



SPORTSBIZ MADNESS 2021: CASE STUDY TOURNAMENT

CASE STUDY #3: OLYMPIC GAMES SPONSORSHIP

INSTRUCTIONS

- 1) Read/review the case study with your team (student group or class).
- 2) Review the evaluation criteria.
- 3) Create a response to case study.
- 4) Submit your response **to your teacher**.
- 5) Be sure to include a team name, the names of team members, your school and class period.
- 6) Reminder: Your entries are limited to **no more than two pages!**

IMPORTANT: If you send something via Google Docs, please remember to make sure you turn on permission to review/edit the document!

GOOD LUCK!

BACKGROUND

Sponsorship can be one of the most effective ways for brands to connect with sports and entertainment fans. With the visibility the platform provides, brands can boost levels of awareness and engagement. The most successful sponsorships can even help build meaningful relationships with consumers.

What makes for successful sponsorship? Several factors influence the effectiveness of a sponsorship, all discussed in unit eight of your textbook. For example, if a sponsor wants to encourage consumers to visit their place of business, they might create sales promotions surrounding the event or property they are sponsoring. To boost brand awareness, on-site signage at venues along with media promotion would be key. And perhaps the most critical component to any successful sponsorship campaign is an effective activation strategy.

For some creative inspiration, check out this story from [Chief Marketer](#) discussing some of the unique activations at the 2019 Super Bowl (click [here](#)). Click [here](#) to see a list of all the official partners of the 2021 Tokyo Games.

SCENARIO

You are the head of the sports marketing team at Coca-Cola, an official partner of the Tokyo Games. With Summer Games right around the corner, you are tasked with the development of an activation plan that will maximize the brand's investment as an official sponsor of the Olympics.

With the [news](#) that Coca-Cola is poised to acquire sports beverage brand BodyArmor (and primary competitor to rival Pepsi's Gatorade brand), the company hopes to leverage the excitement surrounding the Olympics to boost brand awareness for BodyArmor and to increase product sales. The company's position as official sponsor presents a great opportunity to accomplish both goals through a sound sponsorship activation strategy.



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YOUR CHALLENGE:

The company president has asked you to create a sponsorship strategy for the Summer Games that will provide Coca-Cola with a return on its sponsorship investment. You are to create a sponsorship activation plan that addresses the following:

- * Explain what sponsorship is and why brands invest in sponsorship strategies
- * Explain the concept of product positioning
- * Describe activation strategies that will maximize brand awareness for BodyArmor, as well as a plan for positioning the product
- * Describe activation strategies that will create opportunities for fans to try the BodyArmor product
- * Explain how the pandemic will impact 2021 Summer Games sponsors and how you will adjust your activation plan accordingly
- * Describe activation strategies that will engage fans through social media
- * Explain how this sponsorship strategy will, ultimately, boost sales of Body Armor and gain market share relative to Gatorade

BEFORE YOU BEGIN:

We would recommend a brief review of unit eight in SCC's textbook to make sure you have a firm grasp on the sports business concepts most applicable to this case study, including lesson 4.5, Lesson 5.1, lesson 7.6, lesson 8.1 and lesson 8.3. This will also help with your explanation of the importance of positioning and why brands invest in sponsorship strategies.

You might also consider doing some additional research online to learn more about Body Armor and see what other sponsors of the Tokyo Games might be doing to align their brands with the Olympic Games this summer, including how the pandemic is influencing marketing strategy.