Sports Sponsorship
Developing Successful Sports Sponsorship Plans

Lecturer: Jon Andrea Schocher, Professor (FH) HTW Chur
Duration: 2 Lessons (90 minutes)

Guest Lecture HES-SO Sierre, 14th/15th October 2019

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Introduction
Fewer – Bigger – Better…

Searching for Sponsors
Industry Search

1. Definition of Industries…
What Type of Product or Service does the Corporation produce/offer? Where does the Brand stand against their competitors?

Which of those Products or Services are successful?

Source: Wilkinson, 1993

What is the company's Marketing and Communication Structure and Strategy?

What might be the Sponsorship Goals of the respective company?

Source: Wilkinson, 1993; Bruhn, 2010
Searching for Sponsors
Succesfull Sponsorships & D-Making Process

6. What Type of existing Sponsorship Programs are (have been) successful?

7. Who makes the Marketing/Sponsorship Decisions?

Searching for Sponsors
Fit

8. Check the Source Congruency with regard to:

- Target Market(s) Fit
- Image Fit
- Functional / Technical Fit

Source: Benz et al., 2007
9. Are the requested **Sponsorship Fees** realistic?

10. Be **Creative!**
Case Study 1

What might be the goal of Evonik?

Case Study 2

And what might be the goal of Charles Schwab sponsoring the PGA Tour?
Case Study 3

Why does the **U.S. Army** Sponsor a NASCAR Team?

Source: Stotlar, 2005

The Sponsorship Plan

It’s about Values and Benefits

Nobody cares about how much money your sports organization needs…

They only care about the **Benefits** they get from the partnership!

Source: Stotlar, 2005
The Sponsorship Plan
What is a Sponsorship Plan?

Sponsoring Need
Sponsoring Concept
Sponsoring Strategy & Goals
Sponsoring Request
Sponsoring Negotiation & Contract
Sponsoring Planning & Implementation
Sponsoring Control

The Sponsorship Plan
What is a Sponsorship Plan?

Sponsorship Objective Description
Sponsorship Disposer Needs
Sponsorship Recipients Offers
Individual Sponsorable Components
Financial Elements

Sponsorship Plan
Source: Stotlar, 2005

Sponsorship Object Description
Sponsoring Concept
Sponsoring Documentation

Source: Stotlar, 2005

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The Sponsorship Plan
What is a Sponsorship Plan?

Sponsorship Object Description

Sponsoring Concept

Organization

WHO

Sponsorship Object

WHAT

Target Group(s)

TO WHOM

Other Sponsors

WHO ELSE

Source: Stotlar, 2005; IG Sponsoring, 2009

The Sponsorship Plan
What is a Sponsorship Plan?

Sponsoring Documentation

Individual Sponsorable Components

Tailored Combination of Benefits
offered to the potential Sponsor.

Source: Stotlar, 2005
The Sponsorship Plan
What is a Sponsorship Plan?

Key Success Factors

1. Evaluate potential Sponsors very carefully!
Key Success Factors

2. Try to get as many information as possible from the potential Sponsor!

Key Success Factors

3. Promote Benefits and Values, and not 'Package Features'!
4. The successful Sponsoring Plan is a tailored and individualized Document.

Source: Lenssen, 2013, p. 62

Frank Lenssen,
Head of MEC ACCESS
Key Success Factors

«Die Zeiten, in denen standartisierte Pakete von der Stange gebucht werden, sind vorbei. Hier sehe ich die Vermarkter in der Pflicht, sich auf die Kunden einzulassen…».

Source: Wannieck, 2013, p. 52

Eckhard Wannieck  
Head International Sports Marketing  
BMW Group

Key Success Factors

«Die Sponsoring-Pyramide ist nur der Rahmen. Jeder Partner hat unterschiedliche Rechte».

Source: Cramer, 2014, p. 8

Carsten Cramer, Director Marketing and Distribution, Borussia Dortmund

Key Success Factors

«We do not offer standardized Sponsorship Packages, but individualized opportunities.»

Source: Jung, 2012, p. 16

Andreas Jung, Deputy Board Member, FC Bayern München
5. Every Sponsorship Package offered is unique.

Source: Stotlar, 2004, p. 62

Key Success Factors

Be aware that, ...

- 41% of Sponsorship Decision are made by Top Management Members.
- 25% of Sponsorship Decision are made by Heads of Sponsorship Departments.

Source: FASPO, 2009
Case Study
The GRF – HSV Case Study

Informal Meeting (S5, HSV, GRF & HTW), Nov 13, Zürich Airport (Sponsoring Concept)
Offer from S5 / HSV, March 14 (Sponsoring Documentation)
End of Contracting Phase

Implementation and Control Phase
Letter of Intent (S5 / GRF), April 14

Workshop (GRF & HTW), Sponsorship Goals & Target Group(s), Feb 14, Chur
Create a WIN-WIN Situation…
Thank you very much!

Reference List

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