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Sponsorship in Marketing: Effective Communication through Sports, Arts and Events

T. Bettina Cornwell

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Sponsorship of sports, arts or events can be a powerful form of marketing communication for businesses and organizations. This book introduces the fundamentals of sponsorship-linked marketing, helping the reader to understand how sponsorship can be planned, executed and measured. Drawing on original research, and exploring key theory, best practice and cutting-edge issues, this is also the only book to fully explain how the *sponsor* can implement successful sponsorship campaigns and achieve their communication objectives.

The book covers every important conceptual and functional area of sponsorship in marketing communications, including:

- audiences, strategies and objectives
- leveraging and activation
- building sponsorship portfolios
- measurement and evaluation
- ambush marketing
- managing relationships
- internal audiences
- public policy and legal issues

Every chapter includes case studies, examples and data from real organizations, business, campaigns and events, vividly illustrating the link between fundamental principles and effective practice. No other book provides such a comprehensive, evidence-based introduction to sponsorship, demonstrating how organizations can connect *brands to real life*. This is essential reading for all students and practitioners working in sport marketing, sport business, events marketing, arts administration, business communication or marketing management.

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