

Sponsorship in Marketing

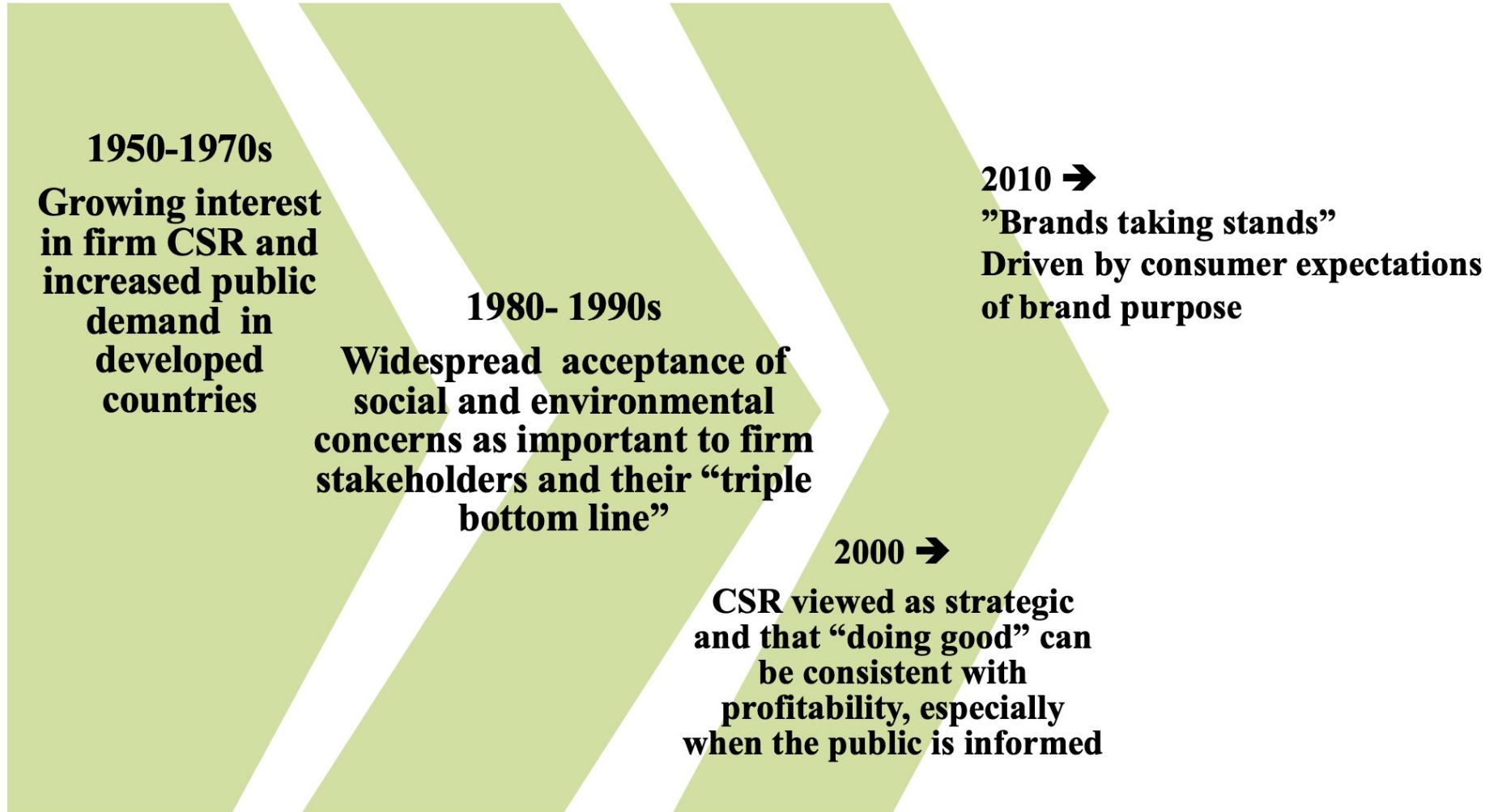
Chapter 14: CSR, Policy, and Purpose in Sponsorship

PUBLIC POLICY

- *Public policy may be at the local, state, federal, or international level.*
- *Public policy actions may be codified as law, or they may take the form of regulatory systems or even funding priorities.*
- *Business concerns are frequently involved in public policy dialogues, but beyond the conversations and the outcomes of those conversations, companies are becoming involved in actions oriented toward society.*

CORPORATE SOCIAL RESPONSIBILITY

A Brief History of CSR



Corporate Social Responsibility Approaches

1. *Political approaches to CSR use business power in responsible ways and are viewed as social duties and rights.*
2. *Integrative approaches to CSR combine social interests and business interests and recognize an integrating co-dependence between business and society.*
3. *The ethical approaches to CSR view businesses as holding an ethical obligation to society.*
4. *Lastly, the instrumental approaches to CSR view business as an instrument solely for wealth creation and CSR as a means to an end.*

*CONTROVERSIAL PRODUCTS and
COMPROMISING*

- *Tobacco*
- *Alcohol*
- *Gambling*
- *Food and Non-alcoholic Drink*
- *Properties seeking financial support may feel that they must trade-off their values to gain the support they need.*

PURPOSE

- *An orientation to purpose is an alternative path to social and environmental good in sponsoring.*
- *“While they both may share the intent to improve the planet, people or profit, they are not the same. While purpose sits at the core of an organization’s business model and is their reason for existence, CSR has traditionally been seen as compensating for issues created by core business activity, and usually sits in a specific department that works across the company.”*

SUSTAINABILITY

- *Given the critical importance of the natural and social environments to any and everything humans do; it is essential to imagine how partnerships can support sustainability.*
- *Beyond doing the right thing in the best way possible for people and the planet, many firms have purpose strategies that emphasize sustainability or seek corporate social responsibility opportunities and that they must substantiate.*

Overview of the Council of Responsible Sport

Five Pillars of Responsible Sport



Planning & Communications

- commitments
- comprehensive planning
- audience engagement
- governance
- health & safety
- biodiversity



Procurement

- purchasing practices
- supply chain diversity
- waste prevention
- circular economy



Resource Management

- GHG emissions measurement
- GHG emissions mitigation
- waste management
- water use conservation
- transportation planning



Access & Equity

- physical accessibility
- community representation
- socio-economic inclusion
- introduction to the sport



Community Legacy

- economic impact and development
- collaboration for the common good
- charitable activities and fundraising

REPRESENTATION AND INCLUSION

- *Perhaps no topic in representation and inclusion has received more media attention than women in sport.*
- *Likewise, perhaps no other topic has received as much of a spending shift in sponsorship.*
- *Investments are in any area of representation and inclusion are a form of accountability.*

CSR, Policy, and Purpose in Sponsorship Questions

- 1. Consider an example of a brand taking a stand on a social issue via sponsoring. What are the implications of this action for the brand, property, and society?*
- 2. Are there any other products besides those typically discussed that are controversial sponsors for moral or ethical reasons?*
- 3. Consider the Council for Responsible Sport standards (or those of another certifying body) and imagine ways in which sponsors could be involved in social and/or environmental sustainability.*
- 4. In what additional areas to those discussed are corporate sponsors working well in representation and inclusion, and where are they falling short?*