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## **ECONOMIC CONTRIBUTION OF SPORTS EVENT: ANALYSIS OF EUROBASKET 2011 EXAMPLE**

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**ABSTRACT.** *In order to organize a sport event it is necessary for the organizers to assess properly its economic contribution. Without the assessment of the sport event contribution the reasoning of the event's budget becomes complicated, unless not economical, but political criteria of the event organization are followed exclusively. An economic contribution of the sport event interests not only practitioners, i.e., organizers of sports events, but also the scientists of economics. The aim of the article is to assess the economic contribution of the sport event.*

*In the assessment of economic contribution it is important to evaluate the legacy of sport event. Namely because of this aspect the problem of assessment of the economic contribution of sport event appears, since the expenses when the event is organized are felt before it and during the event, and economic contribution and legacy of the sport event may occur after it is over.*

*In the article also direct and indirect impact of Eurobasket 2011 on the economy was assessed, however it is necessary to consider also the legacy of sport event, i.e., the use of sports arenas in the future.*

*Referring to the experience of the Eurobasket 2011 organizers the possibilities of basketball championship improvement are identified in the article. The first possibility is the increase of investments made by the sport event organizers into the communication regarding the higher attraction of foreign fans. One more possibility would be the governmental legislative-taxing concessions for the promotion of international events. And also an international organization of the sport event by collecting a higher event tax would transfer more marketing rights for a local organizer.*

**KEYWORDS:** sport industry, Eurobasket 2011, economic contribution, legacy of sport event, Lithuania.

**JEL classification:** L80, L83, M21.

## Introduction

In the postindustrial society with the expansion of sports industry and increase of sports contribution to economy more and more scientists (Hofler, Payne, 1997; Li, Hofacre, Mahony, 2001; Fort, 2003; Coates, Humphreys, 2001; Taks, Kesenne, 2001; Kesenne, 2005; Hone, Silvers, 2006; Honari *et al.*, 2010; Čingienė, Špokas, 2011; Huang, 2011) choose to analyse the economic contribution of sport industry and other economic effects of the sport industry.

The contribution to economy of both separate sport leagues such as: National Basketball Association (Hofler, Payne, 1997) and sport events such as The Olympic Games (Kasimati, Dawson, 2009; Huang, 2011; Li *et al.*, 2013; Yu, Liu, 2011; Chin, Cho, 2009; Porter, Fletcher, 2008; Kasimati, 2003), World Championships (Sebova *et al.*, 2013; Borowski *et al.*, 2011; Manzenreiter, 2008), championships of regions (Anton *et al.*, 2011) and even local sport events (Baade *et al.*, 2008) is analysed herein.

In the analysis of sport contribution to economy the professional and amateur sports may be highlighted, however one more separate domain is sport events. Usually the country in order to arrange a major sport event has to pay both the arrangement tax for the owner of the

event rights and to assume the expenses of smooth event conducting: both organizational and of the infrastructure preparation.

**The aim of the article** – to assess the economic contribution of the sport event.

**Research object** – economic contribution of Eurobasket 2011.

**The objectives of the article:**

1. To analyse the level of exploration and problems of the contribution of sport event to economy.

2. To assess the economic contribution of Eurobasket 2011.

3. To highlight the possibilities of the increase of economic contribution of sport event under the example of Eurobasket 2011.

**The research methods applied:** analysis of scientific literature, analysis of documents, statistical analysis, and interview.

## **1. The Level of Exploration and Problems of the Contribution of Sport Event to Economy**

The analysis of economic benefit is a relevant object of the researches and a subject of discussions in the spheres of sport management and sport event management, it is a very complicated and extensive process requiring large financial and human resources to determine exactly its result (Lee, 2001).

Laurinavičius, Čingienė (2011) notice that the expression of economic laws, their application in the analysis and solution of the problems of sport industry become still increasing challenge requiring higher competence of sport managers. The sport's contribution to economy is significant not only to sport managers. A clear assessment of economic contribution of sports industry would serve to obtain the purposeful solutions of the government for the financing of sport industry, as well as for the selection of sport event arrangement. Firstly, it is important to determine the benefit of sports industry to the city, region or country in order to reason the economical costs. Though in the research performed there are no doubts about positive contribution of sports industry to economy, however not in all cases it is significant. The findings suggest that staging the Beijing Olympics brought economic benefits to the host economy but that the scale of the impact was not significant compared to the total size of the economy (Li *et al.*, 2013).

For the assessment of sport's contribution to the economy the calculation of Expenses and Benefit is usually applied, which is somewhat similar to the calculation model of economic investments, under which the benefit and expenses of alternative investment possibilities are determined (Fort, 2003; Laurinavičius, Čingienė, 2011).

The following 3 methods for the calculation of expenses and benefit are possible: analysis of Expenditure and Benefit, analysis of Expenditure and Efficiency, analysis of Benefit and Value. Though the methods try to assess the benefit, but calculation principles are different. In the analysis of Expenditure and Benefit all effects (of expenditure and benefit) are equated to monetary values on the basis of the market prices. In the analysis of Expenditure and Efficiency the elements of expenses are assessed through a monetary expression, and the elements of the event benefit are represented by physical values. In the analysis of Benefit and Value, the benefit and value are grouped under the priority given by the decision makers.

Cashman (2005) collected a variety of evidence about legacies. He has highlighted six different domains: 1) economy; 2) infrastructure; 3) information and education; 4) social life,

policy and culture; 5) sports; 6) symbols, memory and history. Preuss (2004), Cashman (2005) accentuate positive and negative legacy of sport events (*Table 1*).

**Table 1. Positive and negative legacy of sport events**

Positive legacy	Negative legacy
<i>Material – hard impacts</i>	
facilities of new event (sports arena, etc.)	high construction cost
general application of infrastructure (hotels, roads, etc.)	investments in non needed structure
urban revival	indebtedness of public sector
<i>Immaterial – mild impacts</i>	
international reputation	temporary crowding problem
increased tourism	loss of permanent visitor
improved public welfare	property rental increase
additional employment	only temporary increases in employment
local business opportunities	only temporary increases in business activities
city marketing	socially unjust displacement
renewed community spirit	
inter-regional cooperation (when the event takes place in several cities, regions or countries)	
production of idea	
education	
experience and know-how	

*Source:* created by the authors referring to Preuss (2004), Cashman (2005), Beech and Chadwick (2013).

It is rather complicated to assess precisely the contribution of sport event to economy. First of all because some impacts are related with immaterial mild impacts and they are hard to measure quantitatively. The other reason of the measurement difficulty of the impact is time coverage, since the period of event proceeding does not coincide with its impact periods. Besides both negative and positive impacts may be both short-term and long-term, and in each case depend on the decisions of Municipality and Government (e.g. how to use the infrastructure of sports facilities created for the event).

Beside these difficulties the assessment of sport contribution to economy is impeded by the accessibility of sport's economic statistics. According to the data of the research made by one Lithuanian commercial bank in summer of 2013, basketball brings about 1 billion LTL to the country's economy, all the rest sports – significantly less. But these are informal estimates of the direct and indirect impact of sport on the economy, since there are simply no official ones.

The calculations of sport contribution to economy were performed by six countries in Europe up to now: Austria, Cyprus, the Netherlands, Poland, United Kingdom and Germany, and Lithuania also started to analyse it since this year. Primary data does not exhilarate, i.e., a surplus value created by Lithuanian sport industry only reaches 0.5% and that is significantly less than on average in the EU. Before the crisis the sport's economy segment in the EU was GDP 2%, after it has decreased rapidly to 1.6%. Thus in Lithuania the value of sports economy in the whole economy is several times lower. According to Čingienė, a member of one of expert groups „Sporto statistika“, a surplus value created by sports for Lithuanian economy should increase in length of time and to reach average value of the EU, on condition that a financial attention towards this domain is not decreased (Gudavičius, 2013).

Although there is no statistical publication for the rates of sports economy yet, however this limitation of economic analysis will be eliminated in the future and Lithuanian researchers as well as practitioners will have this instrument of analysis.

## 2. Research Methodology

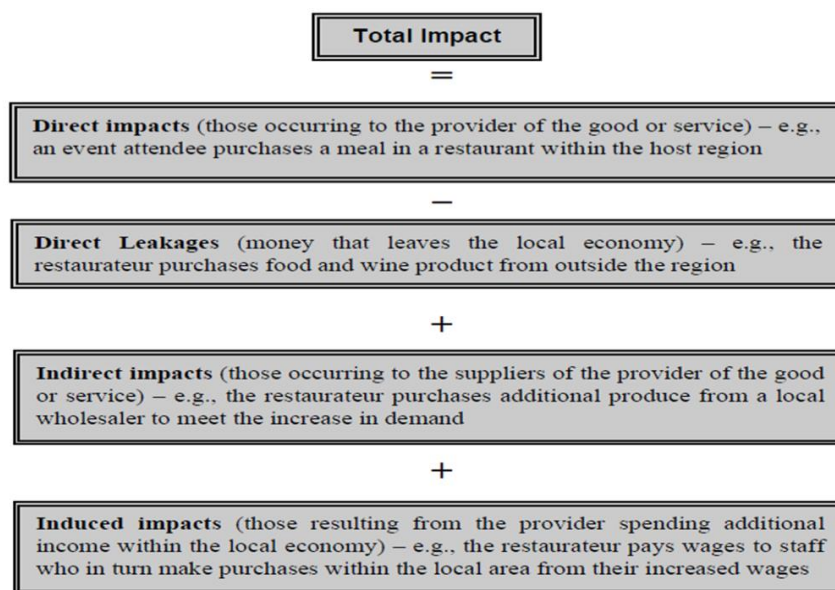
The methods applied for the assessment of economical contribution of Eurobasket 2011:

- **scientific literature analysis.** The method applied to assess the problems and level of exploration of economic contribution of sport event.

- **document analysis, statistical analysis.** The analysis of data of documents available to Eurobasket organizers was performed in order to highlight economic aspect of sport event.

- **interview.** 3 Eurobasket organizers were interviewed according this method, the experience of whom allowed identifying the possibilities for the increase of economic contribution of the European Basketball Championship.

In the document analysis, gathering statistical data, the principle of general impact calculation was invoked, which is showed in *Figure 1*. Not only direct impacts, but also the direct leakages, indirect impacts and induced impacts were analysed.



Source: created by the authors referring to Fort (2003), Preuss (2004), Li *et al.* (2013).

*Figure 1. Total Impact of an Injection into the Economy*

Economic benefit of sport events is defined as a real economic alteration influenced by the organized event. This is an additional circulation of money in economic space, which results from the expenses of event audience, public expenditure, creation of additional job vacancies and state tax collection related with the event. Economic benefit of event is generated in three stages:

- Direct effect: Purchases which rise from additional need for services and consumption;
- Indirect effect: economic benefit resulted from the circulation of extra money in economic space;

- Induced effect: additional job vacancies and income of households resulted from direct and indirect effects.

Indirect benefit of major sport events is characterised by the following criteria:

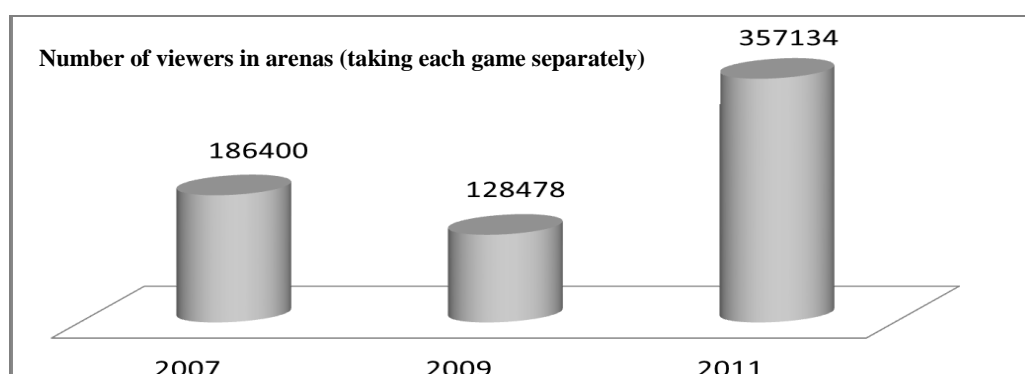
1. sense of people solidarity/national honour;
2. legacy of sport infrastructure;
3. motivation of young people to go for sports;
4. legacy of better environment;
5. healthy lifestyle promotion;
6. cultural and social events.

The research mostly focused on the legacy of sport infrastructure, and less on other factors, though in Eurobasket 2011 the expression of indirect characteristic of all events was noticeable.

### 3. Research Results and Analysis

#### 3.1 The Contribution of Eurobasket 2011 to Economy

Eurobasket 2011 in contrast to the format of previous competition, 8 teams additionally took part and the format of 24 teams was created. Such decision allowed attracting additional number of tourists from 8 countries and expanded the schedule of competition by 7 days, total duration of the competition 21 day. Due to the changes in the format 36 additional games were played, 91 games in total. It is important to note that all games were televised to more than 160 territories worldwide and to more than 200 millions TV viewers. The contribution of the event depends on the participation of fans in the event itself, in this case - more than 350 000 fans in arenas. This number should be assessed positively, since in previous European Basketball Championships the number of viewers in arenas was significantly lower and amounted only to 52% and 36% (*Figure 2*).

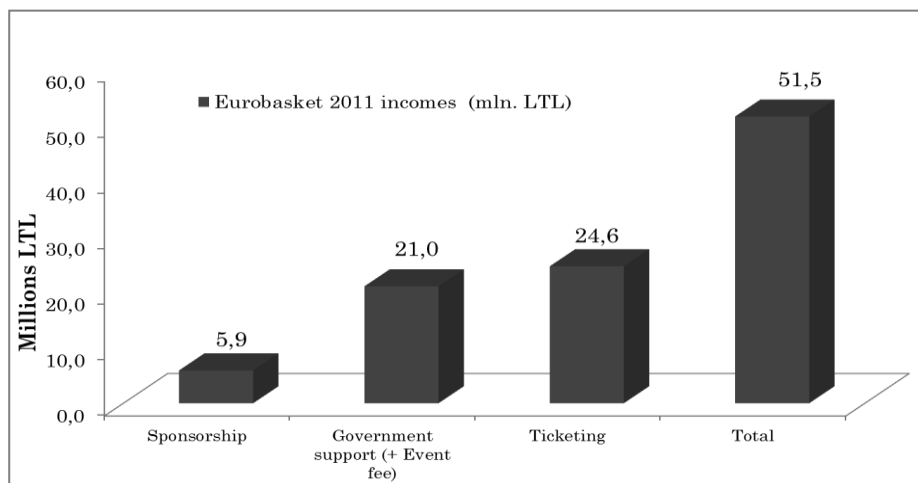


Source: created by the authors.

*Figure 2. Number of Viewers in Arenas during Eurobasket 2011 and Comparison with Championships of 2007 and 2009*

It is important to draw attention to the fact that in Eurobasket 2011 also the geography of competition was tried to expand. The games took place in 6 cities (Alytus, Šiauliai, Panevėžys, Klaipėda, Vilnius, and Kaunas). This is the usual practice when organizing the European Basketball Championships according to the analysis carried out by Čingienė, Špokas (2011) of previous European championships: Sweden 2003-5 cities, Serbia 2005 – 4 cities, Spain 2007 – 5 cities, Poland 2009 – 7 cities and Slovenia 2013 – 4 cities.

In the assessment of the event contribution to economy it is important to evaluate the organizers' event budget and its structure (*Figure 3*). The budget of entire Eurobasket 2011 was 51.5 million LTL, this amounted to approximately 20 million LTL more than the budget of Eurobasket 2009 in Poland. The largest part of income was from the ticket sale - 48% and unlike Eurobasket 2009 it was collected over 18 million LTL more.



Source: created by the authors.

*Figure 3. Eurobasket 2011 Organizational Budget Income, million LTL*

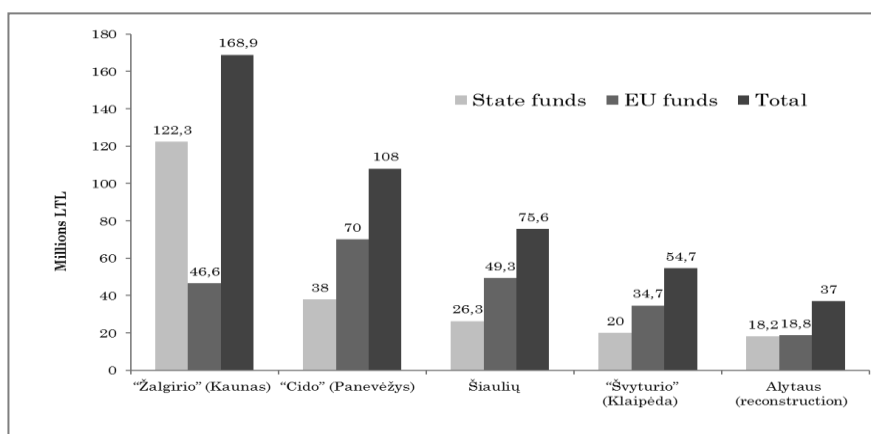
Not much from the ticketing differed the value of governmental support (+event fee) - 41%, which coincides with the support from the public sector received by Eurobasket 2009. The rest part of income is the sponsors' funds – 11%. Though the sponsors' funds constitute the lowest part, however overall Lithuanian context should be considered where the traditions and culture of sport sponsorship are only being formed. This was noticed also by other Lithuanian researchers who analysed the problems of sport sponsorship and attraction of the sport sponsors (Virvilaite, Dilys, 2010).

Considering the sponsorship traditions in Lithuania, the amount of 5.9 mln LTL collected by Eurobasket 2011 organizers from the sponsors should be assessed positively, especially that in significantly bigger country as Poland the amount attracted from the sponsors was lower by 0.3 mln LTL.

As the positive side of this championship arrangement the sale of tickets could be mentioned as well as the sale strategy properly chosen by the organizers („Tiketa“ was chosen as ticket distributor by FIBA for Eurobasket 2011), since mainly because of this financing source organizers could manage a higher budget than previously in Poland.

When assessing the governmental support the attention should be paid to the fact that almost half of the sum was composed by event fee, i.e., 10.3 million LTL. Usually event fee is paid by the state or the municipalities. Already in 2013 the event fee of the European Basketball Championship was 27 million LTL, and approached the fee of the World Basketball Championship, i.e., 30 million LTL.

Of course the country taking the responsibility of arranging sport event of such extent, should expect not only income, but also great expenses. The investments in event infrastructure make a significant part of expenses. In the case of Eurobasket 2011 a great part of costs was for 5 sport arenas, 444.2 million LTL in total (*Figure 4*). The games were played in 6 sports arenas, however since “Siemens” arena in Vilnius has been open already before this championship, it did not need any special investments for this event.



Source: created by the authors.

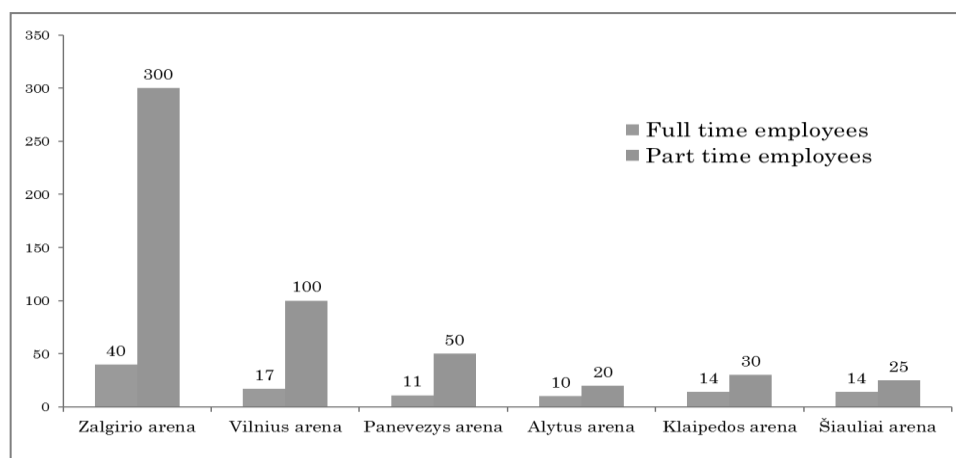
Figure 4. Investments in Infrastructure, million LTL

The expenses for arenas were covered by the funds of state and the EU. Generally by the EU funds almost a half of entire amount spent on the infrastructure or arenas, i.e., 219.4 million LTL was covered. The least financed by the EU funds was Kauno „Žalgirio“ arena, i.e., less than 30%, while the other 4 arenas attracted more than 50% of the EU funds.

The most of investments required Kauno „Žalgirio“ arena, i.e., 168.9 million LTL in total was invested to it and this amounts to approximately 40% of the amount of all infrastructural costs of arenas. However, this arena is the largest one, capable hosting 15 000 viewers. Considering the number of seats for viewers in the arena, one seat in Kauno „Žalgirio“ arena cost over 11 thousand LTL and this was cheaper than to equip a seat in „Cido“ arena in Panavėžys (over 16 thousand LTL) or in Šiauliai (over 13 thousand LTL).

On average the price of one seat equipment in 5 sport arenas is 11 thousand LTL. The least investments absolutely (37 million LTL) and relatively (investments of one seat reached around 7 thousand LTL) were required by Alytus arena, however unlike other sport arenas it needed only reconstruction.

The investments in infrastructure due to Eurobasket 2011 were not only in sport arenas, also there were private investments in the infrastructure of hotels. During the preparation for Eurobasket 2011 the investments of private funds in the hotels exceeded 3.9 million LTL.



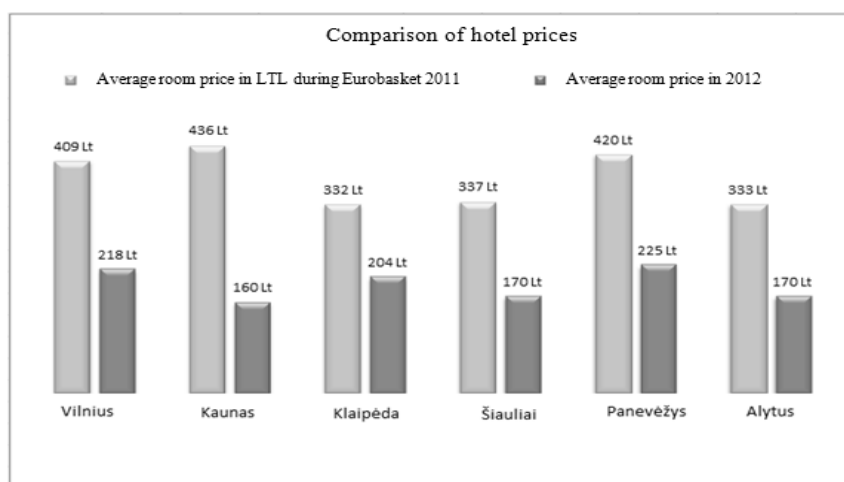
Source: created by the authors.

Figure 5. Economic Impact: Employment Created by Arenas



There were various discussions in the society about the construction of arenas regarding the necessity of all arenas in smaller cities or regarding the size or maintenance costs of the arenas. However despite this it is worth to note that after the event the job vacancies were created. In total 631 job vacancies were created, 106 of them full time employees (*Figure 5*). In this case undoubted leader among the sport arenas with the highest number of job vacancies created is Žalgirio arena with 340 job vacancies (over 50% of all job vacancies).

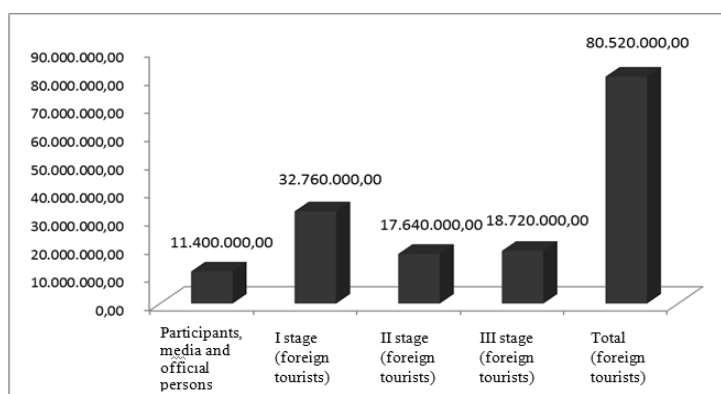
The common budget of communication and publicizing of Eurobasket 2011 amounted to 15.6% of overall event budget, 3.12% of the whole event budget was for the external event communication. Considering the fact that Eurobasket 2011 attracted the maximum TV, the Internet and arenas' audiences of the European championships up to now, we may claim that the chosen form of external communication and the way of realization were effective and paying off investments.



Source: created by the authors.

**Figure 6. Quantitative Comparison of the Hotel Price Alternation in 2011 and 2012 of Lithuanian Cities where Eurobasket 2011 Took Place (Without catering and other services)**

During the sport events business is also interested in making profits, due to this, sport events quite often are accompanied by increased prices of rendered hospitality services. Not an exception was the case of Eurobasket 2011 (*Figure 6*) as in all cities the prices of hotel rooms during the sport event (without catering and other services) were higher than an average price in 2012. The highest increase was noticed in Kaunas, i.e., 2.7 times, the lowest – in Klaipėda, i.e., 1.6 times. The highest price growth in Kaunas should not surprise, since in this city the final game was played which attracts the most interest and its economic contribution is usually higher than of other single games.



Source: created by the authors.

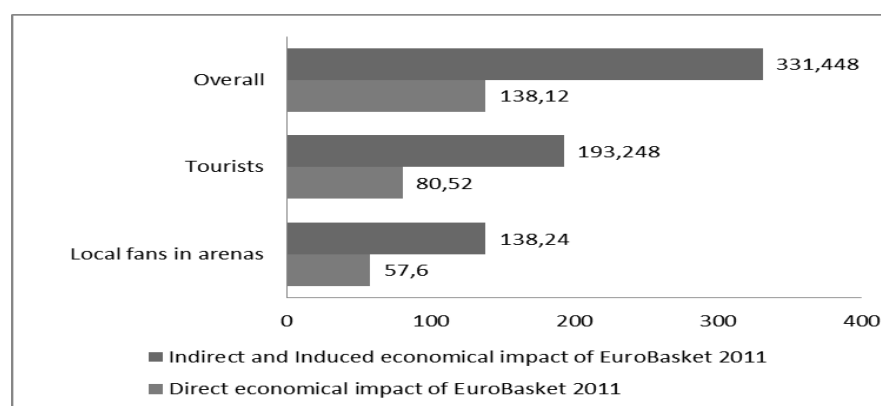
Figure 7. Assessment of Money Spent by Foreign Tourists and Event Guests during Eurobasket 2011, LTL

Referring to the official rates of ticket sale, hotel occupancy and price alteration as well as arenas' attendance (Figure 7), we may claim that Eurobasket 2011 was visited by not less than 20.000 foreign guests, the overall financial benefit of which to Lithianian economy amounted to not less than 80 million LTL. Beside the foreign tourists the expenses of local fans had some economic impact too, who have spent 57.6 million LTL watching the games in arenas.

In the assessment of event contribution to economy as it was mentioned in the methodology of the research, direct and indirect impacts are indicated (Figure 8).

Referring to the economic assessment methodologies of analogous events, under which the coefficient of indirect impact is 2.4, we may claim that the European Basketball Championship provided to the Lithuanian state over 140 million direct income, and indirect income, evaluating in the context of the tendencies of local taxing during the Eurobasket 2011, and alteration of the rates of domestic consumption, could reach 350 – 400 million LTL. The higher influence of foreign tourist expenses was on the economic contribution of the event (nearly 60%) however local fans have also contributed to the increase of economic contribution of Eurobasket 2011 (over 40%).

Beside the assessment of economic contribution of event the other benefits may be noticed: the attendance of basketball schools for young people has significantly increased (by 10-15%), the sally of volunteering traditions during the event was noticed. The social activeness of local community and due to this enhancing social capital directly affects the quality of life (Sarkiunaite *et al.*, 2012).



Source: created by the authors.

Figure 8. Indirect and Direct Economical Impact of Eurobasket 2011, million LTL

It is very hard or even wrong to claim that the Olympic games bring profit or loss to the hosting country. The real benefit is infrastructural, social, political, ecological, sports effects, and the legacy which is obtained by the city from the event (Preuss, 2004). When assessing economic benefit of the Olympic Games the post-Olympic period of 18 years should be analysed in order to determine more precisely the benefit of expenses and income related with the event, since the long-term investments are refunded over long time and their benefit is often higher than a direct one during the event (Preuss, 2004; Solberg, Preuss, 2007). The increased competitive ability of the country or city after the event is also important (Hong, 2008) due to the awareness among the tourist.

Therefore it could be claimed that the contribution of Eurobasket 2011 event to the economy may continue not for one year and its extent will largely depend not only on the decisions made during the event, but also on how properly the legacy of infrastructure is used during this time. Besides on how the business of the country is able to take advantage of free advertising, received during the event, of country and city to the tourists. Since every year new events take place, it becomes more and more difficult to evaluate the impact on the economy of one particular event over time, because the influence of different events on the decision to come to the country may be synergistic.

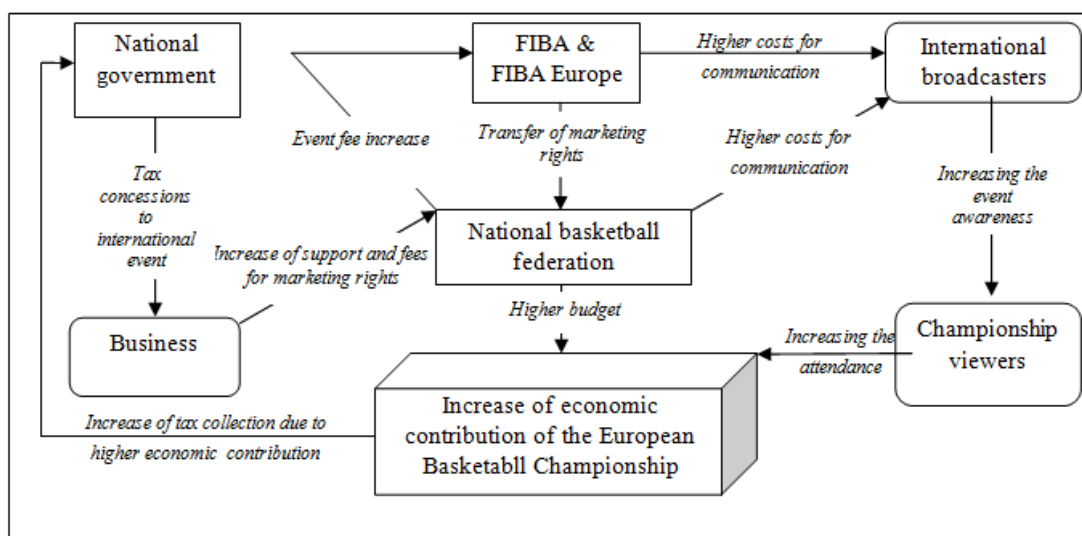
### ***3.2 Possibilities of Increase in Economic Contribution of Sport Event***

The ideas of experts regarding the possibility of the increase in economic contribution coincided. The experts indicated the following possibilities for the basketball championship improvement:

- More investments should be made in communication, mainly abroad; this would attract even more foreign fans who are major income providers;
- The Government of the Republic of Lithuania should apply legislative-taxing concessions to the promotion of international events taking place in Lithuania (as practised in Spain). This would attract even bigger sponsorship from a private sector;
- FIBA would transfer more marketing rights to local organizer – Basketball Federation, since currently the positions provided by FIBA are very little worth;
- The significantly higher event communication should be performed by FIBA and FIBA Europe, they are the main beneficiaries from TV and marketing rights (a value received is around 30 mln EUR), e.g., if FIBA invested 1 mln EUR to the overview broadcast of Eurobasket on CNN or BBC it would have entirely different popularity and interest.

The experts generally included the stakeholders, which make the essential decisions of basketball championship, though in fact each of the named actions could increase direct economic impact, however the indicated suggestions should be looked at as the system (*Figure 9*).

Referring to the created model (*Figure 9*) of possibilities of the increase in economic contribution of the European Basketball Championship it may be claimed that none of the stakeholders suffers when the economic contribution of the sport event increases.



Source: created by the authors.

Figure 9. The Model of Possibilities of Increase in Economic Contribution of the European Basketball Championship

Viewing at the presented suggestions of experts' interview, the opinion might be formed that national government applying tax concessions will have an economic loss, and FIBA or national basketball federation by the investments to the event communication will also have higher expenses. Nevertheless both FIBA and national basketball federation may compensate higher communication expenses, i.e., FIBA by increasing the event fee to national basketball federation, and national basketball federation from the increased support and fees for marketing rights. While if the national government makes a decision to support sport events by tax concessions for the business, this tax loss may be compensated with increased tax collection which is linked to increased economic contribution of sport event. Since business from the higher number of viewers makes higher profits, it will pay higher taxes as well.

## Conclusions

1. The contribution of sport event to economy is undoubted, however its significance may differ and always the expenses and benefit should be assessed, therefore usually the calculation model of Expenses/Benefit is used, the calculations may be carried out in 3 methods: analysis of expenditure and benefit, analysis of expenditure and efficiency, analysis of benefit and value. The main problem faced of the assessment of the sport event contribution is the assessment of sport events' legacy in the future. It was noticed that both positive and negative effect of legacy occur in long-term period, therefore it is very difficult to assess the economic contribution of sport event in advance. Besides very often the legacy of sport event as well as the contribution to economy depends on whether special investments in sports infrastructure are necessary, and if significant investments to the event's infrastructure are still needed, how the sports infrastructure created will be used after the sport event. The official statistics of economic contribution are also not enough, although the first collections of economic statistics of Sports industry were started.

2. It was established that direct contribution of Eurobasket 2011 to the economy was 138.12 million LTL, the indirect contribution is even higher 331.448 million LTL. The

organizers in order to receive a higher economic contribution of Eurobasket 2011 have changed the format of competition, which allowed attracting additional number of tourists. In point of organizers' budget formation it may be claimed that sport event budget in Lithuania was significantly supplemented by the sale of tickets.

The real benefit of sport event is infrastructural, social, political, ecological, sports effects and the legacy which is obtained by the city or country from the event. Eurobasket took place in 6 arenas, the investments were made to 5 arenas, where on average the price of one seat equipment in these sport arenas reached 11 thousand LTL. 442 million overall was invested to sport arenas. The highest number of job vacancies after the sport event was created in Žalgiris arena.

3. According to the method of experts' interview it was determined that economic effect of sport event may be increased if the sport event organizers both on international and national level spent more for effective communication about the event, and national government applied tax concessions to the business for the support of international event organized in the country. However, even with a growth of expenses, if the event becomes more popular, the higher economic contribution may be expected. The economic contribution increases: from higher number of championship viewers in arenas and the marketing rights more attractive to business, and tax revenue to the state budget.

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## **SPORTO RENGINIO EKONOMINIS INDĖLIS: EUROBASKET 2011 ATVEJO ANALIZĖ**

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### **SANTRAUKA**

Analizuojant sporto indėlį į ekonomiką, galima išskirti profesionalų ir mėgėjų sportą, tačiau atskira sritis yra sporto renginiai. Paprastai šalis, norinti rengti didelį (*major*) sporto renginį, turi mokėti tiek rengimo mokestį renginio teisių valdytojui, tiek prisiimti sklandžios renginio organizacijos, infrastruktūros paruošimo ir pravedimo išlaidas. Straipsnio tikslas – įvertinti ekonominį sporto renginio indėlį.

Išanalizavus mokslinę literatūrą, teigta, kad sporto renginio indėliu į ekonomiką neabejojama. Tačiau jo reikšmingumas gali skirtis, tad visada reikia įvertinti išlaidas ir naudą. Dažniausiai taikomas Išlaidų naudos skaičiavimo modelis. Svarbiausia sporto renginio indėlio vertinimo problema – sporto renginių palikimo (*legacy*) ateityje vertinimas. Pastebima, kad tiek teigiamas, tiek neigiamas jo poveikis atsiskleidžia per ilgąjį laikotarpį, todėl labai sunku iš anksto įvertinti sporto renginio ekonominį indėlį. Be to, dažnai sporto renginio palikimas bei indėlis į ekonomiką priklauso nuo to, ar reikalingos specialios investicijos į sporto infrastruktūrą ir, jei jų reikia didelių, vertintina, kaip sukurtoji sporto infrastruktūra bus panaudojama po renginio. Trūksta ir oficialios ekonominio indėlio statistikos, nors pirmieji Sporto industrijos ekonomikos statistikos rinkimo darbai jau atlikti.

Ekspertų interviu metodu nustatyta, kad sporto renginio ekonominį efektą galima didinti, jei sporto renginio organizatoriai tiek tarptautiniu, tiek nacionaliniu lygiu daugiau išlaidų skirtų efektyviai komunikacijai apie renginį, o valstybė taikytų mokesčių lengvatas verslui už organizuojamo tarptautinio renginio rėmimą. Tačiau net ir didėjant išlaidoms, jei dėl jų renginys tampa populiarsnis, galima tikėtis ir didesnio ekonominio indėlio. Ekonominis indėlis didėja dėl iš didesnio čempionato žiūrovų skaičiaus arenose ir verslui patrauklesnių rinkodarinių teisių bei mokestinių įplaukų į valstybės biudžetą.

*REIKŠMINIAI ŽODŽIAI:* sporto industrija, Eurobasket 2011, ekonominis indėlis, sporto renginio palikimas, Lietuva.