

Degree programme	Type	Course
Sports Management	OB	1

Contact lecturer

Name : Ricard Esparza Masana

Email : ricard.esparza@uab.cat

Teaching staff (external to UAB)

Edgar Romero

Marc Serra

Group languages

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

Prerequisites

There are no prerequisites

Objectives

The primary objective is for students to be able to begin studying a wide range of sponsorship in the sports field. To this end, students will be provided with the basic activation tools for decision-making in the field of sports management. Specifically, the formative objectives are:

- Introduce the components necessary to develop a sports sponsorship project;
- Analyse the basic principles of the sponsorship world and the main actors involved;
- Be able to differentiate the different types of sponsorship;
- Analyse 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 both the property and the sponsor.

Learning outcomes

- CA07 (Critically evaluate strategies in order to determine which aspects are objective and which are subjective, and from there, propose improvements.) Critically evaluate strategies in order to determine which aspects are objective and which are subjective, and from there, propose improvements.

- CA08 (Communicate efficiently and effectively in order to collaborate with other agents and develop sponsorship agreements.) Communicate efficiently and effectively in order to collaborate with other agents and develop sponsorship agreements.
- KA11 (Describe the factors and principles of sponsorship, distinguishing between those related to the sports sector, and those that are not.) Describe the factors and principles of sponsorship, distinguishing between those related to the sports sector, and those that are not.
- KA12 (Identify possible collaboration opportunities with other members of the sports sector ecosystem.) Identify possible collaboration opportunities with other members of the sports sector ecosystem.
- SA16 (Devise a management plan for commercial sports products and services using marketing plans and strategies.) Devise a management plan for commercial sports products and services using marketing plans and strategies.
- SA17 (Activate sponsorship mechanisms for sports sector brands.) Activate sponsorship mechanisms for sports sector brands.
- SA18 (Measure the results of a sponsorship strategy and set up monitoring and evaluation systems.) Measure the results of a sponsorship strategy and set up monitoring and evaluation systems.

Contents

Topic 1: Introduction to sponsorship: principles and values

- 1.1. Integration of sponsorship within the company.
- 1.2. Stakeholders and the framework for relationship with them.
- 1.3. Types of sponsorship.
- 1.4. Types of sponsors.

Topic 2: Objectives of sponsorship

- 2.1. Sponsor's objectives.
- 2.2. Sponsored party's objectives.
- 2.3. Brand-sponsor relationship.

Topic 3: CSR in sponsorship

Topic 4: Sports sponsorship

- 4.1. The sponsorship proposal.
- 4.2. Sponsorship pyramid.
- 4.3. Advertising assets.
- 4.4. Experiential assets.
- 4.5. Main characteristics of a sports sponsorship contract.

Topic 5: Activation of sports sponsorship

- 5.1. Establishing a sponsorship activation model.

- 5.2. Activation budget.
- 5.3. Most common activation actions.
- 5.4. Keys to success in sponsorship activation.
- 5.5. Preparing an activation briefing.
- 5.6. How to present a proposal to the final client.

Topic 6: Measurement of return

- 6.1. ROI calculations.
- 6.2. Advertising returns, intangibles, etc.
- 6.3. Main KPIs for each parameter of the activation plan.
- 6.4. How to produce a return report.

Topic 7: Football sponsorship

- 7.1. Main assets.
- 7.2. Actions with players: shootings, M&G, etc.
- 7.3. Stadium sponsorship.
- 7.4. How to maximise a sponsorship contract.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
In-class practical sessions	4	0.16	KA11, KA12, SA16, SA17, SA18
Assignments	20	0.8	CA07, CA08, SA16, SA17, SA18
Participatory master sessions	30	1.2	SA16, SA17, SA18
Assignments	18	0.72	CA07, CA08, KA11, KA12, SA16, SA17, SA18
Study	60	2.4	KA11, KA12, SA18
Case studies	8	0.32	KA11, KA12, SA16, SA17, SA18

Online modality

In the case of the online modality, the methodology will be adjusted so that students can achieve all the learning outcomes specified in this guide while also developing the competences and skills specific to the subject taught.

To this end, the resources available in the Moodle classrooms will be optimised to maximise student engagement and motivation (forums, debates, simulation games, case studies, online presentations, etc.).

Assessment

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
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
Exam	30%	2	0.08	KA11, KA12

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

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TEm) Theory (master)	1	Spanish	second semester	afternoon
(TEm) Theory (master)	5	English	second semester	afternoon
(TEm) Theory (master)	10	Spanish	second semester	morning-mixed
(TEm) Theory (master)	50	English	second semester	morning-mixed