



Unit 9

“Sponsorships”

Sponsorship



- *Investing in a sports entity to support overall organizational objectives and marketing goals.*
- IEG estimates \$6.8 billion spent on sponsorship and of this \$4.6 billion will be spent on sports
- Not unlike other forms of communication, sponsors must fight the clutter and find the perfect match



Importance of Sponsorships



- Revenue to sports organizations
- Bringing “tribes” together
- Sponsors receive exposure and publicity
 - Target consumers
 - Sport and product share same market
 - Association w/sports organization
 - Create goodwill/enhance image-Olympics, local little league team



Types of sponsorships



- Sponsorships can be flexible
 - Length of time or a one-off event
 - “Nextel Half Time report”
 - Coors official beer of the NFL



- *Signage*

- Scoreboard, floorboards, field, rafters, electronic rotating screens
- Seen by spectators at game and on TV



Types of sponsorships



- **Premium Sponsors**

- Must pay more to be the *official or title sponsor*-receive special opportunities
 - Coors official beer of the NFL
- **Entitlements**-One major sponsor for an event
- NASCAR contract w/Nextel
- PGA-Bell South Classic, Nokia Sugar Bowl
- **Facility Entitlements**-Exclusive naming rights to a building, arena or stadium
 - Fed Ex Field, Busch Stadium



Types of sponsorships



- **Product Exclusivity**

- One product in a product category is given exclusive sponsorship rights
- Prevents competitors from selling or promoting their products at the event
- *Coke official sponsor of the Olympics-only Coke sold at the games*
- *VISA official card of NASCAR*





Ambush Marketing



- *Planned effort to associate a company or product indirectly with an event* in order to gain benefits similar to a sponsor.



- Nike advertised heavily during the '92 Olympics-Reebok was the official sponsor



- Miller Lite set up large blow up can near super bowl-Budweiser official sponsor



Endorsements



- *Statement of approval for a product, service, or idea* made by an individual or organization speaking on behalf of the advertiser



- Celebrities, public figures, sports stars

- Benefits



- Lend familiarity and credibility
- Sell non-sports products-Tiger Woods/Buick
- Demographic match-appeals to customers
- Help promote an image

