

**Sports Sponsorship**

Code: 43786  
ECTS Credits: 6

Degree	Type	Year	Semester
4316022 Sport Management	OB	0	2

**Contact**

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**Use of Languages**

Principal working language: spanish (spa)

**External teachers**

Gabriel Escarpenter  
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**Prerequisites**

There are no prerequisites

**Objectives and Contextualisation**

The primary objective is for students to start studying a wide range of Sponsorship in the sports field. For this, the basic activation tools for decision making in the field of sports management will be provided to the student. Specifically, the objectives at the educational level are:

- Introduce the necessary components to develop a sports sponsorship project;
- Analyze the basic principles of the world of sponsorship and the main actors involved,
- Know how to differentiate the different types of sponsorship
- Analyze the main characteristics of each type of sponsorship
- Study the management of sponsorships linked to the third sector within the CSR strategy
- Evaluate the world of sponsorship from the point of view of the property and the sponsor

**Competences**

- Be able to reason autonomously and critically on business topics and issues applied to sports environments.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Design the commercial management of sports products and services by means of marketing strategies and plans.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Recognize the diversity of points of view, understand multiculturalism and be able to express their own opinions while respecting divergent opinions.

- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

## Learning Outcomes

1. Activate a sponsorship deal for a brand.
2. Be able to reason autonomously and critically on business topics and issues applied to sports environments.
3. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
4. Describe the factors and principles of sponsorship.
5. Evaluate and improve a sponsorship strategy.
6. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
7. Measure the results of a sponsorship.
8. Recognize the diversity of points of view, understand multiculturalism and be able to express their own opinions while respecting divergent opinions.
9. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

## Content

### Lesson 1: Introduction to Sponsorship: Principles and Values

- 1.1. Sponsorship integration within the company.
- 1.2. Stakeholders and the framework for stakeholder relations.
- 1.3. Types of sponsorship.
- 1.4. Types of sponsors.

### Lesson 2: Sponsorship Objectives

- 2.1. The sponsor's objectives.
- 2.2. The sponsored party's objectives.
- 2.3. Brand-sponsor relationship.

### Lesson 3: CSR in Sponsorship

### Lesson 4: Sports Sponsorship

- 4.1. The sponsorship proposal.
- 4.2. Pyramid of sponsors.
- 4.3. Advertising assets.
- 4.4. Experiential assets.
- 4.5. Main characteristics of a sports sponsorship agreement.

### Lesson 5: Sports Sponsorship Activation

- 5.1. Setting up a sponsorship activation model.
- 5.2. Activation budget.
- 5.3. The most common activation actions.
- 5.4. Keys to success in sponsorship activation.

### Lesson 6: Measuring Returns

- 6.1. ROI calculations.
- 6.2. Advertising returns, intangible returns, etc.
- 6.3. Main KPIs for each parameter in the activation plan.
- 6.4. How to create a ROI report.

### Lesson 7: Soccer Sponsorship

- 7.1. Main assets.
- 7.2. Actions with players: shootings, M&G, etc.
- 7.3. Stadium sponsorship.
- 7.4. How to get the most out of a sponsorship agreement.

## Methodology

### Online modality

In the case of the online modality, the methodology will be adjusted in order students can achieve all the learning outcomes specified in this guide and at the same time develop the skills and abilities of the subject. To this end, the resources available in the modle classrooms will be optimized to maximize student involvement and motivation (forums, debates, simulation games, case studies, online presentations, etc ...)

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Participatory master sessions	30	1.2	1, 4, 7, 6, 8, 5
Troubleshooting, exercises in the ordinary classroom	4	0.16	1, 4, 7, 6, 9, 2, 5
Type: Supervised			
Case studies	8	0.32	4, 7, 6, 8
Realization of works / Reports	20	0.8	1, 4, 7, 5
Type: Autonomous			
Personal study	60	2.4	7, 6, 5
Realization of works / Reports	18	0.72	1, 4, 7, 5

## Assessment

Theoretical-practical tests/tasks: Submission of tasks; Presentation and defence of the exercises and works carried out (they can be individual and/or in group).

Individual theoretical and practical works: Delivery of exercises and works, as well as participation in forums and debates.

The teaching team will detail the specific activities at the beginning of the module.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	2	0.08	1, 4, 7, 3, 5
Individual theoretical and practical activities	40%	4	0.16	1, 4, 7, 5
Theoretical-practical tests/tasks	30%	4	0.16	1, 4, 7, 6, 9, 3, 8, 2, 5

## Bibliography

- Calzada, E (2012): Show Me the Money!: Cómo conseguir dinero a través del marketing deportivo.
- Collett, Pippa y Fenton, W (2011): The Sponsorship Handbook: Essential Tools, Tips and Techniques

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- Clotas, P. (2009): Patrocinio empresarial. Acción Empresarial.
- Lagae, W. (2005): Sports Sponsorship and Marketing Communications: A European Perspective. Financial Times Prentice Hall.
- Masterman, G. (2007): Sponsorship: For a Return on Investment. Routledge.
- McDonnell, Ian (2013): Event Sponsorship. Routledge.
- Samu, S. (2013): Nonprofit and Business Sector Collaboration: Social Enterprises, Cause-Related Marketing, Sponsorships, and Other Corporate-Nonprofit Dealings. Routledge.
- Skildum-Reid (2008): Sponsorship Seeker's Toolkit. McGraw-Hill Professional

## Software

N/A