



Cawangan Negeri Sembilan
Kampus Seremban

FACULTY OF SPORTS SCIENCE AND RECREATION

"Where sports and knowledge come together"



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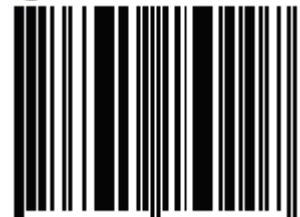
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YSD TRACK SERIES

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The Sime Darby Foundation, in association with the Malaysian Sports Excellence Foundation (Sports Excel), has agreed to sponsor the track bike sports development program known as the YSD Track Series. With this, track bike athletes may have additional opportunities to compete in racing championships thanks to the YSD Track Series. 52 races are anticipated during the YSD Track Series' three-year span. The competition is held in 4 categories: under 15, under 17, under 19, and elite. The Elite Division will comprise of the keirin, sprint, elimination, and scratch events. The Nilai Velodrome track, a state track worth RM80 million, hosts the training facilities and competitions. The first competitor to try out the track was Dato Azizul Hasni Awang. Velodrome Nilai, constructed in January 2015, contains a 250-meter-long track made of wood similar to spruce with seating for 2000 spectators. In addition to the BMX bike track, it is furnished with 20 facilities for the use of people with disabilities (OKU), office space, and a praying area.

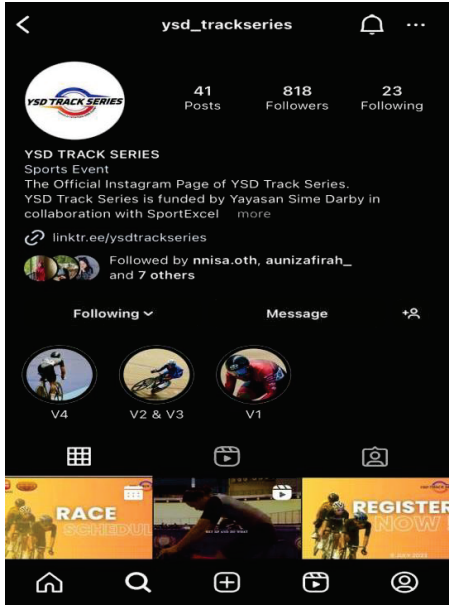
In the pull strategy, the emphasis on advertising over personal selling in the promotional mix tends to be more pronounced. In this YSD event, advertising is done directly by using athletes as a platform to promote items known as Local B. In cycling competitions, the athlete often wears Local B trousers. Employing celebrities to increase sale is one method of promoting a product and is the pull strategy in sports marketing. Additionally, this will inform followers and viewers of the existence of a product and persuade the customers to buy it.

A medium, also known as a channel, is a component of the communications process that allows for the transmission of a message through either printed or electronic mass media, - two different categories of mass media. Through Instagram and Facebook apps, namely electronic media, YSD is able to communicate with its target audience. The YSD competition can be promoted indirectly through the usage of media like Instagram and Facebook apps. In actuality, the usage of media can also draw ardent followers to bicycle sporting events where they can interact with the athletes, they are most interested in. Only on occasions when there is a match, do scheduled posts from this medium appear.

In order to support overall organizational goals, marketing objectives, and promotional purposes, sponsorship is an alternative in a sporting entity that includes an athlete, league, team, and event. Since Dato Azizul Hasni Awang is a well-known and popular Malaysian cyclist, CIMB initially solely sponsored him. Inadvertently, this can further publicize the bank's organization and increase awareness of its identity among domestic and international athletes. Later, after learning that Dato Azizul Hasni Awang has a team, CIMB increased the number of sponsors it had in order to introduce its group. To conclude, the pull approach of marketing will inform followers and viewers of the existence of a product and persuade the buyer to buy it. The usage of media can also draw people to bicycle sporting events where participants can communicate with fans. Sponsorship is an alternative to support overall organizational and marketing goals.



Picture 1: Nerves breaking



Picture 2: The event information disseminates through the official Instagram