
SPONSORSHIP AND SALES PROMOTION

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What scholars say about sponsorship?

Meenaghan (1983):

The provision of assistance either financial or in kind to an activity by a commercial organization for the purpose of achieving commercial objectives.

Gardner and Shuman (1988)

Considered sponsorship as “investment in causes or events to support corporate objectives (for example, by enhancing corporate images) or marketing objectives (such as increasing brand awareness).

Crimmins & Horn (1996)

Sponsorship achieves these goals by creating and maintaining in the consumer’s mind an association between the brand and an event that the target consumer values highly

SPONSORSHIP

SPORT SPONSORSHIP

- Sponsorship of sport brings a high profile to the sponsoring organization. There is also some entertainment value to the sponsorship of sport in terms of complementary tickets to key customers for a sponsored event



SPONSORSHIP

ART SPONSORSHIP

- It is less clear to many however why they get involved in the sponsorship of the arts. When we discuss the sponsorship of the arts we interpret the term arts very liberally. Basically the arts in this context is everything that is not sport



Benefit

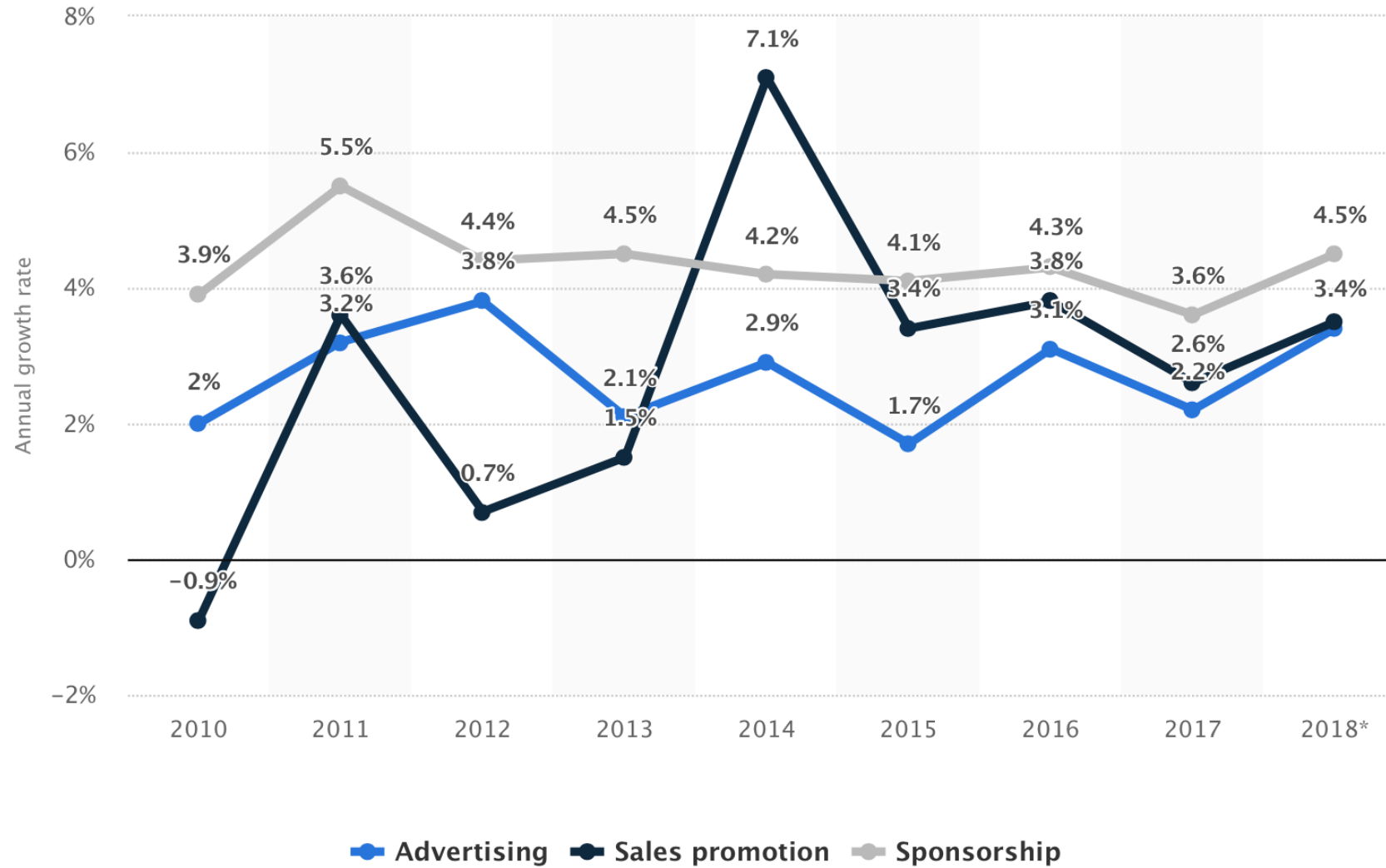
Sport Sponsorship

- Building awareness of the company name
- Achieving an association with a particular sporting activity
- Entertaining important clients
- Attempting to make an uninteresting product or service more interesting by association
- Relating the product to the success of a particular team

Art Sponsorship

- To obtain personal contact with high status visitors
- Firm seen as a benefactor of society
- Seen to be putting something back into the community

Sponsorship Activity in North America



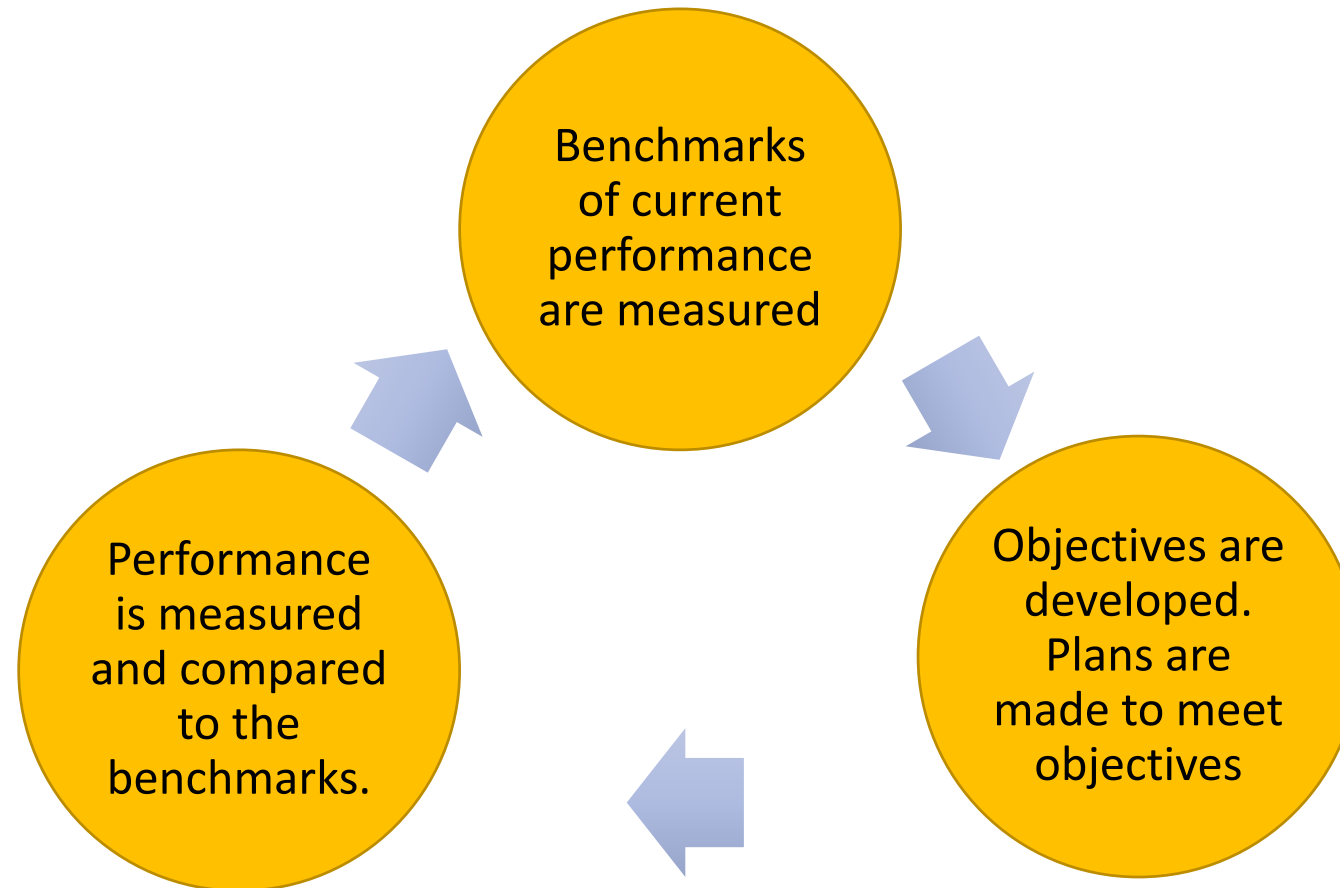
Sponsorship

- Sponsorships have evolved from simply placing signage on an outfield wall to highly leveraged sponsorship arrangements that may include a full menu of sponsorship activities designed to activate consumer response.



Sponsorship Components	
Signage/venue branding exposure	Exhibiting
Presenting or naming rights	Trial/sampling/product launch
High profile pre event marketing	Client entertainment/hospitality
ID in promotional materials	Events “within” events
Gala dinners	Program ads
Private meeting facilities	Broadcast media ads or mentions
Skyboxes/tickets/seats	Discounts
At event survey	Licensing/right to use of trademarks/logos
Pre event survey	Mailing list
Post event survey	Cross promotion

Planning Process of Sponsorship



Why Companies Sponsor?

Heighten visibility

shape consumer attitudes

communicate commitment to a particular lifestyle

B to B marketing

Differentiate product from competitors

entertain client

merchandising opportunities

Showcase product attributes

Combat larger ad budget of competitors