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**CURRENT TRENDS IN SPORTS TEAM PROMOTION IN CHINA**

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**Summary.** *This article discusses the main trends in the promotion of the sports industry in China. These trends concern not only the sports industry as a whole, but also the promotion of individual teams. Thus, the object of the article is promotion in sports, the subject is new trends in promotion.*

Through the analysis of intellectual property autonomy, digital marketing, industry integration, parent-child sports, sports star support and overseas brands, it reveals the new era of Chinese sports team promotion. Diverse development paths and opportunities in context. At the same time, combined with relevant materials such as online publications and TV programs, it takes a closer look at the specific methods and effectiveness of sports team promotion, and lists some places where sports teams often advertise.

As China's sports industry continues to develop, the promotion of sports teams is becoming increasingly important. In the current market environment, the promotion of sports teams exhibits various trends. These trends not only reflect the development direction of the sports industry, but also open up new opportunities for the development of sports teams.

Over the past few years, China has accumulated a large number of independent IP events with local characteristics, such as the China Tennis Tour, China National Tennis League, etc. With the support of the state and individual sports associations, these events have gradually formed a mature system and become highly spectacular and competitive. The commercial value of the IP of independent events is also growing, attracting more sponsors and business partners, and providing new platforms and opportunities for the promotion of sports teams.

Digital platforms such as social media and short videos have become important channels for sports teams to promote themselves. Sports teams can use official accounts to post event information, athlete updates, training highlights and other content on Weibo, WeChat, Douyin and other platforms to attract fans and increase brand awareness.

Live streaming platforms are opening up new ways to promote sports teams. Live event streams, live athlete training sessions, and interactive online experiences can allow viewers to more intuitively understand sports teams and events, and enhance audience participation and experience. Digital marketing can collect a large amount of user data. By analyzing this data, sports teams can understand the interests, hobbies, behavioral habits, and other information of the audience, thereby formulating more accurate marketing strategies.

The integration of sports events and the tourism industry is becoming increasingly close. Some cities use the opportunity to host large-scale sports events to develop sports tourism products to attract tourists to watch games and travel. For example, marathon competitions usually attract a large number of runners and spectators to the venue, which helps develop local tourism, catering, accommodation and other industries. The integration of sports and entertainment industry has brought about new ideas in promoting sports teams. Some sports events have entertainment elements such as celebrity appearances, artistic performances, etc. to increase the viewing and enjoyment of the event and to attract more attention from the audience.

Developments in science and technology provide new technical support for the promotion of sports teams. For example, virtual reality (VR) and augmented reality (AR) technologies can provide viewers with a more immersive viewing experience; intelligent wearable devices can track athletes' physical data in real time, providing a scientific basis for training and competition. With changes in educational concepts and increased attention from parents to their children's physical fitness, the consumer market demand for parent-child sports continues to grow. More and more parents are willing to allow their children to participate in various sports activities and training, creating a new target group for promoting sports teams. Sports events and activities for parents and children are constantly emerging. These events and activities are often fun and interactive, engaging parents and children in joint participation.

Sports star endorsements and influencer marketing are becoming increasingly important. Excellent athletes enjoy great fame and influence, and they have become a popular choice for brand endorsements. Endorsement by sports stars can attract more attention and brand awareness, as well as enhance the brand's image and credibility. In addition, some self-media bloggers and online celebrities in the sports field have also become an important force in promoting sports teams. They publish sports-related content through their own social media accounts, which has great influence and appeal.

Thus, among the numerous ways to promote sports teams in China, modern trends of digital promotion and social networks come to the fore.

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