# SPONSORSHIP DEFINED:

Investment in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

organizational \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Examples

***Goals of Sponsorship***

Goals

Direct

Indirect

# Goals of Sponsorship

* + - 1. Increase Sales

1. Increase Awareness
2. Be Competitive
3. Reach the Target Market
4. Build Customer Relationships
5. Develop Image

***Borrowed Equity-***

***Marketing of Sports***

***Marketing Through Sports***

***Type of Marketing Products***

# **Match-Up Hypothesis**

# Signature Sponsor- Pays for naming rights of the event.

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Sometimes called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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# Sponsorship Exclusivity

* Exclusivity DEFINED:
* Exclusivity in Sponsorship is in “Categories”

Examples:

* + Events-Want \_\_\_\_\_\_\_\_\_ Categories for Exclusivity



* + Sponsors-Want \_\_\_\_\_\_\_ Categories for Exclusivity