

UEFA EURO 2012 AS THE BASIS OF THE SOCIAL RESPONSIBILITY OF TERRITORIAL UNITS

В статті розглядається використання спортивних подій для побудови соціально відповідальної місцевої влади. Ця відповідальність має спрямовуватись на підтримку взаємозв'язків у місцевих громадах. Вона ґрунтується на спорті та використанні символів з ним пов'язаних. Автор акцентує увагу на важливості спорту для економіки країни та маркетингу спорту. Також він представляє приклад використання великої спортивної події для побудови громади. Територіальні одиниці в особі влади орієнтуються на виконання своїх соціально відповідальних задач і стають більш привабливими для місцевих громад.

The article considers the use of a sport events in the building of a socially responsible local authority. This responsibility is to maintain relationships among the local community. It is based on sport and the use of image effects that come with it. The author focuses on the importance of sport for the country's economy and marketing of the sport and through the sport. Then he presented an example of the great sporting event for building community. The territorial units represented by the authorities to perform their task as socially responsible entities and become more attractive for local communities.

*Ключові слова: спорт, маркетинг, соціальна відповідальність, УЄФА ЄВРО 2012.
Keywords: sport, marketing, social responsibility, UEFA EURO 2012.*

The importance of sports marketing for the national economy. Sports by the science of physical education to various forms of physical and mental activity undertaken for pleasure or competition. In some scenes it is also culture, taking care of his body, admiring the beauty contestants worked the discipline.

In the twentieth century, sport has become a mandatory component of education, an important component of recreation, and above all, as a professional, high-performance sport, took the form of mass spectacles connected with the business. Thus functions as a product whose demands are more and more audience-consumers. Sport has become a business, from which some economic benefit derived by a wide circle of players, coaches, managers, those who produce sports equipment, as well as event organizers and entrepreneurs.

Professional sports organizations should work just like other companies producing consumer goods, but given the difference due to their specificity in comparison with such companies. These organizations should to operate in the sports market, which can be defined as a set of actual or potential buyers of sports products. Popularity of sport and its importance is increasing. Now it became a product in which demands are large groups of customers and consumers. The economic benefits of practicing and watching the multitude

of sports are indisputable. Relate to players, coaches, managers, entrepreneurs, sports equipment manufacturers, party organizers, companies advertising on this occasion, the owners of sports facilities and the media. An increasing number of businesses in the sport, and relations between them, both non-commercial and - increasingly - commercial, authorizes the statement that in Poland we have to deal with the formation of a new market. Sports market is defined as a subsystem of a wider market, created by the buyers (the final and institutional), where appropriate, associated with the use of sport are being met by providers of sporting goods in the form of services, goods, information, places, or others [11].

Increasing commercialization of sport makes it increasingly seeks to meet the fans are willing to pay for a good sports event, athletes while providing opportunities for growth and success. Marketing is also becoming widely used in sports. It includes in this area all the methods and techniques of action-oriented sports of the buyer. The buyer is most often sports fan or participant sports and recreation. For the sport not only satisfies the need for health, entertainment and socializing, but also physical activities, improving the silhouette, fascination and emotion, and aesthetics [3, p.62].

Prime marketing concept, it is assumed that the activities specifying the contents of the offer sports, price, promotion, public relations and places must be combined. A very important role in the marketing of sports organizations has a knowledge of the characteristics of sports fans. Effective collaboration with community supporters not only helps in improving the internal organization of sports clubs, coordinating marketing and public relations, but also provides additional arguments in discussions with the sponsors, for which knowledge of the potential buyers of their products/ services is invaluable [2, p.137].

The relationships that exist between sport and marketing, one can observe two types of sports marketing concept:

- marketing through sports
- marketing of sport).

For these two concepts of sports marketing, pay attention to Guy Lewis and Herb Appenzeller, who are distinguished:

First sports marketing, understood as the use of the composition of marketing tools to communicate with consumers and identify the benefits of sport and participate in sports performances;

Second marketing through sport, meaning the use of sponsorship as a tool for promotion [6, p.27].

Sports marketing is becoming increasingly popular, perhaps due to the fact that it affects all people, activities, projects and organizations, including the production, sharing and promotion of sports products. In addition, sports industry is a market that offers just such goods as sports, fitness, recreation, and articles related to leisure and pleasure. The main goal is to create appropriate conditions for the tasks in sport and to coordinate and agree on the mode of action of workers seeking to achieve specific, planned results [3, p.10].

Promotion of sports and sports promotion. Media more and more space devoted sports phenomenon, seeing it not only to satisfy the tastes supporter, sympathizer of physical culture, but also a chance to attract potential advertisers who want to take advantage of the growing interest of people for sport marketing darned [5, p.349].

They are now undoubtedly a powerful tool for informing and promotion Sport is becoming one of the factors driving the economic success of the media. Interestingly shown struggling to attract audiences, and this in turn advertisers. For this reason, a calendar of the olympic disciplines fall less spectacular and more difficult to show. In other changes to playing conditions, to increase their visual appeal of the show.

Interest in the sport is growing, which is manifested in, among others. increase the number of pages devoted to this subject in the newspapers and the establishment of channels of television stations.

The modern reader, the listener and the viewer expect from sports journalists, however, not only comprehensive information, but also a high degree of professionalism. Reading about sports, hearing about it or watching it is a kind of relaxation, distraction from everyday life, it gives the possibility of self-assessment as a result of competition, the opportunity to discuss the attitude of specific players, the opportunity to experience and emotion.

Sport is so inextricably bound up with the media that he has a permanent place in sections of newspapers, where the sports columns are placed at the end, and the news programs of radio and TV - news sports news is accompanied by the principal, before the weather forecast. Also produced a newspaper or television programs devoted exclusively to sports. What's more, there are magazines, specializing exclusively in a particular discipline or even a particular sports team. So you can confidently say that now the sport is highly dependent on the media and connecting element and the second one is, above all, money. Both areas can not function without financial support [7, p.347].

Media gave the sport a chance to gain new audiences, as well as for the fixed income from fees for broadcasts. Recognising the popularity of sport, made a number of television broadcasts in your best broadcasting time. Moreover, not only rife, and it deepens the experience of sport, but sport is a wizard show.

Sport as a basis for socially responsible events of territorial units. Sport being a permanent part of state policy enforces a kind of local government at all levels to take on his shoulders the burden of responsibility for the development of specific areas and for his facts. This responsibility is also to impose local laws.

The Act of 8 March 1990 the about the local government in article 7 paragraph 1 of the legislature stated that the task of the municipality must meet the needs of the community, in particular, issues related to "physical culture and tourism, including recreational areas and sports facilities" (section 10) [8].

In the Act of 29 July 2005 about a qualified sport in Article 2, paragraphs 1,2,3 appears:

1. Local government units create the organizational conditions for the development of qualified sport and can financially support its development.

2. Local government units may support, including financially, the development of qualified sport, subject to paragraph

3. Units of a local authority, by resolution, determine the conditions and manner of support, including financial, development of qualified sport [9].

The Act of 18 January 1996 about physical education in Article 4, paragraph 1 of the legislature, says that "the state administration bodies and local authorities create the conditions for legal - organizational and economic development of physical culture" [10].

The abovementioned legal acts they had a lot of contentious issues, but "really the level and scope of the tasks in the field of physical culture depends on the conditions and opportunities for the community. This last aspect is affected by the issue of awareness and sensitivity and the role and importance of these tasks for the local community in the municipal authorities themselves" [1, p.236].

Social responsibility of the territorial unit for sport in Poland is very high. Each city has its own sport and recreation center. The city co-finance events organized by these centers, and external entities within available resources. For tasks in the field of physical education in responsible, functioning in the city department or office paper. It supports financially and supervises projects in the following areas:

- training for children and teenagers in various sports,
- organization of sporting and recreational events at local and supra-local,
- development of qualified sport,
- organizing interschool competition in various sports,- sport and - recreation for students,
- investments in sport and physical culture,
- the functioning of the sport and recreation [4, p.98].

Add to this investment in the modernization of sports facilities such as stadiums, sports halls, gyms. Then there are activities in the promotion of sport and physical culture. To a large extent this is due to budgetary possibilities of the city. Lack the momentum to promote sport and healthy living will bring less effect than that expected. However, remember that regardless of the extent of such activities a priority objective is to develop the habit of people to a healthy lifestyle. By encouraging people of all ages to be physically active and showing values of sport to promote a civil society, to prevent social pathologies, as well as build a proper relationship and social behavior.

Each activity should be designed so that it was also promoted to the subdivision. In this way a favorable reception given to a social and meeting its goals as a socially responsible entity.

Use of UEFA EURO 2012 by local authorities. Since 8 June 2012 in Poland and Ukraine will be the Finals of UEFA EURO 2012. For the first time in history organized by the former socialist countries. This causes an event of great interest both as representations of themselves participating in it.

In the case of the local community seems to be more important as the fact of the presence of data representation at the event will be used by local authorities. It is very

important that through this event, you can achieve social goals. Territorial units may thus create the desired image of a socially responsible entity.

If a willingness to accept social responsibility, governments and communities to build local patriotism is a sports event can be an ideal basis.

A use of the UEFA EURO 2012 at the local level can be done in several ways.

1. The organization of smaller local zones of the fans.
2. The organization of cultural events using the association with football.
3. Referring to the interior city of the event.
4. Using free time visiting supporters.
5. Promotion of the city and the region relating to the sports associations.
6. Opening of local initiatives linked to sport and event.

Each of these requires local authorities creativity and ingenuity. The effects of each are different and the action should be outlined in detail, implemented and monitored. The organization of smaller local zones fan requires local authorities most involved, and its implementation is difficult.

Branding effects associated with it, however, are the most visible, and social responsibility, the largest.

Basic problems require solutions in the organizational and financial. It depends on such factors as:

- location and availability of space to host fan zone,
- the regulatory and safety aspects of mass events,
- the financial situation of the territorial units
- cooperation with businesses in the environment
- creativity in searching of potential sponsors,
- creativity in the organization of the project,
- possession of property components, such as the professional stage or large screen.

The aim of this event is primarily to local, community experience the thrill of matches transmitted by television.

Based on the assumption that the local community wants to experience the excitement together. Action is to provide the ability to see football matches in the UEFA EURO 2012 in a massive, organized way.

This is limited to setting the scene and secured telebims and making use of low-catering and alcohol in a designated area closely.

Around the scene, you can set various types boxes with drinks (beer, soft drinks, juices) and kinds of food. It can be sports shops with toys, souvenirs of the city, maps, tourist guides, etc. to.

On stage, starting at 17 to start the games may present local music bands, you can arrange competitions, to promote the city, region and what it is happening. Financial issues can be overcome by the presence and active participation of sponsors who sell their products around the stage.

For this purpose, a suitable plan sponsor, which contains specific promotional offers for the company. Tenders should include the exposure of the company and its logos, contracts to place promotional messages on a dedicated website as "Czestochowa cheers!", One day for the company to promote the scene and the other, depending on the ingenuity, the needs and conditions. It should also consider the location, possibility of parking, permission to broadcast television, arts organizations, law enforcement issues, the cost of rubbish collection and others.

The organization of local events related to recognition of the legal and safety aspects of events.

Each country has its own legislation in this regard. In Poland it is the law of 22 August 1997 on the safety of mass events (Journal of Laws No. 106, item. 680, as amended).

A factor determining the activity is the financial situation of the territorial unit. If the unit does not have the money are forced to resign or seek sponsors fully responsible for the creation of zones for fans. Restricts itself to the organization of policing issues and provide location. However, it is quite risky, because the local unit does not have much impact on what happens on a fans area. For this reason, the effects may also be different from the goals.

The best is when the cooperation with businesses and searching for sponsors for the project. This requires a high communication and organizational abilities of those responsible for sport in the area.

Creativity requires an organization like the same project. Fan Zone should not remain unused. If the matches start at 18 and continue intermittently for about 23 at a time these breaks can broadcast continuously on the large outdoor screen advertising sponsors and any other company wishing to advertise it, as well as the appropriate Office. At 16, before the matches (especially on days of important games), you can use the stage for the presentation of local bands, dance groups, amateur theater, competitions for children, local cabarets.

So can use its own background and present them to the public. The benefits of local action fan zones are very large. They are a better image, which could include a sense of community and ties to the city. Financial benefits because the good work of the organizers even that the party compares. On the revenue side we have the advertising revenue the external and the large outdoor screen, proceeds to rent stalls in the city center, the proceeds from the sale of alcohol sales, revenues from other sponsors.

The costs of the project: protect (some can take over guard duties of local) salary for animators, technical services (some of them may assume the office staff), the cost of broadcasting rights (if in the case of emissions on public television), the cost of energy (it can determine the barter trade agreement for advertising), toilets rental costs, promotion costs, design costs, the costs of sorting, possible prizes etc.

Optionally, can be sell the right to host such an event to an external company - lending the scene, large screen and agreeing to conduct trade.

Then, organizational issues, the buyer acquires these rights. The benefits for the city as a spatial unit are the same.

Less important are the other ways of use the effect of UEFA EURO 2012. Their importance is mainly due to strengthening of the attractiveness of a sporting event and a sense of pride in being the host.

The organization of cultural events using the combination of football, referring to the interior of the city events, leisure visiting supporters are those elements that are the duties of local authorities. Sporting event is the only opportunity to show himself as a living area sporting event. This allows residents feel in some way a part of this event.

All these actions affect the promotion of the city and the region relating to the sports associations. Important here are also all local initiatives linked to sport and sporting event. They all reinforce the message that the individual is socially responsible. They form the basis for local pride, create a bond with the city, the region and are the starting point for creating a tourist use of the individual values.

Such an understanding of promotion through sport requires organizational ability. Reference is also made use of all available media to disseminate specific actions of individuals.

In projects that use large sporting events, there is a need maximum commitment of forces, resources, talents and energy. But all this makes the social effects of these actions are visible and extremely positive.

Źródła

1. Bąk E., Rola samorządu terytorialnego w finansowaniu kultury fizycznej na przykładzie Miasta Poznania [w:] Marketing dla sportu, praca zb. pod red. H. Mruka, K. Kropielnickiego, P. Mateckiego, Sport Business Foundation, Poznań 2006.
2. Kaczmarek M., Kropielnicki K., Matecki P., Rozpoznanie preferencji kibiców sportowych na przykładzie badania „Kibice o Lechu Poznań”, [w:] Marketing dla sportu. Materiały Konferencji „IV Dni Marketingu Sportowego”, Sport & Business Foundation, Poznań 2006.
3. Klisiński J., Profesjonalizacja i profesjonalści w zarządzaniu sportem, Wydawnictwo Politechniki Częstochowskiej, Częstochowa 2000.
4. Kowalski S., Marketingowe aspekty organizacji imprez sportowo-rekreacyjnych. Wydawnictwo Wydziału Zarządzanie Politechniki Częstochowskiej, Częstochowa 2011
5. Ostrowski A., Dziennikarstwo sportowe, [w:] Marketing sportowy – teoria i praktyka. Materiały II Ogólnopolskiej Konferencji „Dni marketingu sportowego na Akademii Ekonomicznej w Poznaniu”, Impact Consulting, Poznań 2004.
6. Sznajder A., Marketing sportu, Polskie Wydawnictwo Ekonomiczne, Warszawa 2008.
7. Trębecki J., Media i sport, [w:] Marketing sportowy – teoria i praktyka. Materiały II Ogólnopolskiej Konferencji „Dni marketingu sportowego na Akademii Ekonomicznej w Poznaniu”, Impact Consulting, Poznań 2004.
8. Ustawa z dnia 18 stycznia 1996 roku o kulturze fizycznej; zob. isip.sejm.gov.pl
9. Ustawa z dnia 29 lipca 2005 roku o sporcie kwalifikowanym; zob. www.infor.pl
10. Ustawa z dnia 8 marca 1990 roku o samorządzie gminnym; zob. isip.sejm.gov.pl