

Idea: Sharing the promotion space on sport infrastructure

Number in the database: 25

Area number: 11

Idea description

Title:	Sharing the promotion space on sport infrastructure
Idea objective	<p>The aim of the activity is to promote local entrepreneurs by providing them with free space of sports facilities for the presentation of their offer. The essence is to inform residents about the current offer but also to promote local entrepreneurship among residents and visitors.</p> <p>Providing space can be interpreted as follows:</p> <ul style="list-style-type: none"> - space for leaflets, - places to hang a banner (railings, fence, building wall, etc.), - places to put up a roll-up, - dedicated LCD screens to display information for facility users, - information about the offer announced through the facility's audio system. <p>Existing practice is to provide such venues on a commercial basis, which may significantly limit accessibility for companies, while operating on income criteria and may limit accessibility for local companies. The new approach may pay attention to other values, which will take into account criteria considered key to the development of the City and governed by internal rules at the facility</p> <p>A well-prepared and planned scheme for using space to promote companies at sports venues can foster the building of joint offers and the organization of joint sports initiatives based on local resources.</p> <p>Option for implementation of the activity: In the case of restrictions on the free provision of space (e.g., due to the risk of mismanagement), it is possible to include symbolic fees or to settle in the company of barter, cooperation on a joint offer (vouchers, shopping vouchers, packages, discounts, etc.).</p>
Sharing process (max 1000 characters)	<p>Implementation of the action requires the following steps:</p> <ul style="list-style-type: none"> - Evaluate the possibility of providing public spaces of sports centers for the promotion of local business (legal, organizational, security, image and other aspects), - Preparation of an offer for local businesses, including rules and regulations for the use of space (standards for forms of promotion and materials used) - Preparation of the control mechanism <p>An important aspect for businesses is to have statistics on visits to the facility/s by residents and visitors, in order to effectively profile potential content and how to reach users</p>
Restrictions/rules (law, skills, time, other)	<p>The measure will require legal and security analysis of the use of sports infrastructure to promote businesses.</p> <p>In contrast, the measure requires exceptional expenditures due to frequent commercial practices of this nature</p>
Procedures (if applicable)	<p>The measure requires that the institution managing the facility carry out the relevant procedures to ensure that the space of public facilities is made available in accordance with the law, and that rules for such arrangement (regulations, etc.) are adopted.</p>

Costs for public institutions (if applicable)	Implementation of the measure may reduce the revenue of the sports center by excluding some places from commercial activities. Depending on the legal form, the manner of supervision and the decisions of the competent public authorities, the lost benefits may be included in the additional subsidy.
Expected result (if possible)	Provided public space of sports centers for promotion of local businesses