

Sports & Entertainment Marketing

Student Note Taking Guide, 2020-21 School Year

Unit 8 Student Notes Guide: Sponsorship & Endorsement

OVERVIEW

Unit eight explores the concept of sports and entertainment sponsorship and celebrity endorsement. Throughout unit eight, students will begin to understand the significance of sponsorship and its impact on the financial viability of sports, entertainment and event properties. Students will also 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 insure their sponsorship program is a sound investment. In addition, unit eight provides a glimpse of several concepts important to the sponsorship field, including cause marketing, ambush marketing and a brief background on endorsements.

OBJECTIVES

- 1) Define and offer examples of sponsorship
 - 2) List three ways a company might implement sponsorship programs
 - 3) Identify three factors that have impacted the growth of sponsorship
 - 4) Define and offer an example of cause marketing
 - 5) Understand why a company would engage in sponsorship
 - 6) Explain what criteria must be met for a sponsorship to be effective
 - 7) Illustrate the concept of ambush marketing
 - 8) Describe sponsorship inventory
 - 9) Define endorsement
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LESSONS

- Lesson 8.1** Sponsorship
Lesson 8.2 Sponsorship Growth
Lesson 8.3 Sponsorship Decisions
Lesson 8.4 Ambush Marketing
Lesson 8.5 Pricing Sponsorships
Lesson 8.6 Endorsements
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KEY TERMS

Ambush Marketing
Gross Impression

Cause Related Marketing
Sponsorship

Endorsement

Lesson 8.1 Sponsorship

Define **sponsorship**

How is sponsorship different from advertising?

1.

2.

Sponsorships provide a _____ between two parties

Sports and entertainment properties need sponsors to provide _____ ,
_____ and _____

For sponsorship to be effective, it must _____

Sponsorship examples could include:

1.

2.

3.

Sponsorship packages often include

1.

2.

Exclusivity provides:

1.

2.

3.

4.

What makes sponsorship an effective promotional opportunity for a company?

Allows companies to reach consumers by appealing to their _____

The marketer's message is communicated more effectively when _____

Can be particularly effective in sports because of the high levels of _____

Sponsorships often allow companies to reach segments they normally _____

Follow the outline from your textbook to describe the five common ways businesses implement sponsorship programs in the spaces below.

1.

a.

b.

2.

a.

b.

c.

3.

a.

b.

c.

4. Internal sales and marketing tool

a. Helps companies to

1.

2.

3.

5.

a.

Lesson 8.2

Sponsorship Growth

Sponsorship spending in North America shows consistent growth over the past _____ years

Sponsorship is a primary source of _____ for many major corporations

List five key factors influencing growth of sponsorship.

1.

2.

3.

4.

5.

Define **cause marketing**

Research has indicated that consumers have a propensity to change brands if:

Cause marketing has proven to be extremely effective, and _____ provides a valuable platform for cause marketing programs

Cause marketing has become one of the most popular _____ in sports and entertainment marketing

Cause marketing is not:

How can you tell if it is cause related marketing?

1.

2.

3.

Describe an example of cause marketing:

What differentiates sponsorship from traditional media, making it a unique promotional tool?

1.

2.

3.

4.

Lesson 8.3

Sponsorship Decisions

List at least fifteen reasons why companies engage in sponsorship programs.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

Deciding what to sponsor

Companies must filter through _____ to find which sponsorship opportunities will present the best opportunities to effectively promote their brands

_____ is now available to help filter those requests to determine which proposals meet the needs of a company

Many companies invest in _____ deals to maximize the amount of exposure gained through the sponsorship

Criteria companies consider when deciding what to sponsor could include:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Criteria consistent with effective sponsorships:

Define **gross impression**

Leveraging/activating the sponsorship is the:

The most effective campaigns combine the sponsorship and events that activate them with additional _____

Most companies spend \$_____ per dollar spent on the sponsorship fee itself in leverage/activation

Companies must engage in promotion of the event _____

Effective sponsorships also require careful _____

Sponsorships are typically ineffective without company _____

Organizations cannot afford to make the mistake of committing sponsorship dollars to a property simply because the company president or CEO is a _____ of a particular sport, entertainer or event

Communication between the _____ and _____ (event provider, entertainer or property) is essential for success

A connection should take place between the fans (consumers) and the sponsor, without the feeling of _____

Lesson 8.4

Ambush Marketing

Define **ambush marketing**

Ambush marketing is a _____ tactic

It is often referred to as “_____” marketing

It is a strategy that has proven to be very _____

The technique presents many _____ for those hosting the event

Ambush marketing results in the perception that companies are affiliated with an event when they actually are _____

Allows for penetration into events in which a competitor may have _____ rights

When does ambush marketing occur? Explain in the space provided below.

Follow the outline from your textbook to describe ambush marketing tactics in the spaces below.

1.

- a. Some companies, such as Nike, will strategically sponsor individual teams and individual athletes without sponsoring the event

1. This strategy allows the company to _____

- b. The results of this form of sponsorship are often _____ as effective as sponsoring the event itself

2.

- a. Effective because

3.

- a. In 2012, a British company (Virgin Media whose interests include airlines and broadband service) launched a multimillion dollar ad campaign featuring Jamaican gold medal winner Usain Bolt sporting a silver goatee identical to that of company founder Richard Branson. The campaign was promoting Virgin's "super fast" broadband service, despite the fact that BT was the official broadband partner of the 2012 Olympic Games.

4.

- a. Competitors use _____ and additional promotions to gain exposure for their company during the course of the event
- b. Example

5. Create visibility without “official” affiliation with an event in non-traditional ways

- a. Example

Impact of ambush marketing

Is ambush marketing an effective strategy?

Ambush marketing has proven to be particularly successful in the shoe and apparel market. The official footwear and apparel of the NBA is Adidas. However, many of their competitors have individual NBA stars contracted to promote their respective brands (it should be noted that Adidas has several individual players under contract as well, such as Derrick Rose and Dwight Howard).

1. Nike with _____
2. Reebok with _____
3. Brand Jordan with _____
4. Under Armour with _____

How does ambush marketing affect the organization responsible for hosting the event?

Ambush marketing threatens _____

How do companies and/or governing bodies combat ambush marketing?

Ambush marketing is a _____ marketing strategy to combat

Lesson 8.5

Pricing Sponsorships

What is inventory?

The first step to the sponsorship sales process is _____

Inventory defines

An inventory sheet outlines:

Inventory could include many sponsorship elements, such as _____,
_____, _____, or

In some cases, sponsors seek ways to make signage stand out at venues to maximize exposure for their brand, forcing sports and entertainment organizations to become a little more

_____ in ways to expand their inventory

Pricing sponsorships

Pricing is complex because:

After determining what inventory is available,

Define **rate card**

Assigning value can be _____ because sponsorship as a medium is generally considered to be intangible

Considerations when pricing sponsorships

- 1.
- 2.
- 3.
- 4.

Lesson 8.6

Endorsements

Define **endorsement**

The celebrity agrees to _____

Endorsement examples

- 1.
- 2.
- 3.

What is the key difference between an athlete/celebrity endorsement and influencer marketing?

What celebrities appeal to marketers?

Sports and entertainment marketers seek a defined set of characteristics among celebrities to determine which performer provides the best fit for their company. Typically, an organization will evaluate the following:

- 1.
- 2.
- 3.
- 4.
- 5.

Aligning the appropriate athlete or celebrity with the brand can be very challenging and doesn't come without _____.

Effective endorsement campaigns

To be successful, the campaign will feature:

Consumers must actually _____ the athlete or celebrity uses the product or service otherwise the campaign's credibility risks being undermined

Finalizing the selection process includes:

1.

2.

3.

4.

5. Marketers can refer to a prospective endorsers _____ to determine the individual celebrity's marketing potential

6.

Endorsement effects on sales

Studies have shown that _____

ADDITIONAL NOTES

