



The right formula

Taking driving into the classroom

Communications – Theme 15: Sponsorship

Activity 15a

Sports sponsorship

In sport, sponsorship is an agreement between an organisation (the sponsor) and a sports team, a sports personality or a sport event organiser where the sponsor gives money (or benefits in kind) in exchange for the right to be associated with the team, the individual sports personality or the event. This association usually includes the right to have the sponsor's logo on clothing, literature and advertising. For expensive events or sports, it is common to have several sponsors sharing the costs or having different sponsors associated with different aspects.

Research sponsorship of motor-sports in the UK

Collect information from press articles, photographs, company literature and web sites. Specialist motor-sport press is a good source of information.

Discuss:

- How well matched sponsors and teams/personalities/events are?
- What are the sponsor's brand values that they try to promote with the sponsorship?
- What type of companies sponsor motor-sport and how their products or services benefit from the association?
- How well known these sponsorships are, compared with sponsorship of other sports like football or rugby?

Class organisation

Group work
Group discussion

Resources

Factsheet 15a:
Why sponsorship?