

ORGANIZING AND SPONSORSHIPS OF A BASKETBALL CLUB “PRISHTINA”

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Abstract

Now that the sport is in step with time and the other technologies, today raises the transmission of sporting events from the major to the smallest and all these great benefit not only for the club, but also the federation and government and its presentation as the good, so it depends largely on the observance of some rules, tasks, structure, and this appears as a model for the organization and sponsorship of a sports club. Considering the structure, ordering (hierarchy) and the obligations of the management (leaders) of the club, then the club itself will achieve a progress in the country and out of the country also. The structure of a basketball club in our country is not clearly defined, therefore with this survey I will try to present a pattern or a model of an organization of a club and the obligations of each sector and of each individual within it. This survey presents the main points and the professional human resources which execute their roles in particular sports teams. I have used well defined sketches for each table, and using these sketches I have presented a structural organization of a sports team which demonstrates a model that serves as a base pattern for newly established teams. The survey also presents the hierarchy of a sports club, beginning with the president and finishing with the lowest roles which create a pyramid of an establishment of a sports club. Here are presented the interactions and obligations between human resources and technical-professional joints presented and structured respectively channeled through full respect for hierarchy. Also in the paper are presented professional-sports trends in theory as well as in practice and the management (structure) of a sports club and its organization in our country which could serve you as a method for further organization.

Keywords: *model of organization, sports club, commercials and advertising, human resources, the infrastructure of sports*

Introduction

Pristina basketball club is a club with lot of many years tradition, in the last decade the club is the most organized and most trophies' in Kosovo. BC Pristina has won 18 titles and precious cups, many other cup and prestigious recognition. This year BC Pristina has managed to make the biggest step in the history of Kosovo basketball, because in this edition two teams will be part and compete in the Balkan League (BIBL) with such as team from Israel, Romania, Bulgaria, Greece, Croatia, Monte Negro, Macedonia and Serbia.

BC Pristina, within its structure has Professional staff engaged in three main sectors:

- The Sport
- The Administration
- Marketing

Among its team, BC Pristina, also have team of all ages and Basketball Academy, overall have over 500 active members.

The club has a massive organized group of fan, knowing that basketball is the sport number one in Kosovo. Club members and fans are growing, so involvement in the BIBL will increase even more members.

Through sport events and through club, Sponsor makes better approach for products and services to the market and precisely because of common interest of Sponsor and Spots organization in this case of BC “Pristine”. Today, Sponsors have become dominants for financing the sports club, such as this club BC Pristine.

Goal

The purpose of this paper is information and knowledge about sponsorship of the BC “Pristina”, including the organization, sponsorship and all those who contribute to develop and lead directly into the club, management and sponsorship. Also, the aim of this topic is relations between the club and sponsor, which are regulated by separate contracts. Sponsorships of sports specific program is also frequently in cases of practice, such as certain camps for children, games, competitions of different ages , where sponsor participate in the financing of the programme costs, utilities, insurance facility ,etc. In addition to the forms mentioned above, there are other forms of sponsorship, however, they are established according to regulations of common interests club sponsor.

Sponsorship of the club

Sponsorship in sport is one of the most important fields in sports marketing. Some authors consider as part of distribution or communication, but sponsorship has a much wider significance. Sponsorship is a stronger connection with the business of sports built-in two-way interest. Although it is difficult to precisely define, however sponsorship can define marketing as part of the sport that is responsible for meeting the target set sports and business. Like the club creates certain rights of the sponsor, the sponsor also has rights under the contract consistent with the club or sportsman or organizer of the sport. The rights of the sponsor can be very different;

▶ The right to promote the production and services from its sponsor (in gymnasiums) and carrying sports equipment sponsor , advertising in printed materials , etc. club.

▶ Use of club services, free tickets to shows or sports for some member interest groups, use of club facilities, equipment, souvenirs etc.

▶ the right to manage the club (related to membership in the club leadership, the assembly of the club).

▶ Contractual rights.

The rights of the club can be very different and come out from sponsorship contracts.

- The club gets money from the sponsor (cash, credit, investment in the club).

- Materials received (objects, props, equipment, players, coaches, managers).
 - Club services (transportation, insurance and accommodation in hotels).
 - Use of media (ads free advertising on TV, radio and brochures).
- From this brief are seen the importance of sponsorship opportunities at the club and its importance is viewed only financial choice for club's financial problems.



Pic. 1. T-shirt sand warm-up game with sponsor

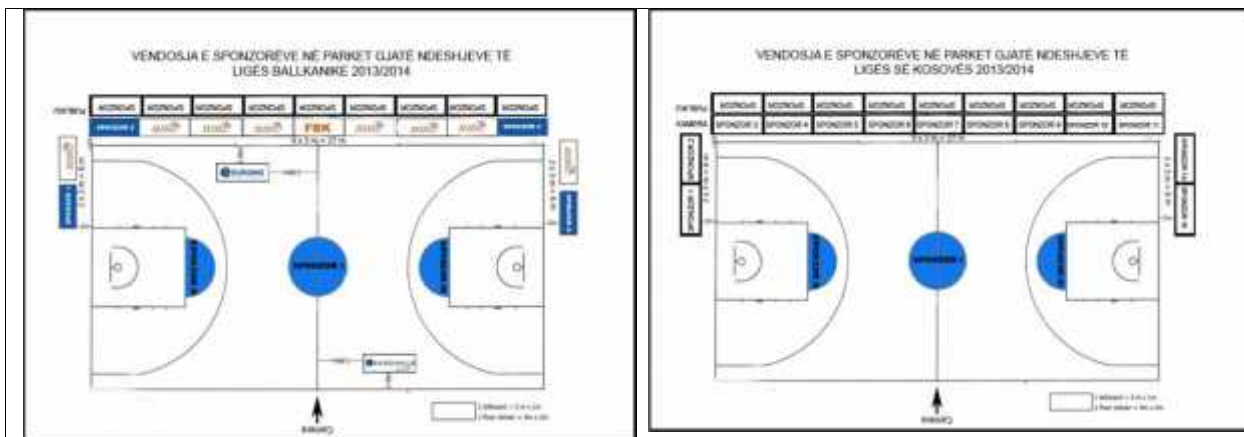
In B.C. Pristina are about 30 sponsors who sponsor the club in various forms and the main sponsor is insurance company "Sigal", while other sponsors are: IPKO (telephone company), (bank), Water Peja Devolli corporation, Petrol Company, Floren etc. Where you can see sponsors are in different fields. All these sponsors possess legal contract with the club and it is worth to mention that some of the sponsors have contracts up to 3 years. But to emissions or to direct broadcasting (television rights) has Radio Television Kosovo (RTK) which receives funds from club matches broadcast by RTK and minutes for the propagation of our sponsors and contractual. B.C. Pristina has about 11 minutes of advertising space by 20:15 pm on weekends league of Kosovo and the Balkan league to 17.30 between this week and broadcast space is dedicated sponsors who have and are sponsoring club, this time runs depending contribution. As far as props to the club, they are branded "Macro", outfits game, shooting shirt, and training, travel t-shirts, etc. All these requisites are designed with the sponsor's logo, which logo do exceed the size of 16 cm. In game dresses, are appeared all sponsors who pay large sums to the club with the others (general sponsors). Led billboards around the gym are therefore new system of advertising technology, we found all these billboards regardless sponsors who contribute to the good of the club, but their placement in the gym varies depending on material and financial contributions and contracts are the same, but their price is somewhere near 90,000 euro.

The whole club cannot have these results if no professional staff and this staff of the B.C. Pristina is composed of 10 persons who are regular and 2 others that are fee for the organization of matches. Club constitute 13 professional players, contracts are different players within 1-4 years. The entire staff B.C. "Pristina" in composition with the players 13 and 10 staff members are paid with liability position and category, so this payment goes around 50,000 euro per month or 500,000 in years (10 months). Club also has its administrative offices, conference room, trainer sand analysis, office economies, decorative office (cups, plaque sand medals, etc.), With an area over 300 square meters. Also in floor are seemed sponsor on both sides of the field. Tickets and decorative props and war drove are part of the club and the club has the right to sell, but the club member's orphans association we

give for free, while other fans enable you selling these items aesthetic with the logo club. Also the club for its own use has special shuttle bus with clubs sign sand of course also some other autos for staff.



Pic.2 Place where tickets are sold-ticket "VIP Parketi" escort card stomach the flooring, tracking annual card matches the flooring and simple tickets for a basketball match ticket sandal sponsors logos placed behind the ticket



Outline1. Setting the flooring sponsors during the Balkan League fixture sand flooring Setting the sponsors during matches in Kosovo League

Conclusion

The role of the club’s management is to assure the team with the best conditions for game, coaching and assure favorable conditions for life, for food care, health care , etc., Where all these depend on the results of management, sponsors and this link chain is for both club - sponsor interest and vice versa .

This paper , which was presented as a model , relates to sponsorships and support for the club on a budget for promotion and creation of favorable conditions for the club and those dealing with activity , so the club is still in the research needed to increase budget and have a plan in the future to involve key investors in public-private partnership for some years where it would affect the growth of sports facilities and their management for rational regulation of sports activities, where will consistently bring the income from the premises or if viewership games or concerts can be held .

Presents a further constraint on fiscal incentives for law firms that are helping clubs and serious companies that wish to enter the sponsorship of basketball where it will somehow affect the improvement of basketball and conditions for its progress and activities. So this was a structure that how is sponsored B.C. "Pristina " by many structures that may have clubs , depending on the people , sponsors and club results may also have own club structure . To have better coordinated club should have the human resources in professional terms , then this greatly help the sponsors without whom there may exist and then the results will be recorded and interests can now be linked.

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