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## Measuring the impact factors of sporting events which a sports fan, non-sports fan, and athlete considers important when attending a national or international sporting event

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The primary goal of a sports organization is to nurture the relationship with the fan as well continuing to build and strengthen the dichotic relationship between the sports fan and sports organization. This is considered very crucial to the sport organization's marketing effectiveness and efficiency. After the successful marketing of a sport's organization by attracting new fans, it makes great business sense to further strengthen and build on that relationship through local, state, and national commercial sponsorships. Moreover, this dynamic effect enables the fan to connect with more desire and passion. This pilot study presents an overview of studies measuring the various impacts/factors on why sports fans attend their chosen sporting events. This mission statement is to clearly define the essential elements that enhance venue attractiveness. Studies from academic and consultancy backgrounds were assessed, with a focus on the models and methodologies used, the types of impact factors that vary which are investigated for their effectiveness. The extensive study concludes with a discussion of key trends in the past, present, and future along with research variables and inefficiencies.

### Biography

Diptesh Andrew DeChoudhury has completed his MBA in Sports Business Management from Saint Leo University and Post-graduate studies from Sports Management Worldwide. He is a National Academy of Sports Medicine Personal Trainer and Sports Agent with Sports Management Worldwide in the USA. Also, he works as a Public Safety Officer with Cordillera Resorts in the Vail, CO area and is a key Supervisor for Landmark Security with the NFL Denver Broncos. He also coaches youth club soccer for Skyline Soccer Association in the Denver, CO area. In the past, he has worked with Pittsburgh Steelers, Walt Disney World, and Vail Resorts, Inc. as a guest relations host, American youth football coach, and ski instructor. He has published in reputed journals and presented in various conferences over the past 5 years in sports, tourism, politics, and health and fitness.

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