



Identifying and studying the ways of generating income for sports teams in Iran

Poster Presentation

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Abstract

Introduction: Currently, financing is the most important concern of the managers of Iranian sports teams (Khosromanesh et al., 2019). Therefore, the purpose of this research was to identify and study the ways of generating income for sports teams in Iran.

Methods: The research method was Grounded-Theory, systematic approach. Sampling was theoretical sampling to reach theoretical saturation; In addition to reviewing specialized texts; Semi-structured interviews were conducted with 17 expert professors and senior managers of the Ministry of Sports and Youth of Iran in 2016. The data analysis method was continuous "question" and "comparison". The validity of the findings was confirmed by the interviewees.

Results: The findings showed that there are currently six general ways to generate income for sports teams in Iran, which are: (1) Sponsors, (2) Donations, (3) Event Revenue, (4) SMS Contest, (5) TV Rights, and (6) Predicting match results (betting). Of course, each of these ways has important sub-categories and concepts, and it is not possible to generate income through all six ways for all sports teams. It was also found that having fans and televising matches is a requirement for increasing revenue ways.

Conclusion: Currently, generating income from TV Rights in Iran is facing problems (Ebrahimi et al., 2020) and sponsors and direct financial support of the government are the most important sources of financing for sports trustees in Iran (Vahedizadeh et al., 2021), however, attracting a sponsor also has its own complexities (Khosromanesh et al., 2018). Thus, managers of Iranian sports teams must pay attention to all ways of generating income in order to provide the required financial resources, and improve income-generating conditions by increasing the number of fans and televising their matches.

Keywords

TV Rights; Event Revenue; Sponsors

Reference:

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