF) is one of the most successful associations in the Arab Republic of Egypt. It achieves honorable results at the continental and international levels in all international competitions in which it participated in the last ten years, where he scored more than 12 different medals during the previous periods at the level of major championships.

The EWF include approximately four local championships in the annual sports season in all age stages and more than ten continental, international and international championships. In the field of sports management, the EWF has a high international position compared to the African Federation for Weightlifting and the Arab Weightlifting Federation.

It is noteworthy that the EWF is a private body of public benefit, which is responsible for (1) managing the affairs of the game in all financial and organizational aspects, (2) managing the programs that participate in the sports bodies and supervise the implementation of these programs, and (3) working on the development of the resources of the Federation. And the Egyptian Federation of lifting weights from the bodies that rely on funding on the government support in addition to some of the self-generated revenue through the annual contributions of clubs and contributions of coaches and referees and players, and some training courses for the preparation and refinement of

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<sup>1</sup> This study was applied to the Egyptian Weightlifting Federation (EWF)

trainers, referees and administrators.

When the federation organizes weightlifting championships, especially international ones (African, Arab, Afro-Asian, International), it entrusts the organization to some companies that receive the right to care and thus market the tournament and get its revenues.

Within the limits of what the researcher learned from the Federation's records and data, he noticed that there is no marketing plan for the Federation's Championships. There are no specialists in this field. The total dependence on obtaining financial resources on the Ministry of Youth, Sports and Self Resources subsidies mentioned above and that there are many obstacles impeding marketing. In the event of the establishment of international championships in the Arab Republic of Egypt, which led the researcher to work on the study A proposed plan for the marketing and promotion of weightlifting championships.

#### **Search Goal:**

The research aims to marketing and promoting weightlifting championships.

#### **Search questions**

- a) What is the current reality of marketing the Egyptian weightlifting championships?
- b) What is the proposed plan for the marketing and promotion of weightlifting championships?

#### **Comment on previous studies:**

The previous studies dealt with sports marketing in a number of sports activities, including the marketing of sports competitions in a number of mathematics. They were used in determining the objective and questions of the study, determining the appropriate method of study, drafting the tools used to collect data and how to codify them. Compare them.

#### **Search procedures:**

##### **Research Methodology**

The researcher used the descriptive approach (survey studies) to suit the nature and purpose of the research.

##### **Research Community**

Members of the Board of Directors of the Federation and (regions) branches, employees and administrators.

##### **Research Sample**

The sample of the research was selected in the random stratified manner and the following table (1) shows the characterization of the society and the sample of the research (\*\*)

**Table (1)**  
**The characterization of the society and the sample of the research**

Sample search categories	Research community	Basic sample	Percentage %
Members of the Board of Directors of the Federation	9	3	33.3
Federation managers and branch directors	42	13	30.95
Members of the special committees of the Federation and its branches	120	35	29.16
International players	20	10	50
International Trainers	10	4	40
Total	201	65	32.33

7.4. Data collection tools

A questionnaire was designed to identify the main areas of the questionnaire for research (Attachment No 2). The researcher used previous studies and scientific references to develop the questionnaire. The questionnaire consisted of (6) axes and was presented to (10) experts in the field of sports management and sports marketing facility (1) ,(2) shows the percentage of

consensus of experts on the themes of the questionnaire. As shown in the table, the axes are given as follows; the first axis: the marketing position of the Federation championships, the second axis: promotional methods for marketing, the third axis: Marketing areas and the axis included three sub-axis (television broadcasting, sponsors, , and the fourth axis: legal aspects.

**Table (2)**  
**The percentage of consensus of experts on the themes of the questionnaire (N=10)**

\*\* The Research sample was presented to the committee of scientific research ethics and the sample was approved.

M	Axis title	Appropriate	Somewhat appropriate	Inappropriate	Percentage %	Ranking
1	The marketing position of the Federation championships	8	2	-	93.3	the first
2	Technical management of marketing operations	-	3	7	43.3	Exclude
3	Promotional methods	9	-	1	93.3	The second
4	Areas of Marketing	8	2	-	93.3	the third
5	External readiness for marketing	2	2	6	53.3	Exclude
6	Legal aspects.	7	3	-	90	the fourth

It is clear from Table (2) that the percentage of experts' agreement on the axes was 43.3% and 93.3%. The researcher agreed with 75% or more to agree with the experts on the axis's acceptance, amendment or rejection. Accordingly, axes (2) and (5) were excluded for obtaining less than the percentage that the researcher accepted. The proposed amendments were made to become the main axes of the questionnaire:

**-Determining the questionnaire expressions in their initial image**

The researcher developed the questionnaire form, which included four parts:

- 1- The marketing position of the Federation championships 13 questions
- 2- Promotional methods for marketing weightlifting championships 10 questions
- 3- Areas of Marketing 27 questions
- 4- Legal Aspects 9 questions

**1- Scientific process of the questionnaire:**

The survey study was applied to a sample of (15) individuals from the research community and outside the basic sample with the same basic sample characteristics.

**A. The questionnaire was certified:**

The researcher used two methods to calculate the validity of the questionnaire:

- Believe content.
- Believe internal consistency.

**Believe the content:**

The researcher used the sincerity of the arbitrators Preparation and before applying them to the basic sample on a group of experts in the field of management and sports marketing, the number of (10) expert facility (1) The researcher accepted the phrases that achieved 75% or more of the opinions of experts.

shows that the percentage of the agreement of experts'

opinions on the adequacy of the terms came with a percentage of approval (86.6%: 100%). The total number of the questionnaire was (93.3%).

**Believe internal consistency:**

The researcher calculated the validity of the internal consistency of the questionnaire by calculating the coefficient of internal consistency between each statement and the sum of the axis to which it belongs and between the total of each axis and the total number of the questionnaire as shown in Table (3)

**Table (3)  
Validity of the internal consistency**

M	Axis title	Coefficient of correlation
1	the marketing position of the Egyptian Weightlifting Championships	0.89
2	Promotional methods for marketing weightlifting championships	0.91
3	Marketing	0.79
4	Legal Aspects	0.90

\*The value (R) of the tabular at the level of 0.05 = 0.66

Table (3) shows that the lowest value of the correlation coefficient (0.79) and the highest value is (0.91) which is greater than the value of (R) the table at (0.05). This

indicates that there is a statistically significant correlation between the terms of each axis and the total number For the axis, as well as between the total scores of

each axis and the total number of scores of the questionnaire, indicating the validity of the internal consistency of the terms and axes of the questionnaire.

**B. Stability of the questionnaire:**

In order to calculate the validity of the questionnaire, the researcher used the Cronbach's coefficient.

**Table (4)  
Stability of the questionnaire**

M	Axis title	Coefficient of correlation	half-Split
1	the marketing position of the Egyptian Weightlifting Championships	0.92*	0.89*
2	Promotional methods for marketing weightlifting championships	0.88*	0.86*
3	Marketing	0.86*	0.91*
4	Legal Aspects	0.91*	0.87*

\*The value (R) of the tabular at the level of 0.05 = 0.66

Table (6) shows that there is a statistically significant correlation between the first application and the second application for all the axes of the questionnaire. The calculated value (t) ranged from 0.612 to 0.995, which is greater than the tabular value.

**Basic Study:**

A questionnaire was applied to propose methods for marketing weightlifting championships in the Arab

Republic of Egypt from 2/7/2018 to 30/9/2018 in Egypt.

**View and interpret the results:**

Through statistical processing of research data, the researcher will present and interpret the results to achieve the goal of the research by answering the current reality of marketing weightlifting championships?

**Table (5)**  
**Estimated mark and percentage the first axis (N=65)**

Number	1	2	3	4	5	6	7	8	9
Percentage %	51.3	48.7	66.7	61.5	76.9	41.00	83.1	70.3	35.9
Number	10	11	12	13	Total				
Percentage %	67.2	76.4	60.00	41.00	70.91				

Table (5) shows that the percentage of the axis ranged between 35.09% (83.01%) and the percentage of the axis (70.91%) where the sample responses indicate that the Federation has faith in the importance of marketing the championships. (83.01%). As indicated in the statement (9) that the Federation is not able to meet all needs through government support only and came in a low percentage (35.09%) and revealed the rest of the responses to the lack of specialists in marketing and does not contribute to any man Work in sponsoring national teams or weight lifting.

These results are consistent with the results of other studies such as the study

of (Mohamed Abdul Azim Mahmoud, 2006), which indicated that there is no marketing department within the sports institutions, as well as lack of interest in qualifying the marketing operations within the Commission. The results of the present study are consistent with the results of (Khalid Ibrahim Abdul Ati's, 2000) study. The hosting of the sports championships aims to increase the sources of funding by marketing this tournament by preparing a comprehensive study of all the financial costs resulting from organizing the event. As well as the material return of the stay and the marketing and sale of his care rights.

**Table (6)**  
**Estimated mark and percentage the second axis (N=65)**

Number	1	2	3	4	5	6	7	8	9
Percentage %	38.5	33.3	56.4	44.6	41.00	70.3	59.5	54.9	61.1
Number	10	Total							
Percentage %	43.6	59.45							

Table (6) shows that the percentage of the axis ranged between (33.3%: 70.3%) and the total of the axis (59.45%). The phrase (6) ranked first with percentage (70.3%) indicating that the Egyptian Federation (33.3%) in the last place, which confirms that the lack of a site for the Egyptian Federation of weightlifting on the Internet, and the rest of the terms in terms of percentages. A different and varied country is based on the fact that the marketing methods are different and not available enough to help The Federation of the exploitation of players' clothing or the exploitation of international championships for the promotion of weightlifting championships.

The results indicate that it is necessary to pay attention to the means of marketing and determine the appropriate methods for marketing sports

championships, while determining the nature of each and every means in developing competitions, and activities, as well as the study of (Amr Ibrahim, Hazem Kamal, 2004).

Therefore, it is important to identify the marketing methods used within the Egyptian Weightlifting Federation, identify the functions related to sports marketing, contract with the specialized companies, and determine long-term and long-term plans in marketing weightlifting championships at the internal and external levels.

This is what was confirmed by the study of (Kamal Gabber ,2005) on the importance of determining the quality of the marketing method used and its relevance to the nature of work and the tasks required to market the various activities and championships.

**Table (7)  
Estimated mark and percentage the third axis (N=65)**

<b>Number</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	
Percentage %	53.8	74.4	40.5	80.5	21.5	65.1	67.2	64.1	56.4	
Number	10	11	12	13	14	15	16	17	18	
Percentage %	40.5	86.2	41.00	43.6	33.3	33.3	33.3	46.2	37.4	
Number	19	20	21	22	23	24	25	26	27	Total
Percentage %	36.4	73.8	81.5	64.1	54.4	66.7	80.00	44.1	79.5	65.61

Table (7) shows that the percentage ranged between (21.5%: 86.2%) and the total of the axis reached (65.61%) where the number (11) obtained the highest percentage (86.02%) indicating that the Federation (5%) is a very weak percentage (21.5%) which indicates that the Federation does not resort to electronic marketing of its championships. This is one of the weak points within the federation. The percentages of the words are different, revealing the ambiguity of the marketing areas of the Egyptian Weightlifting Federation. There is also no specific way to determine the marketing features of the championships or activities.

Therefore, the Egyptian Weightlifting Federation must diversify the means of marketing and interest in the preparation of publications and tickets and contracting with companies for sports products

in order to increase the support and support and the ability to strengthen the Federation in the marketing of his championships properly.

The results of the study by (Eman Ahmed, 2006), (Ahmed Galal, 2008), indicate the importance of providing tickets for championships, advertising and corporate sponsorship of championships and determining the value of return and linking them to the level of championships and television broadcasts.

Through the previous results, the Egyptian Weightlifting Federation has to identify and contract with sponsorship companies and satellite channels in order to market the competitions organized by the Federation in cooperation with the Ministry of Youth and Sports and determine the appropriate marketing mechanisms for the size of competition and heroism.

**Table (8)**  
**Estimated mark and percentage the fourth axis (N=65)**

Number	1	2	3	4	5	6	7	8	9	Total
Percentage %	33.3	56.4	53.8	33.3	33.3	56.4	56.4	68.7	75.4	61.35

Table (8) shows that the percentage of the axis ranged between (33.3%: 75.4%) and

the total number of axis reached a percentage of (61.35%), where the phrase (9)

was the highest percentage (75.4%), Which indicates that the Federation sets out the conditions and rules of property rights in its championships, as reflected in the legal procedures of the Federation, while the words (1, 3 and 5) have a low percentage of 33.3%. Positive sports investment is considered one of the main obstacles in the field of marketing and sports investment, and most of the terms in which the variance indicates Nak some legal obstacles that hinder the marketing process.

The study by (Eman Ahmed ,2006) indicates that there are no special laws that show the investor how to invest in the Egyptian Handball Federation, and (Abeer A& Rania Morsy ,2006), which referred to the need to obtain a clear legislative text in the law of bodies that protects the marketing of sports, which leads to the adoption of sports associations themselves in marketing Sports championships in a legal and direct manner for them to benefit financially and increase revenues Associations and income for them, and work to implement routine to avoid any complications that would impede the march of the sports movement.

In the same context, (Hassan A,Al-Shafei,2006)

refers to the establishment of legal controls to ensure proper marketing of sports, which protect the interests of the investor, and give the state freedom to sports bodies of all kinds to invest their capabilities well to cover the exorbitant expenses,

The importance of having a specialized department for sports marketing in the Egyptian Weightlifting Association is one of its tasks to market weightlifting championships to achieve the maximum benefit from these championships, since the marketing department of the federation is part of the management of the federation or body. In this regard, (Darwish and Hassanein, 2004) indicate that the internal environment of any organization, organization or body includes dimensions (management, mission, resources) and includes resources in its components (financial resources) (P. 58,57).

Thus, the researcher has answered the first question of research and achieved the main objective of the research is (to identify the current reality of marketing weightlifting championships).

Second, the proposed plan for marketing weightlifting championships in the Arab Republic of Egypt.

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**A Objectives of the proposed plan:**

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- 1 Increase the number of practitioners of weight lifting.
- 2 To highlight and promote the players.
- 3 The emergence of the Federation in a decent and honorable appearance when organizing championships.
- 4 Increase the financial resources of the Egyptian Weightlifting Federation.
- 5 Increase the popularity and popularity of weightlifting.
- 6 Get the most sponsors.
- 7 Increase coordination between the Federation and its branches in the governorates.
- 8 Gain public opinion towards the Egyptian Weightlifting Federation.
- 9 Get the most advertisers.
- 10 Increase positive friction and communication between players.
- 11 Qualifying the administrative cadres of the Federation to accommodate the new objectives.
- 12 Spread the weight lifting game locally.
- 13 Promotion of local (international) championships organized by the Federation.
- 14 Agreement with television channels to broadcast competitions in return for material.

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**B Organizational structure of the proposed scenario:**

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- 1 Chairman of the Federation.
- 2 Financial Director of the Federation.
- 3 Executive Director of the Federation.
- 4 Board member.
- 5 Member of the oldest areas.
- 6 Marketing expert.

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**C Procedures for the implementation of the proposed plan:**

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- 1 Market study and knowledge of the needs of the masses.
  - 2 Develop marketing programs for the tournament.
  - 3 Develop a feasibility study for the tournament to calculate the budget.
  - 4 Develop the organizational structure responsible for organizing and marketing the tournament
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- 5 Contact the customers interested in sports events and send the general programs about the tournament and its main objectives and the most important features that can benefit the client.
  - 6 Formulate a general form of agreements and contracts with official sponsors and advertisers.
  - 7 Design advertising for sponsoring and advertising companies that can be tailored to the format of the event venue.
  - 8 Agreement with radio and television channels, whether local or international.
  - 9 Emphasize television rights so that they do not conflict with advertisers.
  - 10 Print the tickets for the event and ensure that the sponsor logos are printed as agreed in the contract.
  - 11 Establish outlets to sell tickets so that they are in the potential of the target audience.
  - 12 Conducting the tournament as scheduled.
  - 13 The final evaluation of the tournament which was marketed with the income account and compared to the costs spent in this tournament.
  - 14 Follow up the customers after the completion of the tournament and open lines of communication with them so that they can be contacted when thinking about marketing any similar tournament.
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#### **D Marketing management responsibilities within the proposed plan:**

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- 1 Invest the Federation's potential to increase its financial resources.
  - 2 Building and developing marketing information systems.
  - 3 Development of feasibility studies for championships.
  - 4 Determine the expected return for each tournament after reviewing budgets.
  - 5 Activate the marketing process of championships.
  - 6 Use appropriate promotion methods for championships.
  - 7 Attract sponsors and advertisers.
  - 8 Innovate modern methods of marketing championships.
  - 9 Develop future marketing plans.
  - 10 Conducting studies to evaluate the marketing process for each period.
  - 11 Develop plans to invest the return from marketing championships and how to direct it.
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#### **E Methods of promoting weightlifting championships:**

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- 1 To establish a special website for the Egyptian Weightlifting Federation on the International Information Network for the promotion of championships through it.
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- 2 Promotion of championships through advertisements in national newspapers.
  - 3 Issuing a magazine for the Egyptian Weightlifting Federation promoting its heroism.
  - 4 The Egyptian Weightlifting Federation promotes its advertising through local and satellite television channels.
  - 5 Host professional world champions to promote championships.
  - 6 Promotion of championships through paper publications.
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#### **F Marketing areas to follow:**

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- 1 Marketing through advertising (newspapers - magazines - periodicals).
  - 2 Marketing through the draw and referendum on in-kind awards.
  - 3 Marketing by promoting activities.
  - 4 Marketing through television broadcasting.
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#### **G Legal aspects of the implementation of the proposed plan:**

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- 1 The laws and regulations of associations must encourage investment through sports championships.  
The need for a clear legislative text in the Sports Bodies Act regulating the marketing of sports in general and the marketing of championships in particular.
  - 2 The need for a government agency as a sports body to supervise sports marketing.
  - 3 Special courses should be organized on the legal aspects related to the marketing of championships for the Egyptian Weightlifting Federation.  
Contracts for the marketing of championships must be formulated to determine the duties and rights of the different parties to the marketing process.
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#### **H Proposed Safeguards for the Success of the Proposed Plan:**

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- 1 Pay attention to advertising and advertising on weight lifting activities.
  - 2 The need for the participation of businessmen and companies in promoting weight lifting activities.  
Coordination with the television in the coverage of weightlifting championships.
  - 3 Provide the necessary budget for the marketing process.
  - 4 The need to provide workers in the centers of the Federation and its branches with modern technological skills.
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## 6 **Planning to deploy a broad base of weightlifting practitioners.**

7 Attention to the printing of periodicals on the importance of weight lifting and its history

## K **Follow-up and evaluation**

The aim of this phase is to ensure continuity in the marketing of the activities of the Egyptian Weightlifting Association by identifying the number of practitioners and the extent of the results achieved, as well as the available financial resources and their development. The follow-up and evaluation process includes two frameworks: In the satisfaction of practitioners with the activities provided and the usefulness of the marketing methods used.

### **Conclusions:**

**In light of the discussion and interpretation of the results,**

**the researcher concluded the following:**

The most important problems that hinder the marketing of weightlifting championships are identified as: administrative policy, technical aspects, capabilities and facilities, human capabilities.

Weightlifting competitions can be marketed through different means; among which the most prominent are: advertising, withdrawal and referendum on in-kind prizes, promotion of activities, and television broadcasting.

The use of modern scientific methods helps the marketing process in the Egyptian Weightlifting Federation.

A proposed model was developed to increase the effectiveness of marketing weightlifting competitions.

**Recommendations:**

**In light of the objective of the research and in light of what is reached, the researcher recommends the following:**

1	The necessity of having a management for marketing weightlifting championships in the EWF.
2	Preparation of specialists in the field of sports marketing in general and marketing weightlifting championships in particular.
3	Interest in marketing research to develop the marketing of weightlifting championships in the Egyptian Weightlifting Association.
4	Use the proposed marketing methods to study in light of the relative importance of marketing weightlifting championships.
5	The necessity of diversity in the methods of marketing weightlifting championships.
6	Limiting the marketing rights of the Egyptian Federation of weightlifting constantly to identify the developed products can be marketed weightlifting championships.
7	Accelerate the development of legislation that guarantees and regulates the rights of different parties when marketing championships and to encourage investors to enter this field.

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