

Sponsorship in Marketing

Chapter 1: How We Got Here

HOW WE GOT HERE SPONSORSHIP AND THE ASCENDENCY OF INDIRECT MARKETING

- *As a cultural, social, and commercial phenomenon, sponsorship constitutes a key component of the full-scale, dynamic evolution taking place in both marketing and communications domains.*
- *Its ascendency as a marketing communications tool is a key example of the wider rise in indirect forms of marketing, which also includes product placements in movies or shows, gamification, influencers, and brand use of social media.*
- *All these marketing forms represent a shift in the same direction: away from traditional mass communication and toward integrated communications.*

THE EVOLUTION OF SPONSORSHIP

Historical Stages

- *Philanthropic approach.*
- *Market-centered approach.*
- *Consumer-centered approach.*
- *Strategic resource approach.*
- *Relationship and networks approach.*

THE EVOLUTION OF SPONSORSHIP

- The current stage of sponsorship evolution is called “Network of Networks.”

In this contemporary view, sponsorship is influenced by and interwoven with diverse voices, due to the democratization of information that makes influence more available to anyone.

TRENDS AND CHANGES

- Technological Collaboration
- Growth in partnerships worldwide
- Accountability pressures moving away from personal agendas
- Assemblage of services to deliver an event
- Trust in sponsoring is high relative to other communication forms
- Value of sponsoring is compelling

Sponsorship Service System

HOW WE GOT HERE

Questions

- 1. What other types of technology partnerships might enable sponsoring brands to demonstrate their product or service offerings?*
- 2. What types of services will the sponsorship systems of the future need?*
- 3. Why do you think sponsorships appear trustworthy to consumers?*