

Sponsorship in Marketing

Chapter 5: How Sponsorship Works

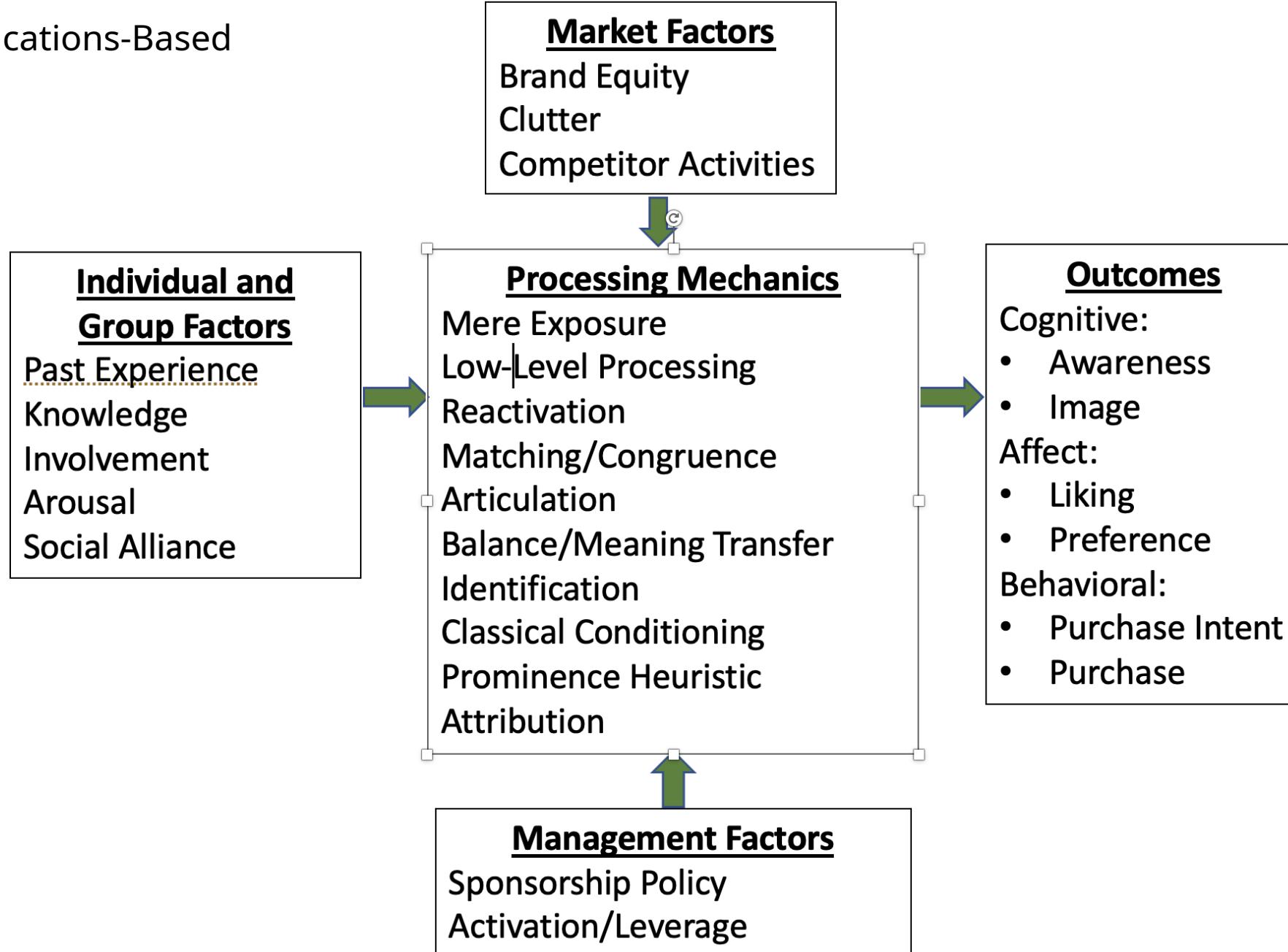
How Sponsorship Works

Communications-Based Model

Overview

- Individual and Group Factors
- Marketing Factors
- Management Factors
- Processing Mechanics
- Outcomes of Sponsoring

Communications-Based Model



Communication-Based Model

Processing Mechanics

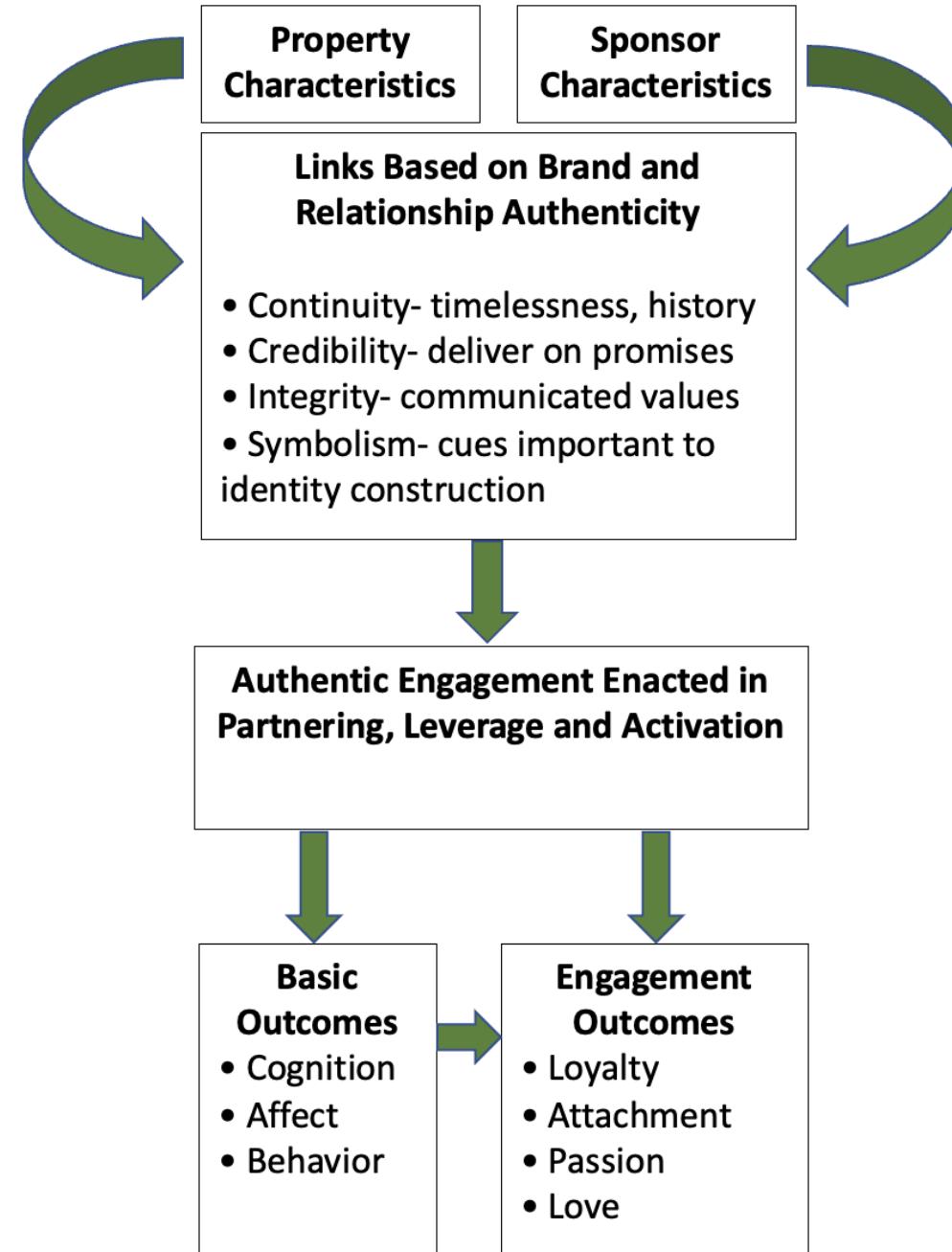
- Mere Exposure
- Low Level Processing
- Reactivation
- Matching/Congruence
- Articulation
- Balance/Meaning Transfer
- Identification
- Classical Conditioning
- Prominence Heuristic
- Attribution

Engagement-Based Model

A common description of engagement refers simply to the frequency of interaction.

In contrast, authentic engagement represents a partnership based on brand and relationship genuineness that results in satisfaction and emotional bonding and is potentially available to both sponsor and sponsee through the sponsoring relationship.

Engagement-Based Model



HOW MIGHT SPONSORSHIP WORK IN THE FUTURE?

The expectation is for rapid expansion [of virtual reality] if leagues and teams collaborate with technology partners to codevelop unique and compelling VR experiences will drive greater adoption.

How Sponsorship Works

Questions

- 1. What are some additional individual and group factors that might influence the way that audiences process information about a sponsorship?*
- 2. Which sponsorship characteristics likely lead to reciprocity, or feelings of wanting to give back to a sponsor?*
- 3. What features can a health care provider emphasize, to ensure it seems like an authentic sponsor for esports?*
- 4. What are the advantages and disadvantages of the communications-based model versus the engagement-based model of sponsorship?*
- 5. In addition to the sense of touch what else might make a VR viewing experience more immersive and thus more attractive to sponsors?*