



KISHKINDA  
UNIVERSITY

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BELLARY.



# ATHLETE

## SPONSORSHIP MANAGER.

PRESENTED BY:

<u>SL.NO</u>	<u>NAME</u>	<u>USN</u>
1.	SHIVAKUMAR B V	KUB23CSE133
2.	MARITEMAPPAA S K	KUB23CSE081
3.	PRAJWAL B	KUB23CSE104
4.	BASAVARAJ K S	KUB23CSE023
5.	PRASANNA B	KUB23CSE105



# Identifying Promising Athletes

## 1 Potential

Assess athletes based on their talent, future potential, and market appeal.

## 2 Values Alignment

Ensure the athlete's values and brand image align with the sponsor's vision.

## 3 Social Impact

Consider the athlete's reach and influence on social media and within their community.

## 4 Engagement

Evaluate their ability to connect with fans and create authentic interactions.

# Evaluating Sponsorship Opportunities

## Financial Value

Analyze the financial benefits of the sponsorship, including ROI and potential revenue streams.

## Brand Alignment

Ensure the sponsor's brand values and messaging align with the athlete's image and target audience.

## Exposure & Reach

Consider the potential reach and visibility of the sponsorship through media coverage, events, and marketing campaigns.



# Negotiating Sponsorship Contracts

Compensation	Endorsement fees, appearance fees, and other financial terms
Exclusivity	Specific rights and restrictions regarding the athlete's ability to endorse other brands
Term	Length of the sponsorship agreement and renewal options
Performance Metrics	Key performance indicators to measure the success of the sponsorship



# Maximizing Athlete Visibility

## Media Coverage

- 1 Secure media coverage through press releases, interviews, and appearances at relevant events.

## Social Media Engagement

- 2 Encourage athlete to share sponsor content and engage with fans on social platforms.

## Content Creation

- 3 Develop engaging content, such as videos, blog posts, and social media campaigns, featuring the athlete.

## Event Activations

- 4 Organize events and activations where the athlete can interact with fans and promote the sponsor.





# Managing Athlete Endorsements

1

## Product Selection

Ensure endorsed products align with the athlete's image, values, and target audience.

2

## Content Development

Create engaging and authentic content that showcases the athlete using and endorsing the sponsor's products.

3

## Brand Guidelines

Establish clear guidelines for the athlete's use of the sponsor's brand logo and messaging.

4

## Performance Monitoring

Track the effectiveness of endorsements through sales data, social media engagement, and media coverage.





# Monitoring Sponsorship Performance

## ROI Analysis

Track the return on investment of the sponsorship by measuring key performance indicators such as sales, brand awareness, and media impressions.

## Brand Sentiment

Monitor social media and media coverage to assess the public perception of the sponsorship and identify any potential issues.

## Athlete Performance

Track the athlete's performance on and off the field, as this can impact the effectiveness of the sponsorship.

## Market Trends

Stay up-to-date on industry trends and consumer preferences to ensure the sponsorship remains relevant.





# Adapting to Industry Changes



## Digital Transformation

Embrace emerging digital platforms and technologies to enhance athlete visibility and fan engagement.



## Data-Driven Insights

Leverage data analytics to optimize sponsorship strategies and measure performance.



## Social Responsibility

Align sponsorships with values and initiatives that promote social impact and sustainability.



## Global Expansion

Explore opportunities to expand sponsorship reach into new markets and demographics.

# Thank you.

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FROM TEAM NO:22