

LICENCES, PROMOTION AND COMMUNICATION TOOL IN SPORT

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Summary: In sports the licenses involve temporary entitlement of running a sports brand.

Licensing program of the International Olympic Committee requires the manufacture of generic items, related to a particular Olympic Games, Olympic property based on generic, represented by: Olympic symbol (the five circles), terms of needitoriale Olympics marks the historical editions previous Olympics.

The transmission of information stored on various media, communication is very important. Communication is the process of transmitting information and building mutual understanding through symbols. Essence of communication is to transfer mutual understanding.

Introduction

The Olympic and professional sports licenses by failing to develop good communication, promotion and last but not least, the business of sport.

There are two ways of dealing with licenses in sports:

- From the overall perspective, licenses called σ promotional licensing, which means addressing all of the rights granted by a sports organization to another unit. Here sponsorship would fall under "coverage" of licenses.
- From a vision specialist and very much accepted, σ licensing is the process by which a contract, an organization assigns to another person or company rights to use the trademark, logo or its name on products for retail sale, in return for certain rights usually based on wholesale price of each product sold.

In sports licenses are licenses. They involve temporary entitlement of running a sports brand. There are two types of licenses:

1. retail licenses are granted to producers who apply sports logo on products to be sold in retail stores.

2. a product license for use by a commercial firm sport in some promotional activities designed to stimulate sales of its products.

Today every organization, whether licensee or holder of license, license to use two major objectives: profile publicity.

From the perspective of sport organizations as licensors, licensing problem involves: profits derived from licensing - can vary significantly depending on the licensed property, but primarily leased brand value and its place of exposure.

Through licenses, sporting entities enjoy free advertising - for bearers of messages and that team sports are supporters, or coating using products bearing signs of favorite team or club.

A sport organization to create a licensing program must take the following steps required:

- creation of a property (logos) to represent an organization whose operating communications, commercial and propaganda to be possible under existing legal regulations.
- Registering property to ensure its protection against its unauthorized use.
- Evaluation of the retail market for products that mark to be applied.
- Developing an appropriate mix of products for sports logos - the most popular product category is clothing.

Licensing program may be extended to other categories of products: collectors' items, works of art, publications, toys, electronic games, jewelry, accessories.

- Evaluate vendor market - at this stage it is important to identify retail distribution channels serving targeted customer segments and product categories sold included in the disclosure.

- Search and identification of manufacturers interested in acquiring the license.

- Completion of the sale, - license agreements are contracts relating to location and conditions of transfer and use of a property.

These terms refer to: Property brand products, contract duration, percentage of fees, frequency of payments, exclusivity, date of sale of products, guarantee, insurance against civil liability if the product could harm consumer personal, Having applied or that logo.

- Develop relationships with retailers.

License programs of Olympic Games Organizing Committees and International Olympic Committee.

Licensing programs of the Olympic Games Organising Committees is based on the use of Olympic emblems and marks on

which the Olympic Games Organizing Committees retain ownership and the host image. Initially these programs were limited to the organizing country, but since 1998 (Nagano) followed by Sydney 2000, organizers turned to distribution of products worldwide and National Olympic Committee of sales territories that receive material benefits.

Benefits programs worldwide, is about the possibility of a direct control of the use Olympic marks, strengthen the Olympic Movement's image and providing greater public access to leased products.

These international programs are centrally managed by the International Olympic Committee, through its marketing company, will collect and distribute revenues Olympic partners involved.

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By trade, a certain percentage of fees used to fund educational activities, humanitarian or medical.

Leased products of the International Olympic Committee - promotion items and sports communication.

A well-designed licensing program provides an excellent platform for communications. Thus the sports organization licensor of products leased communication potential is even greater mark as applied is based on a stable property.

Leased product is a message related to sport, team, club or sports organization whose insignia they wear. Adequacy of support or message is required. Therefore selecting the mix of products for which the license is granted, is a key communication strategy pertaining to the licensor.

Main products leased by the International Olympic Committee: Publications - the Olympic Movement, International Olympic Committee and Olympic Games Organizing Committee encourages the worldwide distribution of books, to create a promotional platform as large.

- Premium products - are items made specifically for Olympic sponsors and used them in promotional activities initiated for their products. All products must bear the premium sponsor, along with Olympic logo and title sponsor. Suppliers of premium products are not entitled to apply the mark.

- Olympic coins - as distinguished from the Olympic Movement includes the design, a mark or a word or an Olympic message. Currently, in addition to their production that promote Olympism, is to generate

funds for sports development. Coins can be issued by the Organizing Committee of Olympic Games and mint products approved by the International Olympic Committee.

And National Olympic Committees may issue coins, their territories, but the Ministry of Finance, National Bank and Mint State must take into account the conditions of compliance with the Olympic Charter.

- philatelic issue - postcards, envelopes philatelic illustrations of some stamps are postage stamps and related philatelic items, subject to contracts which are part of: International Olympic Committee, Olympic Games Organizing Committee, National Olympic Committees and authorities national post.

The first stamp issue dates from 1895 when the first edition of the Modern Olympic Games in Athens 1896.

Value promotional, educational and collectors of these philatelic issues do nothing to stimulate both the sports movement and postal authorities.

Olympic symbols on philatelic issues is strictly regulated. Olympic stamps are distributed to national and international level.

- Video tapes and CD - ROM - sites.
- Video tapes and CD-ROMs are used in advertisements. They contain pictures of the Olympic Games that International Olympic Committee is the sole owner can grant the right to license worldwide.

Types of information used for communication within sports organizations

Types of information to be processed and used in the management of sport organizations are:

- internal information - is developed and maintained within the organization and therefore tends to be relatively easy. Such information are on budget, personnel, inventory, etc. participants.
- external information - usually come from organizations or from outside sources combined, therefore, is more difficult to obtain.

The society becomes more complex legal requirements and restrictions are more numerous. Therefore, managers must have a wide variety of legal information including legal authority and powers relating to operation of the organization, systems of taxation and taxation, building regulations and safety, certification and personnel records, auditing.

A second type of external information essential to the success of a sports organization, is the detailed knowledge of external sources of funding and their mode of procurement.

The transmission of information stored on various media, communication is very important.

Communication is the process of transmitting information and building mutual understanding through symbols. Essence of communication is to transfer mutual understanding.

In all proceedings, the statement implies the existence of substantive elements: transmitter, receiver, message, encoding, decoding, environment, noise, feedback channel.

The communication process occurs when an individual - Transmitter - evidenced by specific behaviors intended to send a message to another person - the receiver. The message is preceded by its translation into a language that can make sense for the receiver - coding. Act of communication can take place verbal, nonverbal or written. After receiving the message, the receiver makes a translation into its own language, which is a decoding.

Through verbal or nonverbal response, receiver transmitter is known that the message was received (feedback).

Communication takes place in each individual case in an environment that can influence the judicial proceedings. In the process distortions may occur due to disturbance (noise).

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Titlu: Licențe, promovare și mijloace de comunicare în sport.

Cuvinte cheie: Licențe, comunicare, informații

Rezumat: În sport licențele implică dreptul temporar de a gestiona un brand sportiv. Pentru ca un program să fie licențiat de Comitetul Internațional Olimpic necesită fabricarea prealabilă de produse generice, legate de o anumită ediție a Jocurilor Olimpice, proprietate Olimpică bazată pe generic, reprezentată de: simbolul olimpic (cele cinci cercuri),

termenii de needitare a edițiilor precedente a Jocurilor Olimpice. Transmiterea informațiilor stocate pe diverse suporturi media, conduce la ideea că comunicarea este foarte importantă. Comunicarea este procesul de transmitere a informațiilor și dezvoltarea înțelegerii reciproce prin simboluri. Esența comunicării este de a transfera înțelegerea reciprocă.

Titre: Licences, promotion et outil de communication dans le sport.

Mots - clé: De licences, la communication, sports, informations.

Résumé: Dans les sports les licences temporaires porter sur l'admissibilité de la gestion d'une marque de sport. le programme de licence du Comité International Olympique nécessite la fabrication d'objets génériques, liées à des Jeux olympiques notamment, propriété olympique sur la base générique, représentée par: le symbole olympique (cinq anneaux), les conditions des Jeux Olympiques needitoriale marques les éditions précédentes historiques Jeux Olympiques. La transmission des informations stockées sur différents supports, de communication est très important. La communication est le processus de transmission de l'information et développer la compréhension mutuelle à travers des symboles. Essence de la communication est de transférer la compréhension mutuelle.