



## Sports Career Consulting - Unit 8: Understanding Sponsorship

### In this lesson, you will learn to:

- Define and offer examples of sponsorship
- List three ways a company might implement sponsorship programs
- Identify three factors that have impacted the growth of sponsorship
- Understand why a company would engage in sponsorship
- Explain what criteria must be met for a sponsorship to be effective
- Understand the concept of a rate card (pricing sponsorships)

Resources	Questions
<b>1</b> <a href="#">Discussion Prompts</a> Discuss these questions with your classmates or with a partner.	<p style="text-align: right;"><i>Estimated time: 5 mins</i></p> <ol style="list-style-type: none"> <li>1. What is sponsorship?</li> <li>2. What are some examples of sponsorship that you have seen?</li> <li>3. What makes sponsorship work?</li> <li>4. Define Target market.</li> </ol>
<b>2</b> EXPERT KNOWLEDGE	<p><i>In the case of NASCAR, when you see a logo on a car or the driver's suit, that brand is sponsoring that particular team and driver, not necessarily NASCAR as a "league" sponsor.</i></p> <p><i>Also, the placement of the logos on the race car and size of the decal is important, both for sponsor visibility and determining a "rate card" (how much brands pay for that advertising space). The team's primary sponsor will have the biggest logo, prominently featured on the hood of the car. The primary sponsor also chooses the car's paint scheme and the team colors. This is why a car's paint scheme is typically aligned with the primary sponsor's brand. For example, Kurt Busch is sponsored by Monster Energy, which is why the car is black and the hood is adorned with a large Monster logo. Denny Hamlin's car is white with orange and blue numbering, consistent with the color scheme of the FedEx brand which is plastered on the hood of his car. Same goes for the driver's suit/uniform.</i></p> <p><i>After the hood of the car, the quarter panels are the most expensive place (right in front of or right behind the rear wheel) to place a logo. That area could cost between \$1 million and \$1.5 million for a full season. "In-kind" sponsorship opportunities also exist. With an in-kind sponsorship, a brand provides a product or service in exchange for advertising space (or sometimes tickets, hospitality at the events etc). In other words, AutoZone might provide all the tools and parts for a NASCAR team in exchange for the rights to put their logo on a team's car, driver's hat or suit/uniform.</i></p>

### 3 SPONSORSHIP STUDENT ACTIVITY

#### Design a Race Car:

[Race Car Design Project PPT](#)

*This activity explores the concept of sports and entertainment sponsorship. You will gain an understanding of why companies make the decision to engage in sponsorship as a promotional opportunity for their business, as well as the decisions required to ensure their sponsorship program is a sound investment. In addition, you will begin to understand the significance of sponsorship and its impact on the financial viability of sports, entertainment and event properties.*

Things to consider when organizing your design:

1. Who is your target market?
2. Will your race car include logos of your sponsors?
3. If your car does include logos, how will you determine the placement of such logos and the size of each logo? How will you determine the placement of a logo?
4. Determine how you will charge a potential sponsor for logo placement on your race car (rate card).
5. How or by what means can a sponsor secure logo space?
6. What color scheme did you choose? Why?
7. How did you decide on a number for the race car?

### 4 CHECK COMPREHENSION

8. TRUE or FALSE. Sponsorship is considered the same as advertising.
9. TRUE or FALSE. Companies typically use sponsorship as a vehicle to increase brand loyalty toward its products and/or services.
10. TRUE or FALSE. To be effective, sponsorship programs must meet the needs of the sponsoring party.
11. Sponsorship packages often include \_\_\_\_\_.
  - a. Right to use team or event marks, logos, names, or trademarks
  - b. Product and merchandise (game tickets, licensed merchandise)
  - c. Right to conduct promotional activities
  - d. All of the above