


Chapter 10

Small-Scale Sports Event Sponsorship


Chris A. Vassiliadis

 <https://orcid.org/0000-0001-8814-1518>
University of Macedonia, Greece

Iason George Skoulas

University of Macedonia, Greece

Sofia Gkarane

 <https://orcid.org/0000-0002-6057-5477>
University of Macedonia, Greece

ABSTRACT

The readers of this chapter are expected to understand, through the description of the basic sponsorship operation procedures, the importance of supporting sport event-based business operations. To this end, following a brief introduction including a description of the international situation in the sports sponsorship market, as well as the necessary concepts, types of sponsorships, and developments, the structure of the book chapter focuses on the key elements of the content of a sponsorship management plan for small-scale sporting events. Also important is the contribution of this chapter by presenting, at the end, three small-scale sport events in clarifying how sponsors of a sporting event can be attracted and how the sponsorship exchange system can be more effective.

DOI: 10.4018/978-1-7998-4757-1.ch010

INTRODUCTION

Small events and especially small sport events depend on their success to attract sponsors. According to the relevant event management literature, sponsorship is an asset management component that contributes to the improvement of the financial index ROI (Return Of Investment) of an Event and Event Management business. More specifically, sponsorships are a revenue item for an event and as such supports an event's budget, covering a significant portion of the event's necessary expenses (Schnitzer, 2014; Cafferata, 2004). The main reasons for sponsoring sporting events by interested investors are the following: a) television performance and coverage, b) brand promotion and c) consumer attraction through event watching (Abratt, Clayton & Pitt, 1987). According to the International Events Group (IEG), in 2017, sponsored mainly sporting events, which was the main emerging promotional activity worldwide, with particular emphasis on the use of Social Media i.e., using mostly Facebook and Twitter as communication tools for promoting and activating sponsorships. Sports events compared to other type of events e.g. festivals, exhibitions, entertainment, art etc., attract the largest share of investor sponsors, accounting for 70% of the total annual budgets available for sponsorships internationally (IEG LLC, 2017, p.12, 29).

There are various definitions given to the term sponsorship. One of the dominant definitions is that of the International Chamber of Commerce (ICC). According to the ICC and the European Sponsorship Association (ESA), "sponsorship" is defined as *any commercial agreement through which a sponsor seeks the mutual benefit of the sponsor and the other parties to the sponsorship, and provides contractual funding or other support to establish a link between the sponsor's image, trademarks or products, and a granted ownership, for rights to promote this relationship and / or for the grant of certain agreed direct or indirect benefits* (ICC, 2018, p.26). Another useful definition is the following one of McCarville and Copeland (1994, p.103), based on these authors; *sponsorship involves an exchange of resources with an independent partner in hope of gaining a corresponding return from the sponsor. The notion of mutual return distinguishes sponsorship from other forms of corporate support like philanthropy, charity and patronage, which do not involve the advancement of commercial objectives. Sponsorship is undertaken so that both partners can benefit.* This definition gives a good description of the differences between other related actions like patronage, charity and philanthropy. In this chapter we use also the term "sponsor" to *describe that party that provides funds to a sporting event organizer in exchange for the right to affiliate with the sporting organization or to own certain promotional activities and actions relating to the event of the sporting event* (Sport New Zealand, 2012). Sponsors are usually looking for opportunities to promote their brands, products and services through this collaboration with the

23 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/small-scale-sports-event-sponsorship/256826

Related Content

Measurement of Total Quality Management of Private Universities: A Quality Function Deployment Approach

Astri Ayu Purwati, Yusrizal, Teddy Chandra, Achmad Tavip Junaedi, Muhammad Luthfi, Hamzahand Stefani Chandra (2021). *International Journal of Applied Management Theory and Research* (pp. 73-85).

www.irma-international.org/article/measurement-of-total-quality-management-of-private-universities/268900

The Effects of Perceived Organizational Support and Leader-Member Exchange on Contextual Performance: A Study in the Banking Sector

Çalar Doru (2019). *Handbook of Research on Contemporary Approaches in Management and Organizational Strategy* (pp. 18-35).

www.irma-international.org/chapter/the-effects-of-perceived-organizational-support-and-leader-member-exchange-on-contextual-performance/217176

The Continuum of Change

(2018). *Enterprise Resiliency in the Continuum of Change: Emerging Research and Opportunities* (pp. 44-87).

www.irma-international.org/chapter/the-continuum-of-change/183035

Making Smarter Museums Through New Technologies

Fabiana Sepeand Marialuisa Marzullo (2022). *Handbook of Research on Museum Management in the Digital Era* (pp. 75-98).

www.irma-international.org/chapter/making-smarter-museums-through-new-technologies/301984

Servant Leadership (SL) in the Context of Bangladesh

Mohammad Harisur Rahman Howladarand Md. Sahidur Rahman (2020). *International Journal of Applied Management Theory and Research* (pp. 54-72).

www.irma-international.org/article/servant-leadership-sl-in-the-context-of-bangladesh/260738