



SPONSORSHIP

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Agenda

1. What does **sponsorship** mean?
2. Why use it?
3. How does it work?
4. What is the theory like?
5. What different forms are there?
6. Why is it so important?



MILLION DOLLAR PANDA

WWF and The Coca-Cola Company joined forces to help protect the polar bear and its habitat. Building upon Coca-Cola's support since 2007 of WWF's polar bear conservation efforts, we launched the Arctic Home Campaign in North America during the 2011 holiday season to raise widespread awareness and funds for these efforts. [Learn more about our partnership](#)

1. What is (commercial) sponsorship?

Commercial activity based on an agreement that exploits sponsee to reach a target audience and in return give funds, services or resources.

- Function based (product used) or image based (fitting context)
- Involvement varies from donor (sponsor) to investor (partner) and main focus
- Most important aspect is a link
- Not a standalone tool!



1928
Originally associated to sport (Coca-Cola)



1990s
TV & Media boom lead to modern sponsorship

SPONSORSHIP & CELEBRITY ENDORSEMENT

Main events

Red Bull Stratos
Red Bull Cliff Diving
Red Bull Rampage
Red Bull Road Rage
Red Bull Romaniacs
Red Bull Crashed Ice
Red Bull X-Fighters
Red Bull X-Alps
Red Bull Air Race
Red Bull Flugtag
Red Bull Paper Wings
Red Bull Training Grounds
Red Bull sports events
Red Bull Art of Motion
Red Bull BC One
Red Bull Cold Rush
Red Bull Elements
Red Bull US Grand Prix
Red Bull Supernatural
Red Bull Soapbox Race



2010s age of tighter integration and social media

2. Reasons and objectives for using sponsorship

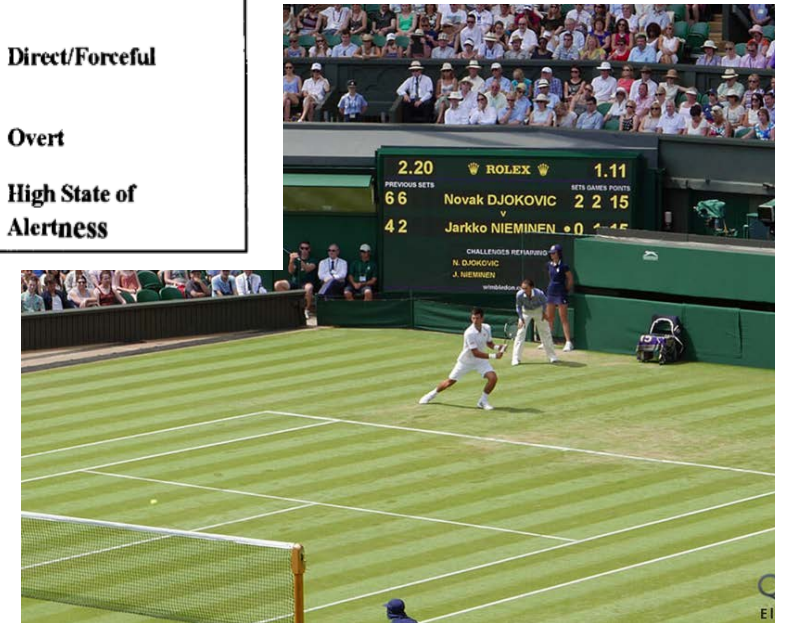
The idea is to develop strong relationships between the business and its customers due to their common ties with the sponsored individual, event, sport, or the organization.

Sponsorship objectives include:

- Gaining Publicity
- Fostering Favorable Brand and Company Associations
- Improving Community Relations
- Produce short-term sales and results

<i>Comparative Factors</i>	<i>Sponsorship</i>	<i>Advertising</i>
<i>Goodwill</i>	Beneficial	Selfish
<i>Focus</i>	Indirect/Subtle	Direct/Forceful
<i>Intent to Persuade</i>	Disguised	Overt
<i>Defence Mechanisms</i>	Low State of Alertness	High State of Alertness

Meenaghan (1999)



Rolex has been the “Official Timekeeper” at the prestigious Wimbledon tennis tournament since 1978, it has managed to nurture a strong brand presence at the event without overtly pushing its own brand messaging, while also providing a useful service at the event. This is an example of many objectives combined.

3. How does sponsorship work?

Cognitive orientation



- Sponsorship employs previous associations
- Consumers evaluate the sponsorship based on the compatibility of the brands in question

Behaviourist orientation



- Sponsorship reminds customers of the previous pleasant experiences with the brand
- It is assumed that customers are familiar with the brand in question

Commonly used as a supportive element in marketing communication mix

What happens if there is a discrepancy in the associations of two brands in a sponsorship?

Case example: Riku Rantala and 100 questions about climate (programme sponsored by Fortum)

Televisio | Uutta ilmastoaiheista keskusteluohjelmaa sponsoroi energiayhtiö – Sisältö ei ole viherpesua, juontaja Riku Rantala sanoo



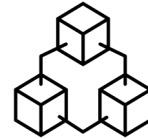
4. Theoretical aspects of sponsorship

Relationship and mutual value



- Collaborative communication that produces mutual value

Network approach



- Various interactional relationships
- Organizations aim to boost their own desirability

Emotional intensity



- Attention may be diverted from the message of the sponsor

There is a lack of theoretical base
The role of sponsorship in the communication mix remains unclear

5. Different varieties of sponsorship

Event sponsorship

Includes sponsoring events such as athletic events, entertainment tours and festivals, arts and cultural institutions, fairs and other annual events of many different forms.



Ostamalla autat!

Ostamalla Roosa naaha -tuotteen lähidutat läheisesi ja itseesi. Samalla esallitat myös Roosa naaha -keräyksen. Syöjäikäisiin Roosa naaha -keräyksellä tuetaan suomalaista naisten syövän tutkimusta sekä syöpään sairastuneita ja heidän läheisiään.

Roosa naaha -tuotteet myynnissä 27.9. - 4.11.2018, ellei toisin mainita.

ROOSIA NAACHA 3,00 kg/1

2,49	2,49	1,49
0,99	1,99	3,50
2,39	4,55	12,95 / 14,95

Cause Sponsorship

Often involves alliances of companies and non-profit organizations to promote their mutual interest.

6. Sponsorship as a communication mix tool

- Long-term public relations
- Increased media coverage
- More than just the sponsor



Picture: www.hartwall.fi/vuodenharmainpaiva

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