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## **Intensify the introduction of large-scale sports events and accelerate the construction of Taizhou sports brand**

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**Abstract** In modern society, sports are a symbol of urban image and vitality, and the level of sports development has become an important indicator for measuring the socio-economic and cultural development of cities. Urban sports brand is an important symbol of the cultural content of a city's brand, which is conducive to enhancing the city's image and competitiveness. The Fifth Plenary Session of the 18th Central Committee of the Communist Party of China proposed to comprehensively achieve the first centenary goal of a moderately prosperous society by 2020. In this context, shaping the urban sports brand of Taizhou and leveraging the diverse functions of sports is of great significance for achieving the leapfrog development of Taizhou's economy and culture.

**Keywords** large-scale events, Taizhou, sports brand, construction

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### **1. Introduction**

Urban sports brands are sports brands formed in a specific sports' cultural atmosphere. They are based on a widely popular and highly competitive sports project, and symbolize the internationally renowned events hosting the project. They showcase and convey the external image and internal spiritual identity of the sports project to the public, which is an inevitable requirement for urban and sports development. Large scale sports events refer to international and national comprehensive or individual sports events with a certain scale, approved by relevant international sports organizations, the General Administration of Sport of China, or the National Sports Association. They have characteristics such as high level of competition and significant impact. During the 11th Five Year Plan period, Jiangsu Province and relevant prefecture level cities jointly hosted 784 national and above competitions, including 193 international competitions. However, as one of the 13 important prefecture level cities in Jiangsu Province, Taizhou City did not host many large-scale competitions, and there were very few influential ones, which greatly discounted the creation of Taizhou City's urban sports brand. According to the "Twelfth Five Year Plan" for the development of sports in Jiangsu Province, it is necessary for each city and county (city, district) to identify their positioning and actively apply for high-level international and domestic sports events. Taizhou City needs to increase the introduction of large-scale sports events and accelerate the construction of urban sports brands.

### **2 The significance of hosting large-scale sports events in cities**

#### **2.1 Promoting Urban Economic and Social Development, Creating Urban Brands**

Nowadays, hosting sports events has far exceeded the meaning of the competition itself, and the diverse value brought by large-scale sports events is increasingly recognized by more and more cities. Various levels and types of cities are striving for the hosting rights of large-scale events through various channels. Hosting various large-scale sports events can promote the establishment of a good city image to the outside world, enhance the city's visibility and influence; Internally, it can enhance urban culture, enhance people's taste, and cultivate a large number of organizational talents for sports events, which has a positive impact on improving urban management level. Hosting large-scale sports events can enhance the sports consumption awareness of local residents, promote the development of consumer economy, and also drive the development of urban service industries and basic industries such as tourism, commerce, transportation, and urban construction.



Hosting large-scale sports events can shape the city's image, beautify the urban environment, create urban culture, reflect urban vitality, accelerate urbanization process, enhance urban taste, and have a direct effect on improving the city's visibility, attention, and reputation. Internationally, many small cities have created city brands by hosting sports events, such as the small town of Wimbledon in the UK, which is famous for tennis matches, and the Austrian ski resort of Innsbruck, which attracts world attention for hosting winter competition events.

### **2.2 Promote the development of local sports industry and enrich the spiritual and cultural life of citizens**

Hosting a large-scale competitive sports competition is often related to the level of the project and the participating population in the city. Therefore, if a city wants to apply for hosting a large-scale event, the local government will inevitably increase investment in the development of competitive sports, optimize the competitive sports training environment, and improve the level of competition. For national fitness, hosting sports events can not only enhance the fitness awareness of the general public and attract more people to participate in physical exercise, but also provide broad activity space and good material conditions for citizens to exercise with venue facilities.

Hosting large-scale sports events can provide urban residents with the opportunity to appreciate various competitive sports, truly experience the infinite passion and endless vitality of human life on the sports field, experience faster, higher, and stronger sports spirit and cultural connotations, and enjoy the instant excitement and eternal charm of sports competition. Therefore, sports events can become an important part of improving the quality of urban residents, optimizing their lifestyles, enjoying leisure and entertainment, and promoting social harmony and development, meeting the growing spiritual and cultural needs of urban residents.

## **3. Difficulties faced by Taizhou City in introducing large-scale sports events**

### **3.1 Inadequate sports venue facilities**

Sports venue facilities are the material conditions and basic guarantee for hosting sports events. Currently, there is only one sports venue facility in the urban area of Taizhou City, which is currently used for teaching by Taizhou University. The inadequate venue facilities have become the biggest weakness that troubles Taizhou City in hosting large-scale events. Compared to the adjacent two large sports parks in Yangzhou City, the sports facilities in Taizhou City appear to be inadequate.

### **3.2 Small sports population and weak sports brands**

As one of the youngest prefecture level cities in Jiangsu Province, Taizhou City has a relatively small population and a small proportion of people engaged in sports related work. Among them, there are even fewer talents in organizing and managing sports events. The shortage of sports population and talents in organizing and managing sports events is an important factor in restricting Taizhou City from hosting large-scale sports events.

In addition, the construction of sports brands in Taizhou City is relatively lagging behind. So far, there are not many sports brand projects in Taizhou City, and the advantages are not obvious. There is no sports brand that can be called out loud. There is a close connection between the construction of sports brands and the sports population, especially the organization and management talents of large-scale events. The construction of sports brands cannot be separated from the support of urban residents, and a strong sports brand can easily give birth to high-level sports event organization and management talents.

### **3.3 Insufficient publicity and influence of sports events**

Sports event promotion is a booster for promoting the development of the host city and an important carrier for enhancing the comprehensive influence of the city. As far as the current level of news media communication in Taizhou City is concerned, there may be a need for further innovation in the promotion of large-scale events, and there is still room for improvement in the equipment and level of live streaming events.

## **4. Development strategies for Taizhou City to host large-scale sports events**

### **4.1 Comprehensive improvement of understanding of the significance of event hosting**

The application, preparation, and hosting process of large-scale sports events is a systematic project that requires the support and cooperation of the government, society, market, and citizens. Taizhou City wants to introduce large-scale sports events. Firstly, the municipal government should have a positive attitude and support towards hosting the events, play a policy guarantee role, further transform the development concept and mode of events, innovate the development mode of events, and improve the quality of event hosting. At the same time, we should actively mobilize various forces from society to participate, continuously develop social support services, enhance the sense of urban belonging of urban residents and their understanding of the significance of hosting sports events, and strive to obtain the understanding and support of the majority of citizens when hosting large-scale events.



#### **4.2 Continuously improving the conditions for Taizhou City to host sports events**

To host large-scale sports events in Taizhou City, it is necessary to first improve the facilities and conditions of sports venues, continuously improve the outdated facilities and lagging information services of existing venues, and promote the updating and utilization of existing venue facilities; Secondly, according to the actual situation and development needs, the planned sports park should strive to start construction as soon as possible. Once again, we will increase the construction of sports venues in universities in Taizhou and turn them into venues that can meet the needs of large-scale competitions. This can save resources and avoid the waste of repeated construction.

#### **4.3 Emphasize the cultivation of sports brands**

Taizhou City needs to comprehensively consider the specific characteristics and advantages of the city, choose to host sports events that match the city's development positioning, industrial selection, resource allocation, cultural characteristics, etc., and contribute to enhancing the city's image. Innovate the management system and operational mechanism of sports events, and enhance the vitality and vigor of prefecture level cities in hosting large-scale sports events. Increase the introduction and promotion of large-scale sports events; Expand and strengthen existing sports brands; Enhance the scale of the sports industry, increase the size of the sports population, and focus on cultivating high-level sports management talents.

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