THE STAKEHOLDER MAP OF A SPORT

Marketing Strategy · Chapter 1 · The Ecosystem of the Organization

Part 1 (5 minutes): list every sport you know. Do not stop at twenty. Part 2 (15 minutes): choose one sport, ideally the sport of your organization, and map the whole industry of that sport: federations, league, clubs, players, broadcasters, sponsors, betting, cities, ministry, supporters, press, creators, schools. Then draw the strongest lines: where money enters and leaves, where rules and the calendar come from. Check: can you trace the money with your finger?

Every sport you know

The sport you map

The actors of that sport

Where money enters the sport, and where it leaves

Where the rules and the calendar come from

The finding that matters for your organization

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Every sport you know

32 sports, from football and padel to rowing, fencing, darts and esports.

The sport you map

Volleyball (model answer from a participant)

The actors of that sport

International and European federations · national federation · a league run by the federation · twenty clubs, mostly linked to universities and cities · public television · a few national sponsors · cities

Where money enters the sport, and where it leaves

Enters mainly from the cities, then a small TV deal and national sponsors. Leaves to players, coaches and travel.

Where the rules and the calendar come from

The national federation sets rules and calendar.

The finding that matters for your organization

The cities pay more than broadcasters and sponsors together: for a volleyball club the city hall belongs at the centre of every commercial conversation.