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**THE INTEGRATION OF PROFESSIONAL SPORTS WITH ART
AS A PROMISING TOOL FOR SPORTS MARKETING****ALENA ZAKREVSAYA, ALIAKSANDR MATVIENKA
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The article is devoted to marketing in the industry of professional sports, especially the integration with art. The authors analyzed a number of investigations on the problem of home and foreign scientists. They identified a number of problems connected with the development of professional sports and arts synthesis as the object of marketing communications. The complex approach to solving problems of integration of professional sports with art, which finds its place at the heart of programs and activities, which are developed in the framework and on the basis of the idea of marketing projects, is reviewed. The directions, which may strengthen the union of professional sports with art, are proposed.

The experts in the area of sports marketing suggest that the art will prevail over the professional sports as a primary form of entertainment and leisure consumers, especially among the older generation. Predicting the growing popularity of the art and the decline of interest to the industry of the professional sports, sports managers from countries with developed market economies, organize and implement in practice a variety of sports festivals – the symbiosis of professional sports and arts.

In connection with the foregoing to attract consumer behavior spectators, performances in figure skating, exhibitions of sports brands and logos are planned and conducted, and organizations that produce and sell sports products for the mass consumer, such as Nike and Reebok, attract professional first-class athletes to promote their brands.

Robert Lipsyte in 1970 noted that society must be changed before the sport can be changed, a professor of the University of California Harry Edwards also pointed out that without some massive changes in the value system of the American society Institute of sport cannot change its structure, function and cannot survive [12, p. 354].

Many investigations of various scholars, among which we can note the works of Arguel, [5], Arnold, [6], Best [7], Coubertin [9, 10], Daume [11], Green [13], Grys [14], Lambis [17], Marazov [18], Masterson [19], Nissiotis [20], Sala [21], Samaranch [22], Ward [24], Witt [25] and others, are devoted to the problem of synthesis of professional sports and art.

This problem was also touched upon at many international conferences, we can point out the following ones:

- 4th, 10th and 26th session of the IOA [20, 28];
- Olympic scientific Congress in the USA in 1984 [26];
- international conference "Art and sport" in Leipzig in 1983 [29];

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- international conference on science, arts and sports in Paris in 1906 [9];
- at other congresses, conferences, symposia [15, 16].

The analysis of the discussions and published works on this problem reveals a very wide range of different and even opposing points of view. Particularly important thing in the work is given to the analysis of professional sports and arts integration. The necessity and the real possibility of this integration is shown, practical experience which is accumulated in this respect abroad is generalized and systematized.

According to Maureen Kovich, the definition of art should be expanded to include upscale sports performances. Eldon E. Snyder and Elmer A. Spreitzer consider professional sports as theatre, referring to well-developed Aristotle's theory of catharsis, called theatre [23, p. 20-22]. B. Lowe repeatedly compares professional sports with theatre, and an athlete with an actor [1]. Football is valued as art. Ex-president of FIFA Joao Havelange said in an interview that, in his opinion, "football is art". Similar thoughts were expressed by the coach of the Italian national team, World Cup champion 1982, Enzo Bearzot: "Football is the most exciting theatre of all existing in the world" [2, p. 73-74]. Geoffrey Green in his book "Football is a game of the whole planet" wrote: "If you want to learn to appreciate the opportunity of enjoying the sport, for example, simple and beautiful movements of the football players, you should pay attention to the visible proximity of the sport to the art" [13, p. 214]. According to Gunter Witt, sports reporters contribute to such an assessment of sports, celebrating the artistic merits of the performances of those or other athletes [25, p. 39].

Some researchers that analyze the problem under discussion noted difficulties in its solving, the existence of reasons for different responses to the question about the relationship between professional sports and arts and think that this is still an open issue [6, 7, 24]. Thus, the main argument to justify the conclusion that sports is art is a reference to the similarity, proximity, and common moments in professional sports with art.

Side by side with the traditional aspects of this problem in recent times, new questions are beginning to be affected. These include the question of the integration, professional sports and arts synthesis as two social and economic elements.

An important place in the world of marketing or professional sports is taken by its "decorative aspects" – bright design of playgrounds, shells, sports paraphernalia, athletes' costumes, etc. [9, 11, 22].

First of all, it is important to note that modern professional sports spectacular plays an important role. Under spectacular we usually understand the effect which is achieved by resolution clear enough for viewers to conflict with the help of active actions that are built according to the laws of the game plan and can be perceived by the audience directly in their development, and are accompanied by deep emotional experiences of participants and spectators.

On this basis, we can explain the emergence of the concept of professional sports as art, ideas, and identification of these two phenomena [1, p. 95-96; 6, p. 45; 7].

In this sense, before any professional sports game there is a very complex problem. One of the most important functions is entertainment. Sports fight should create a fascinating spectacle that will attract to the podium as much spectators as possible.

To improve marketing potential of professional sports is also required to activate Olympic education-information and outreach in order to develop in different population groups, particularly children and youth, knowledge about the values and ideals that can be implemented in professional sports and, through it, about the ideas of Olympism and the Olympic movement [3].

If you have a look at history, we can recall that Pythagoras, according to the testimony of Diogenes Laerte (Diogenes Laertius VIII, 47), was a winner at the Olympic games and a coach, Plato was successful at wrestling competition at the Isthmian games (Diogenes Laertius, III, 4), and Milon is the most famous athlete of antiquity who wrote a philosophical treatise on the nature, which, unfortunately, has not survived to our time.

You can present more modern facts indicating the possibility of combining active and successful practices of professional sports with creativity in arts. Let us mention, for example, the fact that Winaus (USA) in 1900 and 1908 was an Olympic champion in shooting, in 1912 he won the gold medal at one of art competitions; Hajos (Hungary) in 1896 was an Olympic champion in swimming, and in 1924 he won the silver medal for architectural design of the stadium. At themed art exhibition in Paris in 1957, which was dedicated to sport and numbered 100 famous artists and sculptors, 25 of the participants were actively involved in professional sports, and most of the others took part in sport competitions [21, p. 183-184].

Deep supporter of this idea was the founder of the modern Olympic movement, Pierre de Coubertin [20]. In his works [9], Coubertin repeatedly pointed at the need for complementarity and strengthening communication of professional sports with art. He emphasized that "The art must coexist with the sport", "It must be associated with the practice of the sport", "Sport should be considered as a source and as an occasion for the arts" and that "Between athletes, artists and spectators the Union must be entered into" [10, p. 17]. In Coubertin's view, the union of professional sports with art and science can serve as an important means of "gentrification" of sport and thereby raising not very high prestige in this period.

Active supporter of this idea is the former IOC President Juan Antonio Samaranch [22]. In his letter to the organizers of the exhibition "Sport in art of China", he, in particular, wrote: "In Ancient Greece, athletics and sports were closely united, especially in connection with the Olympic games. The greatest poets, orators, and artists participated in the ceremonies associated with these Games... The Idea of Coubertin to combine sport and art has become one of the fundamental principles of the Olympic movement [27, p. 7]. General of the United Nations educational, scientific and cultural organization (UNESCO) Federico Mayor Director also supported the idea of strengthening the connection of sport and art [4, p. 34].

To formulate and solve the question of professional sports with art integration a number of circumstances should be taken into account:

- first, professional sports and art have a number of important shared similar moments, such as commonality, which raises the question about the possibility of their closer union;
- secondly, theoretical analysis of professional sports art reveals their ability to effectively influence each other, to complement each other in addressing the diverse social and economic challenges.

Thus, a number of theoretical considerations lead to the formulation and solution of the problem of strengthening ties between professional sports and art. However, really important for this issue are not these theoretical considerations, but practical requirements to address more effectively a range of social, economic and marketing objectives based on the integrated use of professional sports and arts.

Such a comprehensive approach to solving the problems of professional sports to arts integration is based on programs which are developed in the framework and on the basis of this idea of marketing projects.

One of the specific actions in this regard is the use of art for marketing clearance, theatricality, additions to sporting events. We are talking about, for example, the opening or closing of these competitions, their music and song making, presenting them as sports and artistic performances, etc. [19, 22]. The tradition of sport with the association was established in Ancient Greece in the organization and holding of the Olympic games [5, 14, 17, 18].

Over the last years sport and art festivals were being increasingly practiced (Fig. 1), as cultural and sports event and other similar events, with the program, which along with the competition of athletes includes performances by artists: dancers, singers, musicians, etc.



Fig. 1. Logo "Festival of Art and Sport"

During the Olympic Games in 1972 in Germany the international children's competition called "Sport in my country" was organized, there were sent 18 thousand works from 67 countries. 700 works were presented at a specially organized exhibition. In 1988, the national Olympic Committee of Germany organized for students art competition titled: "The Olympic games – how I see them", in this competition 14425 students from 776 different schools of Germany took part. Similar contests are regularly arranged by the Olympic Committee of Romania.

To this activity art exhibition adjoins, the participants are professional athletes. International biennial "Athletes in art" – art exhibition – can serve an example of such exhibitions, which contains works done by former and current athletes. The experience creating and working in Germany "theatres of sport and movement" is interesting [8].

Directions which may strengthen the union of professional sports with art are as follows:

- various forms of enrichment of professional sports and arts. For example, on the one hand, promotion of the development of such marketing activities, which are aimed at attracting investors in the face of well-known actors, movie stars and pop stars, politicians, businessmen, etc. to active cooperation, and on the other hand, the

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use of sporting events, meetings with famous athletes, etc. for the active promotion of art and as a result of brand promotion;

– identification and practical use of such models for the organization and conducting of competitions, which program provides not only traditional forms of professional sports and arts combination, but also new forms of their associations, which have not previously been practiced.

The analysis of development trends of modern professional sport, art, and a variety of marketing campaigns that were undertaken in practice in these areas, gives basis for the following conclusions:

– the idea of convergence and strengthening of professional sports with art union, integration, synthesis really is not abstract and the idea of importance at the present time to promote professional sports is almost sold;

– practical steps for professional sports and arts integration are made in two main directions. On the one hand, attempts are being made to strengthen the union of professional sports and the arts, to unite and harmoniously use them to solve certain social and economic objectives. On the other hand, efforts are made to reconcile differences between professional sports and art on the base of increasing the marketing potential of professional sports, as well as to gain professional sports brands;

– the attempts of professional sports and arts integration, as a rule, affect some aspect of this integration, without being related to each other, and do not cover many other important areas, forms and ways not intended to create a clear organizational structures, as well as are designed for a fairly narrow group of consumers, etc.

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