



Arena Sponsorship

SITUATION

Economic conditions such as high unemployment, business failures, and hard to find financing for businesses caused many companies to pull back on spending. One area in which businesses have scaled back is the sponsorship of sports teams, entertainment properties and venues (stadiums, arenas, ballparks and other entertainment facilities).

The big dollar sponsorship contracts were deemed to be less effective investments for the companies than other traditional marketing strategies like advertising; it was seen as “low return on investment” for the sponsors.

As vice president of sponsorship for a ten year old sports arena, you are facing this issue head on. The shoe and apparel company that has sponsored the venue for five years has decided not to renew their contract and you have another major sponsor in the final year of their contract. You are responsible for renewing those deals.

INSTRUCTIONS

As VP of sponsorship, you must create a proposal and presentation to secure a commitment from your sponsor before their contract is up at the end of the season.

Your proposal can be written and submitted to your teacher or presented to the class through a role play.

GUIDE/ CONSIDERATIONS

1. What are some key benefits to sponsorship that you should communicate to the sponsor?
2. Why is renewing the sponsor important? What are you willing to do to renew their contract?
3. What do you think your sponsor needs to accomplish through their sponsorship with your arena? How can you deliver?

STUDENT BENCHMARKS

1. Understanding the importance of sponsorship.
2. Explain why companies sponsor.
3. Identify a strategy for renewing the sponsorship contract.