

Sports Sponsorship

Code: 43786
ECTS Credits: 6

2025/2026

Degree	Type	Year
Sports Management	OB	1

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

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

Learning Outcomes

1. CA07 (Competence) Critically evaluate strategies in order to determine which aspects are objective and which are subjective, and from there, propose improvements.
2. CA08 (Competence) Communicate efficiently and effectively in order to collaborate with other agents and develop sponsorship agreements.
3. KA11 (Knowledge) Describe the factors and principles of sponsorship, distinguishing between those related to the sports sector, and those that are not.
4. KA12 (Knowledge) Identify possible collaboration opportunities with other members of the sports sector ecosystem.
5. SA16 (Skill) Devise a management plan for commercial sports products and services using marketing plans and strategies.
6. SA17 (Skill) Activate sponsorship mechanisms for sports sector brands.
7. SA18 (Skill) Measure the results of a sponsorship strategy and set up monitoring and evaluation systems.

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.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Participatory master sessions	30	1.2	SA16, SA17, SA18, SA16
Troubleshooting, exercises in the ordinary classroom	4	0.16	KA11, KA12, SA16, SA17, SA18, KA11
Type: Supervised			
Case studies	8	0.32	KA11, KA12, SA16, SA17, SA18, KA11
Realization of works / Reports	20	0.8	CA07, CA08, SA16, SA17, SA18, CA07
Type: Autonomous			
Personal study	60	2.4	KA11, KA12, SA18, KA11

Realization of works / Reports	18	0.72	CA07, CA08, KA11, KA12, SA16, SA17, SA18, CA07
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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 module 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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	2	0.08	KA11, KA12
Individual theoretical and practical activities	40%	4	0.16	CA07, CA08, KA11, KA12, SA16, SA17, SA18
Theoretical-practical tests/tasks	30%	4	0.16	KA11, KA12, SA16, SA17, SA18

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.

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 for Sponsors and Sponsorship Seekers. Jossey-Bass.
- 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

Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	Spanish	second semester	afternoon
(TE) Theory	5	English	second semester	morning-mixed
(TE) Theory	10	Spanish	second semester	morning-mixed