

# Research on the Development of Commercial Value Based on China Dancesport Open Series

Feng Xue<sup>1</sup> Qing Ma<sup>2,\*</sup>

<sup>1</sup>College of Music JMU, JiMei University, Xiamen, Fujian, China

<sup>2</sup>JiMei University, Xiamen, Fujian, China

\*Corresponding author. Email: [yaya808888@163.com](mailto:yaya808888@163.com)

## ABSTRACT

Since 2009, China Dancesport open series has become the highest level dancesport event in China. At present, the development of business value in the competition of dancesport is still limited to the primary level of naming fee, registration fee and ticket, which shows that its commercialization level is relatively low. Therefore, it is an important task at this stage to develop the event reasonably and improve the business value of the event. In this paper, by using the methods of literature, expert interview and logical induction, we study the commercial value of China Dancesport open series, so as to explore and enhance the methods and strategies of the commercial value of the event. The results show that the current China Dancesport open series is still in its infancy, the system of events is not perfect, and its commercial value has not been fully explored. The development of naming right, venue advertising and participation fee are relatively good, but the development of media, tickets and sponsors is not so good. Therefore, in the later stage, we need to enhance the overall level of China Dancesport open series by increasing publicity, building brands, improving the level of events and improving the operation of institutions, so as to tap the commercial value of events.

*Keywords: dancesport, competition, commercial value*

## I. INTRODUCTION

As a combination of sports and art, dancesport is based on body movement dance, which is completed in the form of double or collective cooperation. In the process of sports, background music is added to show the body, strength, flexibility, skills and other abilities on the stage. At present, dancesport has developed into a popular sport in the world. Since the 1920s, competitive dancesport has experienced more than 100 years of development. Since the 1980s, dancesport has been introduced into China. Its development time in our country is relatively short, but the development speed is very rapid. The establishment of China's Dancesport Federation provides more favorable conditions for the development of dancesport in China. However, it is not difficult to find that there is still a certain gap between China's dancesport events and the dance events in Germany, Japan and other countries. These gaps are mainly reflected in the lack of development of the commercial value of the event, the outmoded operation mode of the event, the insufficient publicity, and the small number of people affected. Therefore, the important task at this stage is how to reform the existing dancesport events, improve the status of dancesport events in the whole people, and provide a better way for the development of dancesport events in China.

## II. DEVELOPMENT STATUS OF CHINA DANCESPORT OPEN SERIES

In China, dancesport exists and develops under the dual management of China Ballroom Dance Federation and Dancesport Association. Among them, China Ballroom Dance Federation is managed by the Ministry of culture, and the dancesport association is operated under the management of the General Administration of Sport of the people's Republic of China. Through the management of the two departments of dancesport, we can see that dancesport is recognized as a sport with both artistic and competitive characteristics in China.

China's dancesport started relatively late. Compared with western developed countries, the influence of China's dancesport events is relatively small, and the organization and operation mechanism of events is not mature enough. Generally speaking, China's dancesport is in its infancy, and its mass base in China is relatively weak. Therefore, in the process of the event, we should tap the mass base, constantly cultivate the masses' interest in it, and attract more teenagers to participate in it. In addition, there are still many deficiencies in the publicity, packaging, operation and commercial development of the dancesport open series. There are also gaps in the development of intangible assets, such

as the right to undertake, the right to use marks, the right to name commodities, the right to provide special supplies for competitions, and the right to develop and operate licensed commodities. In the later development, on the one hand, we need to explore new ways of development through our own exploration. On the other hand, we can learn from western countries with mature competition system of dancesport to improve our operation level.

### **III. DEFICIENCIES IN THE DEVELOPMENT OF CHINA DANCESPORT OPEN SERIES COMMERCIAL VALUE**

Through the research on the development of commercial value in China's dancesport open series, we can see that in China, there are some problems in the development of commercial value in the dancesport open series, such as the lack of development, the lack of revenue sources and the poor overall benefit. Although China's Dancesport Federation has increased the commercial development of the event since 2016, on the whole, there are still many urgent problems to be solved in the commercial value development of the event.

#### *A. Insufficient publicity and low recognition of events*

The development of dancesport in our country is relatively late. It has the characteristics of insufficient mass base and limited promotion of events. At the same time, due to the poor publicity of events and other factors, the development of dancesport in our country is restricted. As an industry, sports need to be marketed. Marketing means to determine the final value of goods. For example, the brand effect and influence of the NBA at the beginning of development are also insufficient. But with David Stern's brand promotion and building, the NBA will eventually be built into a world-famous game, and both players and clubs have obtained good benefits. As a country with a large population, China has a good mass base, so as long as any project is reasonably developed and broadened, it can obtain a certain number of people to participate in the movement. First of all, the publicity of dancesport can be carried out through the forms of network, television, posters, etc. the publicity time should not be limited to the competition period, but also be carried out continuously during the off-season to attract more people to recognize and participate in the dancesport, so as to obtain a broader mass base. Secondly, in the primary and secondary school students to increase a certain amount of publicity input, organize primary and secondary school students to carry out dancesport competition, through the form of competition to attract young people to participate in the competition, so as to cultivate the interest of young people. Third, publicity is carried out through the use of information

technology. For example, by means of WeChat public account, Weibo and other forms, we publicize the competition mode, evaluation criteria, impact on individual quality and other aspects of dancesport, so as to improve the public awareness of dancesport.

#### *B. Single source of funds and few sponsors*

Capital is an important guarantee to ensure the smooth progress of the event. Without the support of capital, the event will easily be subject to various restrictions in the process of progress, and its effect is difficult to guarantee. The final result is that the event is getting worse and worse, forming a vicious circle. The registration fee accounts for the largest proportion in China's dancesport open series, followed by sponsorship fee, advertising fee, ticket fee and naming fee. However, the proportion of these fees is relatively low, resulting in a single source of funds for the dancesport open series and a small number of event sponsors. There are several reasons for this. First, China Dancesport open series investment promotion agencies are not perfect, and lack of experience in management and operation, resulting in poor investment promotion effect. Second, to some extent, the insufficient development of TV broadcasting right and franchise right has affected the capital income. Third, the publicity is not enough, the brand building is not formed, and the attraction to sponsors is not enough.

#### *C. Insufficient brand influence of China Dancesport open series*

China Dancesport open series is the most influential dancesport event in China. With the continuous exploration and improvement in the past decade, the event has achieved remarkable results. But it is undeniable that the brand influence of China Dancesport open series is not big enough. This situation is mainly reflected in the fact that the contestants of dancesport are mainly domestic players, few of them are from Hong Kong, Macao and Taiwan, and the regional distribution of contestants is an important criterion to judge the success of an event. In the later stage, we should increase the publicity of dancers from Hong Kong, Macao and Taiwan, and mobilize the enthusiasm of dancers from other regions. Secondly, enhance the brand effect, attract more sponsors to invest in the event, thus forming a virtuous circle. Third, through the network, school, WeChat and other channels to continuously promote the dancesport, through this way to attract people to participate in the dancesport movement. The form of brand effect will not be realized immediately. It will take a long time and a large investment to achieve slow results. In operation, it can not be rushed to success. It needs perseverance.

#### **IV. DEVELOPMENT STRATEGY OF THE COMMERCIAL VALUE OF CHINA DANCESPORT OPEN SERIES**

##### *A. Improving the level of competitors and building the brand of the event*

When high-level players participate in the competition, it can improve the viewing of the competition, attract more people to pay attention to the competition, and then continuously improve the influence of the competition. At the same time, the increase in bonus amount is also one of the important factors to attract high-level players to participate in the competition. At present, the competition funds of the dancesport series mainly come from sponsors, ticket revenue, government funding and other forms, which are very limited for the operation of the whole competition. In the early stage, we can increase input to attract some high-level players. With the successful operation of the event, more and more sponsorships can be obtained, followed by the increase of the revenue of the event and the individual revenue of the players.

##### *B. Increasing publicity and attracting more people to participate in the dancesport*

Publicity is one of the effective means to enhance the brand. For traditional TV and newspaper propaganda, on the one hand, it has a high price. On the other hand, it is not attractive to young people. At this stage, young people are more likely to accept new things through WeChat, Weibo and other forms. Through the use of new media, we can attract more young people to pay attention to the dancesport events, so as to expand the status of the dancesport events among the masses. It takes a good blacksmith to make good steel. First of all, the emblem, mascot and the creation of anthems and other aspects of the beautification design, through the appearance of the design to give people a memorable feeling. Secondly, through cooperation with the school, publicity in the school, and through the distribution of souvenirs and brochures, so as to attract young people's attention to the sports network dance events. Finally, competition is the best way to attract people. Through multi-organization and non-governmental competition, relevant organizations expand the scale of participants, reduce the entry threshold, and promote more grassroots groups to participate in the dancesport.

##### *C. Improving the organization of the event and improving its operation ability*

Since 2009, China Dancesport open series has formed a relatively complete institutional setting, and its departments have clear work contents and responsibilities for themselves, and the operation of the event can be basically guaranteed. However, it is

undeniable that at this stage, there are still many deficiencies in the work of China Dancesport open series organization. For example, the organization is not perfect, the division of labor is not clear, and the overall efficiency is low. To a large extent, these problems inhibit the overall operation of the dancesport open series and restrict the development of the event. In view of this phenomenon, we need to fine-tune it from the macro level and implement it in detail. First of all, the investment promotion department should strengthen investment promotion and provide more financial support for the event. At the same time, to ensure the maximum benefit of sponsors, so as to ensure that more sponsors can be attracted to participate in the event. Secondly, we should strengthen the brand building, deeply cultivate students' interest in dancesport, organize more competitions on campus, and provide backup talents for dancesport. Third, make full use of big data to study the market, competitors and consumers, and analyze the insight of the enterprise itself, prove with data, and analyze through data, so as to provide ideas for the development of later dancesport events. Fourth, increase the development of derivative products. For any event, there are similar derivative products in the form of souvenirs, mascots, souvenirs, posters, etc., which are to some extent, another form of publicity. Although the investment in the early stage is relatively large, with the passage of time, this form of derivative products will bring income from not only capital, but also the public's awareness of the event, so as to attract more people to participate in the sport.

##### *D. Combination of government input and event operation*

If an event has to operate only with the support of the government, it is difficult to achieve long-term development. To ensure the long-term development of the event, it also needs a market-oriented operation. However, for the current stage of the dancesport series, it is difficult to achieve results in a short time simply through its own operation. Therefore, at this stage, it is still necessary to increase capital investment by the government. Under the condition that the capital is guaranteed, the relevant operation details are constantly improved. After the event reaches a certain scale, the government's investment is gradually reduced, and the profits are realized through its own operation. For the later development of China's dancesport open, it is not only a project that can bring economic benefits, but also, more importantly, it can promote social benefits. It is a good thing for the country and the people to develop dancesport in public, which can enhance the physical quality of the people and reduce the government's investment in medical facilities. The government's investment in dancesport will bring significant benefits in the later period.

## V. CONCLUSION

At present, China Dancesport open series is still in its infancy, and the event system is not mature and stable enough. Therefore, relevant reforms need to be carried out continuously to adapt to the development of dancesport. The commercial value of China Dancesport open series has not been fully developed, and the development of invisible resources is not sufficient, the revenue of the event is single, the development of the derivative products of dancesport is insufficient, and the brand influence is general. These factors affect the development of the event to a certain extent. In the later stage, we suggest that the development of dancesport should be promoted by improving the operation organization management of the event, increasing the publicity, expanding the scale of investment attraction, increasing the training of youth dancesport, and increasing the government's support for dancesport.

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