

“Sports marketing is a process through which a contest with an uncertain outcome is staged, creating opportunities for the simultaneous fulfilment of objectives among sport customers, sport businesses, participants and other related individuals, groups and organisations”

Michael Goldman

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Gordon Institute of Business Science

Sports Marketing & Sponsorship, July 2008



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“Sponsorship is based on an exchange between sponsor and sponsored, and pursues marketing (communication) objectives by exploiting the association between the two..”

“...an investment, in cash or kind, in an activity, in return for access to the exploitable commercial potential associated with this activity”

Chart 1: What is the ratio of how much you spend leveraging sponsorships to the rights fees you pay?

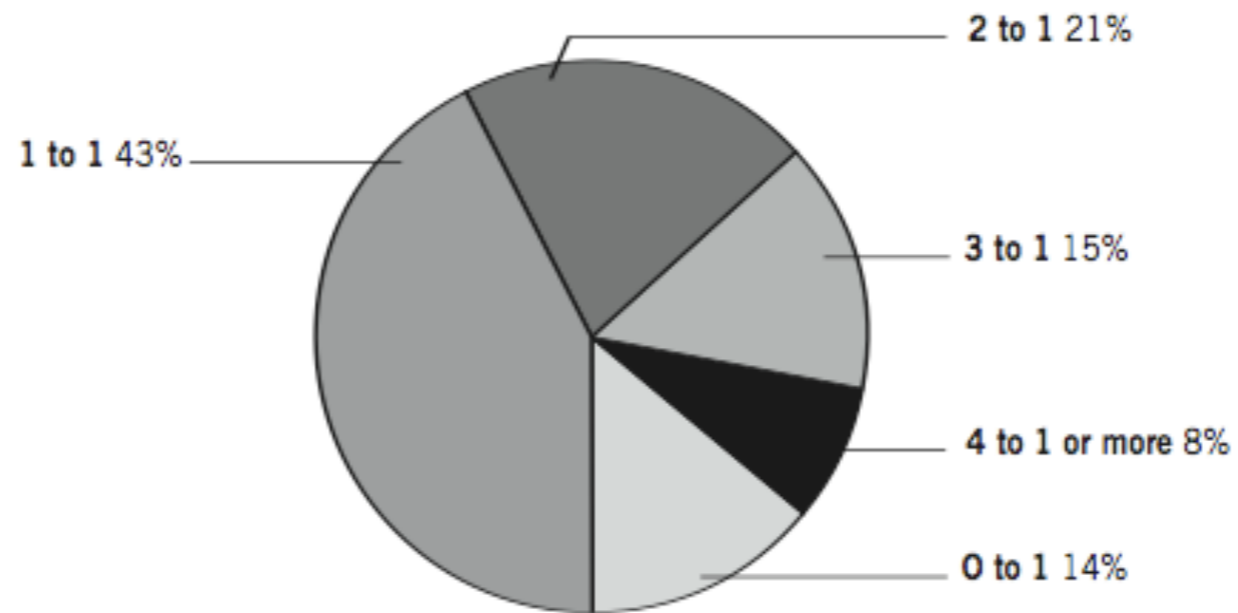
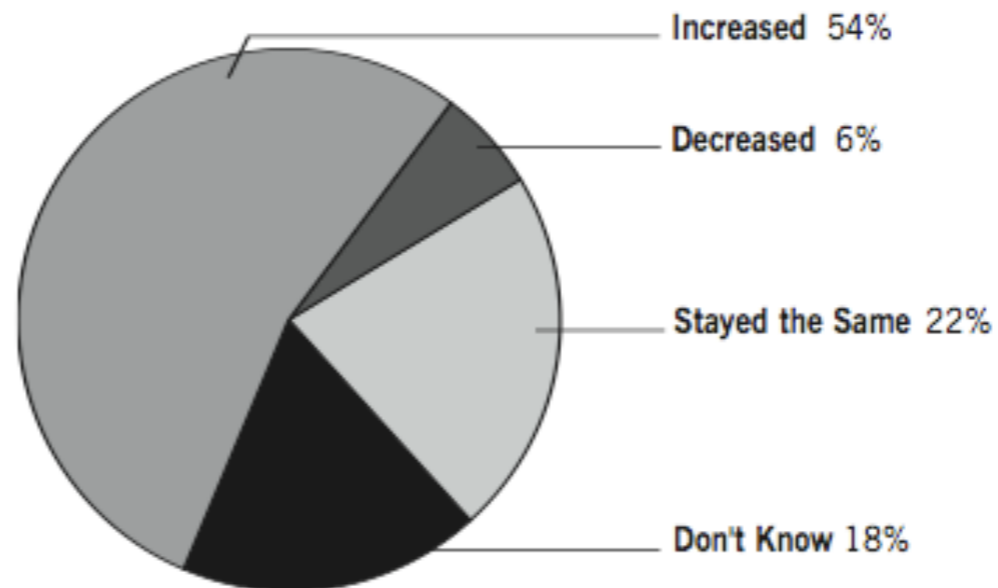


Chart 3: Over the past few years, has your return on investment from sponsorship increased, decreased or stayed the same?



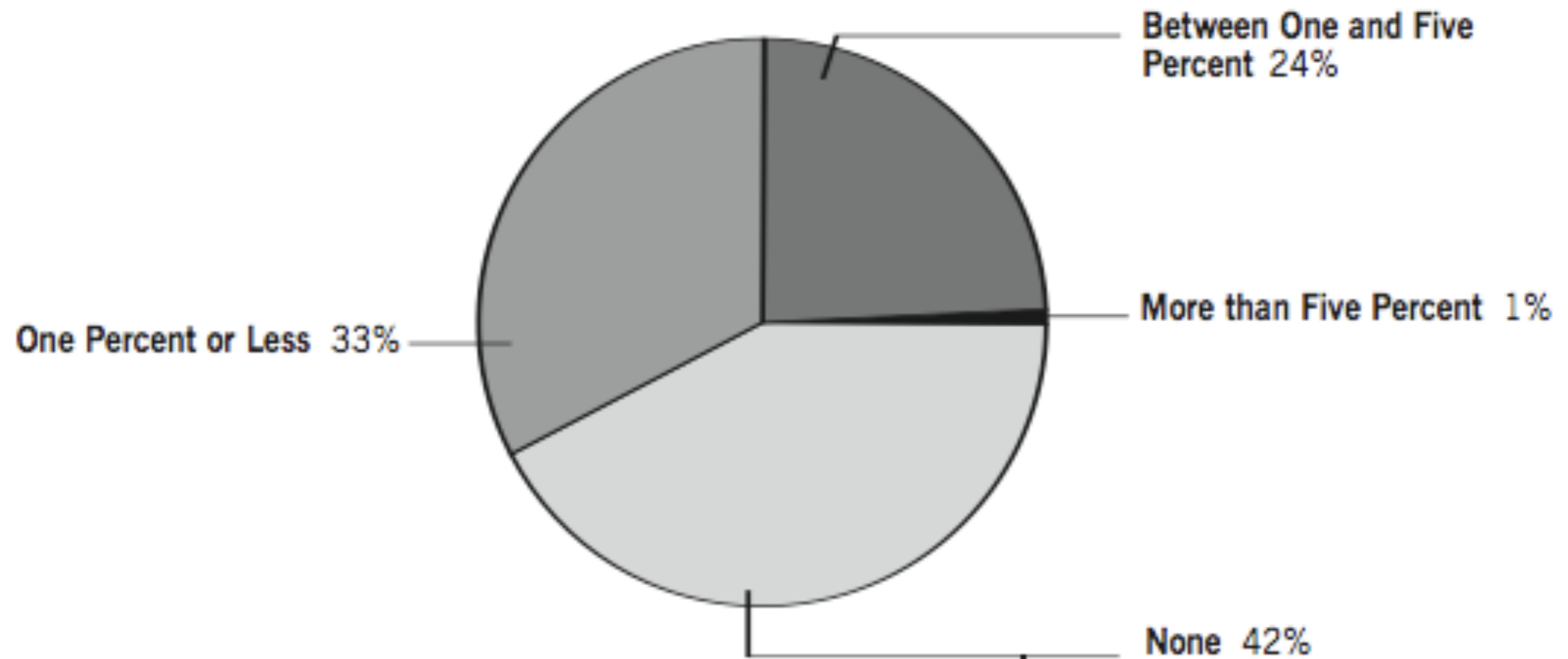
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Chart 5: What percentage of a sponsorship's total budget do you typically spend on concurrent or post-event research?



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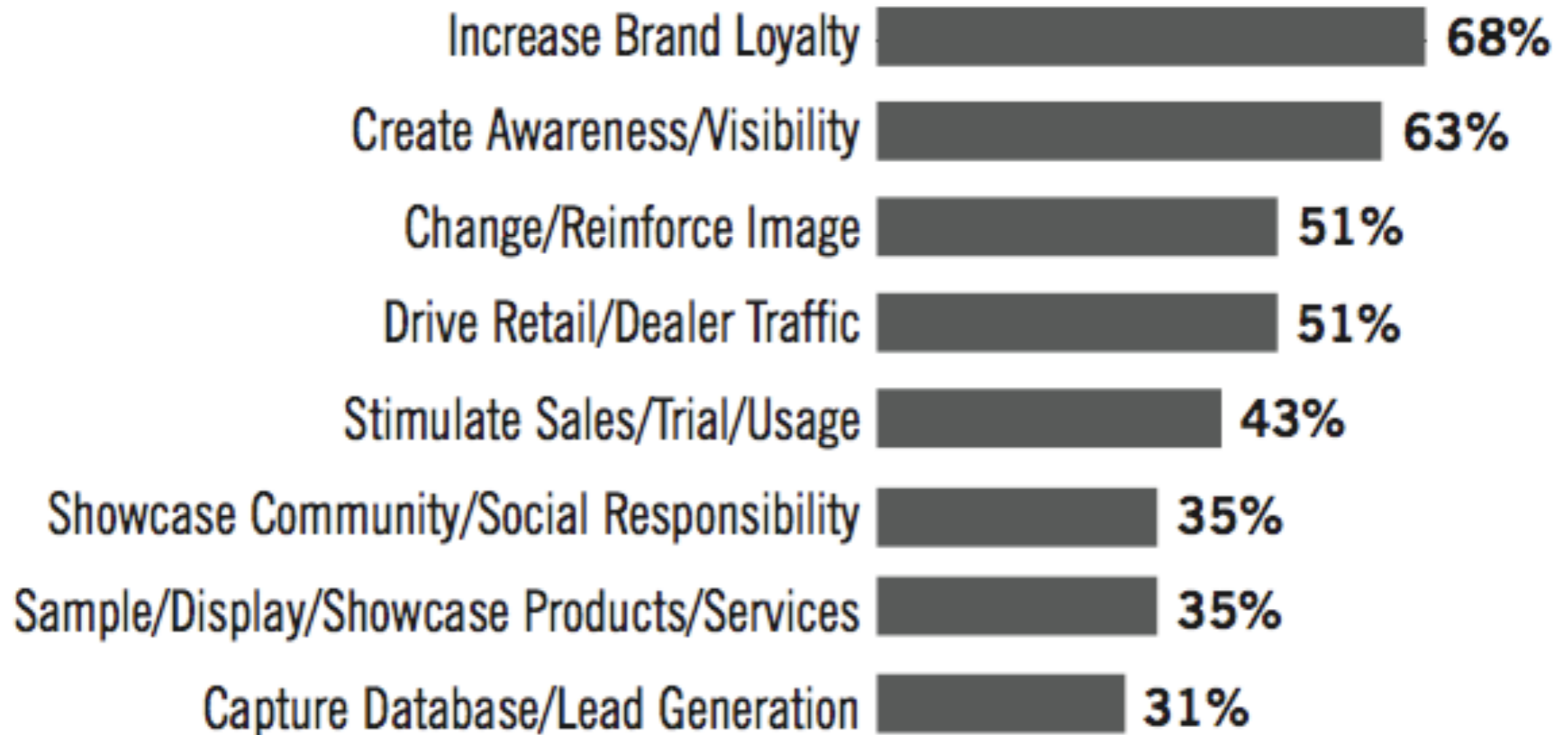
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Chart 9: How important are the following objectives when evaluating which properties to sponsor?



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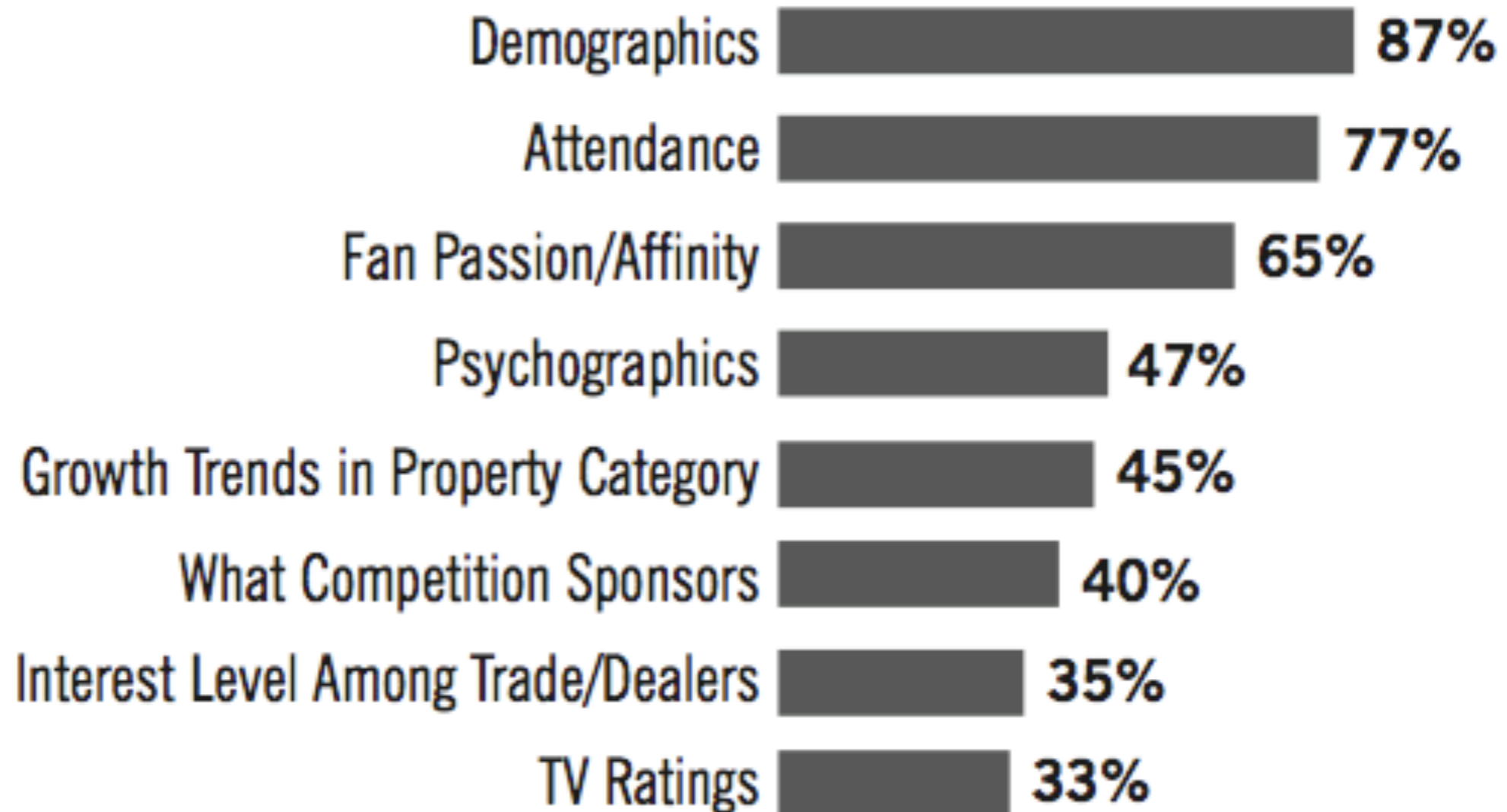
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Chart 12: Which of the following property characteristics do you typically analyze when making a decision to sponsor?



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Standard Bank's stated objectives

Deliver brand personality shifts that assist with building Standard Bank's brand appeal and relevance within a youth market

Partner CSA in developing a new cricket experience that attracts new audiences and excitement in a new format of the game

Engage stakeholders, clients and staff in cricket activities.



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Some results

Awareness of cricket sponsorship

Standard Bank (82%)

MTN (30%)

Castle Lager (25%)

New fan base for cricket

Black market (25%)

12-18 yr olds increased by 140 000

Black adult spectators increased by 3.7%

“Ongoing research by CSA has revealed a sudden growth in the cricket fan base, particularly amongst youth and Black market segments. This is largely due to Standard Bank Pro20 cricket.”

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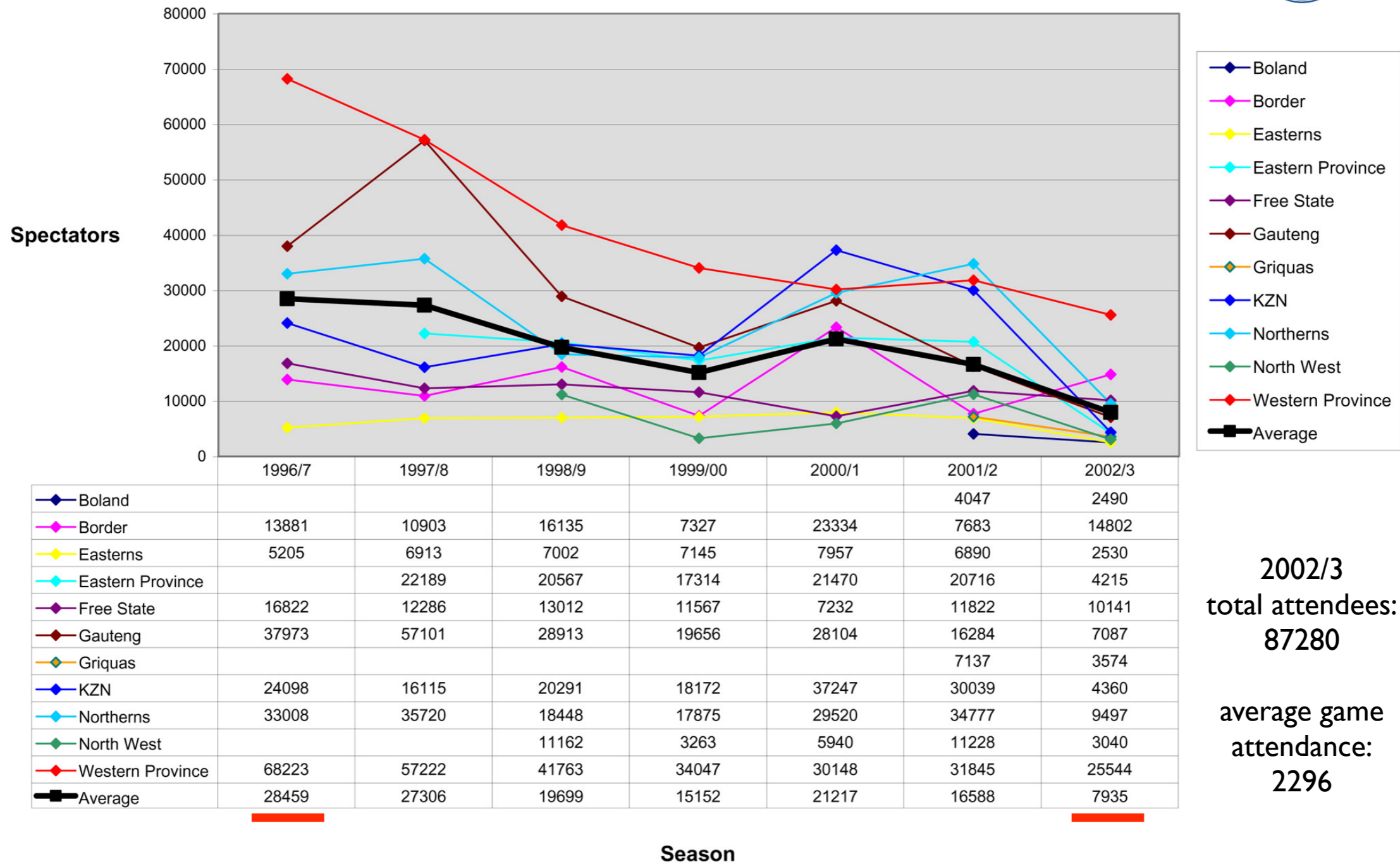
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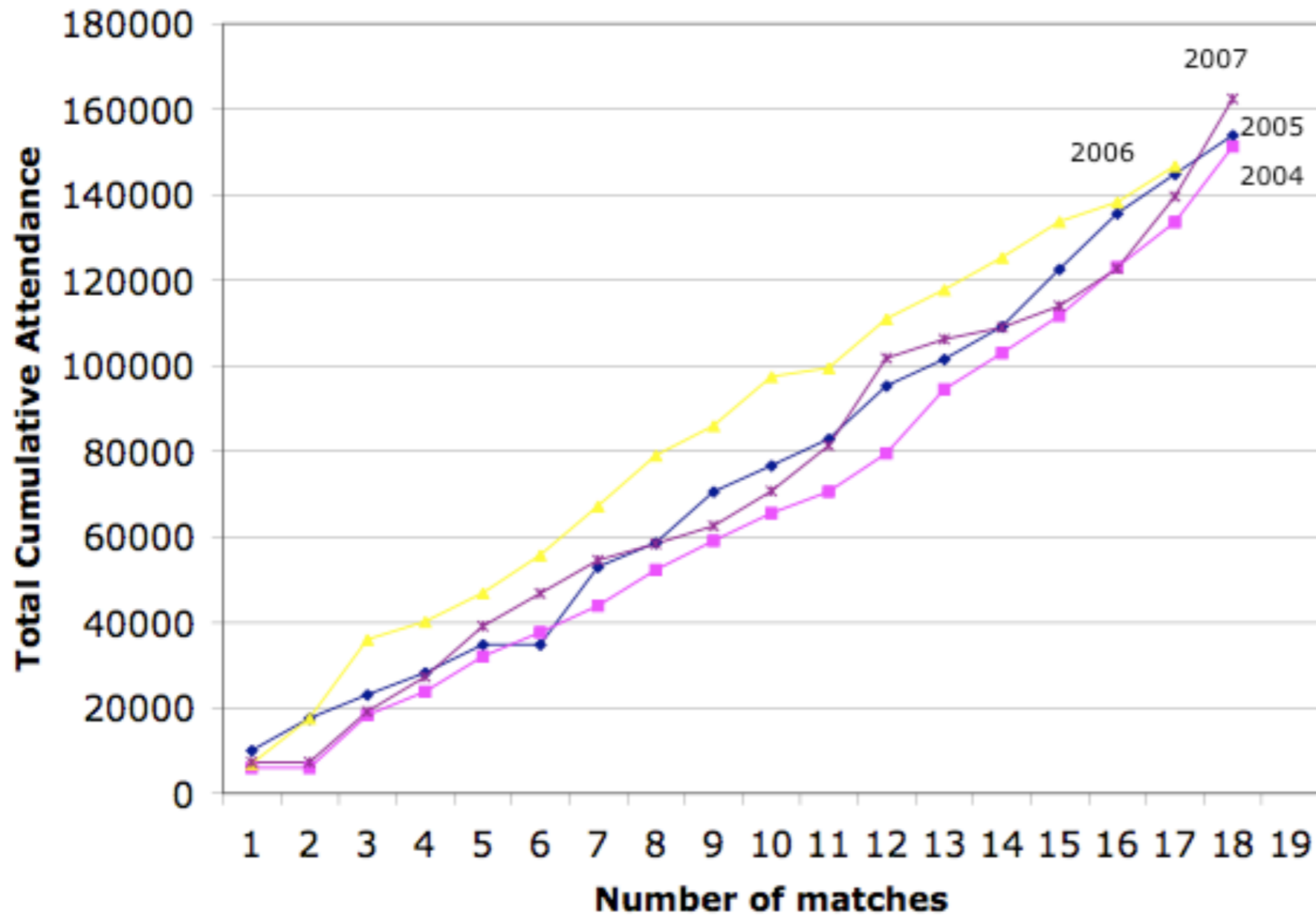
Domestic cricket attendance figures per season (1997-2003)



2002/3
total attendees:
87280

average game
attendance:
2296

Standard Bank Pro20 Series - Cumulative Attendance Analysis



2004 total attendees:
173808
average game attendance:
9656

2007 total attendees:
224820
average game attendance:
12490

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Yuvraj Singh, Kingsmead



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Most popular sports in Ireland

Gaelic football

Soccer

Hurling

Gaelic Athletic Association 1996

Crisis in support & quality

Finances

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Irish drinks market



1987-1996: Highest % increase in beer consumption

1996-2002: Overall value growth 50%

Beer: 7%

Spirits: 45%

Wine: 123%

Cider: 301%

Ireland contributes 11% of Diageo operating profit (same as UK)

Lager becoming more popular than stout and ale

Guinness has 96.4% of stout market

Younger market & female market less into stout

Drinking moving beyond pubs

Organisation

Irishness



Market

segments

fit?

Brand / Icon

rub off

Media exposure

live & coverage

“If you wanted to describe what was unique about Ireland to a man from Mars, you’d have to use Guinness and hurling in the same sentence”

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Objectives of sponsorship



To make an emotional connection with an thus build affinity with the loyal Guinness drinker

To build a strong association with a property which could articulate the desired brand values of Guinness

To give the brand a property, which would provide a 'lifestyle backdrop' against which it could 'talk' to its loyal customers

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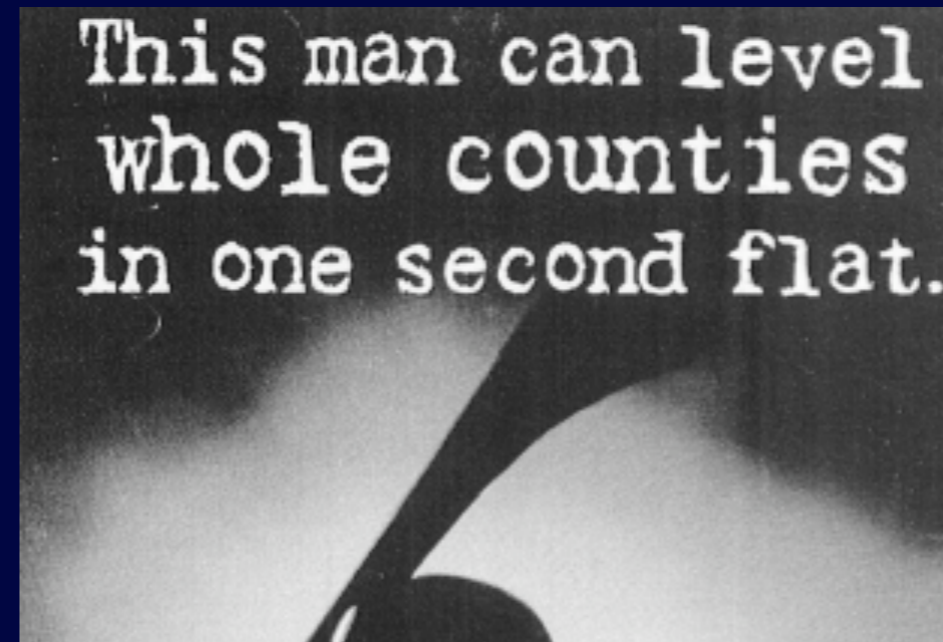
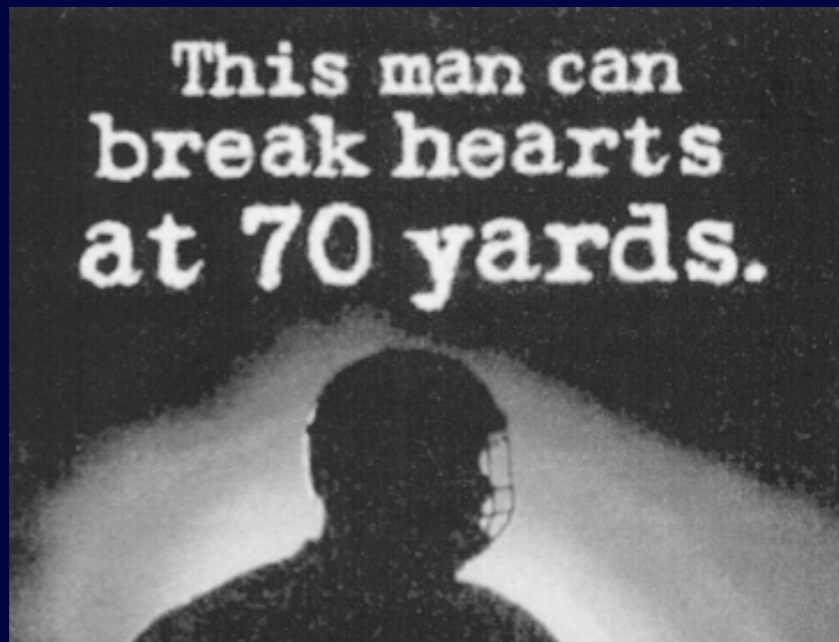


Changed name of championship

High profile advertising campaign
(focused on skill of game and players)

PR campaign (media facilities & support)

Promotional programme (events &
University scholarships)



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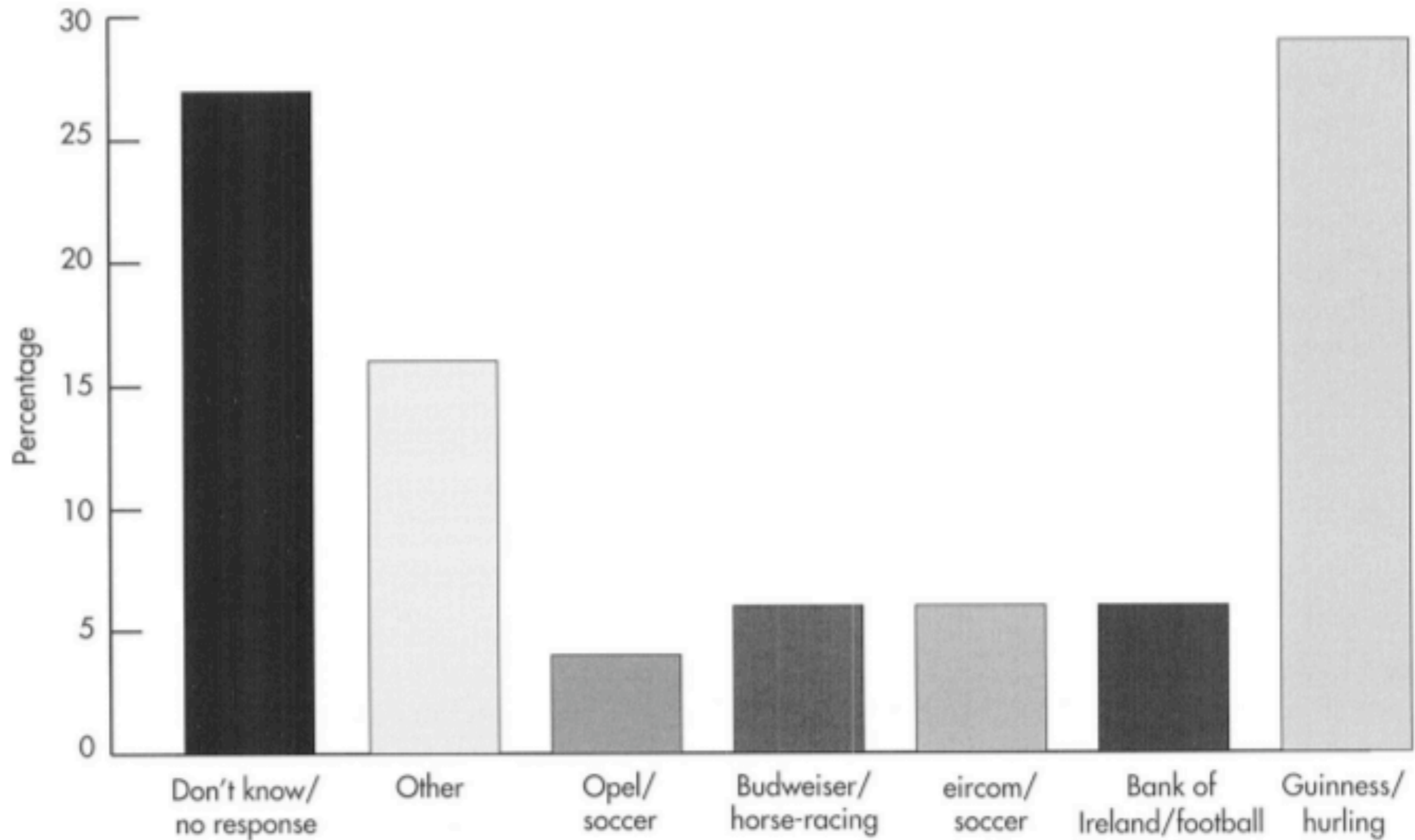
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Figure 4

Ireland's Best Sports Sponsorships
(as rated by a peer group of sponsorship managers)



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Table 3**The Guinness All-Ireland Hurling Championship**

	Nov. '00 per cent	Feb. '01 per cent	Mar. '01 per cent	July '01 per cent	Aug. '01 per cent	Sept. '01 per cent
<i>Unprompted awareness</i>						
Total population	53	52	56	44	60	59
35-55 target market	72	67	74	67	80	77
18-34 target market	68	63	80	67	80	74
<i>Prompted awareness</i>						
Total population	n/a	70	69	71	72	76
35-55 target market	80	80	84	82	91	91
18-34 target market	79	84	83	84	90	89

Table 4**The Guinness All-Ireland Hurling Championship**

<i>Close to the brand as a result of the sponsorship</i>	Nov. '00 per cent	Feb. '01 per cent	Mar. '01 per cent	July '01 per cent	Aug. '01 per cent	Sept. '01 per cent
Total population	37	38	40	35	46	48
35-55 target market	n/a	47	51	49	54	54
18-34 target market	n/a	50	50	48	60	57

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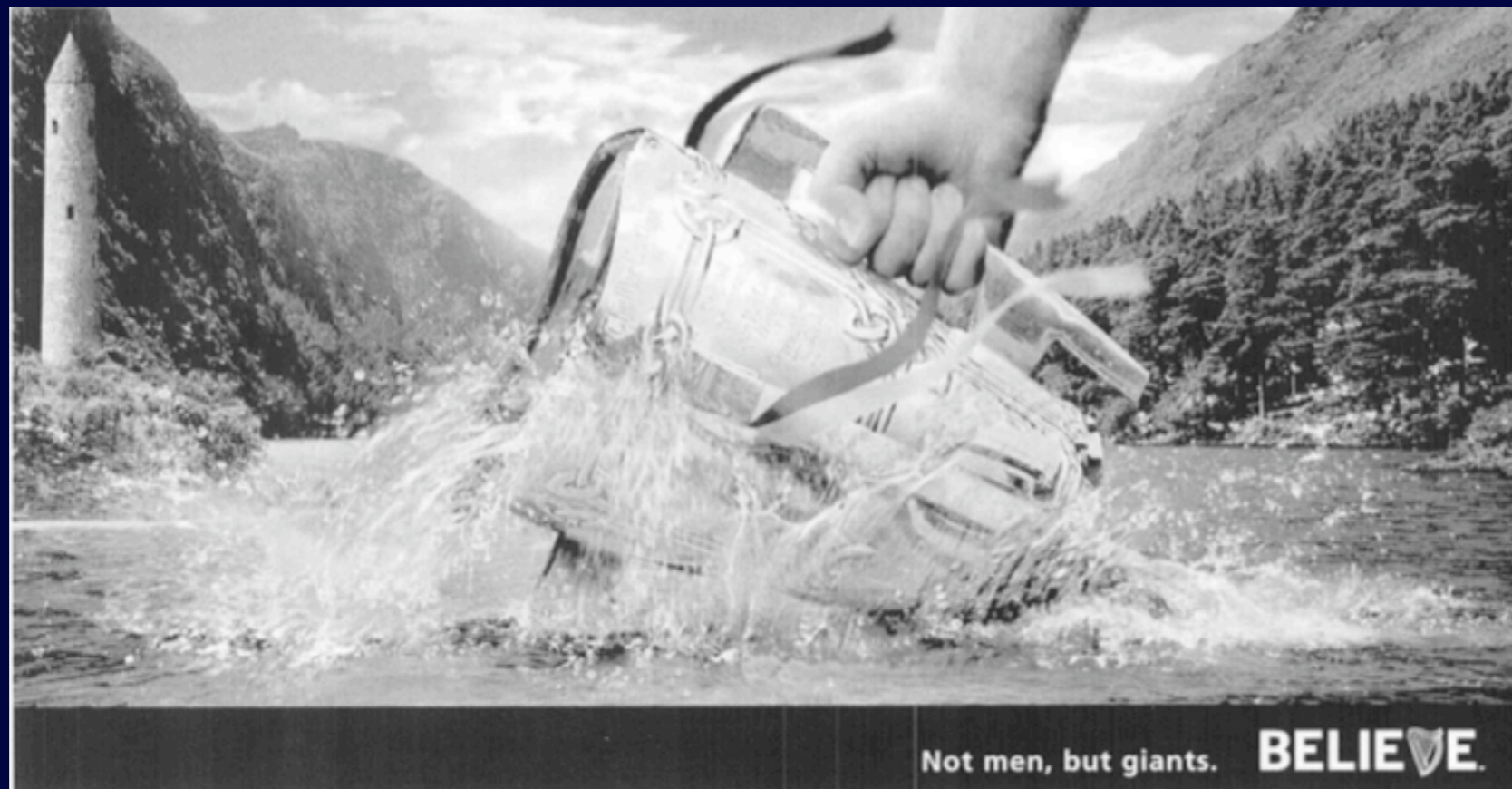
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Table 6**Selected Sports – Any Interest/Involvement**

	1995-6	1996-7	% 1997-8	1998-9	1999-00
Gaelic football	44	51	50	50	52
Camogie/hurling	29	38	37	38	40
Soccer	54	57	56	54	54
Rugby	26	25	23	24	26
Horse-racing	26	26	24	24	24
Golf	23	23	23	23	23

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Year	Attendance figures
1994	289,281
1995	305,422
1996	395,572
1997	483,710
1998	587,595
1999	543,335
Participation	
1994 – 1999	Increase of 50% with 67,000 new players
Matches shown live on television	
1994	3
1999	11

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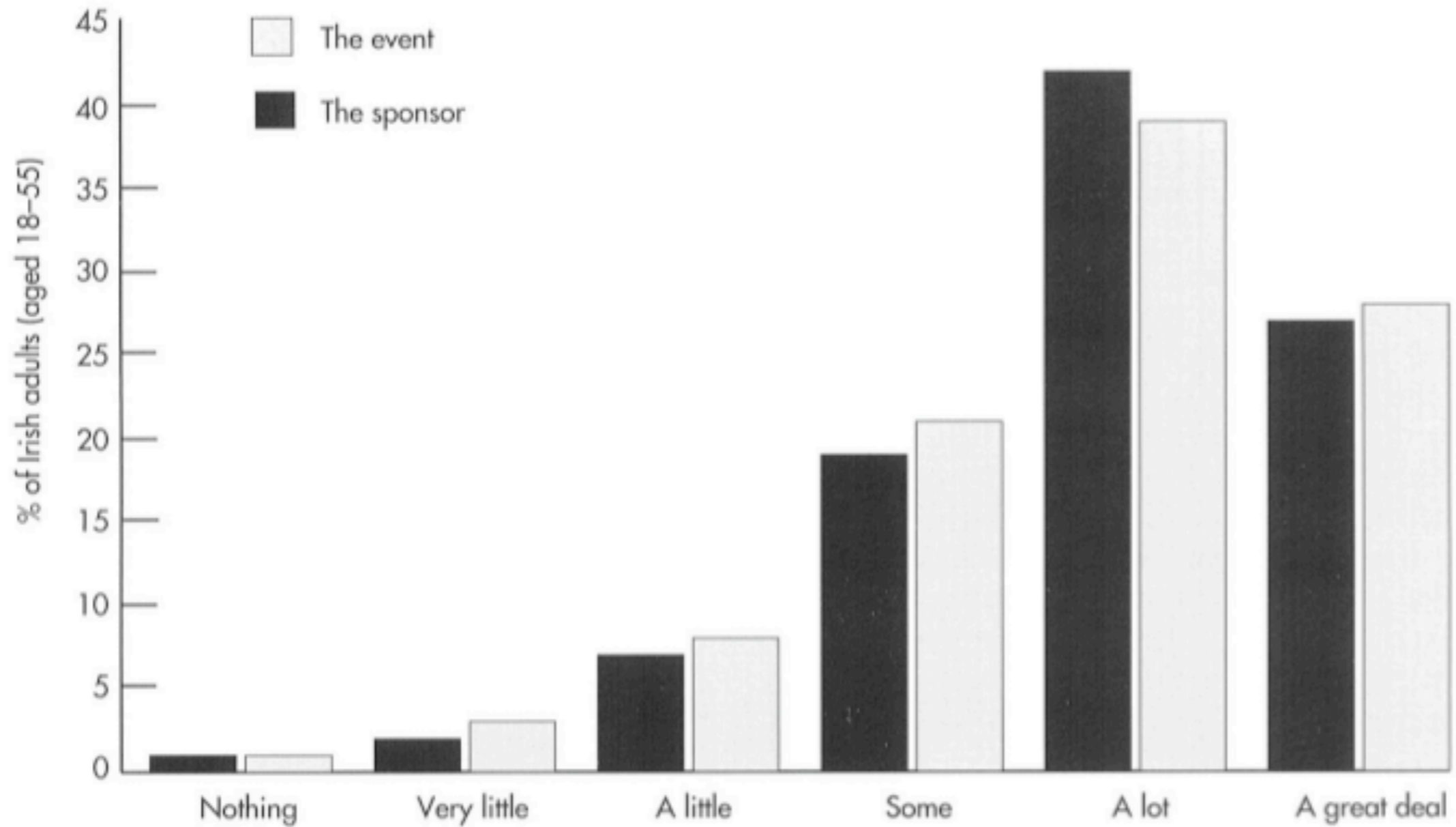
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Figure 6

Benefit to Sponsorship Parties

How much would you say each benefits from the Guinness/GAA All-Ireland Hurling Championships sponsorship? – July 2001



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Persuasive Impact

=

**strength
of the link**

X

**duration
of the link**

X

**gratitude
felt due
to the link**

+

**perceptual
change due
to the link**

