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## RESEARCH ON STRATEGIES OF SPORT EVENT SPONSORSHIP

Joanna Jedel

### Abstract

**The purpose** of this article is to analyse and understand sports sponsorship based on a study of corporate sponsorship and its strategies. The paper adopts the survey method to present the power of sports sponsorship, examine enterprise-sponsored sports and the purpose of sponsorship. This research will rely on the literature and case-study data drawn from specific instances of sports sponsorship.

**Methodology** – This research study takes advantage of the survey method, questionnaires, SPSS software, comparative analysis, literature review, contrastive analysis, descriptive statistics, comparison, inference and conclusion.

**Findings** – Attempt to find a relation between television broadcast, corporate logo, and the correlation of cumulative audience, the level of competition, athletes; determine the significance of individual factors; determine the degree of correlation between the impact of a sports event on the image of the sponsor.

**Keywords:** sports sponsorship, business development, marketing, sponsorship strategy, equity returns

**JEL classification:** M20, M310, M370, O0

### Introduction

Sports sponsorship in its characteristics and functions reflects diversity and integration based on goals. Sports sponsorship goals can be divided into three groups: visibility, brand image and business development (Olson, 2010). Sports sponsorship, as an important means of modern marketing, originated far earlier than people think. According to historical records, it originated from the ancient Rome Empire arena and the first bucket angle competition. However, modern sports sponsorship dates back to August 3, 1852, when New England Railway Company sponsored by Harvard and Yale University held a boat race. In the past 100 years, sports sponsorship has developed rapidly in terms of execution, scale of investment

and scope of application. Its development is combined with the flourishing of sports themselves, from their ancient beginnings, through the growing influence of the modern mass media, to the present. The scale of sports entertainment, linked to the media boom (mainly TV and Internet vod broadcasting) (Olson, Thjomoe, 2009; Jedel, Burchard, 2018), has grown through the years into its today's size, making sporting competition a regular and prosperous industry. However, at its core, it remains the same now as it was in the Greek and Roman time: amusement for the spectators. This is the main subject, which attracts sponsors and creates sponsorship projects, starting with the individual events, and ending with modern corporate sponsorship. Because of the different ages and different perspectives, scholars have different understandings of sponsorship. What the most scientists agree on is that the respective interests of sponsors are being obtained from the exchange of "support" and "return", which is a kind of commercial transaction, related to the sponsorship (Olkkonen, Tikkanen, Alajoutsijavi, 2000).

Sponsorship differs from subsidies or co-financing as a rule of reciprocity of the parties to the contract. Both parties of the agreement are active, provide mutual benefits and disclose these at fair value as economic events, with all their legal, balance sheet (cost or revenue, depending on the side of the agreement) and fiscal consequences. Nowadays, sponsorship is an important component of the policy of sustainable business development and is an indispensable tool of running public relations policy in the company and shaping its image through electronic and traditional channels of communication and social media.

## 1. Literature Review

In the past, sponsorship was a monetary gift offered for the purpose of offering convenience and privilege. Its meaning has evolved over time, from the aforementioned 'gift' to a regular financial transaction between sponsor and sponsored, both of them being equal in status (Meenaghan, 1984). From this point of view, the concept of sponsorship should include the following elements:

- first, sponsorship is "exchange of equal value",
- second, sponsorship aims at "common benefit".

The sponsors spend huge sums of money to provide funds, goods, technology or service to be sponsors, in order to achieve their business purpose. The sponsors' various "returns" are also aimed at obtaining funds, goods, technology, or services from sponsors to solve their organizational and operational problems. The third element is that sponsorship is based on equal cooperation. The relationship between sponsors and sponsors is mutual benefit, equal cooperation and win-win relationship. Fourthly, the nature of sponsorship is one of a commercial transaction. Sponsorship has both utility value and exchange value. Thus, it has the nature of a commercial transaction.

The definition of sports sponsorship has evolved through the years until the present time. The value of linking sports with brands has been understood for well over a hundred years, which is why sports marketing is not a new phenomenon (McDonald, 1991). The real growth in sports marketing is inextricably linked to the rise in TV coverage of sports over the last 60 or 70 years. In the past 100 years, sports sponsorship has developed rapidly in the means of execution, scale of investment and scope of application (Clifflea, Motion, 2005).

This is why in scientific literature you can find a different approach to sponsorship. Some scientists have suggested that sponsorship is either philanthropic or commercial. Such a concept was prevalent in the 1980s when the terms sponsorship and patronage were used interchangeably. The term "sponsorship" comes from Latin and in the form of a verb means

“to guarantee”, “solemnly promise”, “commit to something” or “promise”. The term “sponsor” was defined as a patron who, in order to distinguish their person or enterprises, devoted time and assets to supporting various types of affairs not directly related to themselves. In ancient Rome, Gaius Cilnius, an aristocrat, took care of artists, making sure that their work was coherent with the political and cultural program of power. It is from his name that the notions of “patron” and “patronage” come from. On the other hand, in the Renaissance era, the aforementioned patronage in its assumptions began to resemble the current sponsorship. At present, sponsoring is determined as: “financing something, often in exchange for advertising your own business” (Pope, Voges, 2000). The sponsor is: “an institution or a private person financing in whole or in part any undertaking, cultural event, sports event, and television or radio program, often in exchange for advertising their own business”. With time, the objectives pursued by sponsors were supported by others and the benefits were expected. On this basis, three generations of sponsorship can be distinguished. Corporate sponsorship has been defined as “the provision of assistance, either financial or in-kind, to an activity by a commercial organization for the purpose of achieving commercial objectives” Sponsoring of sports clubs or properties remains one of the most widely researched areas in the sponsorship. A range of reasons can be found for the interest in sports properties. Worldwide visibility, strong images, and an ability to reach large but more targeted audiences, are some of the key characteristics of this sector of the sponsorship industry. This amazing speed of development of sponsorship is the result of the interaction of many factors, but the role of television as a medium has contributed to the initial leap in the development of sports sponsorship. In the 1940s, the emergence of television and television advertising provided new opportunities for advertisers to gain more and wider audiences. It is at this time that the development of television media is mixed with a variety of factors, laying the foundation for the sponsorship industry we know today. The popularity of sports has made sports TV programs more and more interesting. Nowadays, the rapid development of the Internet, mobile phone, digital high-definition TV, broadband and other new media helps to achieve more innovation in the sponsorship of business and sports. Sport sponsorship is a transactional relationship through which commercial benefits accrue for the sponsor partner and financial or service benefits for the sponsored sport partner. Therefore, sponsorship is a business relationship between a provider of funds, resources or services and an individual, event or organization which offers in return some rights that may be use for commercial advantage (Sleight, 1989). There are many kinds of sponsorship and sponsor titles, depending on the degree of the sponsor’s involvement in the project.

## **2. Materials and Methods**

This article will focus on applied research, which deals with solving practical problems based on a study of corporate sponsorship and sports sponsorship strategy, as well as on understanding and analysing the sports sponsorship.

This research study uses the survey method for the analysis of the process to present the power of sports sponsorship, the analysis of enterprise-sponsored sports, and the target of enterprise-sponsored sports events. Applied research methods also include literature review, contrastive analysis, descriptive statistics, comparison, inference and conclusion.

### **2.1. Results of the statistical survey**

#### **2.1.1. Method**

This research covers the entire major sports event sponsored by Orlen SA, but as far as possible, focuses on the scientific side. This paper selects events held in Poland. Because of

the particularity of enterprise, the questionnaire has the form of online survey. After the questionnaire survey, the questionnaire is sorted, arranged, and entered in the SPSS software according to the numerical order. In this study, 200 questionnaires were issued, 133 were recovered, and all were valid questionnaires, accounting for 66% of the questionnaires issued.

### 2.1.2. Descriptive statistics

In this study, a total of 133 valid samples were extracted, reflecting the index mean and standard deviation of the questionnaire. Through descriptive statistics, it is found that in the 28 indicators of the survey, the overall evaluation score of sponsors is low, and the evaluation quality is only  $2.70 + 0.795$ .

### 2.1.3. Correlation analysis

The subject of the research is the impact of a sports event on the image of the sponsor. The question is following: Is the impact associated with the television broadcast, corporate logo, and the correlation of cumulative audience, the level of competition, athletes? A significance level of factor was reached more than 0.7, which proved to be a relatively high degree of correlation between the impact of a sports event on the image of the sponsor and its brand awareness. Among them, the correlation between the broadcast TV station and the popularity factor is over 0.9, showing a strong correlation between the two (sponsors goals see Table 1).

An analysis of the aims of enterprises that sponsor sports events are three-fold:

- a) Comparison of sponsorship behavior of different events in the same sport event
- b) Comparison of sponsorship behavior in the same event
- c) Comparison of sponsorship behavior in the same enterprise: Orlen SA

## 2.2. Results

**Table 1:** Corporate sponsorship of sports events, transfer of brand image from the first to the third goal

Enterprise goal	Sponsor's first goal		Sponsor's second goal		Sponsor's third goal	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Raise popularity	36	27.1	74	55.6	23	17.3
Mold brand image	69	51.9	38	28.6	26	19.5
Develop enterprise business	28	21.0	21	15.8	84	63.2
Total	133	100.0	133	100.0	133	100.0

Source: the author's own research made on the grounds of the text: Gwinner, K.P. and Eaton, J., (1999).

The results presented in table 1 show that the largest variation (among the three categories) concerns the corporate goal No. 1. The most popular is the molded brand image (it was indicated by 51.9%). As the second, the popularity of the sponsor is more and more condoned (55.9%). Even greater compliance prevails at the third target, almost 2/3 of respondents pointed to the development of the brand and its attractiveness.

The target group of the survey was high-level managers representing companies that sponsored sports events. People were selected based on the size of the company. The study considered companies employing more than 100 employees. The companies participated in sports events in the years 2015 - 2016 throughout the world.

Sponsorship of sports tournaments in a corporate dimension is a specific category of PR company policy. The image of the event and the image of the sponsor may show correlations, as long as the matching features of both brands are convergent. Other sponsors are not without significance. If they are comparable, it is easier to identify common features and obtain a geometric scale of growth of the effects of joint marketing activities focused on the issue of brand promotion. It is important to emphasize the important role of complementarity in the selection of sponsors of a major sport event (no direct competition).

The possibility of promotion and direct impact of the competition atmosphere on contractors and recipients is increased by the effect of getting off at the center of events. Positive emotions built on the basis of these positive and unique experiences foster the building of a business atmosphere. Interactive VIP zones for entrepreneurs and senior managers providing hospitality, catering, well-equipped private space for casual conversations and less formal stages of negotiations foster the development of business relationships. The partners with the widest access to the target customer database are valuable to both the sponsored and the sponsor. Indirectly, this has an impact on the potential revenues from the sponsor's sales, allows you to build important customer relationships, get significant support in the implementation of the marketing plan. It will also foster feedback, increase the level of operational excellence in terms of formulating goals, facilitate the implementation of plans (especially reaching customers through irrelevant marketing, using sports sponsorship). However, common research indicates that there is a lot of improvement in this field. In spite of achieving better and better results in these areas, the average level of sponsors' satisfaction index varies between the average and the good (around the mark 3). So, the sponsors have to adjust and improve their offer, also in terms of infrastructure. As can be seen from the table, sponsors of the event level, the scene of the cumulative audience, other events, interference, competitors, interference and other indicators of the evaluation is relatively high, the average reached more than 3.8.

**Table 2:** Descriptive statistics – value of components of strategy building

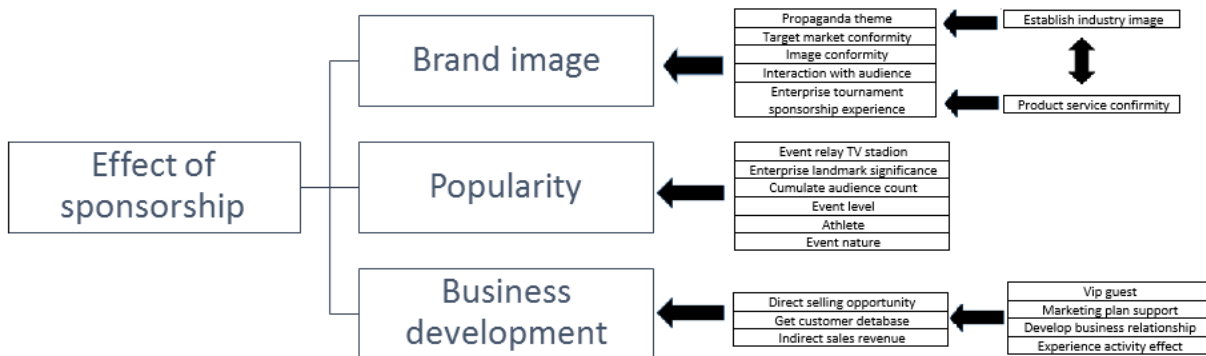
Serial number	Index	Number	Mean value	Standard deviation
1	<b>Event level</b>	133	<b>4.47</b>	1.063
2	Event nature	133	2.97	1.073
3	Sponsorship level	133	3.73	0.863
4	Sports events	133	3.28	1.215
5	Event hosting days	133	3.44	1.437
6	<b>Live audience</b>	133	<b>3.80</b>	1.190
7	Rebroadcast media	133	3.51	1.306
8	Athlete	133	3.69	.978
9	Corporate identity saliency	133	3.43	1.405
10	Sponsors interference	133	3.17	1.190
11	<b>Competitor interference</b>	133	<b>4.07</b>	1.074
12	<b>Events or activities interference</b>	133	<b>3.97</b>	0.977
13	Form of agreement	133	3.64	1.010
14	Product service conformity	133	3.58	1.109
15	Target market conformity	133	2.66	1.242
16	Public Relations theme	133	2.89	1.298

17	Establish industry position	133	3.17	1.252
18	Interaction with audience	133	3.51	.966
19	Enterprise tournament sponsorship experience	133	3.26	1.241
20	<b>Event management ability</b>	133	<b>3.90</b>	0.952
21	Direct selling opportunity	133	2.15	1.097
22	Experience activity effect	133	2.52	1.216
23	VIP guest	133	2.69	1.533
24	Develop business relationship	133	1.94	1.324
25	Get customer database	133	1.96	1.117
26	Sales revenue	133	1.92	1.172
27	Marketing plan support	133	2.72	0.972
28	Effectivity	133	2.70	0.795
	Total number	133		

Source: own research made on the grounds of the text (Harvey, Gray, Despain, 2006)

From the perspective of brand image factor, the correlations between publicity theme, target market conformity, image conformity, interaction with audience, corporate sponsorship experience and brand image factor are higher, all above 0.7. The establishment of industry status is closely related to the target market and the degree of service conformity.

In terms of direct sales opportunities, these three indicators to obtain customer database, indirect sales income is relatively important for business development factor, and indirect sales income and the VIP reception and a strong correlation exists between the developments of business relationship index.



**Figure 1:** Schematic diagram of correlation between factor and index

Source: own creation made on the grounds of the text: Jalleh, Donovan, Giles-Corti, Holman, (2002).

With the development and maturity of the operation of sports events sponsorship, the participation of enterprises gradually becomes an indispensable part of large-scale events, and the events and between audience and enterprises is gradually forming a cycle of the triangle. In such an architectural system, the relationship between the three enterprises revolves around the enterprise's sponsorship goals and their implementation. Therefore, studying the brand's maintenance and evaluation of sponsoring sports events plays an important role in optimising the circulation of the triangle and promoting the healthy development of the event.

More and more enterprises have chosen as the target of sponsoring events. The marathon is a relatively high degree of participation in the healthy running, the large number of participants, covering all aspects of old young people, in large and medium-sized city to carry out more. Considering good example, the author decided to select The ORLEN Warsaw Marathon.

#### Event influence

In addition to the scale of the event, the cycle and span of the event is also an important factor affecting the sponsor's target in the sponsoring. The ORLEN Warsaw Marathon belongs to the tournament cycle. All the matches are finished within 6 hours, while the "very teen kilometres" belongs to the three leagues. The cycle and span of the events are longer and larger than former. The long cycle of events can make sponsors have enough time to sponsor promotion. Brands and logos appear in the public for a long time and it's easy to impress, which has a great influence on brand recognition. Although the two marathons still have differences in organization, route and project grouping, they are not the main factors that affect the sponsor's goal in the sponsorship object, which is not analysed in detail.

The article states that as a health event, the Marathon Orlen in Warsaw is able to create a positive image of health and to some extent increase the reputation of the titular sponsor. We can not yet speak of competition as scale and influence comparable to similar international events. It seems more appropriate to increase the level of perception and visibility of corporate sponsors, although perhaps less spectacular, it is transforming the event into a running festival with a distance of ten kilometers. On the scale of Central and Eastern Europe, the region has a well-established competition of mass runs at the marathon distances. The running festival, with a shorter distance, seems to be more suitable to serve as a platform connecting jogging enthusiasts. Through its availability, massiveness and diversity, it also creates more opportunities for corporate sponsorship marketing.

#### Sponsorship level

In the market development, the development of the sponsor The Orlen Warsaw Marathon - a marathon, whose route leads around Warsaw, organised since 2013 and from the first edition are held the Polish Championships in the Men's Marathon. Since 2014, the race has been certified by the IAAF Road Race Silver Label.

#### Equity returns

The specific content of the return on equity will vary greatly according to different events. In addition, because the match grade and size, the influence of The Orlen Warsaw Marathon shows a strong advantage in the news release, TV and other media advertising and other multi exposure, sponsored enterprise visibility must be greatly improved.

#### Sponsorship target

For the purposes of the event should be included: popularisation and dissemination of running as the simplest form of physical activity; promotion of the city of Warsaw in Poland and all over the world, as well as promotion of the ORLEN brand as the title sponsor of the Marathon. The ORLEN Warsaw Marathon is called National Running Festival. It is a running event aimed at professionals, amateurs and entire families. During the sports weekend of April professional running distances are organized for 42.195 km and 10 km, but also a charity run thanks to which we support Family Children's Homes and disabled people. Participants of ORLEN Warsaw Marathon have the opportunity to run side by side with the titled athletes of The ORLEN Sport Group. Different enterprises make different things according to their own development situation and strategy.

The goals of marketing policy, both on the international and the internal market, are primarily the creation of brand awareness and the distinction from competitive companies. For

enterprises in the period of development or transformation, they will also build the image of an attractive employer or improve the perception of the company located in the period of change, as well as a positive perception of new company strategies in the times of transformation.

In this article, the author states that the sponsor confirming the sponsorship is not guided by a single goal only. Among the respondents - 12 companies had two goals as a sponsor, and the Oshee brand three. For most, the goal was to improve the perception of the brand. All sponsors as an objective indicated the opportunity to develop their presence and increase their share in the domestic market. For Oshee, the fact of sponsoring the marathon was also an opportunity to emphasize its dominance on the Polish market of isotonic beverages. The aim of the Carolina Medical Center was to promote its own new, high-quality service, highly tailored medical care offer and, like Kia, Wirtualna Polska, Super Express, assumed that the fact of sponsoring the largest domestic marathon would effect into sales growth.

#### PKN Orlen's sponsorship strategy

The sponsoring activity of PKN ORLEN is carried out in accordance with the approved sponsorship guidelines set out in the company's marketing plan and is guided by the principles expressed in the document "Values and rules of conduct of PKN ORLEN" adopted by the Management Board in September 2012. Orlen finally chose the event as a carrier, sponsored, including a number of sports, combined with these events for promotion, for further amplification of the brand strength. In the process of continuous accumulation of sponsorship experience, Orlen has formed a set of sponsorship strategies to optimize the sponsorship-marketing model and improve sponsorship efficiency (<https://www.orklen.pl> 2018).

The scope of sponsoring activities is dual. The sponsoring activity of PKN Orlen SA is carried out in two main areas: social sponsorship and sports sponsorship. Sport in Orlen sponsoring strategy plays an important role. On the one hand, as the largest Polish company, we feel responsible for supporting national disciplines and representations, which have a positive impact on millions of Poles, on the other we are aware of the need to promote amateur sport and a healthy and active lifestyle. Combining these two approaches, Orlen has been focusing on disciplines that best reflect the nature of the company or industry, hence the decision to sponsor such sports fields as: athletics, volleyball and motor sports. The company is also involved in the promotion of sport among children and youth by supporting sports events targeted at youngsters organized in Poland.

With the company in the event marketing operation continues to mature, especially to see the event is no longer only to raise awareness. According to the above understanding of sponsorship, Orlen will be divided into 5 major category of sponsorship.

For the first, support brand image building events by sport. Orlen hopes to build its brand image through such events, and activate marketing around it to fully support sales. Company invited the most prominent Polish athletes to The ORLEN Sport Group - IO, World Champion and European Championships - T. Majewski (shot put), P. Małachowski (discus throw), A. Włodarczyk and P. Fajdek (hammer throw), A. Kszczot and M. Lewandowski (run on 800 m), H. Szost (run in marathon), who are close to or even set world records at international sporting events. Orlen works also with the Polish Athletics Association and the Children and Youth Sport Association - organizer of Athletics Thursdays (the largest sports event in Poland, organized in stadiums all over 70 cities, addressed to children and teenagers).

Next project refer to motors sport names VERVA Racing Team. Since 2010 competes successfully in the most prestigious monomarque cup - the Porsche Supercup, held just before the Formula 1 races. This is the first Polish racing sport team taking part in such a high level competition. The competition at the highest world level emphasizes the properties of VERVA



fuels, and the fans often have the opportunity to see the Polish driver on the highest stage of the podium.

The second category can create direct sales events. Choose which in this type of event, Orlen pay more attention to events can provide contact with customers or consumers and exchange opportunities, or by showing related activities to develop their own customers, achieve sales results. The participants in these events must correspond to Orlen market goals, and the number of participants must reach a certain scale to produce the desired results. Project connected with Orlen's products names ORLEN Team and is the first professional Polish cross-country rally team representing our country in the Dakar Rally continuously since 2000 and having many successes on its account. In 2012, T. Błazusiak joined the team, and in 2013 M. Dąbrowski and J. Czachor changed to a rally car, thus creating the first crew of former bikers in history. The core of the team is also the crew Adam Małysz / Rafał Marton and motorcyclist J. Przygoński. Currently, ORLEN Team riders take part in the Dakar Rally, FIM World Cup, FIA World Cup, CEZ Central Europe Championship, as well as Endurocross and Superenduro competitions. As part of the project, since 2013 the ORLEN Team Academy also run - a program actively supporting young, talented motorcyclists.

The third category helps to open up market events. From 2012, PKN ORLEN is the main sponsor of the most significant film festival in Poland. The tradition of the Festival in Gdynia dates back to 1974. Since then, it has become one of the most important film events in Central and Eastern Europe. The intention of the Gdynia festival is to present and promote Polish cinema at its best. Orlen is at its own stage of global expansion, building a foothold on a vast territory, so visibility is important in developing the market. Through the support of influential events in the region, to cultivate awareness, to develop the market in this region, to open up the market.

The fourth category is conducive that enterprises wants to be in centre of attention, in the hub of sponsors events. The hub has two meanings, one hand refers to the Orlen hub in the global scope, is the headquarters of the development. On the other hand refers to the core enterprise, is also the development of employees etc. Therefore, this type of event is mainly the Polish local brand events, through the sponsorship of this event, so that local support for local brands to deepen, the formation of environmental stability factors for enterprise development.

The fifth category is business events. The relationship between the development of good and important customers or guests are very important for each, which relates to the development of their business relationship, Orlen as the main enterprise user oriented company attaches great importance to this, so in the event categories specifically set up the categories of business relations. As a VIP reception, the event itself must be high-end, which corresponds to the relevant customer groups. At the same time, there must be a certain level of events in order to lay a strong position in the hearts of customers.

After the introduction of Orlen's five categories of sponsorship division, we can see that PKN Orlen SA is relatively mature in the event marketing, and its goals and classification standards are also close to their own business.

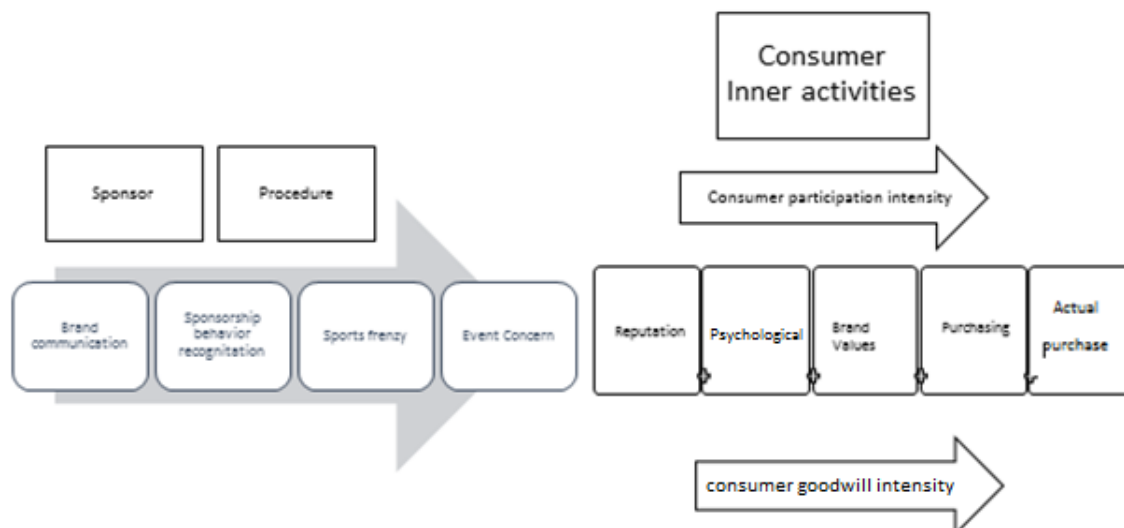
## **Discussion**

The purpose of the discussion is to interpret and describe the significance of corporate sponsorship and sports sponsorship strategy, understanding and analysing of the sports sponsorship findings in light of what was already known about the research problem being investigated, and to explain any new understanding or insights about the problem after you've taken the findings into consideration. Sport plays a number of important social functions: education, public health, leisure, cultural and social. This list also includes additional features

such as the emotional function - the sport evokes emotions in its active participants, members of rival teams and sports observers. Also, as we already said, sport is a significant business today. As for the subject of the sponsorship - it is not just money. Sponsorship is a public and prominent financial support of entities and events (Walraven, 2013). Social and business goals derive from the analysis of Orlen's strategy. Sponsorship has a commercial purpose, but it also pursues social goals:

- disseminating the knowledge of the company and its products to customers, prospective buyers, partners, shareholders and investors;
- creating positive associations between the sponsor and the brand, transfer of the image;
- Creation and strengthening of a positive opinion about the sponsor and its products.

The above mentioned goals naturally correspond with the positive image of the sport, as a world's synonyms of the health, welfare and beauty.



**Figure 2:** The relationship between brand sponsorship and customer purchase

Source: own creation made on the grounds of the text (Kim, Ko, James, 2011).

As shown above, sports sponsorship can be integrated to consumers love and recognition of sports events, and sponsors into desired brand image, this transformation process through sports sponsorship can be very natural to impress consumers.

Recent studies have shown that most companies, when looking for and participating in sports sponsorship, usually list business growth as the first factor to be considered in the standards of their evaluation program (Stotlar, 1999). Business development has taken the place in the other factors in sponsoring: the calculation and evaluation of value, becoming a primary consideration for sponsors and event owners (Irwin, Sutton, McCarthy, 2008).

## Conclusion

This study demonstrates that corporate sponsorship objectives can be divided into awareness, brand image and business development. Study also analyses the influence factors which are for these goals more, future research can focus on the enterprise in the decision-making process how to accurately set the effective sponsorship of the standard, how to make the development of sports sponsorship to better serve enterprises this requires.

Based on the target of sponsoring sports events, this paper discusses the realization of enterprise sponsorship goals from the choice of competitions, sponsorship returns and theme activities. The research shows that the realisation of enterprise sponsorship target must follow a path with internal logic and order with stage characteristics. In the process of an enterprise to enhance the visibility of the target, the sponsor should choose the influential events, through publicity and corporate logo on TV and other media display, as well as with a certain amount of advertising and the participation of athletes. From the goal of shaping the brand image, the enterprise should pay attention to the conformity of the competition and the enterprise in all aspects of the competition, and match the marketing campaign with definite publicity theme. And in terms of business development sponsorship target, the enterprise should consider events can provide sponsors in the choice of a variety of events and sales opportunities for cooperation, and ultimately the sponsorship benefits achieved through a series of events around the VIP reception and product trial or experience.

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Name of the Author: Joanna Jedel

Affiliation: University of Physical Education and Sport in Gdansk

Address: Kazimierza Gorskiego 1, 80-336 Gdansk, Polska

E-mail address: joanna.jedel@awf.gda.pl