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
7	Athletics	R25 million
8	Road running	
9	Motor rallies (off-road)	
10	Tennis	R5 million to
11	Boxing	R10 million
12	Yachting	
13	Motor cycle racing	
14	Cycling	R1 million to
15	Basketball	R5 million
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
36	Baseball/softball	R300 000
37	Netball	
38	Lifesaving	
39	Professional wrestling	
40	Rugby league	
41	Tenpin bowling	

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)

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

	opportunity for			
	future business			
	plan in terms of			
	image, awareness			
	and goodwill			
Financial	Raise funds for a	Market sport affinity	Specified sales of	Increase in media
institution	Sport Trust;	products	a particular	coverage of 10%
sponsoring a	Raise awareness of	products	financial	Coverage or 1070
major			product	
-	the game		product	
international	amongst the			
golfing	youth; Double the number			
tournament				
	of visitors and			
	clickthroughs on			
	the web site			
Brewer	Corporate image	Create goodwill and	Gain market	Gain media
sponsoring a	reinforcement;	loyalty	share amongst	coverage;
national	Reach spectator		white	Avoid advertising
sporting code	numbers;		consumers;	clutter;
league (cricket)	Hospitality		Grow the Black	
	opportunities		market;	
			Sales at events	
			and pub	
			promotions	
Petroleum	Position the sponsor	Create mass brand		
organisation	as a proud &	awareness;		
sponsoring a	compassion-nate	Communicate core brand		
series of events	organisation;	values		
	Maximise ROI			
	compared to			
	previous year;			
	Position the sponsor			
	as the "owner" of			
	the series of			
	events			
Petroleum	Change existing	Build brand equity in the		
organisation	corporate image;	Black market;		
sponsoring a	Create 45%	Reduce the sponsorship		
soccer club	awareness in the	equity of the previous		
	Black market in 3	sponsor from 55% to		
	years;	10% in 18 months;		
	Motivate pump	Create an aspirational		
	attendants to	appeal for the brand;		
	increase service	Promote product loyalty		
		, , ,		

	level (=co/	in the steel are a relat	1	1
	levels from 72%	in the taxi market		
	to 90%			
Cellular	Social upliftment of	Reach particular market		
sponsoring a	under-privileged	segment (golfers at		
sport	role-players (golf	golf clubs);		
development	caddies) in the	Provide brand exposure.		
scheme	particular sport;			
	Entrench the			
	sponsor as the			
	leading cellular			
	network.			
Public utility	Provide equal			
sponsoring a	opportunities;			
school sport	Supporting the			
(netball)	national			
challenge	governing body;			
	Implement a			
	development			
	programme to			
	ensure that			
	selections in			
	future reflect the			
	population			
	demographics			
Leading	To become	Communicate brand		Gain free media
margarine	synonymous with	values to increase		exposure
brand	the sporting code;	goodwill and loyalty		
sponsoring a	Credibility and to be			
sporting code	seen as "giving			
	back to the			
	community"			
Insurance	Grow consumer		Strengthen the	
organisation	awareness of the		sponsor's	
co-sponsoring	corporate brand		relationships	
a team to	to at least 20%		with new and	
participate at a	(from 3%);		existing clients	
major global	Communicate the		and business	
sporting event	sponsor's		partners to	
1 2 2 3 3 2 7 3	positioning;		grow the	
	Position the sponsor		business	
	alongside the		243300	
	other co-			
	sponsors;			
	Entrench the			
	ETHISHOT HIS			

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

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

sporting body	with the event			
(cricket)	Demonstrate the			
	sponsor's			
	commitment to			
	cricket;			
	Entrench corporate			
	positioning of			
	innovative			
	leadership.			
Sport good	·	Establish brand	Encourage larger	
manufacturer -		reputation amongst	number of	
co-sponsor of		serious participants;	participants to	
the Comrades		Promoting brand's	use the	
ultra-marathon		contribution to	sponsor's	
		participant's image	product;	
		and performance	Maximise broader	
			market	
			awareness to	
			stimulate sales	
			volumes.	
Brewer		Increase awareness of	Gain market	Create advertising
sponsoring a		one of the brewer's	share in the	opportunities
sport league		brand's involvement	particular target	opportunitos
(soccer)		with the sport;	market;	
(300001)		Reinforce the brand's	Create selling	
		image to that of its	opportunities at	
		slogan	events	
Financial	Corporate brand	ologan	Improve market	Mass media
organisation	building;		share	exposure
sponsoring a	Change target		Share	improvement
national	market			provenienc
sporting body	perceptions;			
(athletics)	Community			
(diffictios)	involvement;			
	Build stakeholder			
	goodwill;			
	Staff motivation;			
	Active at branch and			
	town level			
Cellular	Create corporate	Enhance brand		Use outdoor
sponsoring an	awareness linked	personality		medium at TV
outdoor	to the corporate	porconancy		events
advertising	slogan;			0,0110
medium (a	Build relationships			
medium (a	Pana relationships			

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

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

Did not find any evidence of personal objectives

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 is size with emphasis on toughness, reliability and low
	maintanance)
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
l	

	development		
Sport goods	Participants, trade groups		
manufacturer			
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

•	variables							
Sponsor	Advertising	Sales	Personal	Direct	Promotional	Corporate and		
		promotion	selling	marketing	licensing	marketing PR		
Insurance-	Extensive media	Competitions;	Establish co-		Branded	Relationship		
	campaign;	Fan magazine;	sponsor		merchandise	building with		
	Use of a particular		alliances			media		
	colour					representatives		
						Internal		
						communication		
Cellular	TV broadcast of							
	matches;							
	Extensive media							
	campaign;							
	Outdoor							
	campaign							
Financial	Electronic	In-branch	In-branch	Messages	Promotional	Internal		
	advertising board	activities	activities	on bank	gifts	communication		
	at the event		G0	state-	90	Media day;		
	stadium;			ments		modia day,		
	Perimeter			monto				
	advertising;							
	Billboards;							
	Official							
	programme							
	advertising;							
	Outdoor							
	hoardings;							
	Adapt their							
	existing							
	commercial to							
	suite their							
	sponsorship of							
	athletics at the							
	AAG							
Financial	Extensive media	In-branch	Inserts in bank		Branch			
	campaigns;	promotions	statements		merchan-			
	Branding on TV-	running before	Hospitality		dising			
	screens at event;	and during the						
	Branding on	event;						
	scoreboards and	Promotions						
	one specific	during the						
	holes	event;						
		Promotions at						

		othor vanuas:	I	I	<u> </u>
		other venues;			
		Independent			
		newspaper 			
		promotions.			
Brewer	Extensive media	On-field		Promotional	Media launch &
	campaigns;	activities		clothing	conferences at
	Branding on	during breaks;		distributed to a	every region;
	equipment	Banner		variety of	Local brewer
		competition;		people	hosts media;
		Spectator			
		competitions;			
		Pub			
		promotions;			
		Match			
		presentations			
Petroleum	Media campaigns;	Event	Hospitality	Branded give-	Media launches;
	Moving billboards;	competitions;		aways	Development
	Event posters,	Sponsor			programme;
	flyers and	mascot;			Celebrity
	brochures				endorsements;
					Dealer
					relationships
Petroleum	Stadium signage;	Player	Supporter club		Create media
	Media campaigns;	incentives;	activities;		speculation;
	Taxi branding	Offer players	Hospitality at		Press
		bursaries to	stadiums and		conferences and
		study at RAU;	matches		media
		Pump			relationship
		attendants			building at
		incentives and			matches;
		competitions			Build relationship
					with club
					management;
					Internal
					communication
					activities aimed
					at pump
					attendants
Cellular		Provide			TV, radio and
		caddies foe			magazine
		numerous			coverage
		golfing events			22.2.490
Public utility	Half-hour weekly	309 0701110	Coaching		Relationship
. aono amity	TV programmes		clinics		building with the
	1 v programmes		CIII II CO		Dulluling with the

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

		magazine				
Cellular	Sponsor's messages included in event advertising (including official programme; Big screen branding at the event Electronic and print campaigns;	magazine Print media competition TV, radio and print	Free cellular call facility Cellular packages		Event apparel	Hospitality created relationship- building; Staff involvement Frequent press releases;
	Web site information	competitions – winners could attend the event	promoted at the event			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 merchan-dising 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 partici- pants and new entrants for every event.	Wide range of clothing and apparel raging 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-	Joint print		Internet site			Branding at press
sponsors	advertising		branding;			conferences
•	campaign;					
	Stadium signage;					
	Official					
	programme;					
	Radio advertising					
	campaign;					
	Exposure at					
	opening and					
	closing					
	ceremonies					
Public utility	Above-the-line			Invitations	Logo on	Sport starter kits
sponsoring a	advertising in the				squeeze	to disadvan-
school sport	main media;				bottles and	taged schools;
association	Pamphlets,				cushions.	Exposure in
association	Giant inflatable				cusilions.	SABC's Sports
	figure;					Generation
	Logo and signage					programme;
	at events.	1 2 1 1	D : 1 (1 :		D 1: 1 4:	Coaching clinics
Financial	Extensive	Individual	Point-of-sale in		Replica clothing	Establishing
organisation	advertising	endorsement	branches;		and merchan-	Development
	campaign	by the captain	Entertain		dising	Trusts
	involving TV,	of the national	customers at			
	radio, print and	cricket team;	events			
	outdoor	Promotions at				
		matches;				
		Promotions in				
		the form of				
		stings,				
		squeeze-				
		backs, and				
		customer				
		competitions.				
Sport goods	Catalogue	Involving key		Direct	Linking event	Secure official
manu-	advertising in	SA		response	logo and	clothing sponsor
facturer	selected runner	participants as		mailing	brand logo on	status;
	magazines;	endorse-		list	clothing	
	Promotional	ments;		(registere	apparel;	
	advertising in	Consumer		d partici-		
	specialist and	incentive		pants);		

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

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

event			
programme;			
Live TV coverage			
(4 days) exposed			
brand.			

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

				generated by	ratio changed
				the weekly TV-	from 1:9
				programmes.	(Black:White) to
				programmos.	2:1.
Margarine M	Measure that the			Equivalent rate	Measuring the
	sponsor "owns"			card ad values;	success of the
	the sport				medal testing
					programme; and
					the number of
					new participants
					and teachers
					that pass
					through the
					programme
Insurance T	hree BMI-surveys	In-depth interviews	Brand awareness rose	Newsclip to track	-
	during	with guests who	to 39%;	coverage in	
	sponsorship	attended the	Substantial deals were	printed media;	
	indicated that	event;	clinched	Chart-a-clip to	
	sponsorship	Employee feedback		track coverage	
	awareness grew	was very positive		in electronic	
	from 25% to 32%	, ,		media	
	to 38%				
Motor E	Exposure on M-Net		Brand exposure;	Media exposure	Response to call
	magazine		Measured market	at final event	for entries;
	programme		share increase	and follow-up	Audience at final
				coverage	event
Cellular				TV-exposure	
				(AR's);	
				Logo frequency	
				during TV	
				coverage	
Cellular A	Awareness			Media effect	
	measured by			measured by	
	BMI's			Newsclip	
	Sponsortrack and				
	Newsclip				
Cellular A	Awareness				
	measured by				
	BMI's				
	_				
	Sponsortrack				
				Press clippings;	Crowd attendance
				Press clippings; TV-spot and	Crowd attendance and participation
				_	

				measurement;	
				AR from first	
				Gladiator TV	
				show.	
Cellular	Bateleur research to			Spindex	
Condidi	establish brand			measurement of	
	awareness and			media exposure;	
	retention;			Newsclips to	
	PR evaluation to			measure	
	measure value of				
				exposure and mention in the	
	exposure.				
110				press.	
AAG co-				Media evaluation	
sponsorship				measured to be	
				+- R14 million to	
				each co-sponsor	
Public utility		Survey of and		Coverage type,	
		Interviews with		sponsorship	
		members of target		mention, impact	
		market.		of coverage,	
				and comparative	
				advertising cost	
Financial	Awareness				
organisation	measured by				
	BMI's				
	Sponsortrack				
Sport goods			Compare actual retail	Media exposure	Compare
manufacturer			sales increase;	analysed.	historical use
			Calculate sales effect		(by participants)
			of number of		of brand trends
			consumers		
			participating in sales		
			promotion.		
Brewer	Measure number of			Measure AR's	
	exposures through			(audience	
	Sponsorstatistik			ratings) and	
	oponooroidanoint			compare to TV-	
				programme	
				AR's;	
				AIX 3,	
Financial	BMI-Sponsortrack				
organisation	measures				
	awareness levels				
	awaionioss levels				

Cellular	Awareness of	VIP guest feedback		Sponsor Statistik	
	lightship;	after rides in the		to measure	
	Internet site hits	lightship		exposure at	
		3 4 7		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			Sponsor Statistik	
Celialai	awareness			measures TV	
	awareness			coverage;	
				Measuring print	
				media coverage	
Food			Export sales growth to	Media exposure	Increase in
organisation			neighbouring	value	number of
organisation			countries;	value	entries
			Sales increase at		critics
			retailers		
Financial	Awareness tracking	BMI Eventtrack to	Tetaliers	Equivalent rate	Monitor number of
	(BMI);	measure public		card values &	
organisation	(Bivil),	attitudes and		weightings;	new participants who are using
		perceptions		Media	the sponsor's
		perceptions		endorsements.	branded race
				endorsements.	numbers.
Healtcare		Verbal feedback		Measured	numbers.
Tiealicale		from certain target		(unaudited)	
		audiences		potential media	
		mentioned earlier.		value	
Cellular B		Communication,	State that Return of	TV coverage of	
(again lists that		discussions and	Investment through	240 minutes on	
initial objectives		feedback with the	leverage of the	SABC3 and M-	
were achieved		National Sports	sponsorship is 5:1 (no	Net and	
- very vague		Commission.	indication of how this	monitoring of	
and non-		Commission.	was calculated)	media clips.	
specific)			nao oaloulatou)	modia onpo.	
Cellular A	Media campaign			AR of 11.8	
Johnson A	and competitions to			measured	
	stimulate awareness			equated to a TV	
	and generate			audience of 1.3	
	exposure			million viewers;	
1	evhognie			minion viewers,	

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

APPENDIX 3 SUMMARY OF 1999 RAPTOR AWARD ENTRIES ORGANISED BY SPONSOR

SPONSOR 1

University of Pretoria etd

Main categories of sponsorship objectives

Sponsor 1	Corporate	Brand/ service/ product	Sales	Media
Insurance	Creating an	Transferring brand equity		
organisation	identity and	from the previous		
sponsoring one	national	sponsor's name;		
of the teams	awareness of	Building the rugby team		
participating in	the corporate	into a marketable		
a Southern	brand through	brand		
Hemisphere	the association			
League (Super	with the team;			
12 rugby)	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			

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

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

SPONSOR 2

University of Pretoria etd

Main categories of sponsorship objectives

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

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					

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

Main categories of sponsorship objectives

Sponsor 3	Corporate	Brand/ service/ product	Sales	Media
Financial	Strengthen the			
institution co-	sponsor's			
sponsoring a	existing			
major	involvement in			
international	a particular			
sporting event	sporting code;			
(All African	Taking ownership			
Games)	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	Personal	Direct	Promotional	Corporate and
		promotion	selling	marketing	licensing	marketing PR
Financial	Electronic	In-branch	In-branch	Messages on	Promotional	Internal
	advertising board	activities	activities	bank	gifts	communication
	at the event			statements		Media day;
	stadium;					
	Perimeter					
	advertising;					
	Billboards;					
	Official					
	programme					
	advertising;					
	Outdoor					
	hoardings;					
	Adapt their					
	existing					
	commercial to					
	suite their					

sponsorship of			
athletics at the			
AAG			

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

Main categories of sponsorship objectives

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

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

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

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Main categories of sponsorship objectives

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

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

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	Position the	Create mass brand		
organisation	sponsor as a	awareness;		
sponsoring a	proud &	Communicate core brand		
series of events	compassion-	values		
	nate			
	organisation;			
	Maximise ROI			
	compared to			
	previous year;			
	Position the			
	sponsor as the			
	"owner" of the			
	series of events			

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

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

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

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

Main categories of sponsorship objectives

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

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

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

Main categories of sponsorship objectives

Sponsor 9	Corporate	Brand/ service/ product	Sales	Media
Public utility	Provide equal			
sponsoring a	opportunities;			
school sport	Supporting the			
(netball)	national			
challenge	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	Personal	Direct	Promotional	Corporate and
		promotion	selling	marketing	licensing	marketing PR
Public utility	Half-hour weekly		Coaching			Relationship
	TV programmes		clinics			building with the
						national
						governing body

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

Main categories of sponsorship objectives

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

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

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

the sport	medal testing
	programme; and
	the number of
	new participants
	and teachers
	that pass
	through the
	programme

Main categories of sponsorship objectives

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

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

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

Main categories of sponsorship objectives

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

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 is size with emphasis on toughness, reliability and low
	maintanance)

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

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

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

Main categories of sponsorship objectives

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

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

Sponsor	Recognition, recall	Image and attitude	Brand/service/	Media audits	Behavioural
	& awareness		product effects		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	Re-inforce the	Use the event as a		
sponsoring a	sponsor's	platform to increase		
champions	position as the	awareness of a new		
tennis tour	official sponsor	cellular package		
	of SA Tennis;	launched by the		
	Provide a unique	sponsor		
	regional tennis			
	event.			

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

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

Main categories of sponsorship objectives

Sponsor 15	Corporate	Brand/ service/ product	Sales	Media
Cellular co-sponsoring	Create awareness of the			
a team's participation	sponsor's association			
in a global sporting	with the event;			
event (Common-	Entrench involvement at			
wealth Association)	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	Personal	Direct	Promotional	Corporate and
		promotion	selling	marketing	licensing	marketing PR
Cellular	Electronic and	TV, radio and			Event apparel	Sponsor three
	print campaigns;	print				budding athletes'
	Web site	competitions -				participation at
	information	winners could				the event;
		attend the				Sponsorship
		event				launch;
						Frequent press
						releases

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

Main categories of sponsorship objectives

Sponsor 16	Corporate	Brand/ service/ product	Sales	Media
Cellular	Launch sponsor's			
sponsoring	involvement			
beach activities	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	Personal	Direct	Promotional	Corporate and
		promotion	selling	marketing	licensing	marketing PR
Cellular	TV promo-spots				Clothing and	Incidental
	on SABC3;				merchan-	exposure
	Radio promo-				dising apparel	
	spots;					
	Posters;					
	Signage and					
	arenas on					
	specific beaches					

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

Main categories of sponsorship objectives

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

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

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

Main categories of sponsorship objectives

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

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

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

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

Main categories of sponsorship objectives

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

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

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

Main categories of sponsorship objectives

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

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

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

Main categories of sponsorship objectives

Sponsor 21	Corporate	Brand/ service/ product	Sales	Media
Sport good		Establish brand	Encourage larger	
manufacturer -		reputation amongst	number of	
co-sponsor of		serious participants;	participants to use	
the Comrades		Promoting brand's	the sponsor's	
ultra-marathon		contribution to	product;	
		participant's image	Maximise broader	
		and performance	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	Personal	Direct	Promotional	Corporate and
		promotion	selling	marketing	licensing	marketing PR
Sport goods	Catalogue	Involving key		Direct	Linking event	Secure official
manu-	advertising in	SA		response	logo and	clothing sponsor
facturer	selected runner	participants as		mailing list	brand logo on	status;
	magazines;	endorse-		(registered	clothing	
	Promotional	ments;		partici-	apparel;	
	advertising in	Consumer		pants);		
	specialist and	incentive				
	general	promotions				
	publications.	prior to event;				
		Trade				
		promotions.				

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

SPONSOR 22 xxviii

University of Pretoria etd

Main categories of sponsorship objectives

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

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	Personal	Direct	Promotional	Corporate and
		promotion	selling	marketing	licensing	marketing PR
Brewer	Advertising	Man of the				PR information to
	campaigns;	match-awards;				media;
	End-of-season-	Incentive				Press
	award ceremony	awards to				conferences;
		players and				Nelson Mandela
		media.				Challenge
						match.
	1	1				1

Behavioural
measures
/-

Main categories of sponsorship objectives

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

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

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

Main categories of sponsorship objectives

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

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

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

SPONSOR 25 xxxii

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Main categories of sponsorship objectives

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

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

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

SPONSOR 26 xxxiii

University of Pretoria etd

Main categories of sponsorship objectives

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

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

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

SPONSOR 27 xxxiv

University of Pretoria etd

Main categories of sponsorship objectives

Sponsor 27	Corporate	Brand/ service/ product	Sales	Media
Financial	Grow the sporting	Create brand		
organisation	code;	experience;		
sponsoring	Empower	Increase brand		
road running	communities	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	Personal	Direct	Promotional	Corporate and
		promotion	selling	marketing	licensing	marketing PR
Financial	Event specific	Radio	VIP	Compile and	Logo on race/	Media
organisation	advertising;	competitions.	hospitality	use	event clothing	partnerships to
	Targeted media		facilities ate	database to		communicate to
	that cover race		evens;	generate		target audiences;
	information;		internal staff	business		Press releases
	TV exposure in		newsletters			
	sponsored					
	magazine show.					
		1	1			1

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

SPONSOR 28 XXXV

University of Pretoria etd

Main categories of sponsorship objectives

Sponsor 28	Corporate	Brand/ service/ product	Sales	Media
Cellular B	A long list of objectives were			
sponsoring a	vague and non-specific			
national racing	(staff motivation, upgrade vital			
driver training	equipment on yacht,			
programme	awareness of the race of the			
	yachtsmen, inspire dis-			
	advantaged 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	Personal selling	Direct	Promotional	Corporate and
		promotion		marketing	licensing	marketing PR
Cellular B	Cellular		Distributing programmes			Naming rights;
	branding on		to +_ 200 000 race			Programme
	driver overalls		spectators, dignitaries,			editorial
	and racing		guests and customers;			
	vehicles.		Drivers attend functions,			
			hospitality areas, and			
			promotions in previously			
			disadvantaged areas.			

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

Main categories of sponsorship objectives

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

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

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

SPONSOR 30

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Main categories of sponsorship objectives

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

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

Main categories of sponsorship objectives

Sponsor 31	Corporate	Brand/ service/ product	Sales	Media
Vehicle	Host clients &	Align brand image of		
manufacturer	guests at a	vehicle to a premier		
sponsoring	premier golfing	golf event;		
holes at a	event	Brand exposure;		
premier		Provide golfers with		
international		product experience		
golfing event		(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	Personal	Direct	Promotional	Corporate and
		promotion	selling	marketing	licensing	marketing PR
Motor	Logo signage at	Prizes at	Internet, e-			Press releases
manufacturer	event;	different holes;	mail to			
	Logo included in	Dealer network	dealers			
	event	competition				
	correspondence;					
	Advertisement in					
	event					
	programme;					
	Live TV coverage					
	(4 days) exposed					
	brand.					
		1		I		

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

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

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

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

Did not find any evidence of personal objectives

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

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

Sponsor	Recognition, recall	Image and attitude	Brand/service/	Media audits	Behavioural
	& awareness		product effects		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;	Raise funds for		Media exposure	Enhance staff
	Visible branding	charity		·	relations
	success;	,			
	Event profiling				
Retail Group	Sponsor awareness;			Media exposure	Enhance staff
·	Visible branding			and reach	relations
	success;				
	Event profiling				
Cellular	Sponsor awareness;				Track number of
	BMI Sponsortrack;				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			PR analysis
	, , , , ,	two-way			
		communication;			
		Bateleur research			
		to track likability			
		1		1	
Financial	1999 Raptor Awards				
Financial Petroleum	1999 Raptor Awards BMI Research		Sales promotion and	Free media	Event attendance

APPENDIX 5 SUMMARY OF 2000 RAPTOR AWARD ENTRIES ORGANISED BY SPONSOR

Main categories of sponsorship objectives

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

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

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

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

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

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

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

Main categories of sponsorship objectives

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

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

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

Main categories of sponsorship objectives

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

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

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

SPONSOR 6

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Main categories of sponsorship objectives

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

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

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

Main categories of sponsorship objectives

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

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

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

Main categories of sponsorship objectives

Sponsor 8	Corporate	Brand/ service/ product	Sales	Media
Cellular sponsoring an	Create awareness and establish			
international	organisation as			
sporting	sponsor;			
competition	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	Personal	Direct	Promotional	Corporate and
		promotion	selling	marketing	licensing	marketing PR
Cellular	Media					Media launch
	campaign;					
	Link to					
	particular					
	television					
	programme					

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

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

Main categories of sponsorship objectives

Sponsor 9	Corporate	Brand/ service/	Sales	Media
		product		
Cellular	Position			
sponsoring a	sponsor			
national	ahead of main			
sporting body	cellular rival;			
(cricket)	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	Personal	Direct	Promotional	Corporate and
		promotion	selling	marketing	licensing	marketing PR
Cellular	Media		Regional		Brand clothing	PR strategy;
	campaign;		represen-			Schools
	Signage at		tative			package;
	schools		activities at			Coaching
			schools			clinics;
						Bursary

			programme
			. 0

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			PR analysis
		to track likability			

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					

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	Enhance corporate			Gain free
organisation	positioning;			media
sponsoring a	Entrench sponsor's			exposure
prestigious	association with the			
sporting event	event			
(athletics)				

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

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