

## Sample solution Exercise 1: Introduction to sponsorship and sponsorship-linked marketing

### Task #1

Please make a list of the most important intermediaries in the field of sponsorship in Europe, and briefly describe what each intermediary's role is in sponsorship-linked marketing.

INTERMEDIARY	DESCRIPTION
<b>ESA</b> (European Sponsoring Association) sponsorship.org	ESA is the voice of the sponsorship industry in Europe, promoting best sponsorship practice and raising industry standards in sponsorship activities. Core objectives include policy, governance, and corporate responsibility, education and training, information, networking and the ESA Awards.
<b>ESB</b> Marketing Netzwerk	ESB is an online platform for people who are active in sports, entertainment, and marketing. Members of the network can profit from know how, contacts, seminars, and individual concepts of development. ESB provides a broad range of sponsorship, including sport sponsorship, educational sponsorship, and arts and culture sponsorship.
<b>IMG</b> img.com	IMG is a global leader in sports, fashion, and media operating in more than 25 countries around the world. IMG's businesses include events & media, college, golf, tennis, Performance and IMG Academy, fashion, models, clients, consulting, licensing, joint ventures, and creative management agency Art + Commerce.
<b>Metatop</b> metatop.de	Metatop is an international marketing company specialized in holistic sponsorship solutions. It is one of the leading companies in the field of sport and recreational marketing as well as sports, education, and also arts and culture sponsorship.
<b>MPM Sponsoring Consulting GmbH</b> mpmsponsoring.com	MPM Sponsoring Consulting is a company that offers sponsoring consulting und activation for companies. MPM offers companies an individual sponsorship strategy and MPM claims to rely on a solid knowhow and high creativity. The MPM Sponsoring Consulting GmbH is regularly conducting own empirical studies.
<b>TeamEinsNull GmbH</b> teameinsnull.de	TeamEinsNull helps companies realize their marketing events and creates events for the company and its customers. They also offer sponsorship consulting for big events.
<b>akzio!</b> akzio.de	"Architects" of sponsorship that are located in Munich. Sponsorships in sports, culture, and social events are the centrepiece of their work.

INTERMEDIARY	DESCRIPTION
<b>FASPO</b> <b>Fachverband</b> <b>Sponsoring und</b> <b>Sonderwerbeformen</b> <i>faspo.de</i>	Trade association of sponsorship agencies and service providers. Representation of interests of the sponsorship service provider in the DACH-area.
<b>Europäische</b> <b>Sponsoring Börse</b> <i>www.esb-online.com/die-esb/die-esb/</i>	ESB connects sponsors and sponsored entities in all areas through communication, know-how exchange and networking with each other.
<b>WWP Group</b> <i>wwp-group.com</i>	The WWP Group is an independent sports marketing company with 25 years market experience. Their team consists of more than 80 sports and communication experts. They look after the interests of their clients at 8 European locations.

## Task #2

What are the most important conferences all over the world (including the United States, Europe, and Germany, among others) to learn about state-of-the art concepts, methodologies, and best practice cases? Please list these conferences and provide links to their homepages.

CONFERENCE	LINK
<b>IEG's annual sponsorship conference</b>	<a href="http://www.sponsorship.com/IEG2015.aspx#sthash.itfXeKrl.dpbs">www.sponsorship.com/IEG2015.aspx#sthash.itfXeKrl.dpbs</a>
<b>SMCC Western Sponsorship Congress</b>	<a href="http://www.sponsorshipcongress.ca">www.sponsorshipcongress.ca</a>
<b>Think!Sponsorship</b>	<a href="http://www.thinksponsorship.com">www.thinksponsorship.com</a>
<b>ISCS Sponsorship and Advertising Conference</b>	<a href="http://www.icsc.org">www.icsc.org</a>
<b>Sponsorship Toronto</b>	<a href="http://www.sponsorshiptoronto.com">www.sponsorshiptoronto.com</a>
<b>Deutsche Sponsoringtage</b>	<a href="http://www.conferencegroup.de/kongresse/marketing-medien-branding/20-deutsche-sponsoringtage-2014">www.conferencegroup.de/kongresse/marketing-medien-branding/20-deutsche-sponsoringtage-2014</a>
<b>Sponsorship Toronto</b>	<a href="http://www.sponsorshiptoronto.com">www.sponsorshiptoronto.com</a>
<b>CSE Sports Marketing Symposium / Social Media &amp; Sports Series</b>	<a href="http://www.sportsbusinessdaily.com/Conferences-Events/2014/SMS.aspx">www.sportsbusinessdaily.com/Conferences-Events/2014/SMS.aspx</a>
<b>Aspire4Sport</b>	<a href="http://www.aspire4sport.com">www.aspire4sport.com</a>
<b>Innsbrucker Sportökonomie und -management Symposium</b>	<a href="http://www.uibk.ac.at/isw/">www.uibk.ac.at/isw/</a>
<b>IMG World Congress of Sports</b>	<a href="http://www.sportsbusinessdaily.com/Conferences-Events/2015/WCOS.aspx">www.sportsbusinessdaily.com/Conferences-Events/2015/WCOS.aspx</a>
<b>Deutscher Sportökonomiekongress</b>	<a href="http://www.sportoeconomie-ass.de/partner-forderer/deutscher-sportoeconomie-kongress/">www.sportoeconomie-ass.de/partner-forderer/deutscher-sportoeconomie-kongress/</a>

CONFERENCE	LINK
<b>Internationales Hamburger Symposium Sport und Ökonomie</b>	<a href="http://www.macromedia-fachhochschule.de/symposium-sport-und-oekonomie/willkommen.html">www.macromedia-fachhochschule.de/symposium-sport-und-oekonomie/willkommen.html</a>
<b>Tagung Arbeitskreis Sportökonomie</b>	<a href="http://www.vsd-online.de/">www.vsd-online.de/</a>
<b>Blickpunkt Sportmanagement</b>	<a href="http://www.ostfalia.de/cms/de/bp-spm">www.ostfalia.de/cms/de/bp-spm</a>
<b>Hamburger Sport-Kongress</b>	<a href="http://www.hamburger-sport-kongress.de/home">www.hamburger-sport-kongress.de/home</a>
<b>Deutsche Sportökonomiearena (Universität Bayreuth)</b>	<a href="http://www.ds-arena.de">www.ds-arena.de</a>
<b>Sponsoring Summit</b>	<a href="http://www.faspo.de">www.faspo.de</a>
<b>Jenaer Sportmanagement Tagung</b>	<a href="http://www.sportmanagement.uni-jena.de/Tagung.html">www.sportmanagement.uni-jena.de/Tagung.html</a>
<b>Deutscher Olympischer Sport-Kongress</b>	<a href="http://www.dosb.de/de/olympia/olympischer-sport-kongress">www.dosb.de/de/olympia/olympischer-sport-kongress</a>
<b>Stuttgarter Sportkongress</b>	<a href="http://www.sportkongress.de">www.sportkongress.de</a>
<b>Bayerischer Sportkongress</b>	<a href="http://www.bayerischer-sportkongress.de">www.bayerischer-sportkongress.de</a>
<b>Sport Business Kongress Österreich</b>	<a href="http://www.sbi.org/index.php?option=com_content&amp;view=article&amp;id=207&amp;Itemid=200">www.sbi- i.org/index.php?option=com_content&amp;view=article&amp; id=207&amp;Itemid=200</a>

### Task #3

What are the pros and cons of banning sponsorship that is implemented by alcoholic beverage brands? Please consider the perspectives of sponsors, intermediaries, sponsored properties, and the society as a whole (including customer protection and public health).

PERSPECTIVE	PROS	CONS
Sponsors	There are more opportunities for other sponsors to enter promising sponsorship markets (that cannot be targeted by alcoholic beverage producers any more with the ban)	If there is an impact of sponsorship on financial success, ceasing the sponsorship may lead to a decrease in income and less profit
	The ban may be a stimulus to be even more creative and find other ways to attract attention and produce desirable associations, among other goals (e.g., social media, viral marketing)	The sponsorship is an important possibility for the brand to get known and “push up” their image; if the sponsorship is forbidden, the brand has a hard time to increase awareness and create positive associations
	The alcoholic beverage producers may be perceived as taking corporate social responsibility (CSR). A favorable CSR perception can have positive effects for the companies.	Alcoholic beverage brands already have limited advertisement channels available; the ban reduces their possibilities even further, which may be perceived as unfair (compared to other industries, such as the snack food industry)
		Brand loyalty of the customers might be affected negatively if the brand cannot sponsor a favorite team, event or athlete, for example

Intermediaries	There is the potential to recruit new clients, as new companies engage in sponsorship	The intermediaries lose clients, leading to lower revenue and hence less profit is made
	The intermediaries may improve their image because they do not sell anything that “does not match;” the intermediaries may be perceived as behaving ethically (i.e., corporate social responsibility)	The free choice of advertising is not given any more; deals may be missed
	The intermediaries may enlarge their portfolio, offering the alcoholic beverage producers other marketing tactics than sponsorship (see above)	
Sponsored properties	There is no connection anymore between sponsored entities and alcohol, facing less criticism in the media and from politicians (e.g., Bitburger and DFB)	Decrease in demand for sponsorship (because one whole industry will disappear) likely decreases prices paid for sponsorships
	There are no associations between sponsored properties and negative consequences of alcoholism any more (e.g., violent fans, vandalism of drunk fans). Therefore, the ban may improve or maintain the image of the sponsored event	The properties need to invest time and money to find new sponsors (which are not alcoholic beverage brands)
		The property may lose alcoholic beverage drinkers as customers; they may like (occasional) drinking when following events (such as having a beer while watching football)
	Sponsored properties cannot be sponsored by alcoholic beverage brands, which cover their costs	Terminating relationships despite high customer lifetime values of the sponsors does not make sense from the customer relationship management perspective

Society	Regulating below-the-line marketing campaigns for alcohol protects consumers; no misguidance takes place	“Censored” marketing means that there are fewer chances to learn about (new) products; consumer sovereignty is threatened
	Banning the sponsorship may be a cost-effective way to reduce the harm caused by alcohol consumption	Banning the sponsorship might increase the costs for attending or following events (e.g. ticket prices or cost for the hosts); the society does not profit any more as regards supporting sports, social causes, education, or arts and culture
	Children and teenagers are less influenced by that, to (at least try to) drink alcohol in response to below-the-line marketing tactics (that is eventually endorsed by their role models)	Forbidden sponsorship might make consumption of alcoholic beverages even more attractive (e.g., for teenagers to consume beer)
	Lower exposure to unhealthy products (here: alcohol) may lead to an increase in overall health because of mere-exposure effects	Alcoholic beverage brands will start to invest money in other marketing campaigns, increasing their appearance in public spaces, for example, or as part of ambush marketing campaigns