

# Marketing Plan development: Powerade Padel tour



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# 1. Executive summary

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Throughout this project can be seen the development of a marketing plan for a sporting event, in particular a paddle circuit.

To enter the project I will talk about the reasons for the creation of this marketing plan. Why the idea arises and how it has been subsequently developed.

Then there will be an analysis of the situation, in which first of all we develop an internal analysis where we presented the event and the resources we need for its realization, and then an external analysis which study all factors of the environment that influence in the realization of our event.

The external analysis is performed according to two variables, the factors that affect the overall environment of the event that will be analyzed through the PEST method, where political, economic, social and technological factors are studied, and on the other hand the factors that influence the specific environment that will be analyzed using Porter's five competitive forces model.

In the following point of the project, we carry out a SWOT analysis, it is an essential point in the marketing plan, as it analyzes the strengths, threats, weaknesses and opportunities of the event and help us to choose the best strategy for our event.

We continue defining the objectives we want to achieve with the creation of the project, and therefore the strategies that we will select in order to meet the objectives.

Once we specify the strategies, we will define the action plans that we will execute from these strategies, and they have to do with the so-called 4ps of marketing which are: product, price, place and promotion.

Then we will create the project budget, which specifies all the resources our plan need for its proper operation, and therefore we will analyze the expenses and incomes that we hope to obtain with our event.

Finally there will be a work of monitoring and control which will describe the systems that will be used to monitor the progress of the plan. This involves reviewing the results of each period, and determine whether the plan meets the objectives.

We conclude with a section devoted to the conclusions we have obtained throughout the project, where we will make a final assessment of the plan, and finally a

bibliography which collect all the sources that we have consulted in order to obtain the information needed to prepare the project.

## 2. Introduction: Project Motivation

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As organizer of the event, we have chosen to make a marketing plan for the creation of a sporting event for several reasons.

First of all, it is worth noting the success that this sport is taking in our country in recent years.

Paddle is a sport that is on the rise, is not the first time that I hear say that the paddle is the fashionable sport. This discipline has gone from 422 Federated more than 43,000 in twenty-five years.

Some reasons behind the increase of participants in this discipline are:

Easy practice and does not require too much physical demand, so the age group to be able to practice this sport runs from the youngest to the most senior.

Inexpensive: The materials that are used for initiation to the sport are not too expensive, since you can find paddle blades from thirty euros, and rent a paddle court for four euros per person.

Social relations: to play a game of paddle four players are needed, so that sport is enjoyable and dynamic.

That is why our first motivation is economic. As a sport that is in a state of grace, we have seen in the creation of this event the opportunity to obtain large economic benefits to the tournament registration of the maximum number of participants, and thereby gain some standing in the sector to continue creating these types of events.

## 3. Situation Analysis

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It is the first phase of our marketing plan. Through this point of the project, there will be an analysis of the environment, which will consist in study and analyze both external and internal circumstances that can affect our plan during the development of the event.

The Situation analysis is very important for our project, since you cannot fix targets or a particular strategy without first having studied those elements which may affect the proper development of the event.

### 3.1. Internal analysis

This is an important point in our studio, since during the internal analysis we will try to describe all the resources that counts the project that are necessary to develop our marketing plan, such as human resources, physical resources, marketing resources, financial resources...etc

#### 3.1.1 Event presentation

Powerade Pádel Tour is an event of Amateur paddle organized by the M.S Events S.L company, born in 2015 with the aim of becoming one of the leaders tours in this sport nationwide.

Focused on amateurs, not professional players, the event will have ten regional tournaments to be held throughout 2015 along the Spanish geography. At the end of last phase of the tour, the eight couples in each category with the most points accumulated in the ranking will dispute the final master.

The ten regional phases which will be launched on 12nd January with a duration of four days each phase, will be played monthly in the cities of A Coruña, Santander, San Sebastián, Zaragoza, Barcelona, Valencia, Castellón, Sevilla, Málaga and Murcia . The Masters Final will be held in the city of Madrid.

Powerade paddle Tour will feature male and female, category in each participants may be divided according to their level in second or third category.

This is an event born to the growing demand for this discipline in recent years, the main objective of Powerade Pádel tour is to make participants enjoy this sport and live an unforgettable experience in every phase of the tournament.

### 3.1.2 Event resources

In this section we will briefly analyze all the resources that we will have in our event, from human resources to financial resources.

This analysis allows us to know the current situation of the company and the resources they have, to further detail the strong and weak points that we have.

The success of our event will be conditional depending on the ability to optimize the resources we have.

#### 3.1.2.1. Human resources

These are all the resources offered by people who work for the proper functioning of our event. Human resources are a crucial factor in getting the goals and objectives that the event want to achieve, so it is important surround themselves with experienced people, with reliability and professionalism.

The staff which the company M.S Events has to start running Powerade Pádel tour is as follows:

Competition committee: The competition committee shall be composed of the CEO, the Event coordinator and referees who will be responsible to resolve any problem and carry out the correct operation of the event.

General manager: Its functions will consist in know first hand the conditions in which competition will develop in accordance with the rules and technical regulations and ensure that the coordinators and the competition committee also meet all of these conditions in each tournament .

Ensure that facilities are in perfect condition to host the tournament, as well as sports equipment that will be used.

Coordinate communication between the organizers of each tournament, facility managers, players, sponsors and event workers.

Event Management: Will be in charge of coordinating all areas on a sporting level during the event, it is an intermediary between the workers and the general manager, whose main function will be aware of all requests from the players and transmit them to the committee to make the right decisions and to carry out a proper development of the event, solve any problem or emergency that may arise during the event.

Referees: They will be in charge of refereeing the final matches of each provincial tournament and the semifinals and finals of the National Master. In addition their role

will be deal any dispute that may arise between players in a game, and enforce the rules.

Logistics Department: They are in charge of organizing the accommodation and the catering of the Organization and players who require it, they will also be mainly responsible of the organization of volunteers in each tournament.

Marketing department: Their main duties will consist in organizing the media and the press who comes to cover the event. They will be in charge of the signage of the tournament as well as all kinds of communication that will be used to promote the event, website, social networks... etc.

Protocol Department: Will be the Department in charge of trophies and medals ceremony, as well as deliver the gifts to the finalist players, and also the performance of official acts as opening and closing ceremony of each tournament events.

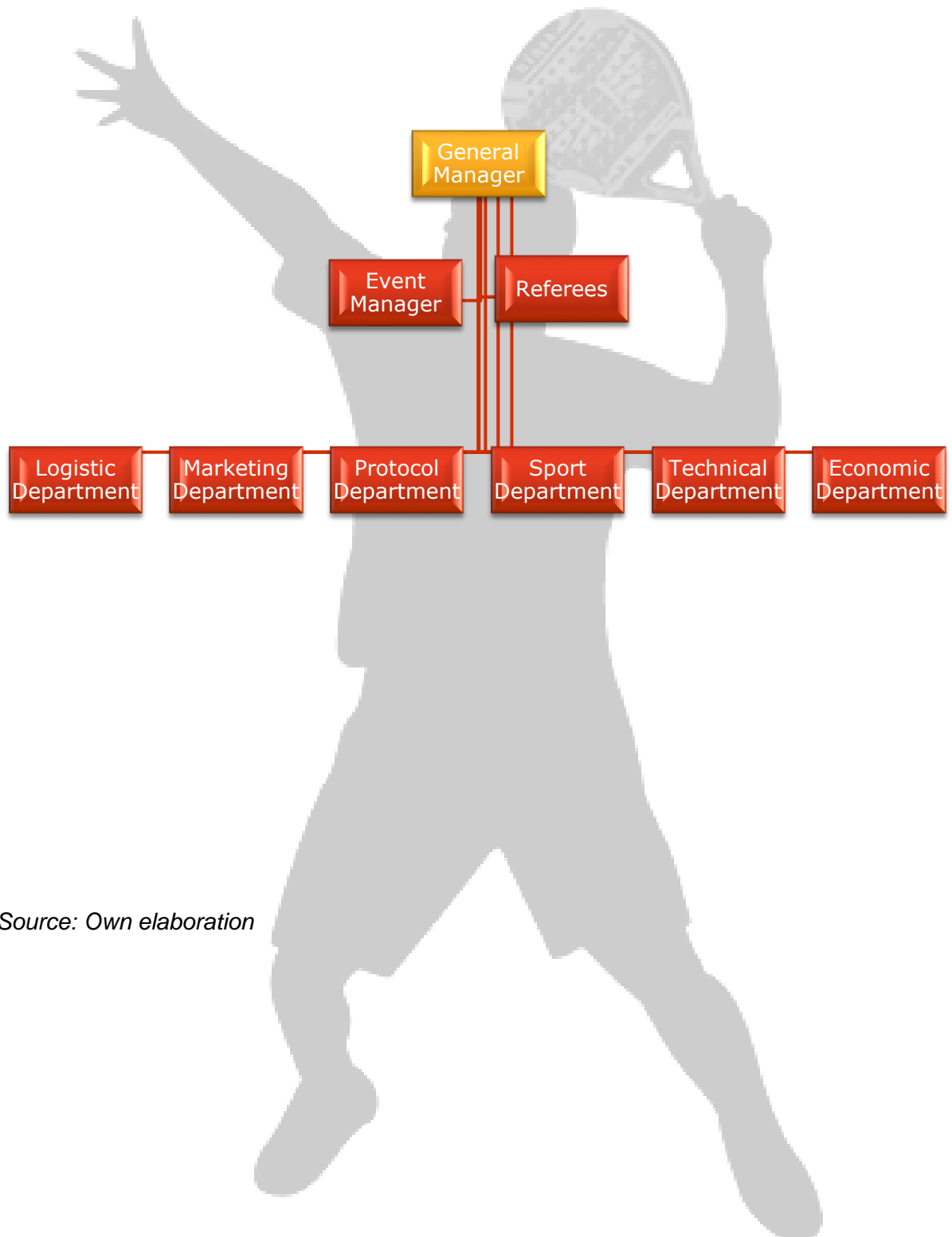
Sports Department: Will be in charge of checking the conditions of the facilities, to update the information in real time, control the PA system, and also will be in charge of the safety and cleanliness of the event.

Technical Department: They are responsible for all medical services and sports equipment to be used during the event.

Economic Department: Its main duties will be made the administrative and accounting work and take care of the event inscriptions and drawing up the rules of the event.



**Illustration 1. Organizational chart**



*Source: Own elaboration*

### 3.1.2.2. physical resources

The physical resources of the event will be all those tangible assets that will be available to carry out tournaments, facilities, equipment... etc

Physical resources which will have Powerade Pádel tour are:

First of all the eleven paddle clubs that will host the tournament:

A Coruña	Arena paddle Coruña
Santander	Club de Pádel Monteverde
San Sebastian	Paddle 4
Zaragoza	Paddle Plaza
Barcelona	Fair play paddle
Valencia	Paddle Club Valencia
Castellón	Castellón, Padel
Seville	C3 Paddle Club
Malaga	Fantasy paddle
Murcia	Club paddle Murcia
Madrid Masters Final	Mega Indoor Pádel

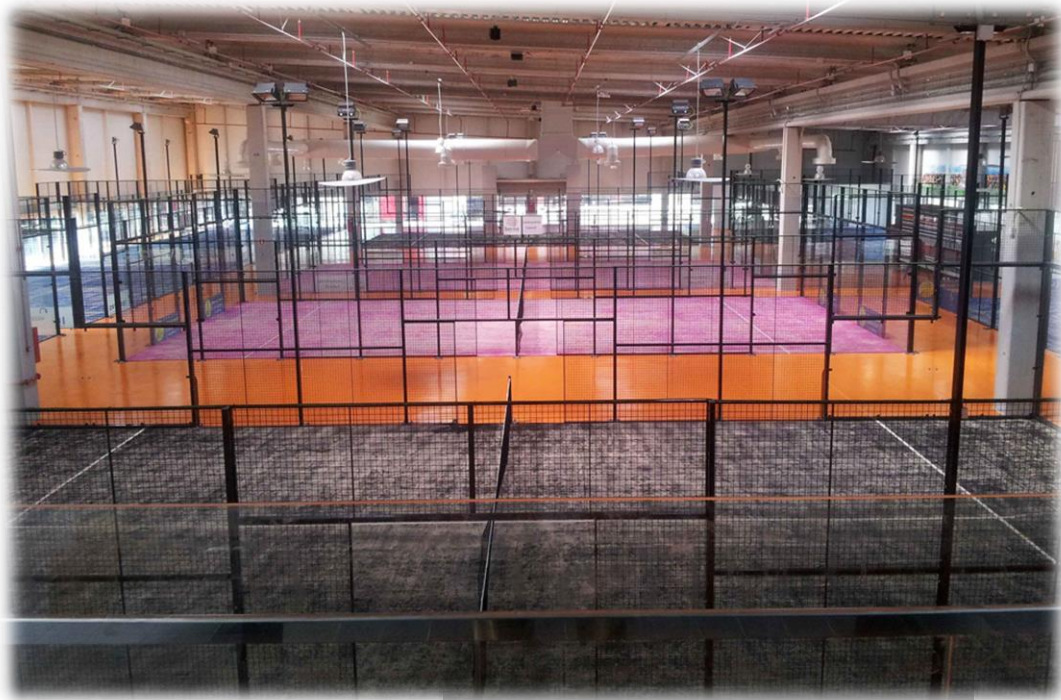
*Source: Own elaboration*

Each club must have at least four illuminated paddle courts which meet the regulatory conditions, both male and female changing rooms and resting place for the players. In addition to the facilities each tournament to be played must have the equipment needed for its realization:

Merchandising stands from the official sponsors and the equipment needed to play the matches (official balls, towels, water... etc).

Medical stands where the medical team of the tournament will be placed so that they can deal with any ailment of the players, and physiotherapists who will attend the requests of the players of the tournament.

## Illustration 2. Paddle Zaragoza Facilities



Source: *Official website Padel Plaza Indoor*

## Illustration 3. Castellón Padel Facilities



Source: *Website oficial Castellón, Padel*

### 3.1.2.3 Financial resources

All events need for its realization a number of resources, in this case we are talking about the economic resources that the project is going to have to finance themselves.

Any action we perform during the organization of the event has a cost, in this case the costs will be covered by the capital provided by the main sponsor of our event, the Powerade brand and collaborators and sponsors that play an important role in the realization of the event.

Sponsors and collaborators are people or companies that collaborate economically with the event, for advertising purposes.

The objectives of the event sponsors lie in the possibility of expanding its customer base, also sponsor their new products and thus make themselves known in the market or keep their brand at the top.

In this case the main sponsors with whom we count lend their support to the event in two different ways:

Or providing a sum of money to cover expenses, or providing the material needed to hold the event.

The Powerade brand, main sponsor brand of the event which gives name, provide a capital of ten thousand euros and apart their star product, energy drinks will be provided to each participant. In exchange, the event will be named the brand, which will look at the posters presentation, and posters that decorate the premises where the event takes place.

Head and Bullpadel brands on the other hand will provide three thousand euros each and sportswear and material of the brands that will be delivered to the participants through Raffles to be held during each tournament. They also have a Stand so that they can market their products.

NH Hotels collaborates with a capital of 1500 euros and making a 40% discount on the price per night to players who will stay in the hotels in every city in which the tournament is played.

Herbalife company that provides nutritional products and personal care, will also collaborate with the event providing a thousand and five hundred euro capital and its products during the tournament.

The Spanish Federation of Padel collaborates with the event by doing a discount on the amount of fees to be paid by the organization, we will see reflected later in the project budget.

<b>Table 2. Sponsors</b>	
Powerade	10 €000 + energy drinks
Head paddle	€3,000 + sports equipment
Bull paddle	€3,000 + sports equipment
NH Hoteles	€1.500 + 40% accommodation discount
Herbalife	€1.500 + food products
Spanish padel Federation	Discount on registration fees.

Illustration 4. Sponsors and partners of the tournament



#### 3.1.2.4. Corporate Social responsibility

Corporate social responsibility is defined as the active and voluntary contribution to social, economic and environmental improvement by the companies.

That is, all the actions that take into account the companies so that their activities have a positive impact on society.

Firstly Powerade paddle tour, works with Winball brand, a company known in the industry for manufacture, customize and repressurized paddle tennis balls and has also developed a system that allows reuse paddle balls which have suffered heavy wear during games largely by moisture.

On the other hand, paddle clubs that host local tournaments and the final master, have paddle Install Green, leading company of the artificial turf industry, known for working to obtain maximum sustainability, both in water intake and the use of fully sustainable and recyclable products.

Regarding the development of the tournament, Powerade paddle tour attempts to perform actions respected to the greatest extent the environment, here are some of them:

Water: during the performance of the tournament, events will include AQUASERVICE dispensers to reduce the consumption of glass containers, and avoid the waste of water.

Food & beverage: it is noteworthy that the event will hire companies that use seasonal and regional products and domestic production. The choice of menus will always include a wide selection of vegetables and fruit, and the material used will be recyclable.

Event communication: Although paper advertising is necessary for the realization of the event, the Organization of the event will ensure that this material is the less aggressive to the environment, therefore ecological inks will be used for printing, and it is intended that the greater diffusion of the event takes place through electronic media, such as social networks and websites.

All these actions are aimed at reducing the environmental impact, and also represent a positive point for the Organization to society and the local population, because it means that we respect the environment in the different events we organize.



## 3.2 External analysis

In this section we will look at the different external factors that may affect our project.

In the first place will elaborate an analysis of the overall environment and macro environment constituted by political, economic, social and technological factors surrounding our event, which should be taken into account to adapt to them in the best possible way.

Then will make an analysis of the specific environment or micro environment by which those factors that directly affect the realization of the event will be analyzed.

To perform the analysis of the specific environment we will apply the model of the five forces of Porter, through which we will study the customers, suppliers, the market entry barriers, substitute products and direct competition.

### 3.2.1 General environment analysis

To analyze the overall environment, we will use the PEST analysis which looks at a number of factors:

Political factors: Such as the different Government policies, subsidies, tax policies etc..

Economic factors: economic cycles, the economic policies of the Government, the interest rates etc..

Social factors: changes in trends that influence in the consumption, changes in the level of income, changes in the population level... etc

Technological factors: investment in i + d, promotion of technological development, future technology changes... etc.

#### **Political factors**

In Spain, the form of Government is a constitutional monarchy based on parliamentary democracy. The power has been highly decentralized since the different autonomous communities have a high level of legislative autonomy.

A factor which can greatly influence is the dominant political party in the time we meet. Currently the party that runs the country is called "Partido Popular", is the largest liberal conservative party of Spain.

Currently, the political situation in Spain is stable, although the confidence of the citizens has been affected by numerous cases of political corruption, which means that

the citizen loses faith in his political party so it can be imminent changes in the leadership of the country in the upcoming elections.

The creation of our event is not too affected by the political climate usually seen as the sport is not linked to the political sector, as it is a private event neither be affected by the amount of subsidies or grants that can provide the government .

### Economic factors

Spain's economy, as its population is the fifth largest in the European Union and in absolute terms, the thirteenth in the world.

Table 3. Ranking countries world GDP

Pos. ⇅	País	⇅	PIB nominal (millones de USD)
	<b>Mundo</b>		<b>73 982 138</b>
	 Unión Europea		17 371 618
1	 Estados Unidos		16 799 700
2	 China		9 181 377
3	 Japón		4 901 532
4	 Alemania		3 635 959
	 Comunidad de Estados Independientes		2 808 844
5	 Francia		2 737 361
6	 Reino Unido		2 535 761
7	 Brasil		2 242 854
8	 Rusia		2 118 006
9	 Italia		2 071 955
	<b>ASEAN</b>		<b>2,012,447</b>
10	 India		1 870 651
11	 Canadá		1 825 096
12	 Australia		1 505 277
13	 España		1 358 687

Source: Wikipedia. Ranking countries by GDP

However between 2008 and 2013 Spain suffers a deep recession due to an economic crisis, but now Spain is the country with more expectations of growth of the European Union.



The economic crisis that the country has undergone directly affects citizens, causing a loss of income and purchasing power. This loss of purchasing power affects companies at the time of fix prices of their products because the customer is not willing to pay a high price for a service of entertainment.

### Social factors

It is one of the factors that most influence on any project, the social environment surrounding us.

Spain is a country in which there is a very rich culture of leisure.

There are many Spaniards who dedicated a large part of their free time and their income to leisure, specifically the leisure sports. Almost 50% of the population practice a sport as we can see below in table 4.

Table 4. Practice Sport evolution among the population

<b>Evolución de la práctica deportiva entre la población de 15 a 75 años, 2010-2000</b>			
<b>PRÁCTICA DEPORTIVA</b>	<b>2010</b>	<b>2005</b>	<b>2000</b>
Practica un deporte	24	23	21
Practica varios deportes	19	14	16
No practica ninguno	57	63	63
N	(8.220)	(8.170)	(5.160)

Source: Consejo Superior de deportes. Encuesta de hábitos deportivos 2010

The Paddle is a sport that has grown dramatically in recent years, we can say that the paddle is fashionable. Every passing year the number of facilities and clothing stores specifically dedicated to this sport grows.

According to a study conducted by Mediapro Group the number of padel players in Spain reaches two million, and this figure is estimated to rise to eight million in the coming years. This study is based on a survey to players aged between 18 and 55 years of amateur and professional level. Below in table number 5, we can observe the growth of the practice of paddle in our country in recent years.

Table 5. Ranking: Most popular sports in Spain.

Las 10 actividades físico-deportivas más practicadas en España en 2010 y 2005 (porcentajes sobre total practicantes deportivos)					
2010		%	2005		%
Gimnasia y actividad física guiadas		34,6	Natación (recreativa y de competición)		32,6
Fútbol (en campo grande, fútbol sala, futbito y fútbol 7)		24,6	Fútbol (en campo grande, fútbol sala, futbito y fútbol 7)		26,6
Natación (recreativa y de competición)		22,9	Gimnasia y actividad física guiadas		26,3
Ciclismo (recreativo y de competición)		19,8	Ciclismo (recreativo y de competición)		19,1
Carrera a pie ( <i>footing</i> o <i>running</i> )		12,9	Actividad en el medio natural (senderismo, montañismo, excursionismo...)		11,9
Actividad en el medio natural (senderismo, montañismo, excursionismo...)		8,6	Carrera a pie ( <i>footing</i> o <i>running</i> )		11,1
Baloncesto (en cancha grande y minibasket)		7,7	Baloncesto (en cancha grande y minibasket)		9,4
Tenis		6,9	Tenis		8,9
Atletismo		6,0	Atletismo		7,2
Pádel		5,9	Musculación, culturismo y halterofilia		6,8

Source: Consejo Superior de deportes. Encuesta de hábitos deportivos 2010

Paddle practice in Spain began its activity in 2006, in the above table we can see how in just four years, the paddle is situated between the top ten physical-sports activities more practiced in Spain.

One of the most important factors that influence this boom is that the paddle has gone from being practiced only in high or privileged classes, to be an affordable sport among the middle class, both men and women of very different ages.

### Technological factors

Nowadays, technology is highly present in all areas of our daily lives.

Technology has taken a big step in recent years also applied to sport, which has been incorporated to improve the performance of participants always respecting the essence of the sport. Advances are both in clothing and sports equipment and facilities.

It is noteworthy that the technological aspects that affect our project are related to the technological advances that has suffered the world of communications.

Internet thus becomes the main communication tool of the project we have created, currently through the network we can sign up to the event and inform us in real time of any news that happens on the tournament.

### 3.2.2. Specific environment analysis

The specific environment is formed by the set of external factors that affect the company directly according to the sector in which they operate and the activities that perform.

For a complete analysis of the specific environment we will apply Porter's five competitive forces model. This tool allows us to know the level of competition that exists in an industry, It also allow us to perform an external analysis that serves as a basis for formulating strategies to take advantage of opportunities or face the threats detected.

**Illustration 5. Porter's five forces model**



Source: [www.crackmba.com](http://www.crackmba.com)

## **1. Degree of rivalry**

The popularity achieved by this sport in Spain in recent years, have as a consequence the multiplication of sporting events dedicated to the paddle throughout the whole country.

So the direct competition of our project will be directly the product offered by other companies that organize sporting events, as currently exist plenty of paddle tournaments in the calendar, and not only that, some of them have the same format as Powerade paddle tour, a circuit in which several regional tournaments are played with a final master over the whole year, sponsored by big brands that organized the event, as can be the Land Rover tour, or paddle tour Babolat.

These will be our direct competitors as they have similar characteristics to our event, they will become still more rivals if they match in dates of realization of the tournament, that will force the participant to opt for an event or another.

Therefore to avoid possible loss of participants, will be important to analyze the calendar to avoid match in dates and geographic proximity to paddle events similar to Powerade paddle tour.

Some strategies to differentiate our product from others offered would be:

- increase the quality of products.
- lower prices.
- providing new features to products.
- provide new services.
- increase the advertising.
- increase sales promotions.

## **2. Threat of new entrants**

We make reference to the potential entry into the industry of companies that produce and sell the same type of product. When companies can easily enter to an industry the intensity of competition increases.

In the case of a sports event there are many barriers to entry, so the threat of entry of new competitors is high.

As this is a spot event that takes place on a particular date, are constantly emerging new paddle events, that is why even the threat of new competitors is very high, definitely not influence the development of our event.

Just influences that the participant who decides to play paddle tournament, has more variety to choose from, and that is when we must differentiate our product from others to avoid that new events that are created do not pose a real threat to our tournament.

Forms of differentiation of the tournament:

-increase the quality of products.

-lower prices.

-increase sales channels.

-increase the advertising.

### **3 bargaining power of suppliers**

It refers to the power that the suppliers have in the industry to increase its prices and be less concessives.

In general, the fewer suppliers there are, the greater bargaining power, since there are not too much supply of raw materials, they can easily increase their prices and be less concessives.

Suppliers for the Organization of a sporting event can be quiet varied, as you need both to get the necessary permissions as insurance of civil liability, medical equipment, advertising material, sports signage, sport equipment, food and beverage, trophies, etc..

The influence that suppliers will exercise on the organization of the tournament will be decisive because this factor will determine the final price of inscription to tournament to cover the organizational costs.

In conclusion, the bargaining power of suppliers will exercise on our event will be a low bargaining power, since in this sector there are a lot of companies that can supply all of our needs. For example, if the event is not in agreement with the conditions or the prices stipulated in our suppliers we can easily change to another company with the same characteristics.

#### **4 threat of substitute products**

It refers to the potential income of companies that produce or sell alternative products to the industry.

In this case the main threat lies in the realization of other types of sporting events that can attract potential clients.

Paddle is a sport that is in the rise from approximately ten years ago, so before there was this hobby by the paddle in our country there were other types of sporting events that attracted the attention of our current customers.

In other words a person who has developed a passion for the paddle comes from ten years ago so if that person was previously devoted to practice tennis, a substitute product could be a tennis tournament which is performed during the same dates to our event, whether it is a tournament in which the participant will play, or go to attend as a mere spectator.

The same happens with other types of sports events such as a game of football or basketball... etc.

#### **5 bargaining power of customers**

It refers to the power that consumers or buyers of the industry have to get good prices and conditions.

It is very important at this point to analyze the competition, take as a reference a similar tournament and analyze the geographical area in which is performed, registration prices and the services offered to the customer.

As there is so much competition, it comes in a very important factor which is the quality of the product offered, this factor will directly affect the price that a customer is willing to pay for the registration.

This quality will be directly related to the services that we make available to customers, the quality of food and beverages, gifts that are granted to the participants as well as the services which are available to customers, hotel, health service, transport etc..

It is true that although there is a lot of competition in this case the customer is not going to influence our decisions about the price as there are a lot of potential customers who can register to our event.

In conclusion, the bargaining power of customers is low, because if a participant does not want to join because it is not according to the dates or prices registration, there will be another one who will do it. The client does not influence our decisions on prices and on the organization of the event.



## 4. SWOT Analysis

Before making any strategic decision, it is essential to make a diagnosis of our Organization. SWOT analysis helps to pose the actions that we should put in place to take advantage of identified opportunities and to prepare our Organization against threats with awareness of our weaknesses and strengths.

Table 6. SWOT analysis

	<b>Strengths</b>	<b>Weaknesses</b>
<b>Internal analysis</b>	<ul style="list-style-type: none"> <li>-Competitive prices</li> <li>-Organizing brand value</li> <li>-Prestigious partners</li> <li>-Plan of activities parallel to the matches</li> <li>-Volunteer team collaboration</li> <li>-Support of companies in the sector</li> </ul>	<ul style="list-style-type: none"> <li>-Lack of experience in the sector</li> <li>-Few financial resources</li> </ul>
	<b>Opportunities</b>	<b>Threats</b>
<b>External analysis</b>	<ul style="list-style-type: none"> <li>-Loyalty for upcoming events</li> <li>-Improvement of quality of services offered</li> <li>-Expand the portfolio of participants</li> <li>-Creation of new activities parallel to paddle games.</li> <li>-Attract professional sports to win visitors</li> </ul>	<ul style="list-style-type: none"> <li>-New competitors</li> <li>-Change in the needs and tastes of the participants</li> <li>-Economic crisis that affects the purchasing power and the registration fee.</li> <li>-Bad weather</li> </ul>



## **Strengths**

**Price Competitiveness:** As an event with a high competence in the industry, we have opted for enrollment at affordable registration prices to attract the attention of the participants to our event, this will mean a reduction of costs of organization to obtain benefits. Being a new creation event priority is not getting the maximum benefit, but gain a foothold in the market.

**Brand value:** The event is primarily sponsored by Powerade brand, a brand of energy drinks, a brand with a lot of prestige in the sector, associated with the world of sport, therefore an event sponsored by this brand acquires an added value that makes the consumer's perception of a quality event.

**Prestigious partners:** Our event has major sponsors that not only financially support the event, they also provide their products and services so that the event has the quality necessary to attract a large number of participants. These are prestigious brands in the world of paddle as are bull Head paddle or paddle.

**Parallel activities to paddle games:** A great strength that our event has, are the activities that are carried out parallel to the dispute between the games, activities such as contests and sweepstakes that attract the attention of visitors so they can enjoy the event at all times during its realization.

**Collaborative team of volunteers:** We will count in each event with a great team of volunteers, usually members of each club in which the event is going to be disputed, that will help at any moment to the event work perfectly.

**Support from companies in the sector:** We mean clubs padel who have offered to host tournaments of Powerade paddle tour, and sportswear stores that have allowed us to provide advertising for the tournament as well as inform clients of the registration points for the tournament.

## **Weaknesses**

**Lack of experience in the industry:** To be an event of new creation is a lack of previous experience in the Organization of this kind of events, that will cause a greater difficulty in the organization of the event, so we will learn on experience in each tournament to improve all the organizational aspects.

**Few financial resources:** The more support that we have is our sponsors and partners, but because we are a private event, we don't have any type of aid or subsidy from which we can benefit economically to carry out the event. Our

main resource will be the number of registrations we receive at each tournament.

### **Opportunities**

Customer Loyalty for upcoming events: It depends on us to retain customer participation for upcoming events, if we can make a dynamic, fun and high quality event, we can increase the confidence of participants to enroll again in future editions.

Improved quality of services offered: In each event is our duty to excel and to get improve the quality of our services so that the participant notice an improvement and keep trusting in the organization of event.

Expand the portfolio of participants: If we can make a big event we not only gain the confidence of current participants, also we can increase the number of participants for future editions, this can happen through advertising, social networks, and communication between participants and visitors who attend the tournament.

Creation of new parallel activities to paddle games: Apart from the activities currently practiced, is necessary to innovate to avoid the participant gets tired of the dynamics of the event, creativity is a very important point for customer loyalty is necessary to surprise the participants in each event.

Attract professional players to win visitors: Not only is important the value of the brand, you need to have an image that supports the event, a professional paddle player is the best image for the event, not only because it attracts more participants and visitors who are fans of the player, but it shows an image of prestige and quality of the event.

### **Threats**

High competitiveness in the sector: Is the main threat, as the possible emergence of new paddle events make customer bargaining power grows, because they have lot of supply to choose from.

Change in the needs and preferences of the participants: A change in fashion can influence our event because it can arise new sports and leisure activities that prevent participants sign up for our tournament.

Economic crisis: The economic climate in which we are currently poses a threat, because our event is a cost which people could avoid if they supposed to be in economic difficulties because a sporting event isn't a basic requirement to live.

Bad weather: The Powerade Paddle tour event is held in eleven different clubs, in which some of them have indoor courts, but others only have outdoor courts, so the weather can influence the performance of the tournament.

## 5. Defining objectives

The objectives we want to get with the realization of our event, are defined as those results and objectives we want to achieve with our business, that is why all decisions and strategies that are going to continue through our objectives must be realistic, we must always take into account the environment that surrounds us, so it is very important to achieve our objectives taking into account the different both internal and external analysis we have done of our project.

The objectives of the company must be specific in terms of time, the goals we set must be short- to medium or long term depending on the length we mark to meet the objectives.

The objectives that Powerade Pádel marks tour to get a complete success during their events in the year 2015 are as follows:

Get 100% participation in each territorial tournament in this Edition: Two categories will be played the male and female, and within them will be differentiated in 2 nd and 3 rd category according to the level of play. Each category will have a chart formed by sixteen couples. The goal for this year is to cover all the seats.

High brand visibility that organizes the event: Powerade. When Powerade advertise his logo making official tournament t-shirts, they get the visibility of the brand to a large number of people even after the event has finished, this way we get to follow up the process of advertising. The aim is that at least 20% of the population of the place where the event takes place remember the existence of the tournament.

Get a minimum of 1,500 visitors each territorial tournament. Not only is it important to involve players who are paying the registration fee, it is also important visitor attendance although they access to the facilities for free are also part of the event and can consume the products offered inside the Paddle club.

Get increase by 50% the number of sponsors for the next edition: Currently in this edition we have a total of six sponsors and partners who support our event economically, for the next edition we expect a minimum of nine sponsors to help us economically and to provide prestige to our event.

Make a profit of at least € 6,000 after the event: since one of the aims of the plan is obtain economic benefit, for the first year of creation we considered that a profit of € 6,000 with the event organization is required to continue to organize the event in future years with more sponsors and offering a better service to participants who already know the product and have been pleased.

## 6. Strategic Choice

Marketing strategies are defined as actions that are carried out to achieve certain objectives that the company has set, as they can be to give to know the product or achieve a certain volume of sales. Definitely it is the means used to achieve the objectives.

To determine the strategy it is important to select the public which we're going to lead, define the brand position and differentiate our product from others in the competition for attracting consumers.

### Segmentation strategy

The main idea on which the realization of the event is held, is to offer a product to a wide audience, not closed to very specific sectors.

Being an amateur event, it accepted the participation of paddle players of any category, over eighteen, therefore is not required to have a minimum level of play, but cannot sign players engaged in the practice of this sport, who have received income from the practice of paddle or be among the first fifty national ranking or the first hundred of the world ranking.

The tournament has two different categories within each mode, male and female. Therefore the first segmentation that we can perform is according to the level of play. Depending on the level of the participants, these will be divided into second and third category.

The second segmentation will attend the geographical variable, the target audience may be any amateur paddle person regardless of place of residence, although our tournaments are held nationwide.

Each tournament is played in a different location around the Spain, although the aim of the tour is to get the same participants to enroll during the ten tournaments so that this mode can accumulate points for the dispute of the final Master, it is understandable that for some players, this is a difficulty for economic or bussiness reasons, so we know that by choosing a site for each tournament, we're heading to a target audience that resides in the same province in which the local tournament is played.

The economic capacity is an element of segmentation, although registration fees are not very high, as we have previously discussed the fact of travel and accommodation in different cities in which every tournament is played makes the tournament is aimed at people who have a medium-high economic level.

The level of segmentation we use is:

Marketing segments. A segment is a group of consumers who share similar needs and desires, in this case a group of people who practice paddle. Once the companies have selected the segment or segments that are going to lead their products, can design, communicate, and deliver more efficiently a product that fits the same preferences and set a price at which these consumers would willing to buy it.

Powerade paddle tour,designed a product for the segment of amateur players paddle therefore focuses on this type of players who are sports fans but not enough ranking to play tournaments at expert level.

Positioning strategy

This is the image that occupies the brand in the minds of consumers compared to other competitors. This image that the consumer perceives in his mind of the brand is what will make stand out from other competitors.

Powerade paddle tour will use a positioning strategy of quality:

It's about providing the best service to participants who are willing to pay for it, although the registration fee is quite affordable for any participant, the added services that can be hired by any participant have a higher price, plus travel and the materials needed for the dispute of the matches. So Powerade Paddle tour is focused on a segment of the population with high economic level .

That's why we use the event to offer quality products, so the image that we want that consumer perceives is that it is an event of the highest quality and that they are willing to pay any price for it.

### Competitive strategy

Competitive strategy aims to define what actions should be taken to obtain the best results. The strategy chosen is a strategist differentiation.

Product differentiation is a marketing strategy based on creating a perception of the product by the consumer that clearly differentiates it from the competition. There are three basic reasons to differentiate products:

- Stimulate the preference for the product in the mind of the customer
- Distinguish the product marketed by competitors.
- Cover better market adapting to the needs of the different segments.

We achieve differentiation through brand. The Powerade brand has a lot of power in the market, so to get this brand to sponsor our event we get differentiate ourselves tournaments in prestige.

Differentiation by services offered: Not only is a paddle tournament but is an event in which both brands in the sector as participants and fans gather,so that Powerade paddle tour takes advantage of this situation to perform another different activities to the matches that entertained the audience and enabling brands interact with visitors and participants. The purpose is to make the public and participants not only feel attracted by paddle games, but feel attracted to the activities that are organized by the event.

## 7. Action plans definition

The activities carried out in the field of marketing are essential to bring the product that you offer to the final consumer.

Marketing resources focus on defining proper and consistent four essential points, calls 4 p:

- Product
- Price
- Place
- Promotion

## 7.1 product

"A product is a set of features and tangible and intangible attributes that the buyer accepts, as something that will satisfy their needs. Therefore, in marketing a product does not exist until it fails to respond to a need, a desire.

The differentiation between the product and the service is marked mainly by tangibility. You can see and touch the products but you cannot do it with the services. In any case, the different theories that apply to the product are perfectly usable in service"

The service we offer is the event itself, Powerade Paddle Tour organized by the company MS Events SL This is an amateur circuit to be held throughout 2015, in which ten local tournaments and a final master will be organized.

### Development

The Powerade paddle tour will be developed in the following phases:

1. Local tournaments. Will be held in the cities and dates provided for in the official calendar of the circuit.
  2. Each tournament will start on Thursday afternoon and will end Sunday morning.
  3. A points system will be established, each winner of a local tournament will be awarded him six points, the finalists four points and semifinalists couples two points. In this way the eight couples with the most points over the dispute of local tournaments, they will enter the final master.
2. National Master. It will be held at the paddle Mega Indoor Club (Madrid) in November of 2015 with the participation of players in the following categories: male & female paddle in second and third category. In total, will be eight pairs of each category.

### Participants

The participants will be players of amateur paddle over 18 years who have been completed his official registration form within the time limits provided by the organization.

Players who appear or have appeared in the last two years, in the fifty top national ranking in the Spanish federation or the 100 top ranking World Padel Tour cannot register in Powerade Tour as in an Amateur circuit.



Also is not allowed to players who have received income for the professional practice of this sport.

If any player fails to meet the requirements set by the competition Committee, this shall be punishable to the player or the couple with their disqualification (with immediate withdrawal) of the competition.

### Categories

Circuit of Powerade paddle tour comprises the male and female modality and within them two categories, second and third category.

### Competition system

Players or participating partners will be integrated in a single draw for each category, formed by previous raffle at the offices of the club of each Local tournament. Draws of competition will be formed by sixteen couples, may assume the following structures:

1. Direct and progressive elimination in games to the best of three sets with tie break in all of them.
2. Direct and progressive elimination in games to the best of three sets being the third a super tie-break to the best of 10 points.

The absence of a player, or a couple or of one of its members, in one of its matches will, whatever the cause (including accidental injury), its direct elimination in the first round, in which the Competition committee may appoint a substitute that necessarily must meet the requirements of this Regulation.

There will be consolation draw in all categories and the gameplay of the consolation is direct elimination, in a best of a set with tie break.

### Final Master Competition System.

1. Have the right to attend the final master eight couples who have accumulated the most points during the dispute of local tournaments of male and female categories. It's not possible to change partners to dispute the Master.

1. First round of playoffs. The eight couples classified will be divided into two groups with a best of three sets, the first two sets with tie break and in case of third set, the best of seven points with two points of difference.



2. The winners of the groups will play the final phase with matches of three sets.

### Competition Committee

Appointed by the organizers, will be competent, as a single instance, to resolve any dispute that arises in the Powerade paddle Tour 2015, including the choice of the rules of the F.E.P. deemed applicable in each case.

### **7.2 Price**

The prices of registration which will be established, will be the same for every local tournament, in the case of registration of the master there will be no price to pay for the players since they are classified according to their ranking in the local tournaments.

In the case of Powerade paddle tour, to differentiate it from other events in the same category, we have decided to create packages according to the need of the players.

The basic registration fee to the tournament will be of twenty-five euros for each participant. The decision we have taken has been pricing depending on the competition, i.e. fixed registration fee in relation to the average price of our competitors. After observing the Organization of various tournaments of the same characteristics, we have determined that twenty-five euros is an acceptable price for the player who fits since apart from registration the participant will receive as a gift an official t-shirt of the tournament. For the Organization of the tournament, the price of twenty-five euros per participant help to cover the costs of organization and management, obtaining also a small benefit as we will see in our budget later.

The price which is set includes the registration of the participant to the local tournament, more balls for the dispute of the matches and the technical tournament t shirt gift with the design of Powerade pádel tour.

Package registration price + medical service: €60, includes registration for the tournament more bonus of two 45-minute massages to the participant.

Price package registration + accommodation: €150, includes registration for the tournament more accommodation at NH hotel during the tournament, from Thursday until Sunday.

Price package All inclusive: €250 includes registration for the tournament more bonus of two 45-minute massages, more hotel accommodation in NH hotel during the tournament, more gift pack.

Additional services:

It is possible to add at registration prices and the prices of the packages the following services:

€30 bonus meals for the four days of the tournament. The meals will take place inside the premises of the tournament.

€40 transfer, for players who need transportation to move from the club to the hotel. The price includes the transfer for the four days of the tournament.

**Table 7. Registration prices**

Basic registration	€25
Registration + medical service	€60
Registration + accommodation	€150
Package All inclusive	€250
Bonus meals	€30
Transfer bonus	€40

### 7.3 Place

The Place is the set of activities, carried out since the product has been manufactured by the manufacturer until it was purchased by the final consumer, and which is intended precisely to get the product (good or service) to the consumer. In this case are all the activities that are carried out during the Organization of the event to get all material to the place at the time of competition of the tournament and the activities relating to the internal distribution in installations in which the event takes place.

The location of the facilities is very important to the success of our event. The aspects of the internal distribution of the facilities are necessary for consumer satisfaction. The distribution function in sports marketing is directly related with the facilities (location, distribution, access and amenities).

The keys to a good location are: accessibility, parking and surrounding facilities.

In the case of Powerade tour paddle, paddle clubs that have chosen to perform each event meet all these conditions.

They are accessible, the displacement to the facilities is very important, in this case most of the clubs are in areas of the city which are easily accessible from the main

roads and also in public transport, the latter point is important not only for players of the tournament, but also for spectators and visitors.

All of them have a parking with capacity for a large number of cars.

The surroundings of the facilities: Most of the clubs in which the tournament take place, are in safety areas within the cities chosen, also many of them are located near shopping areas, allowing visitors to have alternatives in terms of leisure.

### Distribution of facilities

How facilities are distributed during the course of the tournament is also important for the image of the event.

The image of the sports facilities is one of the most important factors for the consumer to decide to use them. Apart from the physical aspects of security, access and parking, other factors that directly affect the image of the facility are; appearance, offered services, personnel, customer feedback.

To achieve the success of the event through the distribution and location, we have chosen to follow a model that will be applied to all tournaments played.

At the entrance of each club will be placed the billboards of the Powerade brand, main sponsor of the tournament, right in the entrance door will be a hostess who will dispense the energy drinks of the brand, our intention is that the visitors who accesses the tournament may have the advertised product.

Before coming to the courts where matches will be played, the stands of partners and sponsors that will sell their merchandise will be located. The stands will be located between the entrance and the courts, strategically located for anyone who go to the event through at least twice in front of the stands at the entrance and exit of the club.

All employees and volunteers who work for the tournament will dress in blue, the official sponsor Powerade brand of the tournament.

Vending machines with the image of the Powerade brand next to the courts of competition will be placed.

## 7.4 promotion

So a customer purchase a product or service, it is necessary to first know of its existence and then feel persuaded to purchase that product or service. To achieve that a customer purchase a product it is necessary to perform some activities that inform customers about the product, and which highlight the quality, price and the needs that the product meets.

This set of activities used to persuade the customer to buy the product, are part of the marketing called promotion.

Paddle is a sport on the rise in recent years, so we need to get to differentiate our product since it has a lot of competition in the market. Promotion and communication of the event, plays a very important role since it allows to differentiate and highlight our product to the rest of the tournaments of paddle offered nationwide.

Within the promotion we observe a set of tools such as advertising, sales promotion, personal sales and direct marketing that are used to achieve the objectives marked, which are attracting the maximum number of people who attend the event as participants and visitors.

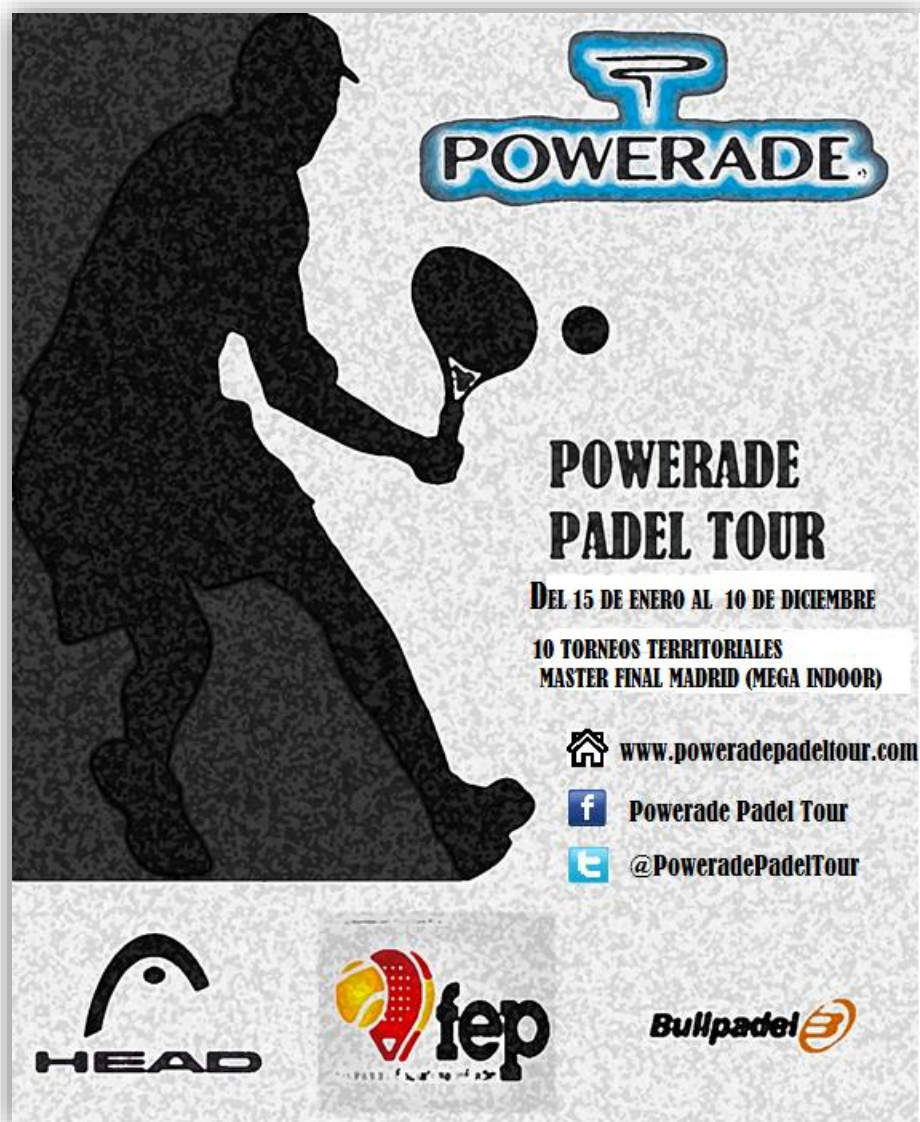
**Advertising:** is any paid form of presentation and promotion of ideas of assets and services. As for example posters, leaflets etc.

For Powerade paddle tour we have created a poster for the promotion of the event which about five hundred cartels of 90 x 60 cm will be printed, which will be positioned in various paddle clubs and sports shops throughout Spain. (\* See illustration 6)

The silhouette of a player's paddle, as well as the logos of the main sponsors and collaborators of the tournament can be seen in the poster. Also displays the date of beginning and end of the event, the number of tournaments that will be held during the tour and the addresses of the web page and the different social networks in which participants may request all the information and make inscriptions.

From this design we will creat also 12 x 12 cm flyers to advertise the event, which will also be deposited in clothing stores sports of all the cities in which the tour is disputed, as well as all paddle clubs that will host the tournament.

Illustration 6. Event poster



Source: Own elaboration

**Sales promotion:** To encourage players who wish to sign up for tournaments, we will make a 20% discount on registration fees to those participants who are members of the clubs in which the tour is disputed.

A part of this 20 % of discount , also the product will be promoted with giveaways and Raffles of sports equipment sponsors during all days of the event.

Through social media two weeks before each tournament, a contest will be performed in which the free registration for the winner and their partner competition between those who share in their profile the official poster of the event will be drawn.

**Personal sales:** Form of sale in which there is a direct relationship between buyer and seller. Because it is an event and not a physical product itself, there is almost direct interaction between the seller (the organizer of the tournament) and the buyer (the participants). In the case of Powerade paddle tour, will be the workers of each club who will be interacting with the participants at the time of registration and to try to persuade them to sign up to the tournament.

**Marketing online:** Currently it is known that a high percentage of the advertising is done by internet, participants have access to the information of the product offered through the network.

For Powerade paddle tour has drawn up an official website through which the participants and visitors of the tournament can get all the updated information, in addition participants may register online at tournaments.

In addition each official web page of the clubs in which territorial tournaments will be held, will have a section devoted exclusively to the tournament, which will include the advertising banner and direct link to the website of Powerade paddle tour and the profiles of the different social networks.

Partners and sponsors of the tournament also will advertise the event through their web pages and social networks.

In terms of social networks, Powerade paddle tour will have its own page on Facebook and twitter, through them the followers will be informed throughout the year of the news in each tournament.

The web pages will be try to highlighting the news of its main sponsors, in this case for example, if Head pádel, partner of Powerade paddle tour, launches a new product to the market, will be shared the news through social networks to disseminate the most new products of our sponsors.

Also an e-mail address will be given: [info@poweradepadel.com](mailto:info@poweradepadel.com) through which participants can contact directly the organization of the event to solve doubts.

**Direct Marketing:** Is an interactive system that uses a means of communication to get a measurable response in a target audience.

The most common form of direct marketing is the mailing, in which marketers send their messages to consumers in a particular area, usually extracted from a database.



Powerade paddle Tour generates its database through the tournament registration, since each participant must provide their e-mail address to which the organizers of the event will be sent all the information necessary for the participant. In addition is added to the database for future editions.

Example of email's presentation of the event sent to each participant:

*Estimated / to...*

*Welcome to the Powerade Pádel Tour circuit organized by the company MS Events. S.L. Get ready to enjoy a weekend of paddle where "the star is you".*

*From the organizer of the circuit, we want you to live a different experience to the rest of the tournaments you play throughout the year. The important thing is to participate, and you will receive a welcome pack designed especially for you.*

*In addition, during the course of the tournament you can make a test to try the new collection of blades HEAD brand: Graphene series, our sponsor of the event. You will have at your disposal the monitors of the brand that will solve all your doubts.*

*During the weekend we will make videos and photographs of the event. Follow us on social networks to interact and so you can participate in giveaways throughout the year. You can give a like to our Powerade PadelTour Facebook page and follow us on Twitter @PoweradePadelTour, to receive the news in real time.*

*During the awards ceremony, we give sports equipment of the sponsoring brands, which are drawn over the weekend.*

*Our award star for champions of every tournament for men and women is to go to the Final Master of the circuit which this year we will celebrate in the city of Madrid. Throughout the season we will inform you of the events that we will be there.*

*Kind regards*

*The direction of the circuit.*

## 8. Budget

A budget is a very important point within the marketing plan. It is the quantitative expression of the plan and the action programmes.

Once we have defined strategies, it is necessary to estimate all actions to know what will be the economic resources that we need.

For the successful completion of the event we will need to cover the costs causes such as staff expenses, material advertising..etc

We calculate the expenses will result throughout the year which is the duration of the event since the first regional tournament starts, until the dispute of the final master.

Below in Table 8 we can see the spending budget that will have the organization for each tournament and in total for the whole event.

The costs are divided into expenses of setting up with the registration fees of the federation and liability insurance that we see orange colour.

Then staff costs in green color, including referees, medical service and physical therapist.

Rental facilities in pink color, which corresponds to the rent of the clubs during the event.

In blue colour we mention material expenditures, as they will be t-shirts, trophies, uniforms for volunteers etc.

Then purple specified expenditure on communication of the event, which correspond to the creation of the website, posters..etc

Finally in white colour we have another type of expenses where we have pointed out, as rental van transfer players can hire to cover travel to the tournament, and unexpected expenses that may arise during the event.



Table 8. Organization expenses.

Budget	Description	total per tournament	total Tour: 11 tournaments
Registration fees	Registration fee per tournament	200,00 €	€ 2,200.00
Liability insurance			500,00 €
Three Referees	€ 50 day / four days event	600,00 €	€ 6,600.00
Physiotherapist	€ 60 day / four days event	240,00 €	€ 2,640.00
medical service	60 € / 4 days event	240,00 €	€ 2,640.00
Rental premises	€ 200 a day	800,00 €	€ 8,800.00
Six Stands	€ 150 / Stand	900,00 €	€ 900.00
gift t- shirts	3€, 1500 t shirt *	450,00 €	€ 4,500.00
awards	without spending		Provided by the sponsors
trophies	10 per trophy / 4 tournament trophies	40,00 €	€ 440.00
balls	No expenses		Provided by the Head brand
towels	No expenses		Provided by the brand bullpadell
volunteers uniforms	10 volunteers * 15 €		€ 150.00
water			€ 1,000.00
web page			€ 500.00
Billboards			€ 1,000.00
Sponsors boards			€ 500.00
Radio spots			€ 1,000.00
van transfer	€ 30 day / four days	120,00 €	€ 1,320.00
unexpected expenses			€ 5,000.00
<b>TOTAL Expenses</b>			<b>€ 39,540.00</b>

We will then make the forecast of revenue, which will be calculated through price registration paid by each player and the economic contribution of the main sponsors and sponsors.

In table 9 we have specified the total number of players who will participate in the event to calculate the income will be obtained from the registration of the participants.

Table 9. Total of participants of the event

<b>2º Male category</b>	<b>16 couples</b>	<b>32 players</b>
<b>3º Male category</b>	<b>16 couples</b>	<b>32 players</b>
<b>2º Female category</b>	<b>16 couples</b>	<b>32 players</b>
<b>3º Female category</b>	<b>16 couples</b>	<b>32 players</b>
<b>Total per evento</b>		<b>128 players</b>
<b>Total tour</b>	<b>128*10</b>	<b>1280 players</b>

Once we have calculated the total number of participants who played Powerade Pádel tour taking into account that all the draws are filled, below in table 10 we can see the total income that we will receive of the event.

Table 10. Expected income from the Organization of the event

Total income	25 € per inscription	Total event
128 registrations	3.200,00 €	32.000,00 €
Powerade		10.000,00 €
Head		3.000,00 €
Bullpadell		3.000,00 €
NH Hoteles		1.500,00 €
Herbalife		1.500,00 €
<b>Total</b>		<b>51.000,00 €</b>

It should be noted that total income per registration has been calculated taking into account that each participant performs a basic registration, but we shouldn't forget that the price may vary according to the services that engage the player, as we can see in table 7. Registration prices.

Table 7. Registration prices

Basic registration	€25
Registration + medical service	€60
Registration + accommodation	€150
Package All inclusive	€250
Bonus meals	€30
Transfer bonus	€40

This means that incomes can rise if a percentage of players decide to hire extra services.

If a player hire a package with accommodation, The organization of the tournament will deliver a total of 20% of the price paid by each player to NH Hoteles. If a player contract bonus meals, the Organization will deliver in this case a 15% of the price paid for the player to the club hosting the tournament since they are the people who are responsible for providing the food and beverage to the players. Once made the budget we can reach the final conclusion that the event will generate benefits to its completion so it is a profitable event as we can see below in Table 11.

Table 11. Profit for the period

<b>Total Incomes</b>	<b>Total Expenses</b>	<b>Benefits</b>
51.000,00 €	39.540,00 €	11.460,00 €

## 9. Monitoring and Control

Procedures of monitoring and control to our plan should be established in order to ensure us that the company is meeting its objectives and the strategies are working correctly. The main objective of this monitoring is to ensure fulfillment of the plan and for this it is necessary to measure the results of the actions undertaken, in order to ensure that the objectives are being met properly and if it were not the case, take the necessary steps to correct it.

Below in table 12, we can see the different targets proposed in the plan, and the most appropriate strategies for the correct performance of these objectives. With an X we have marked on the calendar when they must be met these objectives. As we can see some of them must be met each month that corresponds with each territorial event, and others have set the date of fulfillment in December which is exactly when the event ends with the completion of the final master.

Table 12. Monitoring and control.

target	strategy	Jan	Feb	Mar	Ap	May	Jun	Jul	Ago	Sep	Oct	Nov	Dic
Get a 100% of participation in each tournament	Segmentation And differentiation	X	X	X	X	X	X	X	X	X	X	X	X
High brand visibility	Positioning strategy												X
Get a minimum of 1,500 visitors each territorial tournament	Positioning and differentiation strategy	X	X	X	X	X	X	X	X	X	X	X	X
Get increase by 50% the number of sponsorn at the end of the circuit	Positioning strategy												X
Make a profit of at least 6,000 € after the event.	Differentiation segmentation and positioning strategy												X

1°objective: achieve 100% participation in each territorial tournament. Being a tournament with four different categories and draws of sixteen couples in each category, 128 participants in each tournament are needed for the proper development. Because if a couple fails the draws must be changed.

This goal needs monthly follow-up as regional tournaments are held once a month. If in any tournament does not fulfill this requirement it is appropriate to seek measures so that the next month we will correct the mistakes and we can meet this objective.

2nd objective: high brand visibility. Through the positioning strategy, we seek to create a quality brand image and get through advertising the event to get the wider dissemination and that both participants and visitors are able to get a good image of the tournament. Our goal is that at the end of the event at least 20% of the population in each locality in which there are territorial events is able to remember it. That is why a survey will be conducted to 150 people in each locality and is expected to at least thirty of them are capable of remember the event.

3°objective: achieve a minimum of 1,500 visitors in each tournament. Through the positioning and differentiation strategies we pretend to develop a high diffusion of the event that will attract at least 1,500 people to each territorial tournament. To measure the number of visitors is essential to every person who comes to the event to collect their own ticket for free at the club office.

4th objective: to increase by 50% the number of sponsors of the event for the next edition: Powerade paddle tour aims to keep its current six sponsors and also signed three new contracts with sponsors of the event for future editions.

5th objective: get a profit of at least €6,000 at the end of the event. Is the capital that the company considers necessary for the event to be profitable and that will help us to improve the Organization of future editions. This objective will be measured in December at the time of completion of the event. According to the budget that we have created the company would get a benefit of more than €11,000, so that this objective can be met easily.

# 10. Conclusions

At the end of the project we observe the main conclusions that can be drawn once we have completed the marketing plan, and which will serve to summarize the most important keys that we have taken over the development of the plan.

This plan comes from the motivation to create a paddle sports event since it is a sport that grows in number of players every year and that can be a very attractive event which provide a great economic benefit.

The enterprise's environment is positive for the development of the activity, factors to note are the social and technological. Social because it is a leisure activity at influencing fashions and changes in society and technology as the innovation means we get some great benefits in terms of communication of the event.

In terms of the environment we concluded that the rivalry between the competitors is very high and that there are many options of access to the sector already that the barriers to entry are low.

It is very important to take advantage of the strengths and opportunities of the plan, such as the value of the brand, the prestige of the partners, the quality of the event, the opportunity to retain clients etc to get to differentiate the product from the competition.

For this purpose we defined the strategies that are going to help us to meet our objectives, the strategies that we have chosen: segmentation, positioning and competitive are perfectly suited to the goal that we hope to meet.

The action plans for the marketing mix (4 p) are very well defined, and the strength is based on the communication of the event, for which we will make posters and will base our strategy on an online communication that allows us to minimize communication costs.

Thanks to all these things is met the main goal of the plan which is to obtain an economic benefit that will allow us to continue to organize this kind of event each year, since incomes that would be obtained with its fulfillment are higher than the expenses of organization.

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