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| Logo  Description automatically generated |  | sponsorship  Sponsorship Activity #1 |

# A picture containing text, sign Description automatically generatedINVENTORY: EVENT PROMOTIONS

Sponsorship is a form of marketing in which a specific company (such as a local restaurant) will attach their name or logo (or link in some other form) to an event (such as a school charity golf tournament). Most often, a business becomes a sponsor in hopes that a connection with the event will help increase sales. A sponsorship provides a partnership between two parties. In the case of the Sports Business Program, your group will solicit partnerships with local businesses who want to affiliate their company with your school sports and entertainment.  
  
However, before we can even begin to explore potential sponsorship opportunities, it is important to recognize where your program can provide benefits to your corporate partners. Your sponsorship group will begin the process by identifying inventory. Inventory is essentially your program’s assets that could provide a value to a potential sponsor.  
  
Inventory could include:

* Game/event promotions (giveaways, entertainment, contests, etc.)
* Print advertising (posters, schedules, newsletters, game/event program ads and inserts, couponing) • Signage
* Digital / online advertising
* School/community television or radio broadcasts
* Special events (specific games, golf tournaments, etc.)
* Tickets and hospitality
* PA announcements at home games or at your event

**Step 1: In the space below, make a list of at least five contests and/or promotions you could potentially host at your sporting events. Include descriptions, contest rules, possible prizes etc.**

* *Example:* Stage a “Dizzy Bat Race” contest during a timeout in a basketball game that involves a several contestants placing their foreheads on the end of a baseball bat, spinning around in circles several times, and then racing to the other end of the court with a basketball and trying to make a shot. The first one to get the ball in the hoop is declared the winner.

Example #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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