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APPENDIX 1
SPONSORSHIP BY SPORT CODE IN 1996

SPONSORSHIP BY SPORT CODE IN 1996

Rank	Sport	Sponsorship / R million
1	Motor racing (track)	Over R30 million
2	Soccer	
3	Rugby	
4	Golf	
5	Cricket	
6	Horse racing	R10 million to R25 million
7	Athletics	
8	Road running	
9	Motor rallies (off-road)	
10	Tennis	R5 million to R10 million
11	Boxing	
12	Yachting	
13	Motor cycle racing	
14	Cycling	R1 million to R5 million
15	Basketball	
16	Hockey	
17	Show jumping	
18	Power boating	
19	Triathlon	
20	Moto cross	
21	Bowls	
22	Angling	
23	Air racing	
24	Drag racing	
25	Formula K	
26	Surfing	
27	Squash	
28	Canoeing	
29	Snooker/pool	
30	Volleyball	
31	Wind surfing	
32	Hot air ballooning	
33	Disabled sport	
34	Swimming	
35	Karate	R1 million to R300 000
36	Baseball/softball	
37	Netball	
38	Lifesaving	
39	Professional wrestling	
40	Rugby league	
41	Tenpin bowling	

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42	Aerobics	
43	Badminton	
44	Polo	
45	Gymnastics	
46	Hiking	
47	Rowing	
48	Waveski	R300 000 to
49	Darts	R 50 000
50	Shooting	
51	Table tennis	
52	Fencing	
53	Sky diving	
54	Ice skating	
55	Other sport (approx. 25)	Less than R50 000 each
Total market		R552 million

Source: BMI Sportinfo as reported by Van Heerden (1998:375)

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APPENDIX 2

**SUMMARY OF 1999 RAPTOR AWARD ENTRIES ORGANISED
BY DECISION-MAKING CATEGORY**

Main categories of sponsorship objectives

Sponsor	Corporate	Brand/ service/ product	Sales	Media
Insurance organisation sponsoring one of the teams participating in a Southern Hemisphere League (Super 12 rugby)	<p>Creating an identity and national awareness of the corporate brand through the association with the team;</p> <p>Utilising the sponsorship as a staff integration tool during a merger (previous sponsor merged with current sponsor);</p> <p>Building awareness and market share in a geographical region</p>	<p>Transferring brand equity from the previous sponsor's name;</p> <p>Building the rugby team into a marketable brand</p>		
Cellular organisation sponsoring one of the leagues of a major sporting code (rugby)	<p>Establish the sponsor as the leading cellular network operator;</p> <p>Create an awareness amongst previously disadvantaged communities of potential opportunities to participate in the sport</p>	<p>Communicate with existing and potential subscriber base</p>		
Financial institution co-sponsoring a major international sporting event (All African Games)	<p>Strengthen the sponsor's existing involvement in a particular sporting code;</p> <p>Taking ownership of athletic sponsorship;</p> <p>Tactical strategic</p>			

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	opportunity for future business plan in terms of image, awareness and goodwill			
Financial institution sponsoring a major international golfing tournament	Raise funds for a Sport Trust; Raise awareness of the game amongst the youth; Double the number of visitors and clickthroughs on the web site	Market sport affinity products	Specified sales of a particular financial product	Increase in media coverage of 10%
Brewer sponsoring a national sporting code league (cricket)	Corporate image reinforcement; Reach spectator numbers; Hospitality opportunities	Create goodwill and loyalty	Gain market share amongst white consumers; Grow the Black market; Sales at events and pub promotions	Gain media coverage; Avoid advertising clutter;
Petroleum organisation sponsoring a series of events	Position the sponsor as a proud & compassion-nate organisation; Maximise ROI compared to previous year; Position the sponsor as the "owner" of the series of events	Create mass brand awareness; Communicate core brand values		
Petroleum organisation sponsoring a soccer club	Change existing corporate image; Create 45% awareness in the Black market in 3 years; Motivate pump attendants to increase service	Build brand equity in the Black market; Reduce the sponsorship equity of the previous sponsor from 55% to 10% in 18 months; Create an aspirational appeal for the brand; Promote product loyalty		

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	levels from 72% to 90%	in the taxi market		
Cellular sponsoring a sport development scheme	Social upliftment of under-privileged role-players (golf caddies) in the particular sport; Entrench the sponsor as the leading cellular network.	Reach particular market segment (golfers at golf clubs); Provide brand exposure.		
Public utility sponsoring a school sport (netball) challenge	Provide equal opportunities; Supporting the national governing body; Implement a development programme to ensure that selections in future reflect the population demographics			
Leading margarine brand sponsoring a sporting code	To become synonymous with the sporting code; Credibility and to be seen as "giving back to the community"	Communicate brand values to increase goodwill and loyalty		Gain free media exposure
Insurance organisation co-sponsoring a team to participate at a major global sporting event	Grow consumer awareness of the corporate brand to at least 20% (from 3%); Communicate the sponsor's positioning; Position the sponsor alongside the other co-sponsors; Entrench the		Strengthen the sponsor's relationships with new and existing clients and business partners to grow the business	

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	<p>sponsor's corporate values amongst employees</p>			
<p>Motor vehicle manufacturer sponsoring a celebrity challenge and also involving members of the public who won an opportunity to participate in the event</p>		<p>Reinforce a particular brand's positioning to fit the needs of the target markets; Reinforce product changes; Establish a promotional project.</p>		<p>Use appropriate media to communicate to target markets</p>
<p>Cellular co-sponsoring a major golfing event</p>	<p>Associate and reinforce the sponsorship of local golf; Hospitality opportunities</p>	<p>Create brand presence; Offer free cellular calls</p>		<p>Hole-in-one prize creates excitement and media awareness</p>
<p>Cellular sponsoring a champions tennis tour</p>	<p>Re-inforce the sponsor's position as the official sponsor of SA Tennis; Provide a unique regional tennis event.</p>	<p>Use the event as a platform to increase awareness of a new cellular package launched by the sponsor</p>		
<p>Cellular co-sponsoring a team's participation in a global sporting event (Commonwealth Association)</p>	<p>Create awareness of the sponsor's association with the event; Entrench involvement at grass-roots sport development.</p>			
<p>Cellular sponsoring beach activities</p>	<p>Launch sponsor's involvement with a particular game or entertainment TV show</p>			

	(Gladiators); Maintain strong presence on beaches during holiday season; Enhance corporate image of people-friendly service and technology company.			
Cellular sponsoring a regional sporting event (marathon)	Title sponsorship; Position sponsor as being on the leading edge of technology	Foster brand awareness and loyalty by association with an aspirational event; Expose a diverse range of demographic people to the corporate brand	Generate connections at retail level; Generate airtime usage of the cellular network.	National media exposure but also achieving regional focus
Co-sponsors of the 7 th All Africa Games (AAG) 1999 (cellular, logistics solutions, vehicle manufacturer, financial institution and a public utility)	Increase awareness levels of the AAG; Leverage co-sponsors' association with the event; Generate excitement; Deliver messages to all local communities.	Logo recognition		
Public utility sponsoring an event (national championship) of a school sport association	A number of social responsibility objectives ranging from development, to providing equipment to disadvantaged schools to the development of skills.	Build brand awareness and knowledge of a particular brand; Build awareness of the safe use of the sponsor' service product		
Financial organisation sponsoring a national	Eliminate the previous sponsor's equity and association		Leverage financial products	

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sporting body (cricket)	with the event Demonstrate the sponsor's commitment to cricket; Entrench corporate positioning of innovative leadership.			
Sport good manufacturer - co-sponsor of the Comrades ultra-marathon		Establish brand reputation amongst serious participants; Promoting brand's contribution to participant's image and performance	Encourage larger number of participants to use the sponsor's product; Maximise broader market awareness to stimulate sales volumes.	
Brewer sponsoring a sport league (soccer)		Increase awareness of one of the brewer's brand's involvement with the sport; Reinforce the brand's image to that of its slogan	Gain market share in the particular target market; Create selling opportunities at events	Create advertising opportunities
Financial organisation sponsoring a national sporting body (athletics)	Corporate brand building; Change target market perceptions; Community involvement; Build stakeholder goodwill; Staff motivation; Active at branch and town level		Improve market share	Mass media exposure improvement
Cellular sponsoring an outdoor advertising medium (a	Create corporate awareness linked to the corporate slogan; Build relationships	Enhance brand personality		Use outdoor medium at TV events

lightship)	with co-sponsors; Enhance corporate image as an innovative organisation; Differentiated medium that cannot be copied by competitors; Enhance consumer recall.			
Cellular sponsoring a sporting body (provincial cricket)	Social upliftment	Brand awareness	Utilise cellular network	
Food organisation sponsoring a sporting code (triathlon)	Expand into neighbouring countries.	Link particular brand (energy drink) to the sport;	Sales volume growth.	Communicate to target audience.
Financial organisation sponsoring road running	Grow the sporting code; Empower communities	Create brand experience; Increase brand awareness		
Cellular B sponsoring a national racing driver training programme	A long list of objectives were vague and non-specific (staff motivation, upgrade vital equipment on yacht, awareness of the race of the yachtsmen, inspire disadvantaged communities).			
Healthcare sponsoring a competitor (first black person) in the Around Alone Yacht	A long list of vague objectives, which were non-specific			

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Race				
Cellular A sponsoring a beauty pageant associated to soccer	Associate with one of the largest sporting codes (soccer); Extend relationship with one of soccer's governing bodies; Linked to beauty pageant.	Foster brand awareness and loyalty by targeting women's soccer.	Generate connections and increase airtime; Generate network usage.	Broadcasting of matches and beauty pageant.
Vehicle manufacturer sponsoring holes at a premier international golfing event	Host clients & guests at a premier golfing event	Align brand image of vehicle to a premier golf event; Brand exposure; Provide golfers with product experience (courtesy vehicles).		

Did not find any evidence of personal objectives

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Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Insurance	Existing and potential clients (LSM 7&8, national, all races); The media - rugby writers and journalists Team squad, management, sporting codes' governing body, members of the feeder unions, current and new supporters Internal – staff, directors, brokers, broker consultants
Cellular	Current supporters but expanding into development and transformation
Financial	Community, existing and potential customers, shareholder, staff, government and decision-makers
Financial	Existing and potential customers
Brewer	White male (18-49) and secondary Black market
Petroleum	Motor vehicle owners in LSM 6-8; Retain & grow the primary White viewer (18+); Develop the sport amongst young Black adult (18 – 25) viewers from an aspirational and interest point of view
Petroleum	Black consumers in LSM 4-7; Black industry decision-makers (including taxi and vehicle owners); Internal staff with emphasis on 15 000 pump attendants Also cross-over into White, Coloured and Asian vehicle owners
Cellular	Golfers and caddies
Public utility	Youth age group (13 – 18), adult officials, coaches, umpires and spectators
Margarine	Black urban and rural housewives with children – primarily LSM 4-6 but also LSM 1-3, age 25-49 and average household income of R1 200/month. Psychographic segmentation of the mother fits with the synergy of the sporting code,
Insurance	Existing and prospective customers, business partners, participants, employees
Motor manufacturer	Private vehicle buyers (30-55, white, A-income, well-educated, successful, married, outgoing with family) Farmers (25-55, white males, A-income, well-educated, married, vehicle must work hard – be tough and reliable) Fleet-owners (diverse in size with emphasis on toughness, reliability and low maintenance)
Cellular	Service providers, dealers, partners, business associates, staff and VIP's
Cellular	Mass Black and White audience, underprivileged areas
Cellular	Black and White markets, grass-roots development
Cellular	White, A-income families similar to expected audience of Gladiator game/entertainment TV show
Cellular	Past and present participants, regional community, general cellular consumers
AAG co-sponsorship	Local communities; 52 African countries; OAU; African Ministries of Sport; continental and local sport federations; local, African, and global TV audiences, the constituencies specified by the co-sponsors
Public utility	Primary and secondary school-going children participating in the sport, their parents, schools and officials.
Financial organisation	Bankable consumers, current fans, everybody interested in sport and sport

	development
Sport goods manufacturer	Participants, trade groups
Brewer	Black males older than 18
Financial organisation	Primary - Any supporter of sport and athletics, LSM 2-8, communities, public and sport opinion leaders, staff; Secondary – Media, officials, VIP's, athletes.
Cellular	Business market, personal user market, black and under-served market, influencers, shareholders, and co-sponsors
Cellular	Participants from school to provincial level, disadvantaged communities in the sporting body's geographical area.
Food organisation	18 to 34 year olds, radio station as media partner, retail stores to participate in competitions.
Financial organisation	Participants (potential, novice and elite), local community, and customers (LSM 4-8).
Cellular B	Primary - Emerging market; Secondary – higher LSM's and spectators, dignitaries, guests and customers who attend race meetings.
Healthcare	Netcare doctors, patients, and staff in the Cape; and disadvantaged communities in the Cape Flats and Port Elizabeth.
Cellular A	PSL – soccer governing body; Woman's soccer and supporters of woman soccer; Targeting media whose target market reflects that of the cellular organisation.
Motor manufacturer	Dealer network – e-mail, correspondence and internet Clients and guests – corporate hospitality Participants – courtesy vehicles Spectators – brand exposure

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Insurance-	Extensive media campaign; Use of a particular colour	Competitions; Fan magazine;	Establish co-sponsor alliances		Branded merchandise	Relationship building with media representatives Internal communication
Cellular	TV broadcast of matches; Extensive media campaign; Outdoor campaign					
Financial	Electronic advertising board at the event stadium; Perimeter advertising; Billboards; Official programme advertising; Outdoor hoardings; Adapt their existing commercial to suite their sponsorship of athletics at the AAG	In-branch activities	In-branch activities	Messages on bank statements	Promotional gifts	Internal communication Media day;
Financial	Extensive media campaigns; Branding on TV-screens at event; Branding on scoreboards and one specific holes	In-branch promotions running before and during the event; Promotions during the event; Promotions at	Inserts in bank statements Hospitality		Branch merchandising	

		other venues; Independent newspaper promotions.				
Brewer	Extensive media campaigns; Branding on equipment	On-field activities during breaks; Banner competition; Spectator competitions; Pub promotions; Match presentations			Promotional clothing distributed to a variety of people	Media launch & conferences at every region; Local brewer hosts media;
Petroleum	Media campaigns; Moving billboards; Event posters, flyers and brochures	Event competitions; Sponsor mascot;	Hospitality		Branded give-aways	Media launches; Development programme; Celebrity endorsements; Dealer relationships
Petroleum	Stadium signage; Media campaigns; Taxi branding	Player incentives; Offer players bursaries to study at RAU; Pump attendants incentives and competitions	Supporter club activities; Hospitality at stadiums and matches			Create media speculation; Press conferences and media relationship building at matches; Build relationship with club management; Internal communication activities aimed at pump attendants
Cellular		Provide caddies for numerous golfing events				TV, radio and magazine coverage
Public utility	Half-hour weekly TV programmes		Coaching clinics			Relationship building with the

						national governing body
Margarine	Naming rights and presence at national championship; Floor and perimeter signage, branding at trophy table and winners podium; Street posters and flyers;	Performance, demonstrations and coaching at shopping centres	Woman's cookery classes in rural areas			A programme to standardise judging and those who participated received branded certificates and medals (Medal Testing Programme); Media PR campaign at world championship; Feature articles in woman's magazine
Insurance	TV-commercial Press ads		Create hospitality opportunities by taking a group of guests to attend the event		Event apparel & merchandising items	Create human interest and performance publicity opportunities about the team members; Internal communication campaign
Motor manufacturer	Print ad at announcement in the particular magazine; Competition announcement and information on M-Net	Competition to win accommodation at a leading hotel group and magazine subscriptions – draw on M-Net magazine programme Cross promotion in a men's	Point-of-sale material at dealer-ships and news agent			

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		magazine				
Cellular	Sponsor's messages included in event advertising (including official programme; Big screen branding at the event	Print media competition	Free cellular call facility			Hospitality created relationship-building; Staff involvement
Cellular	Electronic and print campaigns; Web site information	TV, radio and print competitions – winners could attend the event	Cellular packages promoted at the event		Event apparel	Frequent press releases; Development coaching clinics in underprivileged areas
Cellular	Electronic and print campaigns; Web site information	TV, radio and print competitions – winners could attend the event			Event apparel	Sponsor three budding athletes' participation at the event; Sponsorship launch; Frequent press releases
Cellular	TV promo-spots on SABC3; Radio promo-spots; Posters; Signage and arenas on specific beaches				Clothing and merchandising apparel	Incidental exposure
Cellular	Live and highlighted broadcast of the event; Broadcast advertising (billboards, stings, squeezebacks, logo on screen); Lightship	Regional product & service offer to participants; Connect to network and track participants' progress & results; Competitions;		Database of past participants and new entrants for every event.	Wide range of clothing and apparel ranging from foam peaks, towels, and marshal bibs to race medals and badges.	Endorsements by road running legends; Media and guest accreditation; Media briefings; Press releases; Media interviews.

	exposure.	Spot the lightship promotion.				
AAG co-sponsors	Joint print advertising campaign; Stadium signage; Official programme; Radio advertising campaign; Exposure at opening and closing ceremonies		Internet site branding;			Branding at press conferences
Public utility sponsoring a school sport association	Above-the-line advertising in the main media; Pamphlets, Giant inflatable figure; Logo and signage at events.			Invitations	Logo on squeeze bottles and cushions.	Sport starter kits to disadvantaged schools; Exposure in SABC's Sports Generation programme; Coaching clinics
Financial organisation	Extensive advertising campaign involving TV, radio, print and outdoor	Individual endorsement by the captain of the national cricket team; Promotions at matches; Promotions in the form of stings, squeeze-backs, and customer competitions.	Point-of-sale in branches; Entertain customers at events		Replica clothing and merchandising	Establishing Development Trusts
Sport goods manufacturer	Catalogue advertising in selected runner magazines; Promotional advertising in specialist and	Involving key SA participants as endorsements; Consumer incentive		Direct response mailing list (registered participants);	Linking event logo and brand logo on clothing apparel;	Secure official clothing sponsor status;

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	general publications.	promotions prior to event; Trade promotions.				
Brewer	Advertising campaigns; End-of-season-award ceremony	Man of the match-awards; Incentive awards to players and media.				PR information to media; Press conferences; Nelson Mandela Challenge match.
Financial organisation	Generic TV commercial to position organisation; Teaser TV commercials to inform viewers about athletic events; Print and radio campaigns				Corporate apparel and clothing items	
	The lightship as an innovative outdoor medium; Belly banner on lightship; Vehicle branding		Relation-ships with co-sponsors; Internet site			Press launches and media releases; Radio station relations
Cellular	Stadium signage; Newsletter advertising	Newspaper competition; Special events and promotions in the particular geographical area	Hospitality suites	Telephone hotline	Logo on clothing	Official newsletter; Media relations
Food organisation		Award prize money to participants; In-store promotions and distribution of competition			Entrants receive sponsor's branded clothing and products	PR efforts to generate TV, radio, and printed media coverage.

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		entry forms.				
Financial organisation	Event specific advertising; Targeted media that cover race information; TV exposure in sponsored magazine show.	Radio competitions.	VIP hospitality facilities ate evens; internal staff newsletters	Compile and use database to generate business	Logo on race/ event clothing	Media partnerships to communicate to target audiences; Press releases
Healthcare	Media advertising					
Cellular B	Cellular branding on driver overalls and racing vehicles.		Distributing programmes to +_ 200 000 race spectators, dignitaries, guests and customers; Drivers attend functions, hospitality areas, and promotions in previously disadvantaged areas.			Naming rights; Programme editorial
Cellular A	Before, during and after beauty pageant on SABC; Radio Metro competition campaign; Sowetan campaign; Identify sponsor on printed material.	Public voters competition; Media references to Cellular A being the presenting sponsor of the Miss Premier Soccer League.	Internet web site			Press releases
Motor manufacturer	Logo signage at event; Logo included in event correspondence; Advertisement in	Prizes at different holes; Dealer network competition	Internet, e-mail to dealers			Press releases

	event programme; Live TV coverage (4 days) exposed brand.					
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Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/product effects	Media audits	Behavioural measures
Insurance	Positioning of corporate brand	Listing win-win relationships	Sales of branded merchandise	Media coverage	Measure effect of staff integration after the merger
Cellular	BMI-Sponsortrack; Sponsor Statistik			Monthly AR's; Constant watch; Newsclip	
Financial	BMI-Infotrack; Link to existing athletic sponsorship			Media coverage	
Financial	Awareness of new products		Number of new sport affinity product accounts; Number of new clients captured for other products	Media coverage	Fundraising targets; Number of new accounts; Number of web site visitors; Compare sponsorship amount to calculated return on sponsorship investment
Brewer	BMI awareness tracking		Measure sales	Media coverage (AR's)	Pub promotions
Petroleum	BMI awareness tracking		Measured free branding exposure	Media coverage	
Petroleum	BMI awareness tracking (0% to 40% after 2 years)	Brand image through focus group studies; Measure internal culture)	Monthly sales figures (1.5% effect achieved)	Media coverage	Service standards measurement (89% achieved)
Cellular	Logo appears at clubs (not previously allowed)			Media coverage	Development programme; Increase caddy standards
Public utility	Sponsorship awareness;			BMI and Mediawatch to measure media exposure;] Letters of response	Number of development players included in national teams; Transformation

				generated by the weekly TV-programmes.	ratio changed from 1:9 (Black:White) to 2:1.
Margarine	Measure that the sponsor "owns" the sport			Equivalent rate card ad values;	Measuring the success of the medal testing programme; and the number of new participants and teachers that pass through the programme
Insurance	Three BMI-surveys during sponsorship indicated that sponsorship awareness grew from 25% to 32% to 38%	In-depth interviews with guests who attended the event; Employee feedback was very positive	Brand awareness rose to 39%; Substantial deals were clinched	Newsclip to track coverage in printed media; Chart-a-clip to track coverage in electronic media	
Motor manufacturer	Exposure on M-Net magazine programme		Brand exposure; Measured market share increase	Media exposure at final event and follow-up coverage	Response to call for entries; Audience at final event
Cellular				TV-exposure (AR's); Logo frequency during TV coverage	
Cellular	Awareness measured by BMI's Sponsortrack and Newsclip			Media effect measured by Newsclip	
Cellular	Awareness measured by BMI's Sponsortrack				
Cellular				Press clippings; TV-spot and radio-promo value	Crowd attendance and participation

				measurement; AR from first Gladiator TV show.	
Cellular	Bateleur research to establish brand awareness and retention; PR evaluation to measure value of exposure.			Spindex measurement of media exposure; Newsclips to measure exposure and mention in the press.	
AAG co- sponsorship				Media evaluation measured to be +- R14 million to each co-sponsor	
Public utility		Survey of and Interviews with members of target market.		Coverage type, sponsorship mention, impact of coverage, and comparative advertising cost	
Financial organisation	Awareness measured by BMI's Sponsortrack				
Sport goods manufacturer			Compare actual retail sales increase; Calculate sales effect of number of consumers participating in sales promotion.	Media exposure analysed.	Compare historical use (by participants) of brand trends
Brewer	Measure number of exposures through Sponsorstatistik			Measure AR's (audience ratings) and compare to TV- programme AR's;	
Financial organisation	BMI-Sponsortrack measures awareness levels				

Cellular	Awareness of lightship; Internet site hits	VIP guest feedback after rides in the lightship		Sponsor Statistik to measure exposure at three particular sporting events; Compare value of media exposure to value of Coca-Cola sign on the Ponte Building in Johannesburg.	
Cellular	BMI tracks brand awareness			Sponsor Statistik measures TV coverage; Measuring print media coverage	
Food organisation			Export sales growth to neighbouring countries; Sales increase at retailers	Media exposure value	Increase in number of entries
Financial organisation	Awareness tracking (BMI);	BMI Eventtrack to measure public attitudes and perceptions		Equivalent rate card values & weightings; Media endorsements.	Monitor number of new participants who are using the sponsor's branded race numbers.
Healthcare		Verbal feedback from certain target audiences mentioned earlier.		Measured (unaudited) potential media value	
Cellular B (again lists that initial objectives were achieved – very vague and non-specific)		Communication, discussions and feedback with the National Sports Commission.	State that Return of Investment through leverage of the sponsorship is 5:1 (no indication of how this was calculated)	TV coverage of 240 minutes on SABC3 and M-Net and monitoring of media clips.	
Cellular A	Media campaign and competitions to stimulate awareness and generate exposure			AR of 11.8 measured equated to a TV audience of 1.3 million viewers;	

				Readership figures of print media used; Web site attracted 120 000 hits	
Motor manufacturer	Entry forms from dealer network provided a database of entrants to competition.			Media reach of over 700 million viewers worldwide.	

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APPENDIX 3
SUMMARY OF 1999 RAPTOR AWARD ENTRIES ORGANISED
BY SPONSOR

Main categories of sponsorship objectives

Sponsor 1	Corporate	Brand/ service/ product	Sales	Media
Insurance organisation sponsoring one of the teams participating in a Southern Hemisphere League (Super 12 rugby)	Creating an identity and national awareness of the corporate brand through the association with the team; Utilising the sponsorship as a staff integration tool during a merger (previous sponsor merged with current sponsor); Building awareness and market share in a geographical region	Transferring brand equity from the previous sponsor's name; Building the rugby team into a marketable brand		

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Insurance	Existing and potential clients (LSM 7&8, national, all races); The media - rugby writers and journalists Team squad, management, sporting codes' governing body, members of the feeder unions, current and new supporters Internal – staff, directors, brokers, broker consultants

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Insurance-	Extensive media campaign; Use of a particular colour	Competitions; Fan magazine;	Establish co-sponsor alliances		Branded merchandise	Relationship building with media representatives Internal communication

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/product effects	Media audits	Behavioural measures
Insurance	Positioning of corporate brand	Listing win-win relationships	Sales of branded merchandise	Media coverage	Measure effect of staff integration after the merger

Main categories of sponsorship objectives

Sponsor 2	Corporate	Brand/ service/ product	Sales	Media
Cellular organisation sponsoring one of the leagues of a major sporting code (rugby)	Establish the sponsor as the leading cellular network operator; Create an awareness amongst previously disadvantaged communities of potential opportunities to participate in the sport	Communicate with existing and potential subscriber base		

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular	Current supporters but expanding into development and transformation

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Cellular	TV broadcast of matches; Extensive media campaign; Outdoor campaign					

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Cellular	BMI-Sponsortrack; Sponsor Statistik			Monthly AR's; Constant watch; Newsclip	

Main categories of sponsorship objectives

Sponsor 3	Corporate	Brand/ service/ product	Sales	Media
Financial institution co-sponsoring a major international sporting event (All African Games)	Strengthen the sponsor's existing involvement in a particular sporting code; Taking ownership of athletic sponsorship; Tactical strategic opportunity for future business plan in terms of image, awareness and goodwill			

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Financial	Community, existing and potential customers, shareholder, staff, government and decision-makers

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Financial	Electronic advertising board at the event stadium; Perimeter advertising; Billboards; Official programme advertising; Outdoor hoardings; Adapt their existing commercial to suite their	In-branch activities	In-branch activities	Messages on bank statements	Promotional gifts	Internal communication Media day;

	sponsorship of athletics at the AAG					
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Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/product effects	Media audits	Behavioural measures
Financial	BMI-Infotrack; Link to existing athletic sponsorship			Media coverage	

Main categories of sponsorship objectives

Sponsor 4	Corporate	Brand/ service/ product	Sales	Media
Financial institution sponsoring a major international golfing tournament	Raise funds for a Sport Trust; Raise awareness of the game amongst the youth; Double the number of visitors and clickthroughs on the web site	Market sport affinity products	Specified sales of a particular financial product	Increase in media coverage of 10%

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Financial	Existing and potential customers

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Financial	Extensive media campaigns; Branding on TV-screens at event; Branding on scoreboards and one specific holes	In-branch promotions running before and during the event; Promotions during the event; Promotions at other venues; Independent newspaper promotions.	Inserts in bank statements Hospitality		Branch merchandising	

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Financial	Awareness of new products		Number of new sport affinity product accounts; Number of new clients captured for other products	Media coverage	Fundraising targets; Number of new accounts; Number of web site visitors; Compare sponsorship amount to calculated ROI

Main categories of sponsorship objectives

Sponsor 5	Corporate	Brand/ service/ product	Sales	Media
Brewer sponsoring a national sporting code league (cricket)	Corporate image reinforcement; Reach spectator numbers; Hospitality opportunities	Create goodwill and loyalty	Gain market share amongst white consumers; Grow the Black market; Sales at events and pub promotions	Gain media coverage; Avoid advertising clutter;

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Brewer	White male (18-49) and secondary Black market

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Brewer	Extensive media campaigns; Branding on equipment	On-field activities during breaks; Banner competition; Spectator competitions; Pub promotions; Match presentations			Promotional clothing distributed to a variety of people	Media launch & conferences at every region; Local brewer hosts media;

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Brewer	BMI awareness tracking		Measure sales	Media coverage (AR's)	Pub promotions

Main categories of sponsorship objectives

Sponsor 6	Corporate	Brand/ service/ product	Sales	Media
Petroleum organisation sponsoring a series of events	Position the sponsor as a proud & compassionate organisation; Maximise ROI compared to previous year; Position the sponsor as the "owner" of the series of events	Create mass brand awareness; Communicate core brand values		

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Petroleum	Motor vehicle owners in LSM 6-8; Retain & grow the primary White viewer (18+); Develop the sport amongst young Black adult (18 – 25) viewers from an aspirational and interest point of view

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Petroleum	Media campaigns; Moving billboards; Event posters, flyers and brochures	Event competitions; Sponsor mascot;	Hospitality		Branded give-aways	Media launches; Development programme; Celebrity endorsements; Dealer relationships

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Petroleum	BMI awareness tracking		Measured free branding exposure	Media coverage	

Main categories of sponsorship objectives

Sponsor 7	Corporate	Brand/ service/ product	Sales	Media
Petroleum organisation sponsoring a soccer club	Change existing corporate image; Create 45% awareness in the Black market in 3 years; Motivate pump attendants to increase service levels from 72% to 90%	Build brand equity in the Black market; Reduce the sponsorship equity of the previous sponsor from 55% to 10% in 18 months; Create an aspirational appeal for the brand; Promote product loyalty in the taxi market		

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Petroleum	Black consumers in LSM 4-7; Black industry decision-makers (including taxi and vehicle owners); Internal staff with emphasis on 15 000 pump attendants Also cross-over into White, Coloured and Asian vehicle owners

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Petroleum	Stadium signage; Media campaigns; Taxi branding	Player incentives; Offer players bursaries to study at RAU; Pump attendants incentives and competitions	Supporter club activities; Hospitality at stadiums and matches			Create media speculation; Press conferences and media relationship building at matches; Build relationship with club management; Internal communication activities aimed at pump attendants

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/product effects	Media audits	Behavioural measures
Petroleum	BMI awareness tracking (0% to 40% after 2 years)	Brand image through focus group studies; Measure internal culture)	Monthly sales figures (1.5% effect achieved)	Media coverage	Service standards measurement (89% achieved)

Main categories of sponsorship objectives

Sponsor 8	Corporate	Brand/ service/ product	Sales	Media
Cellular sponsoring a sport development scheme	Social upliftment of under-privileged role-players (golf caddies) in the particular sport; Entrench the sponsor as the leading cellular network.	Reach particular market segment (golfers at golf clubs); Provide brand exposure.		

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular	Golfers and caddies

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Cellular		Provide caddies for numerous golfing events				TV, radio and magazine coverage

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Cellular	Logo appears at clubs (not previously allowed)			Media coverage	Development programme; Increase caddy standards

Main categories of sponsorship objectives

Sponsor 9	Corporate	Brand/ service/ product	Sales	Media
Public utility sponsoring a school sport (netball) challenge	Provide equal opportunities; Supporting the national governing body; Implement a development programme to ensure that selections in future reflect the population demographics			

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Public utility	Youth age group (13 – 18), adult officials, coaches, umpires and spectators

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Public utility	Half-hour weekly TV programmes		Coaching clinics			Relationship building with the national governing body

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Public utility	Sponsorship awareness;			BMI and Mediawatch to measure media exposure;] Letters of response generated by the weekly TV-programmes.	Number of development players included in national teams; Transformation ratio changed from 1:9 (Black:White) to 2:1.

Main categories of sponsorship objectives

Sponsor 10	Corporate	Brand/ service/ product	Sales	Media
Leading margarine brand sponsoring a sporting code	To become synonymous with the sporting code; Credibility and to be seen as "giving back to the community"	Communicate brand values to increase goodwill and loyalty		Gain free media exposure

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Margarine	Black urban and rural housewives with children – primarily LSM 4-6 but also LSM 1-3, age 25-49 and average household income of R1 200/month. Psychographic segmentation of the mother fits with the synergy of the sporting code,

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Margarine	Naming rights and presence at national championship; Floor and perimeter signage, branding at trophy table and winners podium; Street posters and flyers;	Performance, demonstrations and coaching at shopping centres	Woman's cookery classes in rural areas			A programme to standardise judging and those who participated received branded certificates and medals (Medal Testing Programme); Media PR campaign at world championship; Feature articles in woman's magazine

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Margarine	Measure that the sponsor "owns"			Equivalent rate card ad values;	Measuring the success of the

	the sport				medal testing programme; and the number of new participants and teachers that pass through the programme
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Main categories of sponsorship objectives

Sponsor 11	Corporate	Brand/ service/ product	Sales	Media
Insurance organisation co-sponsoring a team to participate at a major global sporting event	Grow consumer awareness of the corporate brand to at least 20% (from 3%); Communicate the sponsor's positioning; Position the sponsor alongside the other co-sponsors; Entrench the sponsor's corporate values amongst employees		Strengthen the sponsor's relationships with new and existing clients and business partners to grow the business	

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Insurance	Existing and prospective customers, business partners, participants, employees

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Insurance	TV-commercial Press ads		Create hospitality opportunities by taking a group of guests to attend the event		Event apparel & merchandising items	Create human interest and performance publicity opportunities about the team members; Internal communication campaign

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Insurance	Three BMI-surveys during sponsorship indicated that sponsorship awareness grew from 25% to 32% to 38%	In-depth interviews with guests who attended the event; Employee feedback was very positive	Brand awareness rose to 39%; Substantial deals were clinched	Newsclip to track coverage in printed media; Chart-a-clip to track coverage in electronic media	

Main categories of sponsorship objectives

Sponsor 12	Corporate	Brand/ service/ product	Sales	Media
Motor vehicle manufacturer sponsoring a celebrity challenge and also involving members of the public who won an opportunity to participate in the event		Reinforce a particular brand's positioning to fit the needs of the target markets; Reinforce product changes; Establish a promotional project.		Use appropriate media to communicate to target markets

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Motor manufacturer	Private vehicle buyers (30-55, white, A-income, well-educated, successful, married, outgoing with family) Farmers (25-55, white males, A-income, well-educated, married, vehicle must work hard – be tough and reliable) Fleet-owners (diverse in size with emphasis on toughness, reliability and low maintenance)

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate & Marketing PR
Motor manufacturer	Print ad at announcement in the particular magazine; Competition announcement and information on M-Net	Competition to win accommodation at a leading hotel group and magazine subscriptions – draw on M-Net magazine programme Cross promotion in a men's magazine	Point-of-sale material at dealer-ships and news agent			

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Motor manufacturer	Exposure on M-Net magazine programme		Brand exposure; Measured market share increase	Media exposure at final event and follow-up coverage	Response to call for entries; Audience at final event

Main categories of sponsorship objectives

Sponsor 13	Corporate	Brand/ service/ product	Sales	Media
Cellular co-sponsoring a major golfing event	Associate and reinforce the sponsorship of local golf; Hospitality opportunities	Create brand presence; Offer free cellular calls		Hole-in-one prize creates excitement and media awareness

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular	Service providers, dealers, partners, business associates, staff and VIP's

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Cellular	Sponsor's messages included in event advertising (including official programme; Big screen branding at the event	Print media competition	Free cellular call facility			Hospitality created relationship-building; Staff involvement

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Cellular				TV-exposure (AR's); Logo frequency during TV coverage	

Main categories of sponsorship objectives

Sponsor 14	Corporate	Brand/ service/ product	Sales	Media
Cellular sponsoring a champions tennis tour	Re-inforce the sponsor's position as the official sponsor of SA Tennis; Provide a unique regional tennis event.	Use the event as a platform to increase awareness of a new cellular package launched by the sponsor		

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular	Mass Black and White audience, underprivileged areas

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Cellular	Electronic and print campaigns; Web site information	TV, radio and print competitions – winners could attend the event	Cellular packages promoted at the event		Event apparel	Frequent press releases; Development coaching clinics in underprivileged areas

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Cellular	Awareness measured by BMI's Sponsortrack and Newsclip			Media effect measured by Newsclip	

Main categories of sponsorship objectives

Sponsor 15	Corporate	Brand/ service/ product	Sales	Media
Cellular co-sponsoring a team's participation in a global sporting event (Commonwealth Association)	Create awareness of the sponsor's association with the event; Entrench involvement at grass-roots sport development.			

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular	Black and White markets, grass-roots development

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Cellular	Electronic and print campaigns; Web site information	TV, radio and print competitions – winners could attend the event			Event apparel	Sponsor three budding athletes' participation at the event; Sponsorship launch; Frequent press releases

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Cellular	Awareness measured by BMI's Sponsortrack				

Main categories of sponsorship objectives

Sponsor 16	Corporate	Brand/ service/ product	Sales	Media
Cellular sponsoring beach activities	Launch sponsor's involvement with a particular game or entertainment TV show (Gladiators); Maintain strong presence on beaches during holiday season; Enhance corporate image of people-friendly service and technology company.			

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular	White, A-income families similar to expected audience of Gladiator game/entertainment TV show

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Cellular	TV promo-spots on SABC3; Radio promo-spots; Posters; Signage and arenas on specific beaches				Clothing and merchandising apparel	Incidental exposure

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Cellular				Press clippings; TV-spot and radio-promo value measurement; AR from first Gladiator TV show.	Crowd attendance and participation

Main categories of sponsorship objectives

Sponsor 17	Corporate	Brand/ service/ product	Sales	Media
Cellular sponsoring a regional sporting event (marathon)	Title sponsorship; Position sponsor as being on the leading edge of technology	Foster brand awareness and loyalty by association with an aspirational event; Expose a diverse range of demographic people to the corporate brand	Generate connections at retail level; Generate airtime usage of the cellular network.	National media exposure but also achieving regional focus

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular	Past and present participants, regional community, general cellular consumers

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Cellular	Live and highlighted broadcast of the event; Broadcast advertising (billboards, stings, squeezebacks, logo on screen); Lightship exposure.	Regional product & service offer to participants; Connect to network and track participants' progress & results; Competitions; Spot the lightship promotion.		Database of past participants and new entrants for every event.	Wide range of clothing and apparel ranging from foam peaks, towels, and marshal bibs to race medals and badges.	Endorsements by road running legends; Media and guest accreditation; Media briefings; Press releases; Media interviews.

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Cellular	Bateleur research to establish brand awareness and retention; PR evaluation to measure value of exposure.			Spindex measurement of media exposure; Newsclips to measure exposure and mention in the press.	

Main categories of sponsorship objectives

Sponsor 18	Corporate	Brand/ service/ product	Sales	Media
Co-sponsors of the 7 th All Africa Games (AAG) 1999 (cellular, logistics solutions, vehicle manufacturer, financial institution and a public utility)	Increase awareness levels of the AAG; Leverage co-sponsors' association with the event; Generate excitement; Deliver messages to all local communities.	Logo recognition		

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
AAG co-sponsorship	Local communities; 52 African countries; OAU; African Ministries of Sport; continental and local sport federations; local, African, and global TV audiences, the constituencies specified by the co-sponsors

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
AAG co-sponsors	Joint print advertising campaign; Stadium signage; Official programme; Radio advertising campaign; Exposure at opening and closing ceremonies		Internet site branding;			Branding at press conferences

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
AAG co-sponsorship				Media evaluation measured to be +- R14 million to each co-sponsor	

Main categories of sponsorship objectives

Sponsor 19	Corporate	Brand/ service/ product	Sales	Media
Public utility sponsoring an event (national champion-ship) of a school sport association	A number of social responsibility objectives ranging from development, to providing equipment to dis-advantaged schools to the development of skills.	Build brand awareness and knowledge of a particular brand; Build awareness of the safe use of the sponsor' service product		

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Public utility	Primary and secondary school-going children participating in the sport, their parents, schools and officials.

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Public utility sponsoring a school sport association	Above-the-line advertising in the main media; Pamphlets, Giant inflatable figure; Logo and signage at events.			Invitations	Logo on squeeze bottles and cushions.	Sport starter kits to disadvantaged schools; Exposure in SABC's Sports Generation programme; Coaching clinics

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Public utility		Survey of and Interviews with members of target market.		Coverage type, sponsorship mention, impact of coverage, and comparative advertising cost	

Main categories of sponsorship objectives

Sponsor 20	Corporate	Brand/ service/ product	Sales	Media
Financial organisation sponsoring a national sporting body (cricket)	Eliminate the previous sponsor's equity and association with the event Demonstrate the sponsor's commitment to cricket; Entrench corporate positioning of innovative leadership.		Leverage financial products	

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Financial organisation	Bankable consumers, current fans, everybody interested in sport and sport development

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Financial organisation	Extensive advertising campaign involving TV, radio, print and outdoor	Individual endorsement by the captain of the national cricket team; Promotions at matches; Promotions in the form of stings, squeeze-backs, and customer competitions.	Point-of-sale in branches; Entertain customers at events		Replica clothing and merchandising	Establishing Development Trusts

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Financial organisation	Awareness measured by BMI's Sponsortrack				

Main categories of sponsorship objectives

Sponsor 21	Corporate	Brand/ service/ product	Sales	Media
Sport good manufacturer - co-sponsor of the Comrades ultra-marathon		Establish brand reputation amongst serious participants; Promoting brand's contribution to participant's image and performance	Encourage larger number of participants to use the sponsor's product; Maximise broader market awareness to stimulate sales volumes.	

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Sport goods manufacturer	Participants, trade groups

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Sport goods manufacturer	Catalogue advertising in selected runner magazines; Promotional advertising in specialist and general publications.	Involving key SA participants as endorsements; Consumer incentive promotions prior to event; Trade promotions.		Direct response mailing list (registered participants);	Linking event logo and brand logo on clothing apparel;	Secure official clothing sponsor status;

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Sport goods manufacturer			Compare actual retail sales increase; Calculate sales effect of number of consumers participating in sales promotion.	Media exposure analysed.	Compare historical use (by participants) of brand trends

Main categories of sponsorship objectives

Sponsor 22	Corporate	Brand/ service/ product	Sales	Media
Brewer sponsoring a sport league (soccer)		Increase awareness of one of the brewer's brand's involvement with the sport; Reinforce the brand's image to that of its slogan	Gain market share in the particular target market; Create selling opportunities at events	Create advertising opportunities

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Brewer	Black males older than 18

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Brewer	Advertising campaigns; End-of-season-award ceremony	Man of the match-awards; Incentive awards to players and media.				PR information to media; Press conferences; Nelson Mandela Challenge match.

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Brewer	Measure number of exposures through Sponsorstatistik			Measure AR's (audience ratings) and compare to TV-programme AR's;	

Main categories of sponsorship objectives

Sponsor 23	Corporate	Brand/ service/ product	Sales	Media
Financial organisation sponsoring a national sporting body (athletics)	Corporate brand building; Change target market perceptions; Community involvement; Build stakeholder goodwill; Staff motivation; Active at branch and town level		Improve market share	Mass media exposure improvement

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Financial organisation	Primary - Any supporter of sport and athletics, LSM 2-8, communities, public and sport opinion leaders, staff; Secondary – Media, officials, VIP's, athletes.

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Financial organisation	Generic TV commercial to position organisation; Teaser TV commercials to inform viewers about athletic events; Print and radio campaigns				Corporate apparel and clothing items;	

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Financial organisation	BMI-Sponsortrack measures awareness levels				

Main categories of sponsorship objectives

Sponsor 24	Corporate	Brand/ service/ product	Sales	Media
Cellular sponsoring an outdoor advertising medium (a lightship)	Create corporate awareness linked to the corporate slogan; Build relationships with co-sponsors; Enhance corporate image as an innovative organisation; Differentiated medium that cannot be copied by competitors; Enhance consumer recall.	Enhance brand personality		Use outdoor medium at TV events

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular	Business market, personal user market, black and under-served market, influencers, shareholders, and co-sponsors

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Cellular	The lightship as an innovative outdoor medium; Belly banner on lightship; Vehicle branding		Relationships with co-sponsors; Internet site			Press launches and media releases; Radio station relations

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/product effects	Media audits	Behavioural measures
Cellular	Awareness of lightship; Internet site hits	VIP guest feedback after rides in the lightship		Sponsor Statistik to measure exposure at three particular sporting events; Compare value of media exposure to value of Coca-Cola sign on the Ponte Building in Johannesburg.	

Main categories of sponsorship objectives

Sponsor 25	Corporate	Brand/ service/ product	Sales	Media
Cellular sponsoring a sporting body (provincial cricket)	Social upliftment	Brand awareness	Utilise cellular network	

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular	Participants from school to provincial level, disadvantaged communities in the sporting body's geographical area.

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Cellular	Stadium signage; Newsletter advertising	Newspaper competition; Special events and promotions in the particular geographical area	Hospitality suites	Telephone hotline	Logo on clothing	Official newsletter; Media relations

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Cellular	BMI tracks brand awareness			Sponsor Statistik measures TV coverage; Measuring print media coverage	

Main categories of sponsorship objectives

Sponsor 26	Corporate	Brand/ service/ product	Sales	Media
Food organisation sponsoring a sporting code (triathlon)	Expand into neighbouring countries.	Link particular brand (energy drink) to the sport;	Sales volume growth.	Communicate to target audience.

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Food organisation	18 to 34 year olds, radio station as media partner, retail stores to participate in competitions.

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Food organisation		Award prize money to participants; In-store promotions and distribution of competition entry forms.			Entrants receive sponsor's branded clothing and products	PR efforts to generate TV, radio, and printed media coverage.

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Food organisation			Export sales growth to neighbouring countries; Sales increase at retailers	Media exposure value	Increase in number of entries

Main categories of sponsorship objectives

Sponsor 27	Corporate	Brand/ service/ product	Sales	Media
Financial organisation sponsoring road running	Grow the sporting code; Empower communities	Create brand experience; Increase brand awareness		

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Financial organisation	Participants (potential, novice and elite), local community, and customers (LSM 4-8).

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Financial organisation	Event specific advertising; Targeted media that cover race information; TV exposure in sponsored magazine show.	Radio competitions.	VIP hospitality facilities at events; internal staff newsletters	Compile and use database to generate business	Logo on race/ event clothing	Media partnerships to communicate to target audiences; Press releases

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Financial organisation	Awareness tracking (BMI);	BMI Eventtrack to measure public attitudes and perceptions		Equivalent rate card values & weightings; Media endorsements.	Monitor number of new participants who are using the sponsor's branded race numbers.

Main categories of sponsorship objectives

Sponsor 28	Corporate	Brand/ service/ product	Sales	Media
Cellular B sponsoring a national racing driver training programme	A long list of objectives were vague and non-specific (staff motivation, upgrade vital equipment on yacht, awareness of the race of the yachtsmen, inspire disadvantaged communities).			

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular B	Primary - Emerging market; Secondary – higher LSM's and spectators, dignitaries, guests and customers who attend race meetings.

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Cellular B	Cellular branding on driver overalls and racing vehicles.		Distributing programmes to +_ 200 000 race spectators, dignitaries, guests and customers; Drivers attend functions, hospitality areas, and promotions in previously disadvantaged areas.			Naming rights; Programme editorial

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Cellular B (again lists that initial objectives were achieved – very vague and non-specific)		Communication, discussions and feedback with the National Sports Commission.	State that Return of Investment through leverage of the sponsorship is 5:1 (no indication of how this was calculated)	TV coverage of 240 minutes on SABC3 and M-Net and monitoring of media clips.	

Main categories of sponsorship objectives

Sponsor 29	Corporate	Brand/ service/ product	Sales	Media
Healthcare sponsoring a competitor (first black person) in the Around Alone Yacht Race	A long list of vague objectives, which were non-specific			

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Healthcare	Netcare doctors, patients, and staff in the Cape; and disadvantaged communities in the Cape Flats and Port Elizabeth.

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Healthcare	Media advertising					

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Healthcare		Verbal feedback from certain target audiences mentioned earlier.		Measured (unaudited) potential media value	

Main categories of sponsorship objectives

Sponsor 30	Corporate	Brand/ service/ product	Sales	Media
Cellular A sponsoring a beauty pageant associated to soccer	Associate with one of the largest sporting codes (soccer); Extend relationship with one of soccer's governing bodies; Linked to beauty pageant.	Foster brand awareness and loyalty by targeting women's soccer.	Generate connections and increase airtime; Generate network usage.	Broadcasting of matches and beauty pageant.

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular A	PSL – soccer governing body; Woman's soccer and supporters of woman soccer; Targeting media whose target market reflects that of the cellular organisation.

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Cellular A	Before, during and after beauty pageant on SABC; Radio Metro competition campaign; Sowetan campaign; Identify sponsor on printed material.	Public voters competition; Media references to Cellular A being the presenting sponsor of the Miss Premier Soccer League.	Internet web site			Press releases

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Cellular A	Media campaign and competitions to stimulate awareness and generate exposure			AR of 11.8 measured equated to a TV audience of 1.3 million viewers; Readership figures of print media used; Web site attracted 120 000 hits	

Main categories of sponsorship objectives

Sponsor 31	Corporate	Brand/ service/ product	Sales	Media
Vehicle manufacturer sponsoring holes at a premier international golfing event	Host clients & guests at a premier golfing event	Align brand image of vehicle to a premier golf event; Brand exposure; Provide golfers with product experience (courtesy vehicles).		

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular A	PSL – soccer governing body; Woman's soccer and supporters of woman soccer; Targeting media whose target market reflects that of the cellular organisation.
Motor manufacturer	Dealer network – e-mail, correspondence and internet Clients and guests – corporate hospitality Participants – courtesy vehicles Spectators – brand exposure

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Motor manufacturer	Logo signage at event; Logo included in event correspondence; Advertisement in event programme; Live TV coverage (4 days) exposed brand.	Prizes at different holes; Dealer network competition	Internet, e-mail to dealers			Press releases

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Motor manufacturer	Entry forms from dealer network provided a database of entrants to competition.			Media reach of over 700 million viewers worldwide.	

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APPENDIX 4

**SUMMARY OF 2000 RAPTOR AWARD ENTRIES ORGANISED
BY DECISION-MAKING CATEGORY**

Main categories of sponsorship objectives

Sponsor	Corporate	Brand/ service/ product	Sales	Media
Brewer sponsoring an international series (cricket)	Enhance awareness of sponsorship	Increase brand awareness; Reinforce brand image; Create goodwill & loyalty (in market segments)	Increase sales at sporting events	Create media opportunities;
Brewer sponsoring a national league (soccer)	Enhance awareness of sponsorship	Increase brand awareness; Reinforce brand image; Create goodwill & loyalty (in market segments)	Increase sales at sporting events	Create media opportunities;
Brewer sponsoring a national sporting team (soccer)	Enhance awareness of sponsorship	Increase brand awareness; Reinforce brand image; Create goodwill & loyalty (in market segments)	Increase sales at sporting events	Create media opportunities;
Brewer as an official supplier to a sporting body and its national team (rugby)	Enhance awareness of sponsorship		Increase sales at sporting events	
Retail Group sponsoring an event (cycle tour)	Associate sponsor with a prestigious event; Corporate brand building and awareness; Enhance staff relations; Social responsibility)P roceeds go to charity	Reach particular target markets		Link with media partner
Retail Group sponsoring a regional sporting event	Associate sponsor with a prestigious event; Corporate brand building and awareness;	Promote sponsors' house brands	Promote sponsors' products	Publicity opportunities through media partner link

	<p>Position sponsor as contributor to the community;</p> <p>Enhance staff relations;</p> <p>Reach target markets</p>			
Cellular sponsoring an international sporting series (rugby)	<p>Establish sponsor as the new sponsor to the series</p>	<p>Increase use of sponsor's service</p>		
Cellular sponsoring an international sporting competition	<p>Create awareness and establish organisation as sponsor;</p> <p>Erode previous sponsor's association;</p> <p>Change event positioning;</p> <p>Create interest among new supporter segments</p>			
Cellular sponsoring a national sporting body (cricket)	<p>Position sponsor ahead of main cellular rival;</p> <p>Awareness of sponsor's association with the particular sport;</p> <p>Enhance growth of sport and development programme;</p> <p>Create participation opportunities and aspirations to continue participation</p>			

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Financial organisation sponsoring an international sporting event (which was already covered in the 1999 Raptor Award analysis)				
Petroleum organisation sponsoring a prestigious sporting event (athletics)	Enhance corporate positioning; Entrench sponsor's association with the event			Gain free media exposure

Did not find any evidence of personal objectives

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Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Brewer	Males aged 18 to 39 of all race groups
Brewer	Black males 18-39
Brewer	Black males 18-39
Brewer	White males 18-39 (primary) and Black males 18-39 (secondary)
Retail Group	LSM 6,7 & 8 - Age 16 to 50+
Retail Group	LSM 6,7 & 8 (upper income/ age 25-49 and listenership of radio (media) partner
Cellular	Male & female; Income R1 500+; Age 16+
Cellular	Young 16-34; male & female; R1 500-R5 000 monthly income; new generation event supporters
Cellular	Boys of all ages, races and income groups living within cellular organisation's coverage area; schools; local communities
Financial	1999 Raptor Awards
Petroleum	No target markets specified

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Brewer	Signage on sport field; Logo on sport equipment used during the event; Media coverage	Redemption prizes at events	Stakeholder entertainment in suites; Golf days; Sales at events		Participant's clothing; Clothing give-aways	Media information kit; Golf days
Brewer	Branding at events; Media coverage	Participant's competitions and prizes	Complimentary tickets; Sales at events		Participant's clothing	Media relations
Brewer	Branding at events; Media coverage		Sales units at events		Participant's clothing	Player autograph cards; Corporate suites; Media relations
Brewer	Branding at events; Media coverage	Promotions in bars; Media competitions				Development campaign; Gifts to participants and officials; Gifts to the media; Hospitality suites
Retail Group	Media advertising; Banners		Web site In-store activities; Refresh-ment station		Branded items	Event communication LifeCycle expo; Hospitality; Senior management presence & support; Internal marketing
Retail Group	Media advertising; Banners	Promote housebrands	Web site In-store activities; Refresh-ment station		Branded items	Event communication Event Expo; Hospitality; Senior management presence & support;

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						Internal marketing
Cellular	Media campaign	Offer vehicle as a competition prize				Media launch; Publicity material
Cellular	Media campaign; Link to particular television programme					Media launch
Cellular	Media campaign; Signage at schools		Regional representative activities at schools		Brand clothing	PR strategy; Schools package; Coaching clinics; Bursary programme
Financial	1999 Raptor Awards					
Petroleum	Broadcast package	Forecourt promotions at petrol garages				PR campaign; Media launch; News breaking press conferences; International athletes activities and functions; Communication between athletes and certain publics; Event hospitality

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/product effects	Media audits	Behavioural measures
Brewer	BMI-Sportinfotrack			BMI Mediatrack; AR measures	
Brewer	BMI-Sportinfotrack			BMI Mediatrack; AR measures	
Brewer	BMI-Sportinfotrack			BMI Mediatrack; AR measures	
Brewer	BMI-Sportinfotrack			BMI Mediatrack; AR measures	
Retail Group	Sponsor awareness; Visible branding success; Event profiling	Raise funds for charity		Media exposure	Enhance staff relations
Retail Group	Sponsor awareness; Visible branding success; Event profiling			Media exposure and reach	Enhance staff relations
Cellular	Sponsor awareness; BMI Sponsortrack;				Track number of cellular calls during competition span; Web site click rate
Cellular	BMI Sponsortrack; Increase of new sponsorship awareness compared to decrease of old sponsorship awareness; AdTrack to measure awareness & likability of TV-ad				
Cellular	BMI-Sponsortrack;	Sponsor and body two-way communication; Bateleur research to track likability			PR analysis
Financial	1999 Raptor Awards				
Petroleum	BMI Research results		Sales promotion and competition monitoring	Free media analysis	Event attendance figures

APPENDIX 5
SUMMARY OF 2000 RAPTOR AWARD ENTRIES ORGANISED
BY SPONSOR

Main categories of sponsorship objectives

Sponsor 1	Corporate	Brand/ service/ product	Sales	Media
Brewer sponsoring an international series (cricket)	Enhance awareness of sponsorship	Increase brand awareness; Reinforce brand image; Create goodwill & loyalty (in market segments)	Increase sales at sporting events	Create media opportunities;

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Brewer	Males aged 18 to 39 of all race groups

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Brewer	Signage on sport field; Logo on sport equipment used during the event; Media coverage	Redemption prizes at events	Stakeholder entertain- ment in suites; Golf days; Sales at events		Participant's clothing; Clothing give- aways	Media information kit; Golf days

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Brewer	BMI- Sportinfotrack			BMI Mediatrack; AR measures	

Main categories of sponsorship objectives

Sponsor 2	Corporate	Brand/ service/ product	Sales	Media
Brewer sponsoring a national league (soccer)	Enhance awareness of sponsorship	Increase brand awareness; Reinforce brand image; Create goodwill & loyalty (in market segments)	Increase sales at sporting events	Create media opportunities;

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Brewer	Black males 18-39

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Brewer	Branding at events; Media coverage	Participant's competitions and prizes	Compli- mentary tickets; Sales at events		Participant's clothing	Media relations

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Brewer	BMI- Sportinfotrack			BMI Mediatrack; AR measures	

Main categories of sponsorship objectives

Sponsor 3	Corporate	Brand/ service/ product	Sales	Media
Brewer sponsoring a national sporting team (soccer)	Enhance awareness of sponsorship	Increase brand awareness; Reinforce brand image; Create goodwill & loyalty (in market segments)	Increase sales at sporting events	Create media opportunities;

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Brewer	Black males 18-39

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Brewer	Branding at events; Media coverage		Sales units at events		Participant's clothing	Player autograph cards; Corporate suites; Media relations

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Brewer	BMI- Sportinfotrack			BMI Mediatrack; AR measures	

Main categories of sponsorship objectives

Sponsor 4	Corporate	Brand/ service/ product	Sales	Media
Brewer as an official supplier to a sporting body and its national team (rugby)	Enhance awareness of sponsorship		Increase sales at sporting events	

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Brewer	White males 18-39 (primary) and Black males 18-39 (secondary)

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Brewer	Branding at events; Media coverage	Promotions in bars; Media competitions				Development campaign; Gifts to participants and officials; Gifts to the media; Hospitality suites

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Brewer	BMI- Sportinfotrack			BMI Mediatrack; AR measures	

Main categories of sponsorship objectives

Sponsor 5	Corporate	Brand/ service/ product	Sales	Media
Retail Group sponsoring an event (cycle tour)	Associate sponsor with a prestigious event; Corporate brand building and awareness; Enhance staff relations; Social responsibility) Proceeds go to charity	Reach particular target markets		Link with media partner

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Retail Group	LSM 6,7 & 8 - Age 16 to 50+

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Retail Group	Media advertising; Banners		Web site In-store activities; Refreshment station		Branded items	Event communication LifeCycle expo; Hospitality; Senior management presence & support; Internal marketing

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Retail Group	Sponsor awareness; Visible branding success; Event profiling	Raise funds for charity		Media exposure	Enhance staff relations

Main categories of sponsorship objectives

Sponsor 6	Corporate	Brand/ service/ product	Sales	Media
Retail Group sponsoring a regional sporting event	Associate sponsor with a prestigious event; Corporate brand building and awareness; Position sponsor as contributor to the community; Enhance staff relations; Reach target markets	Promote sponsors' house brands	Promote sponsors' products	Publicity opportunities through media partner link

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Retail Group	LSM 6,7 & 8 (upper income/ age 25-49 and listenership of radio (media) partner

**Cross-impact, tie-in and leverage of sport sponsorship with other marketing
communication variables**

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Retail Group	Media advertising; Banners	Promote housebrands	Web site In-store activities; Refresh- ment station		Branded items	Event communication Event Expo; Hospitality; Senior management presence & support; Internal marketing

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Retail Group	Sponsor awareness; Visible branding success; Event profiling			Media exposure and reach	Enhance staff relations

Main categories of sponsorship objectives

Sponsor 7	Corporate	Brand/ service/ product	Sales	Media
Cellular sponsoring an international sporting series (rugby)	Establish sponsor as the new sponsor to the series	Increase use of sponsor's service		

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular	Male & female; Income R1 500+; Age 16+

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Cellular	Media campaign	Offer vehicle as a competition prize				Media launch; Publicity material

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Cellular	Sponsor awareness; BMI Sponsortrack;				Track number of cellular calls during competition span; Web site click rate

Main categories of sponsorship objectives

Sponsor 8	Corporate	Brand/ service/ product	Sales	Media
Cellular sponsoring an international sporting competition	Create awareness and establish organisation as sponsor; Erode previous sponsor's association; Change event positioning; Create interest among new supporter segments			

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular	Young 16-34; male & female; R1 500-R5 000 monthly income; new generation event supporters

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Cellular	Media campaign; Link to particular television programme					Media launch

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Cellular	BMI Sponsortrack; Increase of new sponsorship				

	awareness compared to decrease of old sponsorship awareness; AdTrack to measure awareness & likability of TV- ad				
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Main categories of sponsorship objectives

Sponsor 9	Corporate	Brand/ service/ product	Sales	Media
Cellular sponsoring a national sporting body (cricket)	Position sponsor ahead of main cellular rival; Awareness of sponsor's association with the particular sport; Enhance growth of sport and development programme; Create participation opportunities and aspirations to continue participation			

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Cellular	Boys of all ages, races and income groups living within cellular organisation's coverage area; schools; local communities

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Cellular	Media campaign; Signage at schools		Regional representative activities at schools		Brand clothing	PR strategy; Schools package; Coaching clinics; Bursary

						programme
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Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Cellular	BMI- Sponsortrack;	Sponsor and body two-way communication; Bateleur research to track likability			PR analysis

Main categories of sponsorship objectives

Sponsor 10	Corporate	Brand/ service/ product	Sales	Media
Financial organisation sponsoring an international sporting event (which was already covered in the 1999 Raptor Award analysis)				

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Financial	1999 Raptor Awards

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Financial	1999 Raptor Awards					

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Financial	1999 Raptor Awards				

Main categories of sponsorship objectives

Sponsor 11	Corporate	Brand/ service/ product	Sales	Media
Petroleum organisation sponsoring a prestigious sporting event (athletics)	Enhance corporate positioning; Entrench sponsor's association with the event			Gain free media exposure

Target audiences (A, B, C, D, etc.)

Sponsor	Target audiences
Petroleum	No target markets specified

Cross-impact, tie-in and leverage of sport sponsorship with other marketing communication variables

Sponsor	Advertising	Sales promotion	Personal selling	Direct marketing	Promotional licensing	Corporate and marketing PR
Petroleum	Broadcast package	Forecourt promotions at petrol garages				PR campaign; Media launch; News breaking press conferences; International athletes activities and functions; Communication between athletes and certain publics; Event hospitality

Evaluation of sponsorship effectiveness

Sponsor	Recognition, recall & awareness	Image and attitude	Brand/service/ product effects	Media audits	Behavioural measures
Petroleum	BMI Research results		Sales promotion and competition monitoring	Free media analysis	Event attendance figures