

Student Notes Guide

Unit 8: 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 ensure 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 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

KEY TERMS

Ambush Marketing

Brand awareness

Cause Marketing

Exclusivity

Gross Impression

Inventory

Naming rights

Philanthropy

Product Endorsement

Q Score

Signage

Sponsorship

Sponsorship activation

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

LESSON 8.1

Sponsorship

Define **sponsorship**:

Sponsorships provide a _____ between two parties.

Sponsorship examples could include:

What are three examples of ways brands can align with a sponsored party?

What is **exclusivity**?

What makes sponsorship an effective promotional opportunity for a company?

What are five common ways businesses implement sponsorship programs?

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

What is the goal of a **retail promotion**?

What does brand awareness mean from a sponsorship perspective?

What is a **venue/event on-site promotion** and how might sponsors benefit?

What is **relationship management** as it relates to a sponsorship program?

How can a sponsorship help a company to introduce new products?

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

True or false: Cause marketing is the same thing as philanthropy.

How can you tell if marketing is cause-related?

Describe an example of cause marketing:

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

LESSON 8.3

Sponsorship Decisions

List reasons why companies engage in sponsorship programs.

Deciding what to sponsor

What are **naming rights**?

True or false: Naming rights only apply to the name of a facility or venue.

Criteria companies consider when deciding what to sponsor could include:

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

Define **gross impression**:

Sponsorship Activation

What is **sponsorship activation**?

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

What are six popular activation strategies?

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

What are six keys to a successful sponsorship?

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

True or false: Sponsorship does not come without risk.

What are some examples of challenges sports and entertainment marketing professionals might face when working with sponsorships?

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

LESSON 8.4

Ambush Marketing

Define **ambush marketing**:

True or false: Ambush marketing typically occurs at local events in small communities.

Describe one notable event in the history of ambush marketing:

What are five of the most common ambush marketing tactics?

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

True or false: When properly executed, ambush marketing can be extremely effective for a company.

Is ambush marketing legal?

In your opinion, is ambush marketing ethical?

What is one example of a way sports and entertainment organizations can combat ambush marketing?

LESSON 8.5

Pricing Sponsorships

Inventory

What is inventory?

What are three examples of something inventory could include?

- 1.
- 2.
- 3.

What is signage?

How do sponsors benefit from signage?

What is virtual signage?

Pricing sponsorships

True or false: Pricing is complex because of the variety of elements included in a property or event's inventory.

Define **rate card**:

What is an example of a factor that could impact sponsorship prices?

What are four considerations when pricing sponsorships?

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

LESSON 8.6

Endorsements

Define **endorsement**:

The celebrity agrees to _____.

Endorsement examples:

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

What characteristics do sports and entertainment marketers consider when evaluating which athletes and entertainers offer the best fit for their brand?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

True or false: Aligning the appropriate athlete or celebrity with the brand can be very challenging and doesn't come without risk.

Effective endorsement campaigns

For the campaign to be successful, what will the athlete or celebrity endorser do?

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

True or false: Studies have shown that celebrity endorsements can be extremely effective in helping a company to successfully drive sales of its products and/or services.

Additional Notes
