

# Sponsorship

*Group 2*

*Fiona Kaihari, Vellu Taskila, Ingela Waismaa , Debarati Rakshit, Sara Halonen*

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Sponsorship can be defined as a commercial activity, whereby one party permits another an opportunity to exploit an association with a target audience in return for funds, services or resources.

*Fill, C. (2009)*

# What is Sponsorship?

Sponsorship is part of PR and should be used as part of an **integrated approach** to an organisation's communications

## What can be achieved:

- Raise **brand awareness**
- Reach **specific target** consumer segments
- Create an **association** between sponsor and sponsored
- Overall to reach wider audience
- More **variety in the communication mix**
- **Medium is (not?) the message:** not dependent on a medium: **More direct way to the brand to reach the consumer**
-

# What is Sponsorship?

Image-based



Function-based

## Main Characteristics

- **Stakeholders:** Involves two parties: *sponsor* and *the sponsee*
- **Degree of fit:** Function-based similarity, Image-based similarities:
- **Corporate** sponsorships (community involvement) / **Product-** or brand-based sponsorship (media coverage) (*Thwaites, 1994*)
- **Target:** reach external stakeholders or internal audiences

# Why is it important?

## Suggest Associations

There is an **association** between the sponsored and the sponsorer.



And by **implication**, that the association is of **Value or Interest**.

**Eg :** A Cloud Infrastructure company providing event sponsorship with a Pitching competition. Implication -> might be of interest to Entrepreneurs.

# Why is it important?

## Company's Image and Credibility

Sponsorship provides a mean to **enhance company's image** and credibility by **supporting events** that your target market finds attractive.

**Eg :** A Cloud Infrastructure company providing event sponsorship with a Pitching competition.

# Why is it important?

## Differentiation from Competitors

Creates **differentiation** from Competitors.

**Eg :** This Cloud company sponsors Bootcamps in Colleges.  
Positive associations and distinct differentiation.

As a consumer you feel - company **really cares about Tech and Entrepreneurship - and supporting and growing the ecosystem.**



# Why is it important?

## Broaden Channels for Marketing Mix

Imagine you have **plethora** of events like Hackathons, Bootcamps, Pitching, Meetups, Networking events, etc.

Then the **traditional mediums** - blogs, Social Media, TV, Radio, etc.

**Enables greater Creative Power and open up Channels for Marketing Mix.**

# How Does Sponsorship Work?

- Varied interpretations and limited research.
- Sponsorship works through **associations** (brand & the event/athlete that is being sponsored)
- **Fit** is important.
- Sponsorship possibly **only enhances** a previous brand experience
  - Plays often a supporting or secondary role
  - Communications impact is limited
- It is not clear how to best use sponsorship in order to reach goals (Dolphin 2003)

Sponsorship will be  
perceived as a  
**reinforcement** of  
previous brand  
experiences.

# How Does Sponsorship Work?



Image:

[https://fi.wikipedia.org/wiki/Tiedosto:First\\_of\\_May\\_in\\_Helsinki\\_student\\_culture\\_03.jpg](https://fi.wikipedia.org/wiki/Tiedosto:First_of_May_in_Helsinki_student_culture_03.jpg)

- It is used to
  - shape and assist corporate **image**,
  - develop name **association** and awareness,
  - drive product **sales**,
  - build **brands**,
  - help with **recruitment**,
  - **defend** against hostile competitors, and
  - as a means of developing and providing opportunities for **corporate hospitality**.
- Primary goal of sponsorship depends on context and audience
  - transactional vs. relational

# Conceptual and Theoretical Aspects

- Among useful concepts: emotional intensity
  - Audience's attention & cognitive orientation; Engagement
  - Can possibly be linked with: conative - cognitive -affective -approach
- Variables of interorganisational networks:
  - Actors, activities, resources
- “Limited amount” of theoretical research
- Some dilemmas have been resolved
- Overlaps with **relationship marketing**
  - Activity links between organisations
- Research on how to maintain relationships
  - Reciprocity, building capabilities & collaboration

# Different Forms of Sponsorships



- **Sports**
  - Large audiences
  - Segmentation
  - Visibility

High media coverage attracts  
sponsorship money

# Different Forms of Sponsorships



Programme sponsorship **should not be**  
**seen** as a replacement for advertising

- **Programme/Broadcast**
  - Exclusive
  - Cost-effective
  - Associations
- **Arts**
  - “Business giving back to the community” → corporate image
- **Other**
  - School programmes, environmental developments & other local activities