

Name _____

Class Period _____



Instructions: There are three primary FIFA sponsors in Australia and New Zealand for the 2023 World Cup. They are Adidas, Coca-Cola, and Wanda Group. Each partner will be activating the sponsorship to help maximize the return on investment. Research each of these companies online and answer the questions below. Then, choose one of the companies and create your own World Cup activation strategy.



What type of business is this?

Where is the company headquartered?

How might the World Cup help them to reach their target market?

How is the company activating its World Cup sponsorship?



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Sponsorship World Cup Activity Student Worksheet





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How might the World Cup help them to reach their target market?

How is the company activating its World Cup sponsorship?

Activity: Review lesson 8.3 in your textbook, then choose one of the current FIFA sponsors or a rival brand. On a separate piece of paper or in a presentation format, create a sponsorship activation strategy for the company at the World Cup. Be sure to include examples of any of the following that might apply to your activation plan, and explain how the goals for the activation.

- Advertising
- Social media
- Endorsement
- PR/marketing stunts
- Community relations
- Exhibits / Displays
- Cause marketing
- On-site marketing
- Signage
- Pop-ups
- Digital



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