# SPONSORSHIP DEFINED:

Investment in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

organizational \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Examples

# Why Companies Sponsor

#1:

* + Projected \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from sports leagues, teams, & events.

# Match-Up Hypothesis

# Ambush Marketing

# Signature Sponsor

* Events will separate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Usually named by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Typical Sponsorship Levels:



# Sponsorship Levels

* Examples: cyclovia tuscon & AKRON MARATHON

# Sponsorship Exclusivity

* Exclusivity DEFINED:
* Exclusivity in Sponsorship is in “Categories”

Examples:

* + Events-Want \_\_\_\_\_\_\_\_\_ Categories for Exclusivity



* + Sponsors-Want \_\_\_\_\_\_\_ Categories for Exclusivity

# Goals of Sponsorship

* + - 1. Increase Sales

1. Increase Awareness
2. Be Competitive
3. Reach the Target Market
4. Build Customer Relationships
5. Develop Image

