

As mentioned earlier under Property, prior to using any property's registered marks or logos, the sponsor must submit each usage to the property for approval. The photo (to the right) shows the sponsor using the property's logo.

Section 2 – Why Sponsorships?

Most companies sign sponsorship deals to achieve a specific business objective. Sponsorships are too expensive and corporations face much greater scrutiny in terms of accountability than in years past to not have the investment tied to measurable business reasons.

That being said, below are some of the reasons that companies sign sponsorship deals....

- *Companies like to sponsor their "hometown" teams or events (or feel an obligation to support to be labeled as good corporate citizens)*

This can be witnessed by reviewing the sponsor line-up of the Atlanta Braves. The following Atlanta-based companies all sponsor the hometown team – Coca-Cola, The Home Depot, Cingular, Georgia-Pacific and Delta.

- *A top executive is a fan of a certain sport, team or athlete, and makes the decision for the company to sponsor*

Many fans are extremely passionate about the teams, players and events they support. Fans come in all ages, backgrounds and income levels. When a fan is also an executive at a major corporation, he/she can have the influence to determine sponsorship decisions.

- *The event or team is based in a market, state, region or country that the sponsoring company is moving or expanding into*

Qwest Communications signed a naming rights deal for the Seattle Seahawks new stadium, Qwest Field. At the time, Qwest was new to the Seattle-area and wanted consumers to have a top-of-mind awareness of the company.

A slight twist to the example above would be a company signing a sponsorship in an area where they already have a small customer base that they want to grow. An example of this would be Tennessee-based First Horizon National Bank which signed on as a sponsor of the club at Philips Arena in Atlanta after Bank of America didn't renew its partnership. First Horizon was looking to expand in areas where they had a good collection of mortgage customers and Atlanta was one of those markets. Philips Arena was attractive to the bank due to its year-round events and also the demographics of the clientele attending the club during events.

Section 3 – How to Choose a Sponsorship (Understand the Sponsoring Company or Brand)

So far you've learned the basics of sponsorships and some of the primary reasons why companies get involved in sports sponsorships. At this point, we're going to focus on how to choose the best sponsorship for a particular company. There are two steps in this selection process:

- *Internal – Understanding the sponsoring company or brand*
- *External – Understanding the sponsorship market and the options that exist*