Social Media and Big Data – Their Potential Impacts to Sport Event Sponsorship

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Sponsorship for mega sport events has increasingly played a critical role to achieve financial benefits in return for business in the past few decades. Not until recent Olympics: 2012 London Olympics in UK and 2016 Rio Olympics in Brazil, started the sponsorship for mega sport events experiencing more vibration in business due to intervention of social media and big data in relevance to the sponsored event. Clearly, nowadays, an important element in mega events planning is the advent of social media and its impact. The purpose of this manuscript was to examine social media and big data relevant to Olympic events and attempted to develop a comprehensive model to interpret the impacts of social media upon mega sport events. Rio Olympic 2016 along with other few mega events were selected as case studies. The result indicated that social media and big data on the event are primarily descriptive, however, impacts created fromsocial media and big data on the event could be in various levels. Sponsors are recommended to implement relationship marketing approach to deal with dynamics of event market in order to address the influence of social media and big data.
Keywords: Sponsorship, Sport Event, Social Media, Big Data

Introduction
There is a new dimension of involvement in sport tourism mega events, like the Olympics. Many spectators interact withsocial media and big dataas they watch the game and create various levels of impacts upon the event. Their influences may also go far beyond the game, and have impactsto the sponsors, the host country, the athletes, fans, etc. The nature of these impacts has neither be studied orwell understood. Furthermore, the ability to manage these elements of social media and big data isstill in its infancy [1, 2].This paper attempts to reveal some of these unknown and tries to provide helpful information for future event planning, operation, and coordination.   **1.**

Starting from 1984 in the Olympic Games in Los Angeles, one of the major changes occurred in this mega event was its commercialization [3]. The sponsorship has become the one of the major funding sources for national as well as the Internationalsport events. Correspondingly, today, sponsors are also the one of the primary users of big data for their branding [4]. Even though, a common thread through most of the instigations concerning the sponsorship is that the benefits are not usually felt in terms of value based upon stocks and/or

sales [5, 6, 7]. This does not imply that there are not impacts in these areas.When benefits are reviewed, especially as these benefits relates to sponsors, the results of the investigation are often quite diverse. Much more research is needed to determine impacts ofstock and sales to Olympic sponsors. There is no doubt to gain benefits by sponsoring mega event, especially in sales. It depends directly upon how the sponsors effectively use the Olympic platform in their promotions[8]. Some sponsors are very aggressive and have an excellent record of sales, while others have little impact and they spend much on marketing and promotions with little results.

Background of Event Sponsorship
There isnodoubt that the Olympic sponsor will receive saturation and positive benefits being associated with the Olympics, particularly for their branding [9, 10]. However, in most cases, such impacts will hardly be observed in a short term. The one way to understand these benefits is to analyze the image of the sponsor in the market and how it has changed as a result of the association with the Olympics. A key element to this change again is the Olympic platform and the sponsor's ability to exploit the image in their advertisement image that they wish to obtain [11]. Some sponsors have been

very effective using Olympic image branding, but the produced image branding can be sustained for future event is questionable. The Olympics are in a two-year cycle of winter and summer games. Each of these events reach a different audience, the same branding is very difficult to be sustained, given the time between events. Obviously, the image branding will almost certainly lose its effectiveness further away if it was from the primary event [12, 13]. Thus, the sponsor has to constantly keep the Olympic brand in front of the audience enable to maintain itssustainability. How? This is where social media may be able to have an impact. Constant contact is one of the concepts of social media and big data that have the strongest bond, which results in a sustainable impact.

The assessment of creativity of the branding is difficulty and social media may keep information flow to help sustaining the branding. It is difficult to obtain sales information from a sponsor because the information is proprietary. However, stock information is a matter of public record. Much information can be gleaned from quarterly or annual reports. The key is to focus on the evaluations of individual sponsors marketing and promotion programs as it relates to the Olympics.Each sponsor has a specific strategy for development of branding. There has to be accountability that can be directly related to specific sponsorships or promotions [10, 14]. Many of the assessment processes are incomplete. This makes the decision-making in regard to sponsorship even harder. Sponsorship that is related to saturation marketing needs to be assessed in regard to the familiarity of the targeted populations with the brand or with a specific promotion.

The next assessment process is the amount of sales from the brand or the promotion. Many times this is related to the exclusive sponsor privileges on the site of the event. There must also be an evaluation related to non-site sales that are directly related to the brand or a promotion. Any brand or promotion must also have a contingency of loyalty or retention of the consumer. There must be some type of specific effort to promote the longevity of the client to the product. There obviously is a natural tendency for individuals to associate with the product because of their loyalty to the event, the athlete, or the country where the sponsorship is being provided. The loyalty program extends beyond these associations. There is another concern of sustainability and longevity of the product. There must be an active process or promotion to sustain the loyalty of the client to the product. These assessment points are directly related to specific measures such as direct sales or others business indicators. A more sophisticated assessment process can also be employed that represents causality, and an attempt to obtain information prior to a promotion based upon pilot tests or direct assessment during a promotion to understand the basic decisions of the client that can serve as input to decision-making processes [8, 15]. The unique position of social media

and the immediate response to this data arenew elements where decisions can be made almost instantaneously to change promotional programs to solve problems in real time. There must be an effective information use system to collect the data and analyze the information in a pre, event, and post times, and to get a continuous flow of information for analysis anddecision-making. This type of information use system and analysis is based upon change of an immediate and long-term nature of continuous information flow.

Among the most recent Olympic events, the Rio Olympics 2016 offers an opportunity to better understand data management through social media and big data of mega events. In order to obtain some perspective about the potential impact of social media to mega event,the Rio Olympic Games in the respect of using information via social media platform were revealed and studied in this paper. It should be point out here. It was in the Rio Olympic Games where social media and big data were employed on a comprehensive basis. This does not suggest that other games did not have a social media contingency, but social media around the sport topicshas blossomed and is being used in all aspects of events.

2. Perspective

One of the concerns with the 2022 WinterOlympics in China will be social media and big data because there is a limitation on the type of social media allowed. How to solve this problem will be an interesting exercise in the management of big data both externally and internally. This does not imply that there will not be effective coverage or reaction to the Olympics, it only suggests that this is a management problem and has to be resolved, especially as it relates to the culture of China and governing its information distribution.

3. Purpose

The purpose of this article is the development of a model for dynamicassessment mega-events like the Olympics to help with event management. Sponsorship and its association with mass media and big data provide a beginning point for review of models for information use. The first part is a case study of the Rio Olympics social media to reflect the possibilities of development of indicators for assessment. The second part is a review of the infrastructure of social media platforms at the Rio Olympics to determine the mechanisms of assessment. The supplemental review is to find and explore media platforms related to sports that are already operational and effective.

4. Part I

The purpose of part one is to identify important issues that influence of social mediaupon mega events by using the Rio Olympics as a case study. The qualitative method employed in this study was critical incident [16, 17, 18].This is a process of reviewing materials and determining which factors has the greatest influence in bringing change. TheEBSCOdatabase

was used in this project. Critical keywords were selected as Rio Olympics, social media, and other associated words. Only those sources were selected where the authors had their expertise in which they were writing. This is the first filter which allowed for the development of a better database. The second filter was content experts who reviewed the data and determined critical incidents. Those include three content experts in the Olympics and social media. This was a system of judgment based upon consensus. Once these elements have been established for content, experts recommended a framework to help better understand the information isolated. The framework used in this analysis was to conduct a three-stage reviews of materials, including pre, event, and post event reviews. Even though the database sources that may include a specific sport event in which likely have a different context than the issues dealing with the general Olympics. The primary focus of this analysis was to target issues surrounding the general concerns of the Rio Olympics. This is not minimizing the data surrounding specific sports. It is just noting that the base critical incidents are significantly different. Where there were common elements identified between a specific sport and the general issues of the Olympics, these elements were identified.

Pre Event
Pre-Olympic concerns primarily focused around the organization, development, infrastructure, and conditions related to Rio.
The first concern was the Zika virus and its potential infection of athletes, fans, etc. This focus was primarily on the impact of the event, not how this event could improve the Zika condition in Brazil. Ironically, the fear of infection was so great that they even considered to move the Olympics to another location. However, there did not seem to be a concern primarily for the residents.
Another concern was the pollution and its impact upon the quality of the event. The water quality was so bad that created an eminent concern about the health and welfare of the athletes. Again,there was very little concern about the populations in Brazil and the ability of the Olympics to helpimprove water quality.
The political instability also caused distress as the President of Brazil was impeached and there was a question about the organization and the final arrangements for the infrastructure. The concern was not primarily for the host country of Brazil, but for the event.
Security and crime and its impact upon the Olympics created apprehension. Brazil, especially Rio, has a high crime rate and protection of the athletes, fans, etc. was the primary focus. There was also a threat of terrorism from outside sources given the notoriety of the Olympics. The focus here still is upon the event and not upon Brazil.
There was a considerable excitement about the type of coverage that NBC could provide given the expansion of the

coverage and the cooperation with social media. This was an exploratory effort and the anticipation of the success of improvement of coverage was very high. With the advent of social media and the Olympics, it was viewed as a cultural event.

5.2 Event
The Olympic Village was the largest in the history of the games. There were serious infrastructural problems. Some teams even boycotted and did not stay in the village because of the poor conditions.
Security and crime wereundercontrol, but there were several incidents involving locals and the athletes. Fortunately, terrorism was controlled and prevented during the event.
Organization at times was unbearable because of mistakes regarding problems with the infrastructure during some of the events. Most of these problems were corrected,but those incidentsindeed directly influence the quality of the events.
The ability to be able to view the venues with the computer from a variety of positions.
The increase in technology to help improve athlete's performance.
NBC criticized for tape delays of marquee events.
New opportunities for less known events to be popularized through additional coverage.
Fashion was an important part of identification of national identity and merchandising.
The ability to play games around Olympic events and the involvement of family and social groups.
Partnerships between athletes, teams, etc. with different brands.
Ambush marketing was a problem, especially with the advent of more social media.
Social media may be based more upon emotion ofevents with athletes as a driving force.
The ability of fans to connect with the athletes and the athlete's ability to connect with one another.

Post Event
The result of the Rio Olympics indicated very little change in recreational opportunities for thelow income population.
NBC viewing down, but this did not take into consideration alternate platforms.
Attendance at the games was 24.5 million and 198 millionviewers on television.
Facebook provided a social network for athletes and fans for significant interactions and the development of relationships.
Twitter provided a basis for comments; they characterized and identified individuals in regard to their perspectives. Some of the peopledeveloped a following and become an Internet phenomenon.
Those individuals using Snapchat had a deeper engagement than users of Facebook, Instagram, or Twitter.

Sponsors began to realize the importance of the various platforms and began to shift some monies to these social media venues.

Ambush marketing was also prevalent in these games.

Geofeedia found that many of the social media interactions did not have a number related to the Olympics. It also provided comments by venue.

Even though the advertisers were smaller in number than the London Olympics,they were pleased because of the multiple platforms and reaching audiences that have not been reached with the Olympic advertising before this event.

There was a strong relationship between sponsors, athletes and teams. Social media provided a way of bonding with the Olympics that directly relates to fans.

One of the most anticipated sponsorship programs was Coca-Cola's Rio program based upon previous significant Olympic moments. They had commemorative cans and international endorsements from previous Olympic stars. The Olympic Committee celebrated eighty-eight years of commitment from Coca-Cola and sees them having a significant impact on the Olympics and host communities. The integrated marketing approach was related to each country through their bottlers and employees.

Samsung electronics was the largest sponsor of the Olympics and had the most effective advertisement program. These results were based upon the Brand Agility Index. The top mentions were: Samsung 14,000, Coca-Cola 5,651, and McDonald's 3,445. The rest of the sponsors had mentions below 1,700. The ratings for the top brands on the Agility Index were Samsung Electronics 36 points, Visa 33 points, P&G 25 points, McDonald's 21 points, Toyota 21 points and Omega 17 points. The reason from the analysis of the positive scores was the ability of the sponsor to relate to the Olympic audience, and many of the lower scores of sponsors were directly related to not addressing the negative comments.

Social media draws fans and sponsors closer to the events. It should be noted that relationships and understanding the wide appeal of social media and its impacts is extremely important. The brand has nothing to do with the relationships, but with the process. The entertainment and athletes accomplishments were the primary elements that drove the discussions on social media.

The element of music had an impact upon the Olympics, especially in terms of the official music theme songs. It is essential that organizers and sponsors understand the complement elements such as music and the impacts related to sustainability.

Part II

The method for the second part was a thematic content analysis of infrastructure involving platforms for the development of possible assessment. The Rio Olympics again was used as a case study[19, 20, 21].The categories used in the assessment were the types of platforms. The primary criteria was the effectiveness of the platform. The second criteria were its potential for efficiency. There was also a screening of platforms that are currently still in operation other than the Olympics. The same criteria were used for the screening of these operational platforms.

Rio Social Media Platform
http://crln.acrl.org/content/75/1/24.ful
https://www.rio2016.com/en/news/rio-2016-olympics-opens-profile-on-social-network-weibo-china
http://www.teamusa.org/Athlete-Resources/Athlete-Marketing/IOC-Social-and-Digital-Media-Guidelines
http://www.nbcolympics.com/news/100-must-follow-social-media-handles-rio-2016
https://twitter.com/nbcolympictalk
https://www.lexisnexis.com/en-us/products/newsdesk/news-tracker-olympics.page
https://www.lexisnexis.com/infopro/keeping-current/b/weblog/archive/2016/08/04/2016-media-olympics-see-what-media-monitoring-reveals-about-the-2016-olympic-games-in-rio.aspx
http://www.techhive.com/article/3098765/data-center-cloud/the-best-second-screen-apps-for-watching-the-2016-olympics.html
http://www.cio.com/article/3104887/social-networking/rio-2016-olympics-on-facebook-twitter-instagram-and-snapchat.html
https://hub.olympic.org/rio-2016/social-media-guidelines/
https://hub.olympic.org/
http://www.nbcnewyork.com/news/sports/NYRio-Pulse-Your-Olympics-Social-Media-Hub-385706771.html
http://www.nbcsandiego.com/news/sports/SDRio-Pulse-Your-Olympics-Social-Media-Hub-385705481.html
https://www.rio2016.com/en/news/social-media-and-video-story-telling-to-transform-rio-2016-for-viewers-around-the-world

China
http://cn-en.kantar.com/media/social/2016/kantar-china-social-media-impact-report-2016/

http://www.emarketer.com/Article/China-Social-Mobile-Compete-Olympics-Viewers/1014114

https://www.engadget.com/2016/07/04/china-bans-news-sites-from-using-social-media-as-a-source/

Rio Olympics
The analysis of social media and other big data platforms is not to evaluate the Rio Olympics, but to get an indication of how these data sources were used. These data sources when analyzed were primarily for descriptive implications regarding the Olympics not to give a full understanding of the data for possible management implications. The only use of

this data is primarily for macro understanding because it does not drill down to obtains a micro perceptive of the dynamics of the event. It is critical to have both a macro and a micro system of understanding an event. The macro provides for the general frame and the micro provides the detail for use of the information. This does not suggest that the macro does not provide information that can be used. It is the combination of the macro and micro data analysis that provides for a better understanding of information that can be used for making better decisions. Many decisions are made strictly on a macro basis and this provides spurious conclusions that lead the organization to make decisions in the wrong direction.

In reviewing the website in regard to social media and other big data,it is evident that one of the primary drivers of topics being discussed is critical incidents. These are the events that are newsworthy and have a direct influence upon the games and the athletes. Some of them were the influence of the conditions related to the events and others were factors relating to the performance of the athletes and their behaviors. Another theme was the performance of the athletes and their stories. There were several social themes relating to fashion, dress, and the appearance of the athletes. Several of the themes were about Brazil and the culture as it relates to the people and the attractions. There was very little analysis relating trying to understand the importance of the data as it relates to improvement or management of events. The basic form of analysis was descriptive and related to tracking the popularity of the event and people. Popularity in this context, is not understanding the dynamics of factors of what makes events and people popular, but just describing which is the most popular. It is important to understand the nature of why and what has made events and people popular, but also the process that was used.

Potential Commercial Platforms

http://socialmediafuze.com/9-social-media-dashboards-to-manage-multiple-social-media-profiles/
http://www.dreamgrow.com/the-five-best-tools-to-put-all-of-your-social-networks-in-one-place/
http://www.inc.com/john-hall/7-free-tools-that-will-shave-hours-off-of-social-media-management.html
http://www.howtogeek.com/219298/suffering-from-social-media-mania-use-these-tools-to-manage-all-your-accounts-from-one-place/
https://www.carma.com/services/monitoring
http://www.slideshare.net/TheSocialLights/tsl-2015slideshare
http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/
http://lps.sproutsocial.com/social-media-management

Commercial Platforms
In addition, commercial platforms were examined. These platforms provide an additional view of social media and other big data. The concept behind these platforms is the integration of data to be able to develop a comprehensive picture of a representative population to obtain information for a specific purpose. Most of these commercial platforms are driven by a marketing perspective. The approach being used is one that tries to identify ways of promoting specific events and products to individuals. They not only are descriptive, but are analytical in trying to understand the basic decisions of the populations trying to use big data sources. They are very effective and have been utilized efficiently in the promotion of products in a variety of retail settings. Many of these commercial platforms have not necessarily been used by retail. Retail usually has their own platform, but the potential of these private platforms that have been developed can be seen in these commercial enterprises. This is not a complete review of commercial platforms, but only a cursory review to point out the difference between those used by the Olympics and those used by marketing agencies in terms of their analysis. Most of the private platforms have their own database. They seek in their analysis to establish relationships and predictions not causality.

NASCAR Platform- A Sample Model for Sport Event
Another perspective in regard to platform that has shown very positive results from big data that has a social base is the NASCAR Engagement Center. This is relatively a new venture and has yielded much positive information for the organization. It has had a profound effect upon the ability to manage the sport and gain insight and perspective to the fan base. This information is obtained on an instantaneous basis and allows for short-term reactions to identify problems, change management strategy, and implement new policies. The unique nature of this system is that it integrates information and provides a perspective on a national basis. It also provides a means of developing the social network that allows for different inquiries to be injected into the social network to obtain additional information. It is this interaction that gives greater understanding. It is not a static system, but very dynamic and has a life expectancy beyond the initial sporting event. Another unique perspective is the dedication of the fan population to a particular driver, and there is a high degree of intimacy that can be developed through this information system that allows continuity of information sharing from the organization level down to the driver level. This type of integrated information helps to develop both a macro and a micro perspective to the data. There is little doubt that the strongest bond is at the driver level but the organization can determine the amount of integration with the organization and all levels in between such as the sponsor, the track, the team, etc. This is a very unique system that has been very successful for the NASCAR organization.

NASCAR Information Management System
https://www.brandwatch.com/vizia
https://vimeo.com/164915157
http://www.nascar.com/en_us/news-media/articles/2016/2/24/nascar-sets-records-for-fan-engagement-during-daytona-500.html
http://www.usatoday.com/story/sports/nascar/2013/09/24/nascar-fan-media-engagement-center-social-media-twitter-facebook-bristol/2864237/
https://h10131.www1.hpe.com/campaign/media-center/
http://www.nascar.com/en_us/news-media/articles/2013/01/14/fan-and-media-engagement-center-unveil-charlotte.html
https://www.pinterest.com/pin/81205599504878298/
http://www.hendrickmotorsports.com/news/articles/2890/kobalt-social-media-command-center-to-debut-this-weekend-at-las-vegas
https://www.forbes.com/sites/darrenheitner/2013/01/14/nascar-and-hewlett-packard-are-driving-innovation-with-new-fan-and-media-engagement-center/#655566da480b

Proposed Model

The purpose of this Concept Proposal is to develop a project to help manage, assess impact, and promote residual tourism business for sport tourism.The first component will be to develop a system to monitor the status of the event to help correct problems as the event is occurring. As part of this project, a pre event mystery guest and simulation will be used to identify problems prior to the event.

During the event, surveys and social media will be used to instantaneously monitor where there are challenges within the system that can be corrected with minor changes. The media will be scrutinized because they are the first ones to identify problems. Mystery guests will be used at each venue on a daily basis to keep track of the status of each event. There will be topic discussions interjected into the social media to obtain interactive feedback. The information collected will be integrated on a daily basis and developed into an action plan to solve difficulties.

During the event, fan surveys will be sought to determine the long-term impact of the event and the potential for future visits. Athletes will also be surveyed to determine the impact of the event upon them and their recommendations for holding future events and their residual development. The impact of the event upon the general world population will also be assessed, especially in regard to its image. Trip advisor and other big data sources will be analyzed during and after the event to help provide perspective on impact and determine issues for future business.

In order to get a dynamic understanding of the stakeholders, sponsor stocks will be monitored pre, event, and post to determine the event's influence upon their stock prices and image. The business providers and suppliers will be examined in the same context to determine the effect of the event upon their business. The Chinese general population will also be monitored to determine the impact of the event upon their attitudes about such events.

Through the collection of data pre event, event, and post event, information will be managed to determine the status of the Olympics and give feedback through use system where this type of information can be used directly to manage the event, assess impact, and promote future business. This type of information can be directly used in residual tourism business development. It raises the question of impact and its influence upon future business as well as improvement of image which will later also translate to future business. Many times information is collected and does not have an effective use system. The purpose of this system is the integration of multiple levels to give a complete picture of the events. This integration will better help understand how to manage the event and improve business.

Table 1.   Proposed Model in the Use of Social Media and Big Data to Coordinate an Event

1. Pre-event feedback:	Guest reviews and simulation: Change:	Event
Identify problems events	analysis	manage
2. Event: feedback:	Monitor: Change:	Event
Instantaneous manage events	fan surveys, social media,	analysis
media, mystery guest		
3. Event: Monitor: Event impact: Develop programs:		
Long-Term residual tourism business	survey fans, athletes,	analysis
Visitors	general population	
4. Event: impact:	Monitor: Develop programs:	Event
Long-Term residual tourism business	sponsors, host business,	analysis
Stake Holders	host general population	
5. Post-Event: Develop Strategies: Impact: Future Development		Event
Feedback residual tourism business	interactive database program implementation	

Conclusion

There is a tremendous disparity in the use of social media and big data, especially in regard to mega sport tourism events. The Rio Olympics is one of the first mega events where there has been full application of the social media and the possible issues and trends that will influence these types of events in the future. Results from this initial review indicate that the primary use of the data was description. However, when other types of social media and their platform are reviewed, it is essential that the sponsors use relationship marketing to build their information databases. Clearly, business in mega events at least are moving toward this level for the management of the event. NASCAR has developed an interesting model that has worked very well and has a unique approach for application for sporting events. This manuscript by identifying a descriptive and relationship model, move research into a comparative model of management information including short-term and long-term data that can assist to manage the event to achieve success in the future.

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