

# *Research on Brand Design of Sports Events Enhancing Urban Brand Image*

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**Abstract:** This paper mainly uses literature methods, logic analysis and induction to illustrate how a city can organize and market sports events and use sports as an entry point to carry out urban brand image activities. The research shows that the holding of sports events is an important resource and means of urban brand image, which is conducive to the overall development including urban construction, economy, culture, city image and society. It further clarifies the process of introducing urban brand image of sports events and proposes a few things that should be noted, to explain and demonstrate the theoretical system of "sports events and city brand image", and at the same time provide guidance for theoretical support and practical activities as a city brand image focusing on sports events.

## **1. Introduction**

Sports have become a part of cultural life, and people's enthusiasm for sports is constantly rising. Sports events are organized and large-scale sports activities. Sports events need to be supported by sufficient software and hardware. The city is a relatively mature geo-ecological system with priority in setting up sports events for large and small sports events. The development of the city is based on meeting the needs of people's interests. With the development of the economy, people have a significant demand for cultural lifestyles including sports. The city needs to organize various sports events to meet people's needs for sports culture and the city's own development. Among them, large-scale sports events are the main investment points and large-scale sports events such as the Olympic Games and the World Cup are held as opportunities. Effectively promote the coordinated development of a city's economy, culture and society.

## **2. The action of sports events on the image of the city's brand**

### **2.1 Sports events drive urban construction**

The construction of sports events, especially large-scale sports events, requires the construction of venues and sports facilities. The construction of sports facilities requires the city managers to make reasonable arrangements for the functional layout of the city. The renovation of sports venues and facilities and the new construction have improved and beautified the face of the city. Many sports venues and facilities have become a new landmark in the city. For example, Beijing's Bird's Nest and Water Cube have become the same landmarks as the Forbidden City and the Great Wall.

The building is memorized and publicized by people. These venues have become an era business card for the city in the future as a material for urban publicity and marketing<sup>[1]</sup>.

## 2.2 Sports events promote urban economic development

Under the conditions of marketization, the holding of sports events is not a platform for sports competitions. The promotion of sports events to the development of urban economy has become more and more obvious. Sports events, especially large-scale events, can promote the development of sports venues and supporting facilities, urban environment, transportation, construction, tourism, municipal and other related industries. As shown in Figure 1 below:

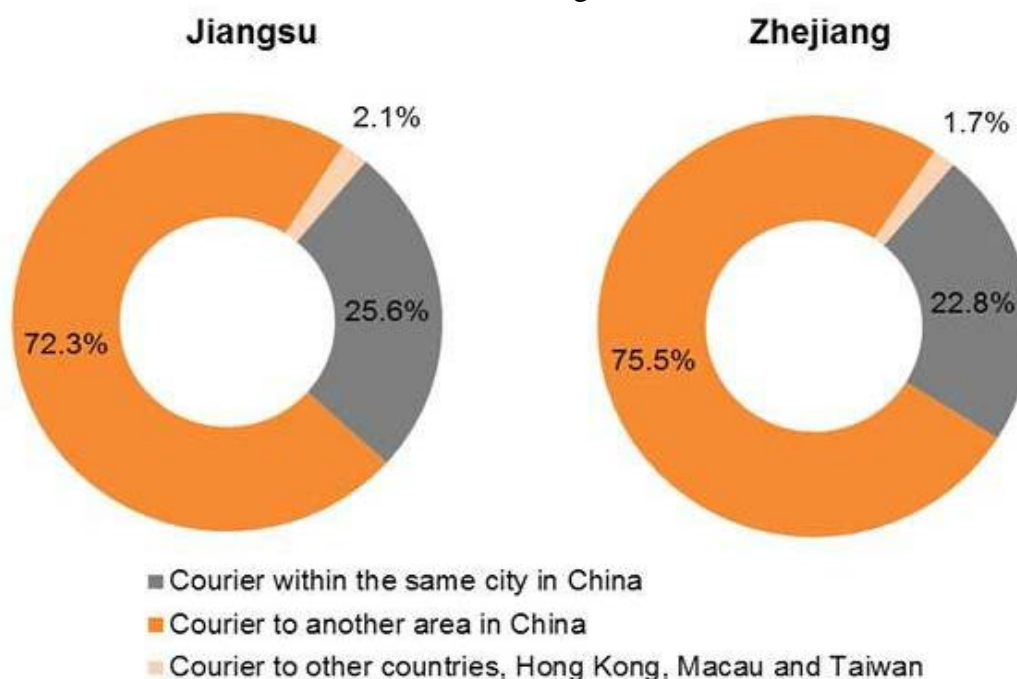


Figure 1: Market application of sports event brand design in Jiangsu and Zhejiang

Taking Jiangsu and Zhejiang provinces in Figure 1 as an example, the government and enterprises jointly attract and promote the investment of the city, and the related investment construction has brought about an increase in the employment rate. The event will be held by tourists and sports fans from all over the world. The city's business and tourism will also have a good development opportunity, effectively stimulating urban consumption, and the city's related industries will also be upgraded and optimized. These all provide vitality and motivation for the development of the urban economy<sup>[2]</sup>.

## 2.3 Sports events enrich urban culture

In the process of continuous development and evolution, the city accelerates the activities of human cultural exchanges through its own material and cultural forces, and inherits the culture of cities and other generations through various tangible material carriers and non-material ideology carriers in the city. Going down, it forms an urban culture called "the soul of the city." Urban culture is preserved in the process of historical activities, and in the process of continuous inheritance and development, it represents the thoughts and wisdom of people in a city. Urban culture constitutes the core competitiveness of the city. It is the historical basis of the city itself facing competition and determines the potential and direction of the city's future development. The

modern sports events themselves carry forward the spirit of fairness, competition and cooperation, and positive and upward spirits, which can unite the citizens' sense of competition and cooperation [3].

### 3. The process of introducing urban brand image of sports events

The city brand image process of borrowing sports events will introduce the elements of sports events into the city brand image. In the article "The Youth Olympic Games and Nanjing City Brand Image: Foreign Experience Analysis and Enlightenment", Zhu Yongliang proposed that "the promotion of urban brand image in sports events is a dynamic situation in which the status model is achieved through the development model under the guarantee and support of the security system. "The process of promoting the city brand image analysis of sports events is fully described by the method shown in the figure (see Figure 2).

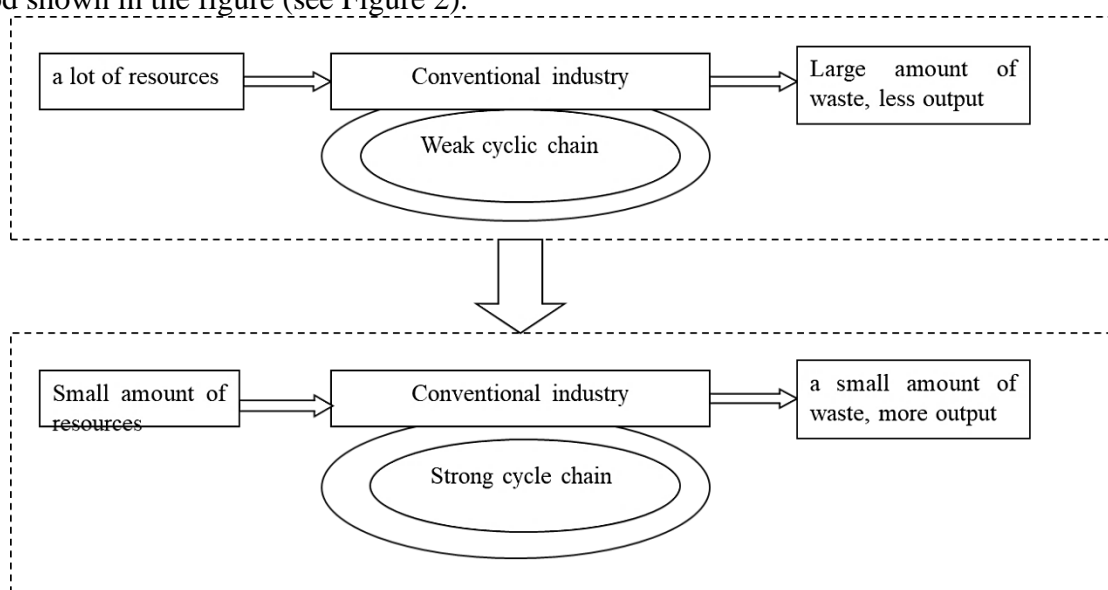


Figure 2: The process of promoting the city's brand image in sports events

According to the process analysis of the above-mentioned sports events to promote the city brand image and combined with the focus of the discussion and discussion in this paper, the establishment of the city brand image operation oriented to the urban brand image demand and the introduction of sports events to the city brand image Framework (see Figure 2). Starting from the essence of the city brand image, recognize the necessity and actual needs of the city brand image, systematically consider introducing or holding important sports events and combining the strategic planning of the city's long-term development to implement a matching urban brand image strategy [4].

Specifically, first of all, we must consider the necessity of implementing the city's brand image to meet the growing needs of the citizens for a diversified cultural life; from the perspective of enhancing urban competitiveness, combined with the planning of urban development, clearly define the objectives of urban development, the city's The importance and necessity of developing positioning and implementing the city's brand image, and then determining the implementation strategy of the city's brand image [5].

### 4. Conclusion

Today, with globalization and marketization in-depth development, cities face fierce competition.

In order to win victory in future urban competition and better serve urban citizens, urban marketing is very necessary and important. Sports events are an important resource and means of urban brand image. It effectively promotes urban construction, promotes the development of urban economy and the improvement of people's living standards, enriches and develops urban cultural content, enhances the city's brand image and promotes the opening up of society. And communication is strong in the harmonious development of society, and of course it will bring some inevitable negative effects. In short, the importance of sports events to the city's brand image is becoming more and more prominent, which is favored and chased by more city managers. The use of sports events to carry out urban brand image should clarify the process of sports events promoting urban brand image, understand and confirm the needs of urban brand image, appropriately select sports events for introduction, give full play to the uniqueness and charm of sports events, and maximize the realization of The enormous economic, cultural, and social benefits brought about by urban construction will further realize the goals and tasks of the city's brand image.

### Acknowledgement

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