

## **CHOSEN PROBLEMS OF THE ECONOMICS OF THE FOOTBALL**

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### **Abstract**

The situation of the contemporary football is becoming like other fields of the social life which are undergoing principles of economics. If this is the case sport is undergoing the game of the supply and demand, becoming goods functioning in the consumer era. The football show is based on similar principles, what visit on the market or in the retail park. Consumers are paying for the admission and expect fulfilling certain needs. Around the football as phenomena about the enormous potential business and media entities are gathering. They are penetrating into sport where the rate of return of the invested expenditure will be biggest. Oblivious to everything football water parsnips which they are generating are investing the greatest interest of potential fans. Customers are choosing water parsnips which offer the best quality and the level of the game. Best at this situation attract the greatest interest of fans what is becoming an important bargaining card in conversations with sponsors. Mass-media however, particularly television, are paying big financial means for rights to transmission of the best leagues. As a result of the commercialization of the football they are formed in her range: centre - outskirts. The FIFA and the UEFA in the face of this situation, are implementing principles financial fair play, and large of this football world are using large expenses, rather than frugalities. However it is hard for football larger companies to survive on the peak throughout several dozen years. Teams compete on the court, but not always it is transferred into increasing or the reduction in the number of their fan-

customers. The attachment to the club mark isn't connected neither with the quality, nor with the price delivered by the club of the product - albeit the most the best clubs have fans. Portraying the intricacies of managing sports clubs and the economic bill is a purpose of authors of the article.

**Keywords:** economics, management, globalization, sport, football

### **Introduction**

For understanding the contemporary state of world of the economics of sport and the football, we will take back at the beginning oneself to history. The ancient Olympics weren't a meeting which competitors were found free of charge, for the laurel wreath in. The Olympic Games are very interesting evidence for it that "has an inside out of free dinners", and the payment is able to shield frauds. Olympic athletes demanded more and more generous bonuses. If Ludwik Stomma noticed, only the Olympics put on a profit-making basis of final years of the 20th century are real heirs to the Greek tradition. It is only a sclerotic Pierre de Coubertin invented the amateurism for itself. Well, when they are a baron, it is possible in accordance with the principle *Parsee pro* thing to assume that all money is falling from the sky or from falls. Competitors which drew patrons from supporting the rich had more easily. The Olympic triumpher received 500 drachmae (today's 300 thousand dollars) free plus everyday meal to the end of one's days. The leader on the run received 100 amphorae of oil (approximately 67 thousand dollars). Apollonios was excluded from the Alexandria for the delay, since in transit to the Olympics took part in other competition, against remuneration. The best athletes were being bought. Asylos in year 488 and 484 BC won Olympic races as the citizen of the Kroton city. During another party to win for Syrakuz. Along the road to the stadium innumerable quantities of obelisks, statues and statuettes were placed. Funded from penalties too "giving financial gain" for judges and "rollers" in the competition.

Showing the social science economics is a purpose of the present article, along with chosen elements marketing at in the context of globalizational changes in the football on the multiple plain of owners, activists, sponsors and fans. For the achievement of the objective of the main purpose of research thorough studies of the

literature on the subject were conducted. The reports associated with the first league, as well as studies were analysed the FIFA and the UEFA. the aim of the research was achieved through using the analysis method and the criticism of writing associated with phenomena appearing in the football and market with behaviours of fans. However causing the full literature review wouldn't be possible, what they concentrated on a few most interesting analyses in relation to. The conclusions included in the article were formulated based on the inference.

## **Results**

Sports event is a specific and special type of mass event which can meet human needs in inner experiences, recreation and entertainment, as well as co-participation and group identification.<sup>1</sup>

The definition of sports marketing was published by L. Kesler in the American press thirty years ago. It was as follows: "Sports marketing should be understood as the actions taken by industrial marketing and services professionals who use sport as an instrument for products and services promotion. These activities are implemented through sports sponsorship."<sup>2</sup>

This definition nowadays is out-of-date, as marketing management was not used by unions and sports clubs at that time. Nowadays, it is used to develop and create market brands, and due to meticulous use of marketing, the organizations and sports clubs raise its market value.

We can distinguish two types of sports marketing concepts that show the connection between sport and marketing:

- a) Marketing through sports,
- b) Marketing of sports.<sup>3</sup>

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<sup>1</sup> A. Szromnik, *Marketing terytorialny, miasto i region na rynku*, Wydawnictwo Wolters Kluwe Polska Sp. Z o.o., Warszawa 2011, s. 256.

<sup>2</sup> [http://www.marketingsportowy.pl/index.php?option=com\\_content&task=view&id=13&Itemid=39](http://www.marketingsportowy.pl/index.php?option=com_content&task=view&id=13&Itemid=39), aktualizacja: 25.07.2011r - Mullin B. Hardy S. Sutton W., *Sport Marketing*, Human Kinetics, Champaign 2000

<sup>3</sup> A. Sznajder, *Marketing sportu*, Polskie Wydawnictwo Ekonomiczne, Warszawa 2008, s. 26.

This concept was also mentioned by Herb Appenzeller, a Guildford University professor, who was a consultant in the field of sports law and marketing management. He stated that:

- a) marketing through sports means the use of sponsorship as a promotion instrument,
- b) sports marketing is a marketing tool aimed at communicating with the consumer and benefiting from sports and sports events.<sup>4</sup>

Sports marketing can also be seen as an instrument through which the third parties receive tangible benefits through sponsorship or advertising. This is the main goal of entrepreneurs who want to make a significant profit on sports. Except the pecuniary benefits, sports marketing is also designed to meet the needs of consumers, in this case it refers mainly to fans.

The companies use sports marketing in their ventures as an element of promotion, due to large format sports events they are able to attract many outsiders, who benefit only from the services of a particular company, which associates with a sporting event. Andrzej Sznajder distinguishes in this case two approaches: subjective and objective. The subjective approach includes marketing activities carried out by the following sports entities:

- clubs,
- sports associations,
- sports events organizers,
- companies running the league,
- the athletes themselves.

On the other hand, the objective approach to sport in the marketing industry is based on the use of sports in the marketing of companies, which have nothing to do with sports in everyday life.<sup>5</sup>

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<sup>4</sup> G. Lewis, H. Appenzeller, *Successful Sport Management*, Carolina Academic Press, Durham 2000, s. 127.

<sup>5</sup> A. Sznajder, *Marketing sportu...*, s. 27.

Today's sport marketing is examined and studied carefully. There are even study courses in higher education institutions that deal exclusively with sports marketing. Great Britain, Germany, Italy and France are the world leaders in this field. Students in Poland also have the opportunity to undertake study in the field of sports marketing. These courses of study are sponsored by the largest sports organizations in the world. The example is the sponsorship of the International Olympic Committee and the European Olympic Committee for establishing of the study course and programme the "European Master in Sport Organization Management". This program based on management and organization in sport and marketing plays a key role. One of study courses is focused on marketing management in the European sports market.<sup>6</sup>

Marketing is an indispensable element that needs to be fully exploited in order to realize its predetermined purpose. The sports federations have already realized that they are to use marketing activities to achieve the intended effect. Marketing always has its role in a sport organization. One of the examples that can be found in Robert Misiolowski's book is the International Football Federation - FIFA, which set up a joint stock company in 2001, dealing with marketing activities for the federation. FIFA Marketing AG has had its headquarters in Switzerland since that time.

Another example is the European Football Federation - UEFA. The establishing of a marketing organization by the UEFA led to setting up a Marketing, Television and New Technologies Panel composed of experts from different member countries. Their primary activity is consulting on marketing activities relating to events organized by federations, as well as market analysis to organize new events. As in the case of FIFA, it was established here a joint stock company - the UEFA New Media S.A., which involved the introduction and implementation of new technological solutions in the field of environmental communication. One of the activities, in this case, is running the website [www.uefa.com](http://www.uefa.com).<sup>7</sup>

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<sup>6</sup> R. Misiolowski, *Marketing w sporcie*, Wydanie II, wyd. Promotor, Warszawa 2008, s. 23.

<sup>7</sup> A. Sznajder, *Marketing sportowy – koncepcja i uwarunkowania* [w:] „Marketing i Rynek” nr 12 z grudnia 2003.

Manchester United may be the example of the club, as a joint stock company. It is a well-known football club, even for those who are not interested in football very much. It also has its business strategy as a company. The purpose of this strategy is very simple, but it clearly demonstrates commitment to success: "Manchester United's goal is to be the best football club, and in order to achieve it, it develops competitive business activities."<sup>8</sup> Manchester United has been listed on the London Stock Exchange since 1991. It is a holding company consisting of:

1. Manchester United Football Club - a football club known to everybody,
2. Manchester United Catering - a catering company,
3. Manchester United Interactive - an information technology company,
4. Manchester United TV – a TV channel.<sup>9</sup>

The importance of marketing and its usefulness in sport can be attributed to the award of the German football club Bayern Munich in the category of the best marketing activity. Real Madrid director, Jorge Valdano believes that today sports does not include only football clubs or sports teams, but also corporate brands, symbols, logos, etc. In the 21st century it is not so important the behaviour on the pitch, even though it guarantees success and fame, but it is of great importance how much a company can earn on advertising, promotion and the entire range of marketing activities.<sup>10</sup>

After 2000, one can see some changes in the image of Polish football, the above period is considered to be the beginning of the third period. One can also note some changes in the field of sponsorship (which is considered to be a profitable investment, as in the case of Legia Warsaw, where the strategic sponsor is ITI company) and company management.

People's behavior in stadiums has also changed, we hear more and more singing, cheering for teams to fight, and we seldom meet stadium rioters.

Nowadays sport becomes a commercial activity, the strategy of club management depends only on the managing institution, its owners. The club should be

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<sup>8</sup> R. Misiolowski, *Marketing...*, s. 24.

<sup>9</sup> A. Sznajder, *Marketing sportu...*, s. 41.

<sup>10</sup> M. Krukowski, *Sport za miliony*, Nowe Państwo, 2003, nr 8, s. 11.

profitable not only for the owners, but it also has to greatly influence the region and city where it is set up. The club should be guided by local issues, not by national ones.<sup>11</sup>

In the past, the strategy of sports in Poland was aimed at maximizing the results. It can be confirmed by: supported sport disciplines and competitions, special selection methods, central planning and programming of sports training, decrease in sports clubs, specific way of financial allocation and creation of the sports training base.<sup>12</sup>

Nowadays, the sports club management is a serious organizational support for every club. The spectacular achievements of our clubs do not consider to have only a sport basis, but primarily a commercial one. Business and football are two factors that allow you to achieve satisfactory results on both sides, but it is important to understand both factors of success.

Sports marketing is not just a way to get funds and dispose it, but it also aims at getting a certain independence of the club from political arrangements. The club should fulfill three main functions:

1. Marketing function
2. Financial function
3. Social function<sup>13</sup>

Club marketing is not just only activities that lead to a sporting event or even a league in which it occurs. The club promoting its own brand should communicate with the market environment and manage its resources. An important element is to attract a high-end business for cooperation and as many fans as possible. The marketing activities of the club are aimed at developing of appropriate plans and strategies to meet the needs of club clients, sponsoring companies, other investors, etc.<sup>14</sup>

Poland, however, is not associated with strong sports organizations, we are far from the west or even the east competitors.

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<sup>11</sup> K. Perechuda, *Zarz dzanie marketingiem w organizacji sportowej*, AWF, Wrocław 2003, s. 141.

<sup>12</sup> R. Misiolowski, *Marketing...*, s. 24

<sup>13</sup> Ł. Tusi ski, *Trzy podstawowe funkcje w dzialalno ci klubów piłkarskich* [www.marketingsportowy.pl](http://www.marketingsportowy.pl), aktualizacja: 16.06.2011r.

<sup>14</sup> *Funkcja marketingowa stawia klienta jako najwa niejszy podmiot dziala instytucji sportowej..* w: R. Panfil, *Zarz dzanie produktem klubu sportowego*, Wy sza Szkoła Edukacji w Sporcie, Warszawa 2004, s. 24.

There is a lack of regulatory requirements for sport clubs. Sport in our country is shackled due to legislation, waste disposal of state budget subsidies and the above reasons constrict building of a significant and strong club of a high level. Lack of infrastructure, training base, sports schools for young people – that is a drop in the sea of needs. Polish clubs begin to understand that its functioning is connected with the surrounding entities, that the club is a service company, but a football game is an media exposure which generates profits and its image is the most valuable asset.<sup>15</sup>

The funds, for example, for the European Football Championship, can be divided into public and private funds. Public funding consists of financing provided by local government units such as: city, municipality, voivodeship as well as central government unit. State budget funding is crucial, it provides a guarantee and control function.<sup>16</sup> The funds largely limit the investment risk, and the share of the state budget funds itself is very important from the perspective of private investors who choose to participate in the financial guarantee of the state. Funding by local government units may be obtained through:

- issuance of municipal bonds,
- issuance of revenue bonds,
- issue of share certificates,
- loans and credit,
- fiscal instruments.

Private funds are of more diverse origin. What concerns sports infrastructure, in most cases it is funded by sports clubs. Private funds include financing relating to variety of sources – from small business to large corporations, airlines, or such companies as Nike or Adidas. As an example, it may be the following forms of financing:

- issue of shares and bonds,
- loans or credits,

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<sup>15</sup> H. Mruk, *Marketing sportowy – teoria i praktyka*, Impact Consulting, Poznań 2004, s. 284.

<sup>16</sup> J. Wasilczuk, K. Zawadzki, *Euro 2012 Czy ten mecz mo na wygra ?*, CeDeWu, Warszawa 2011, s. 48-53.

- donations and contribution.

The example of making investments by private funds may be the purchase of bricks by fans whose club will play matches at this facility. By buying bricks, everyone is able to financially support the club, and at the same time - a sports facility.<sup>17</sup>

Another source of financing the investment - the funds from the European Union. The use of funding for the construction or extension of a large sports facility is a complicated task, because of EU legislation. The problems with the use of EU funds include the following:

- commercial character of stadium facilities,
- doubts as to the extent of the impact of the European Regional Development Fund,
- tightened control procedures of the European Commission for investment of projects value over EUR 50 million.<sup>18</sup>

The financing of large sports facilities by the European Union is used to a very small extent. Such situation is caused by high risk grants, doubt about a positive opinion on raising funds.

There are other sectors that can be successfully financed by the European Union. The organization of a large-scale event is linked to other investments that are fully funded by the Structural Funds, for example:

- construction of recreational infrastructure,
- construction of transport infrastructure,
- country promotion and provision of relevant tourist information,
- selected aspects of preparation for security and crisis management.<sup>19</sup>

The state organizing the large format sports event is not the only entity that can make profit, the actual beneficiary here are organizations and sports committees. There are many sources the UEFA draws its benefits, the most important of which are:

- sale of television rights

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<sup>17</sup> Tam e. s. 36.

<sup>18</sup> M. Kazimierczak, „*Finansowanie organizacji Euro 2004 przez Portugali – wnioski dla Polski*” Biuletyn ZPORR nr 4 (12), 2007.

<sup>19</sup> <http://www.fundusze-strukturalne.gov.pl/euro2012/>, aktualizacja : 17.08.2011

- sponsoring
- income from the ticket sales

The biggest income the organizer gets from the sale of television rights and sponsorship, and what's more important, the financial resources are got long in advance before the official start of the tournament.<sup>20</sup>

The possibility of broadcasting such event as Euro is a product sold to the media by UEFA or FIFA. Television has been the most popular medium that attracts crowds of fans. For Euro 2012 we will be able to watch live broadcasts over the Internet, of course it is free of charge. However, not everyone has a large monitor and an adequate bandwidth to be fully enjoyed by today's image transfer standards.

The European Championship and the World Cup are products that can not be replaced and do not have their counterparts in the market. Tournament fees are increased by the television station to buy the right to broadcast the match. Revenues from the sale of TV rights at Euro 2004 were €560 million, while at Euro 2008 the revenues amounted to €800 million. Much more revenues from the sale of television rights are transferred to FIFA account, in the case of the World Cup in Germany it was 1.4 billion euros, while at the World Cup in South Africa - 2.5 billion.<sup>21</sup> The record breaking amount of the agreement the organization signed with one country for World Cup transmission in 2010 and 2014 was \$ 425 million.<sup>22</sup>

The second key source of financing is sponsorship, it is estimated that the share of sport sponsorship in its general sense is approximately 50%.<sup>23</sup> Entities that sponsor such events as Euro events, hope to promote its brand among millions of fans all over the world.

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<sup>20</sup> W. Andreff, S. Szymanski, „*Handbook of Economics of Sport*”, Wydawnictwo Edward Elgar, 2006, s. 183 – 197.

<sup>21</sup> Oficjalne dane udostępnione przez UEFA oraz FIFA.

<sup>22</sup> *The sports market insight 2010 FIFA World Cup in South Africa.pdf*

<sup>23</sup> W. Lagae, „*Sport Sponsorship and Marketing Communications. A European Perspective*”, Wydawnictwo Pearson Education, 2005, s. 39.

There are many opportunities to sponsor facilities or large sporting events by different organizations, we can distinguish the personal and emblem sponsorship. The personal sponsorship is based on giving the name of the sponsor to the game, club, object. The personal sponsorship is mainly used in the sponsorship of sports infrastructure, it allows to cover current expenses for stadium maintenance,<sup>24</sup> for example, PGE Arena in Gdansk or PEPSI Arena in Warsaw.

On the other hand, the emblem sponsorship is characterized by use of logo, emblem or trademark by the sponsor. It is a very common and popular method during sport events. By using the Olympics logo or mascot on everyday products, large corporations are trying to influence our decision and subconsciously force us to buy a product which is advertised by a mark of an ongoing sporting event. Sponsors can be divided into three groups: official, technical and national. The first two groups of sponsors are allocated by UEFA and the host country does not have influence, it only chooses the national sponsors. The European Championships of 2008 were sponsored by twelve main sponsors, including: Coca Cola, McDonald's, Master Card, JVC or Adidas. It can be noticed that a large number of sponsors have nothing to do with sports in every day life. Such sponsorship aims to improve the image and strengthen the brand in the eyes of customers.<sup>25</sup>

During the sponsorship of large scale sports events there is ambush marketing method - it is a dirty practice used by entities that are not official sponsors of the event and did not pay the appropriate license fee. Ambush marketing is defined as: marketing actions taken during major media events, especially sports and music, as well as political ones.

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<sup>24</sup> J. Wasilczuk, K. Zawadzki, *Euro 2012...*, s. 48.

<sup>25</sup> Tam e, s. 50.

Ambush marketing is the case when one brand pays for the official sponsoring of the event (in most cases it is connected with advertising exclusivity) and the other brand tries to be noticed during the event without bearing the costs of sponsoring.<sup>26</sup>

During Euro 2004, it was the case with PEPSI company, which increased the frequency of its ads with participation of David Beckham. As a result, a large part of the respondents claimed that PEPSI was the Sponsor of the Tournament. The official sponsor was Coca-Cola.<sup>27</sup>

Another source of financing - the ticket sales revenues. Football is a very popular game, so tickets are much more expensive than for Summer or Winter Olympics. In Beijing you had to pay \$ 12 for the Olympic Games ticket, while the cheapest ticket for the Euro 2008 match cost 45 euros and the cost of the ticket for the final match was 160 euros. The entrance ticket price is specified by a country market economy and great difference in income. The cheapest ticket for the World Cup in Germany cost \$ 51, while in South Africa it was \$ 20. The cost of tickets for Euro 2012 was by a mean of 50% lower than the tickets for Euro 2008.<sup>28</sup> The cheapest ticket cost 120 zł.<sup>29</sup>

As a result of the tournament organization, Poland will gain measurable impact on the economy of the country - money. The scientists from the Warsaw School of Economics and Jagiellonian University and Lodz University made an analysis in a special Impact Report on the impact of Euro 2012 on the Polish economic growth - GDP growth.<sup>30</sup>

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<sup>26</sup> <sup>26</sup> <http://hatalaska.com/slownik/ambush-marketing/>, aktualizacja 15.08.2011

<sup>27</sup> <http://www.przerwanareklame.pl/artykuly/ambush-marketing-intryguje-zaczepia-dzialala/>, aktualizacja 15.08.2011

<sup>28</sup> J. Wasilczuk, K. Zawadzki, *Euro 2012...*, s. 53.

<sup>29</sup> <http://pl.uefa.com/uefa/mediaservices/mediareleases/newsid=1593357.html>, aktualizacja : 14.08.2011

<sup>30</sup> *Raport na temat wpływu przygotowania i organizacji Mistrzostw Europy w Piłce Nożnej UEFA Euro 2012 na gospodarkę Polski*, Warszawa czerwiec 2010, s. 17.

## **Conclusions**

Towards the football it is hard to apply the principles typical of the society of the consumption of global marketing. Due to folded manners of the identification of fans, the "club make" isn't in the process, what car make whether of mobile phone. It is possible to move from Volvo to Mitsubishi (and inversely), to replace cellular apparatus of Nokia with apparatus of Samsung, however principles of football supporting are different. Independently from results a football team at present cherished is presenting which, from the quality of her game ("qualities of the brand"), fans usually remain for her faithful, waiting on "good times".

One should record two occurrences which caused the growth in importance of economic issues in the European football. Firstly a liberalization of the transfer of footballers took place as a result of the sequence of processes for brought clubs, amongst which the important part is being assigned to a won suit in 1995 through the Unit of measurement of the petty Officer 1st class against Royal Football Club de Liège 8. Secondly as a result of the development of digital technologies and satellite sports events became television events reaching a mass audience. This phenomenon let pull the attention of fans already not only from the local communities, but also from the entire world. At the same time the sale of rights to television broadcastings of football events caused huge 8 with ruling the footballer, unrelated to no club with contract (so-called free agent), he could sign an agreement with the football club and such an agreement gave rise for the club to no obligations to the previous employer with which the athlete was bound.

In cosmopolitan world of the football the ethnic-ness has its meaning. The origin is determining fates of fans and competitors to a certain extent. Willingly nationalisms which fit into the football space are using it. However commercializing aspects of global processes aren't avoiding the football, where traditional identities are worn away with the consumerist mode of supporting. Until recently it was possible is talking about the opposition: United Manchester global and extremely put on a profit-making basis

and Manchester local, attached to the tradition City. Today the situation already differently looks, since from Manchester clubs was second, less popular in 2007 bought out by the controversial Thai Thaksin Shinawatra politician, protecting himself in Great Britain against law enforcement agencies in order two years later to pass the consortium up to the supervision from Qatar. Manchester City attached in the process to the circle of clubs looking like more service enterprises already, managed and financed by magnates, which made some more fortunes oneself in the mining sector.

These are a football, rather than an UN, the World Bank or the International Monetary Fund are the most global institution of the Planet Earth today. The largest clubs are raking profits in in all available currencies, and the best footballers have fans on all continents. Experts think that the football deserves the Nobel Peace Prize, these are thanks to her fans, instead of to fight on bloody fields of battles, as their ancestors, sometimes they are fighting or are outshouting at stadiums. When European politicians dreamt of the political and economical unification in Europe, clubs assumed real of the action in favour of the Union, but her famous coaches and footballers became ambassadors.

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