

Profiling contemporary sports sponsorship objectives

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Abstract

The study aims to identify the objectives most commonly pursued by sports sponsors and explores whether these differ by sport, sponsorship type and sponsor product category. Press releases/articles relating to 402 recent sponsorship deals were content analysed, with image-building being the most commonly cited objective, followed by brand awareness. Using chi-square tests, significant differences were found between the objectives pursued by sport, sponsorship type and sponsor product category. As press releases represent a corporate, and thus potentially biased, public relations tool, this research forms part of a wider study exploring sponsorship objectives and evaluation, using interview and survey methodologies.