

Chapter 4

Internationalization of Sports Events Through Branding Opportunities

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ABSTRACT

The internationalization of sports events and the increasing reach of brand identification are now a central part of the world's cultural and commercial activity, and the way that these events are branded is a key part of the story. This chapter reviews the internationalization of events, trends in contemporary practice in terms of organization, and where these developments are going, looking in particular at the role of branding. This is a book on sports, so we are talking about the commercial sports world, which is the main growth area, and has very important social, economic, and cultural implications. People's interest in sports has several dimensions. Initially, as someone brought up in England, a Geordie and a fan of Newcastle United Football Club, persons whose favorite pastime has been watching football, more familiarly known in the UK as soccer. Then later in their lives, they switched clubs to the NFL, the National Football League in the US, becoming Dallas

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Cowboys supporters. But more recently, people have been going to watch cricket, as England has two world-class grounds.

INTRODUCTION

On all occasions, not only has the sport served as an avenue to bring everyone together and united for a common goal, but also the event gives those involved a chance to both entertain and empower each other, young and old, natives and foreigners alike (Baker et al. 2016). With globalisation, the phenomenon of sports events has taken on various forms. Rather than just a showcase of any individual nation's sport, the phenomenon of sports events has become a platform to bring more diversity to individuals, both young and old. The critical role of branding has been emphasized through this chapter that will help in the internationalization of sporting events (Bhattacharya and Singla 2024). It has been seen more recently that people have been going to watch cricket, as England has two world-class grounds, Trent Bridge, in Nottingham and Lord's in London. Some of the part-time research researchers do now is looking at the extent to which sports are being used as soft power in major Asian countries in China, Japan, and India, where major sporting events are being deliberately organized and promoted as part of a government policy of (most of the time) benevolent imperialism. For this chapter on the internationalization of events, we will refer to some of the cases of wider research into government and private sponsorship of sports events, but for this chapter the central theme concerns how events become internationalized, opening the subject to the rest of the world (Cornwell and Kwon 2020).

HISTORICAL CONTEXT OF SPORTS INTERNATIONALIZATION

The historical aspects related to the gaming events are very significant in their importance. The evolution of Sporting events traces a long time back in history, perhaps starting with the inception of the Olympic Games in Greece. However, in the context of modern events, the real transformation in the internationalization of sports started in the late 19th and early 20th centuries.

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