

Internally marketing sport sponsorships: The importance of employee perceptions

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Abstract

The purpose of this study was to assess sport sponsorship effects on employee perceptions of organisational image, fit, and identification. Data were collected from employees of a restaurant chain (N=231). After establishing the reliability and validity of the survey instrument, Anova group difference analyses assessed the influence of sponsorship awareness and involvement on these perceptions. Consequently, multiple regression analysis determined the relationship between four different sponsorship factors (sponsor-property fit, personal liking, perceived goodwill, social contagion) and the outcome variables. The results showed that awareness, fit and goodwill had the most influence, while a personal interest in the sport fostered identification.

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