

University of Pretoria etd

APPENDIX 6

**SUMMARY OF 1999 RAPTOR AWARD ENTRIES ORGANISED
BY GROUPING RESPONSES INTO CATEGORIES**

List of sponsors who have entered into the 1999 Raptor Awards Competition

1. Brewer sponsoring a national sporting code league (cricket)
2. Brewer sponsoring a sport league (soccer)
3. Cellular A sponsoring a beauty pageant associated to soccer
4. Cellular B sponsoring a national racing driver training programme
5. Cellular co-sponsoring a major golfing event
6. Cellular co-sponsoring a team's participation in a global sporting event (Common-wealth Association)
7. Cellular organisation sponsoring one of the leagues of a major sporting code (rugby)
8. Cellular sponsoring a champions tennis tour
9. Cellular sponsoring a regional sporting event (marathon)
10. Cellular sponsoring a sport development scheme
11. Cellular sponsoring a sporting body (provincial cricket)
12. Cellular sponsoring an outdoor advertising medium (a lightship)
13. Cellular sponsoring beach activities
14. Co-sponsors of the 7 th All Africa Games (AAG) 1999 (cellular, logistics solutions, vehicle manufacturer, financial institution and a public utility)
15. Financial institution co-sponsoring a major international sporting event (All African Games)
16. Financial institution sponsoring a major international golfing tournament
17. Financial organisation sponsoring a national sporting body (athletics)
18. Financial organisation sponsoring a national sporting body (cricket)
19. Financial organisation sponsoring road running
20. Food organisation sponsoring a sporting code (triathlon)
21. Healthcare sponsoring a competitor (first black person) in the Around Alone Yacht Race
22. Insurance organisation co-sponsoring a team to participate at a major global sporting event
23. Insurance organisation sponsoring one of the teams participating in a Southern Hemisphere League (Super 12 rugby)
24. Leading margarine brand sponsoring a sporting code
25. Motor vehicle manufacturer sponsoring a celebrity challenge and also involving members of the public who won an opportunity to participate in the event
26. Petroleum organisation sponsoring a series of events
27. Petroleum organisation sponsoring a soccer club
28. Public utility sponsoring a school sport (netball) challenge
29. Public utility sponsoring an event (national champion-ship) of a school sport association
30. Sport good manufacturer - co-sponsor of the Comrades ultra-marathon
31. Vehicle manufacturer sponsoring holes at a premier international golfing event

Main categories of sponsorship objectives**Corporate objectives**

A long list of objectives were vague and non-specific (staff motivation, upgrade vital equipment on yacht, awareness of the race of the yachtsmen, inspire disadvantaged communities).
A long list of vague objectives, which were non-specific
A long list of social responsibility objectives ranging from development, to providing equipment to disadvantaged schools to the development of skills.
Active at branch and town level
Associate and reinforce the sponsorship of local golf;
Associate with one of the largest sporting codes (soccer);
Build relationships with co-sponsors;
Build stakeholder goodwill;
Building awareness and market share in a geographical region
Change existing corporate image;
Change target market perceptions;
Communicate the sponsor's positioning;
Community involvement;
Corporate brand building;
Corporate image reinforcement;
Create 45% awareness in the Black market in 3 years;
Create an awareness amongst previously disadvantaged communities of potential opportunities to participate in the sport
Create awareness of the sponsor's association with the event;
Create corporate awareness linked to the corporate slogan;
Creating an identity and national awareness of the corporate brand through the association with the team;
Deliver messages to all local communities.
Demonstrate the sponsor's commitment to cricket;
Differentiated medium that cannot be copied by competitors;
Double the number of visitors and click-throughs on the web site
Eliminate the previous sponsor's equity and association with the event
Empower communities
Enhance consumer recall.
Enhance corporate image as an innovative organisation;
Enhance corporate image of people-friendly service and technology company.
Entrench corporate positioning of innovative leadership.
Entrench involvement at grass-roots sport development.
Entrench the sponsor as the leading cellular network.
Entrench the sponsor's corporate values amongst employees
Establish the sponsor as the leading cellular network operator;
Expand into neighbouring countries.
Extend relationship with one of soccer's governing bodies;
Generate excitement;
Grow consumer awareness of the corporate brand to at least 20% (from 3%);

University of Pretoria etd

Grow the sporting code;
Hospitality opportunities
Hospitality opportunities
Host clients & guests at a premier golfing event
Implement a development programme to ensure that selections in future reflect the population demographics
Increase awareness levels of the event (AAG);
Launch sponsor's involvement with a particular game or entertainment TV show (Gladiators);
Leverage co-sponsors' association with the event;
Linked to beauty pageant.
Maintain strong presence on beaches during holiday season;
Maximise ROI compared to previous year;
Motivate pump attendants to increase service levels from 72% to 90%
Position sponsor as being on the leading edge of technology
Position the sponsor alongside the other co-sponsors;
Position the sponsor as a proud & compassionate organisation;
Position the sponsor as the "owner" of the series of events
Provide a unique regional tennis event.
Provide equal opportunities;
Raise awareness of the game amongst the youth;
Raise funds for a Sport Trust;
Reach spectator numbers;
Re-inforce the sponsor's position as the official sponsor of SA Tennis;
Social upliftment
Social upliftment of under-privileged role-players (golf caddies) in the particular sport;
Staff motivation;
Strengthen the sponsor's existing involvement in a particular sporting code;
Strengthen the sponsor's relationships with new and existing clients and business partners to grow the business
Supporting the national governing body;
Tactical strategic opportunity for future business plan in terms of image, awareness and goodwill
Taking ownership of athletic sponsorship;
Title sponsorship;
Utilising the sponsorship as a staff integration tool during a merger (previous sponsor merged with current sponsor);
To become synonymous with the sporting code;
Credibility and to be seen as "giving back to the community"

University of Pretoria etd

Examples of very specific objectives: Create 45% awareness in the Black market in 3 years; and Grow consumer awareness of the corporate brand to at least 20% (from 3%); and Motivate pump attendants to increase service levels from 72% to 90%;

Corporate objective	Action
Active at branch and town level	Active (being)
Associate with a sporting code (soccer);	Associate
Associate and reinforce	Associate & reinforce
Leverage co-sponsors' association with the event;	Association
Building awareness and market share in a geographical region	Awareness
Create 45% awareness in the Black market in 3 years;	Awareness
Create an awareness of potential opportunities to participate in the sport	Awareness
Create awareness of the sponsor's association with the event;	Awareness
Create corporate awareness linked to the corporate slogan;	Awareness
Grow consumer awareness of the corporate brand to at least 20% (from 3%);	Awareness
Increase awareness levels of the event ;	Awareness
Raise awareness of the game amongst the youth;	Awareness
Creating an identity and national awareness of the corporate brand through the association with the team;	Awareness & identity building
Tactical strategic opportunity for future business plan in terms of image, awareness and goodwill	Awareness, image and goodwill
Double the number of visitors and click-throughs on the web site	Behaviour change
Corporate brand building;	Brand building
Grow the sporting code;	Code (sporting) growth
Demonstrate the sponsor's commitment to the sporting code;	Commitment
Empower communities	Community empowerment
Community involvement;	Community involvement
Credibility and to be seen as "giving back to the community"	Community relations
Deliver messages;	Deliver message
Entrench involvement at grass-roots sport development.	Development
Implement a development programme to ensure that selections in future reflect the population demographics	Development
Differentiated medium that cannot be copied by competitors;	Differentiate
Provide a unique regional tennis event.	Differentiate
Eliminate the previous sponsor's equity and association with the event	Eliminate previous equity
Provide equal opportunities;	Equal opportunity
Generate excitement;	Excitement
Expand into neighbouring countries.	Expand market
Raise funds for a Sport Trust;	Fund-raising
Build stakeholder goodwill;	Goodwill
Hospitality opportunities	Hospitality
Hospitality opportunities	Hospitality
Host clients & guests at a premier golfing event	Hospitality

University of Pretoria etd

Corporate image (existing) change;	Image
Enhance corporate image as an innovative organisation;	Image
Enhance corporate image of people-friendly service and technology company.	Image
Corporate image reinforcement;	Image reinforcement
Strengthen the sponsor's existing involvement in a particular sporting code;	Involvement strengthen
Launch sponsor's involvement with a particular game or entertainment TV show;	Launch
Linked to beauty pageant.	Link
A long list of objectives were vague and non-specific	List
A long list of objectives were vague and non-specific	List
A long list of social responsibility objectives	List
Taking ownership of athletic sponsorship;	Own sporting code
To become synonymous with the sporting code;	Own sporting code
Change target market perceptions;	Perception
Position the sponsor as the "owner" of the series of events	Positioning
Communicate the sponsor's positioning;	Positioning
Entrench corporate positioning of innovative leadership.	Positioning
Entrench the sponsor as the leading cellular network.	Positioning
Entrench the sponsor's corporate values amongst employees	Positioning
Establish the sponsor as the leading cellular network operator;	Positioning
Position sponsor as being on the leading edge of technology	Positioning
Position the sponsor alongside the other co-sponsors;	Positioning
Position the sponsor as a proud & compassionate organisation;	Positioning
Re-inforce the sponsor's position as the official sponsor of the sporting code;	Positioning
Maintain strong presence on beaches during holiday season;	Presence
Reach particular market segment (golfers at golf clubs);	Reach target segment
Enhance consumer recall.	Recall
Reduce the sponsorship equity of the previous sponsor from 55% to 10% in 18 months;	Reduce previous equity
Build relationships with co-sponsors;	Relationships
Extend relationship with one of the sporting codes' governing bodies;	Relationships
Strengthen the sponsor's relationships with new and existing clients and business partners to grow the business	Relationships
Maximise ROI compared to previous year;	ROI maximise
Motivate pump attendants to increase service levels from 72% to 90%	Service level
Social upliftment	Social upliftment
Social upliftment of under-privileged role-players (golf caddies) in the particular sport;	Social upliftment
Reach spectator numbers;	Spectator reach
Utilising the sponsorship as a staff integration tool during a merger (previous sponsor merged with current sponsor);	Staff integrate

Staff motivation;	Staff motivate
Supporting the national governing body;	Support sporting body
Title sponsorship;	Title sponsorship

Main categories of sponsorship objectives

Brand/ service/ product
Align brand image of vehicle to a premier golf event;
Brand awareness
Brand exposure;
Build awareness of the safe use of the sponsor' service product
Build brand awareness and knowledge of a particular brand;
Build brand equity in the Black market;
Building the rugby team into a marketable brand
Communicate brand values to increase goodwill and loyalty
Communicate core brand values
Communicate with existing and potential subscriber base
Create an aspirational appeal for the brand;
Create brand experience;
Create brand presence;
Create goodwill and loyalty
Create mass brand awareness;
Encourage larger number of participants to use the sponsor's product;
Enhance brand personality
Establish a promotional project.
Establish brand reputation amongst serious participants;
Expose a diverse range of demographic people to the corporate brand
Foster brand awareness and loyalty by association with an aspirational event;
Foster brand awareness and loyalty by targeting women's soccer.
Increase awareness of one of the brewer's brand's involvement with the sport;
Increase brand awareness
Link particular brand (energy drink) to the sport;
Logo recognition
Market sport affinity products
Offer free cellular calls
Promote product loyalty in the taxi market
Promoting brand's contribution to participant's image and performance
Provide brand exposure.
Provide golfers with product experience (courtesy vehicles).
Reach particular market segment (golfers at golf clubs);
Reduce the sponsorship equity of the previous sponsor from 55% to 10% in 18 months;
Reinforce a particular brand's positioning to fit the needs of the target markets;
Reinforce product changes;
Reinforce the brand's image to that of its slogan

Transferring brand equity from the previous sponsor's name;
Use the event as a platform to increase awareness of a new cellular package launched by the sponsor

Brand/ service/ product	Action
Market sport affinity products	Affinity marketing
Align brand image of vehicle to a premier golf event;	Align brand
Create an aspirational appeal for the brand;	Appeal create
Brand awareness	Awareness
Build awareness of the safe use of the sponsor' service product	Awareness
Build brand awareness and knowledge of a particular brand;	Awareness
Create mass brand awareness;	Awareness
Increase awareness of one of the brewer's brand's involvement with the sport;	Awareness
Increase brand awareness	Awareness
Use the event as a platform to increase awareness of a new cellular package launched by the sponsor	Awareness
Foster brand awareness and loyalty by association with an aspirational event;	Awareness & loyalty
Foster brand awareness and loyalty by targeting women's soccer.	Awareness & loyalty
Reinforce product changes;	Changes to product
Communicate brand values to increase goodwill and loyalty	Communicate values
Communicate core brand values	Communicate values
Communicate with existing and potential subscriber base	Communicate with customers
Build brand equity in the Black market;	Equity
Transferring brand equity from the previous sponsor's name;	Equity
Create brand experience;	Experience
Provide golfers with product experience (courtesy vehicles).	Experience product
Brand exposure;	Exposure
Expose a diverse range of demographic people to the corporate brand	Exposure
Provide brand exposure.	Exposure
Offer free cellular calls	Free trail
Create goodwill and loyalty	Goodwill & loyalty
Promoting brand's contribution to participant's image and performance	Image
Reinforce the brand's image to that of its slogan	Image
Link particular brand (energy drink) to the sport;	Link
Promote product loyalty in the taxi market	Loyalty
Encourage larger number of participants to use the sponsor's product;	Participant use
Enhance brand personality	Personality
Reinforce a particular brand's positioning to fit the needs of the target markets;	Positioning
Create brand presence;	Presence
Establish a promotional project.	Promotional project
Logo recognition	Recognise logo

Establish brand reputation amongst serious participants;	Reputation
Building the rugby team into a marketable brand	Team as brand

Main categories of sponsorship objectives

Sales
Create selling opportunities at events
Encourage larger number of participants to use the sponsor's product;
Gain market share amongst white consumers;
Gain market share in the particular target market;
Generate airtime usage of the cellular network.
Generate connections and increase airtime;
Generate connections at retail level;
Generate network usage.
Grow the Black market;
Improve market share
Leverage financial products
Maximise broader market awareness to stimulate sales volumes.
Sales at events and pub promotions
Sales volume growth.
Specified sales of a particular financial product
Utilise cellular network

Sales	Action
Leverage financial products	Leverage
Grow the Black market;	Market growth
Gain market share amongst white consumers;	Market share gain
Gain market share in the particular target market;	Market share gain
Improve market share	Market share gain
Specified sales of a particular financial product	Sales
Create selling opportunities at events	Sales at event
Sales at events and pub promotions	Sales at event
Sales volume growth.	Sales volume
Maximise broader market awareness to stimulate sales volumes.	Sales volumes
Generate airtime usage of the cellular network.	Service use
Generate connections and increase airtime;	Service use
Generate connections at retail level;	Service use
Generate network usage.	Service use
Utilise cellular network	Service use

Main categories of sponsorship objectives

Media
Avoid advertising clutter;
Broadcasting of matches and beauty pageant.
Communicate to target audience.
Create advertising opportunities
Gain free media exposure
Gain media coverage;
Hole-in-one prize creates excitement and media awareness
Increase in media coverage of 10%
Mass media exposure improvement
National media exposure but also achieving regional focus
Use appropriate media to communicate to target markets
Use outdoor medium at TV events

Media	Action
Create advertising opportunities	Advertising
Broadcasting of matches and beauty pageant.	Broadcast
Avoid advertising clutter;	Clutter avoid
Communicate to target audience.	Communicate
Use appropriate media to communicate to target markets	Communicate
Hole-in-one prize creates excitement and media awareness	Media awareness
Gain free media exposure	Media coverage
Gain media coverage;	Media coverage
Increase in media coverage of 10%	Media coverage
Mass media exposure improvement	Media coverage
National media exposure but also achieving regional focus	Media coverage
Use outdoor medium at TV events	Media coverage

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

Target audiences
18 to 34 year olds, radio station as media partner, retail stores to participate in competitions.
Also cross-over into White, Coloured and Asian vehicle owners
Bankable consumers, current fans, everybody interested in sport and sport development
Black and White markets, grass-roots development
Black consumers in LSM 4-7; Black industry decision-makers (including taxi and vehicle owners); Internal staff with emphasis on 15 000 pump attendants
Black males older than 18
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.
Business market, personal user market, black and under-served market, influencers, shareholders, and co-sponsors
Clients and guests – corporate hospitality
Community, existing and potential customers, shareholder, staff, government and decision-makers
Current supporters but expanding into development and transformation
Dealer network – e-mail, correspondence and internet
Develop the sport amongst young Black adult (18 – 25) viewers from an aspirational and interest point of view
Existing and potential clients (LSM 7&8, national, all races);
Existing and potential customers
Existing and prospective customers, business partners, participants, employees
Farmers (25-55, white males, A-income, well-educated, married, vehicle must work hard – be tough and reliable)
Fleet-owners (diverse in size with emphasis on toughness, reliability and low maintenance)
Golfers and caddies
Internal – staff, directors, brokers, broker consultants
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
Mass Black and White audience, underprivileged areas
Motor vehicle owners in LSM 6-8;
Netcare doctors, patients, and staff in the Cape; and disadvantaged communities in the Cape Flats and Port Elizabeth.
Participants – courtesy vehicles
Participants (potential, novice and elite), local community, and customers (LSM 4-8).
Participants from school to provincial level, disadvantaged communities in the sporting body's geographical area.
Participants, trade groups
Past and present participants, regional community, general cellular consumers
Primary - Any supporter of sport and athletics, LSM 2-8, communities, public and sport opinion leaders, staff;
Primary - Emerging market; Secondary – higher LSM's and spectators, dignitaries, guests and customers who attend race meetings.
Primary and secondary school-going children participating in the sport, their parents, schools and officials.
Private vehicle buyers (30-55, white, A-income, well-educated, successful, married, outgoing with family)

University of Pretoria etd

PSL – soccer governing body;
Psychographic segmentation of the mother fits with the synergy of the sporting code,
Retain & grow the primary White viewer (18+);
Secondary – Media, officials, VIP's, athletes.
Service providers, dealers, partners, business associates, staff and VIP's
Spectators – brand exposure
Targeting media whose target market reflects that of the cellular organisation.
Team squad, management, sporting codes' governing body, members of the feeder unions, current and new supporters
The media - rugby writers and journalists
White male (18-49) and secondary Black market
White, A-income families similar to expected audience of Gladiator game/entertainment TV show
Woman's soccer and supporters of woman soccer;
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

Advertising
Above-the-line advertising in the main media;
Adapt their existing commercial to suite their sponsorship of athletics at the AAG
Advertisement in event programme;
Advertising campaigns;
Before, during and after beauty pageant on SABC;
Belly banner on lightship;
Big screen branding at the event
Billboards;
Branding on equipment
Branding on scoreboards and on specific holes
Branding on TV-screens at event;
Broadcast advertising (billboards, stings, squeezebacks, logo on screen);
Catalogue advertising in selected runner magazines;
Cellular branding on driver overalls and racing vehicles.
Competition announcement and information on M-Net
Electronic advertising board at the event stadium;
Electronic and print campaigns;
Electronic and print campaigns;
End-of-season-award ceremony
Event posters, flyers and brochures
Event specific advertising;
Exposure at opening and closing ceremonies
Extensive advertising campaign involving TV, radio, print and outdoor
Extensive media campaign
Extensive media campaign
Extensive media campaign
Extensive media campaign;
Extensive media campaign;
Extensive media campaign;
Extensive media campaign;
Extensive media campaign;
Floor and perimeter signage, branding at trophy table and winners podium;
Generic TV commercial to position organisation;
Giant inflatable figure;
Half-hour weekly TV programmes
Identify sponsor on printed material.
Joint print advertising campaign;
Lightship exposure.
Live and highlighted broadcast of the event;
Live TV coverage (4 days) exposed brand.

University of Pretoria etd

Logo and signage at events.
Logo included in event correspondence;
Logo signage at event;
Moving billboards;
Naming rights and presence at national championship;
Newsletter advertising
Official programme advertising;
Official programme advertising;
Outdoor campaign
Outdoor hoardings;
Pamphlets,
Perimeter advertising;
Posters;
Press advertising
Print advertisement at announcement in the particular magazine;
Print and radio campaigns
Promotional advertising in specialist and general publications.
Radio advertising campaign;
Radio Metro competition campaign;
Radio promo-spots;
Signage and arenas on specific beaches
Sowetan campaign;
Sponsor's messages included in event advertising (including official programme;
Stadium signage;
Stadium signage;
Stadium signage;
Street posters and flyers;
Targeted media that cover race information;
Taxi branding
Teaser TV commercials to inform viewers about athletic events;
The lightship as an innovative outdoor medium;
TV broadcast of matches;
TV exposure in sponsored magazine show.
TV promo-spots on SABC3;
TV-commercial
Use of a particular colour
Vehicle branding
Web site information
Web site information

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

Sales promotion
Award prize money to participants;
Banner competition;
Competition to win accommodation at a leading hotel group and magazine subscriptions – draw on M-Net magazine programme
Competitions;
Competitions;
Connect to network and track participants' progress & results;
Consumer incentive promotions prior to event;
Cross promotion in a men's magazine
Dealer network competition
Event competitions;
Fan magazine;
In-branch activities
In-branch promotions running before and during the event;
Incentive awards to players and media.
Independent newspaper promotions.
Individual endorsement by the captain of the national cricket team;
In-store promotions and distribution of competition entry forms.
Involving key SA participants as endorsements;
Man of the match-awards;
Match presentations
Media references to Cellular A being the presenting sponsor of the Miss Premier Soccer League.
Newspaper competition;
Offer players bursaries to study at RAU;
On-field activities during breaks;
Performance, demonstrations and coaching at shopping centres
Player incentives;
Print media competition
Prizes at different holes;
Promotions at matches;
Promotions at other venues;
Promotions during the event;
Promotions in the form of stings, squeeze-backs, and customer competitions.
Provide caddies for numerous golfing events
Pub promotions;
Public voters competition;
Pump attendants incentives and competitions
Radio competitions.
Regional product & service offer to participants;
Special events and promotions in the particular geographical area

Spectator competitions;
Sponsor mascot;
Spot the lightship promotion.
Trade promotions.
TV, radio and print competitions – winners could attend the event
TV, radio and print competitions – winners could attend the event

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

Personal selling
Cellular packages promoted at the event
Coaching clinics
Create hospitality oppor-tunities by taking a group of guests to attend the event
Distributing programmes to +_ 200 000 race spectators, dignitaries, guests and customers;
Drivers attend functions, hospitality areas, and promotions in previously disadvantaged areas.
Entertain customers at events
Establish co-sponsor alliances
Free cellular call facility
Hospitality
Hospitality
Hospitality at stadiums and matches
Hospitality suites
In-branch activities
Inserts in bank statements
internal staff newsletters
Internet site
Internet site branding;
Internet web site
Internet, e-mail to dealers
Point-of-sale in branches;
Point-of-sale material at dealer-ships and news agent
Relationships with co-sponsors;
Supporter club activities;
VIP hospitality facilities ate evens;
Woman's cookery classes in rural areas

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

Direct marketing
Compile and use database to generate business
Database of past participants and new entrants for every event.
Direct response mailing list (registered participants);
Invitations

Messages on bank statements
Telephone hotline

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

Promotional licensing
Branch merchandising
Branded give-aways
Branded merchandise
Clothing and merchandising apparel
Corporate apparel and clothing items
Entrants receive sponsor's branded clothing and products
Event apparel
Event apparel
Event apparel & merchandising items
Linking event logo and brand logo on clothing apparel;
Logo on clothing
Logo on race/ event clothing
Logo on squeeze bottles and cushions.
Promotional clothing distributed to a variety of people
Promotional gifts
Replica clothing and merchandising
Wide range of clothing and apparel ranging from foam peaks, towels, and marshal bibs to race medals and badges.

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

Corporate and marketing PR
A programme to standardise judging and those who participated received branded certificates and medals (Medal Testing Programme);
Branding at press conferences
Build relationship with club management;
Celebrity endorsements;
Coaching clinics
Create human interest and performance publicity opportunities about the team members;
Create media speculation;
Dealer relationships
Development coaching clinics in underprivileged areas
Development programme;
Endorsements by road running legends;
Establishing Development Trusts
Exposure in SABC's Sports Generation programme;
Feature articles in woman's magazine

Frequent press releases
Frequent press releases;
Hospitality created relationship-building;
Incidental exposure
Internal communication
Internal communication
Internal communication activities aimed at pump attendants
Internal communication campaign
Local brewer hosts media;
Media and guest accreditation;
Media briefings;
Media day;
Media interviews.
Media launch & conferences at every region;
Media launches;
Media partnerships to communicate to target audiences;
Media PR campaign at world championship;
Media relations
Naming rights;
Nelson Mandela Challenge match.
Official newsletter;
PR efforts to generate TV, radio, and printed media coverage.
PR information to media;
Press conferences and media relationship building at matches;
Press conferences;
Press launches and media releases;
Press releases
Press releases
Press releases
Press releases;
Programme editorial
Radio station relations
Relationship building with media representatives
Relationship building with the national governing body
Secure official clothing sponsor status;
Sponsor three budding athletes' participation at the event;
Sponsorship launch;
Sport starter kits to disadvantaged schools;
Staff involvement
TV, radio and magazine coverage

Evaluation of sponsorship effectiveness

Image and attitude
BMI Eventtrack to measure public attitudes and perceptions
Brand image through focus group studies;
Communication, discussions and feedback with the National Sports Commission.
In-depth interviews with guests who attended the event; Employee feedback was very positive
Listing win-win relationships
Measure internal culture)
Survey of and Interviews with members of target market.
Verbal feedback from certain target audiences mentioned earlier.
VIP guest feedback after rides in the lightship

Evaluation of sponsorship effectiveness

Brand/service/ product effects
Brand awareness rise;
Brand exposure;
Calculate sales effect of number of consumers participating in sales promotion.
Compare actual retail sales increase;
Export sales growth to neighbouring countries;
Measure sales
Measured free branding exposure
Measured market share increase
Monthly sales figures (1.5% effect achieved)
Number of new clients captured for other products
Number of new sport affinity product accounts;
Sales increase at retailers
Sales of branded merchandise
State that Return of Investment through leverage of the sponsorship is 5:1 (no indication of how this was calculated)
Substantial deals were clinched

Evaluation of sponsorship effectiveness

Media audits
BMI and Mediawatch to measure media exposure;]
Chart-a-clip to track coverage in electronic media
Compare value of media exposure to value of Coca-Cola sign on the Ponte Building in Johannesburg.
Constant watch;
Coverage type, sponsorship mention, impact of coverage, and comparative advertising cost
Equivalent rate card ad values;
Equivalent rate card values & weightings;
Letters of response generated by the weekly TV-programmes.
Logo frequency during TV coverage

University of Pretoria etd

Measure AR's of TV-exposure
Measure AR from first TV show.
Measure AR of 11.8 measured equated to a TV audience of 1.3 million viewers;
Measure AR's (audience ratings) and compare to TV-programme AR's;
Measured (unaudited) potential media value
Measuring print media coverage
Media coverage
Media coverage
Media coverage
Media coverage
Media coverage
Media coverage
Media coverage (AR's)
Media endorsements.
Media evaluation measured to be +- R14 million to each co-sponsor
Media exposure analysed.
Media exposure at final event and follow-up coverage
Media exposure value
Media reach of over 700 million viewers world-wide.
Monthly AR's;
Newsclip
Newsclip to track coverage in printed media;
Newsclip to measure exposure and mention in the press.
Newsclip to measure Media effect
Press clippings;
Readership figures of print media used;
Spindex measurement of media exposure;
Sponsor Statistik
Sponsor Statistik measures TV coverage;
Sponsor Statistik to measure exposure at three particular sporting events;
TV coverage of 240 minutes on SABC3 and M-Net and monitoring of media clips.
TV-spot and radio-promo value measurement;

Evaluation of sponsorship effectiveness

Behavioural measures
(89% achieved)
Audience at final event
Compare historical use (by participants) of brand trends
Compare sponsorship amount to calculated return on sponsorship investment
Crowd attendance and participation
Development programme;
Fundraising targets;
Increase caddy standards

Increase in number of entries
Measure effect of staff integration after the merger
Measuring the success of the medal testing programme; and the number of new participants and teachers that pass through the programme
Monitor number of new participants who are using the sponsor's branded race numbers.
Number of development players included in national teams;
Number of new accounts;
Pub promotions
Response to call for entries;
Service standards measurement
Transformation ratio changed from 1:9 (Black:White) to 2:1.
Web site visitors (number);
Web site hits
Web site attracted 120 000 hits

Evaluation of sponsorship effectiveness

Recognition, recall & awareness
Awareness of sponsorship;
Awareness of lightship;
Awareness of new products
Bateleur research to establish brand awareness and retention;
BMI's Sponsortrack to measure awarenesss
BMI's Sponsortrack to measure awarenesss
BMI's Sponsortrack and Newsclip to measure awarenesss
BMI-surveys (3) during sponsorship indicated that sponsorship awareness grew from 25% to 32% to 38%
BMI Awareness tracking;
BMI awareness tracking
BMI awareness tracking
BMI awareness tracking (0% to 40% after 2 years)
BMI tracks brand awareness
BMI-Infotrack;
BMI-Sponsortrack measures awareness levels
BMI-Sponsortrack;
Entry forms from dealer network provided a database of entrants to competition.
Exposure on M-Net magazine programme
Link to existing athletic sponsorship
Logo appears at clubs (not previously allowed)
Measure number of exposures through Sponsorstatistik
Measure that the sponsor "owns" the sport
Media campaign and competitions to stimulate awareness and generate exposure
Positioning of corporate brand
PR evaluation to measure value of exposure.

APPENDIX 7**SUMMARY OF 2000 RAPTOR AWARD ENTRIES ORGANISED
BY GROUPING RESPONSES INTO CATEGORIES**

Sponsor	
1.	Brewer as an official supplier to a sporting body and its national team (rugby)
2.	Brewer sponsoring a national league (soccer)
3.	Brewer sponsoring a national sporting team (soccer)
4.	Brewer sponsoring an international series (cricket)
5.	Cellular sponsoring a national sporting body (cricket)
6.	Cellular sponsoring an international sporting competition
7.	Cellular sponsoring an international sporting series (rugby)
8.	Financial organisation sponsoring an international sporting event (which was already covered in the 1999 Raptor Award analysis)
9.	Petroleum organisation sponsoring a prestigious sporting event (athletics)
10.	Retail Group sponsoring a regional sporting event
11.	Retail Group sponsoring an event (cycle tour)

Main categories of sponsorship objectives

Corporate
Associate sponsor with a prestigious event;
Associate sponsor with a prestigious event;
Awareness of sponsor's association with the particular sport;
Change event positioning;
Corporate brand building and awareness;
Corporate brand building and awareness;
Create awareness and establish organisation as sponsor;
Create interest among new supporter segments
Create participation opportunities and aspirations to continue participation
Enhance awareness of sponsorship
Enhance awareness of sponsorship
Enhance awareness of sponsorship
Enhance awareness of sponsorship
Enhance corporate positioning;
Enhance growth of sport and development programme;
Enhance staff relations;
Enhance staff relations;
Entrench sponsor's association with the event
Erode previous sponsor's association;
Establish sponsor as the new sponsor to the series
Position sponsor ahead of main cellular rival;
Position sponsor as contributor to the community;
Reach target markets
Reach particular target markets
Social responsibility (Proceeds go to charity)

Corporate	Action
Associate sponsor with a prestigious event;	Association
Associate sponsor with a prestigious event;	Association
Entrench sponsor's association with the event	Association
Awareness of sponsor's association with the particular sport;	Awareness
Create awareness and establish organisation as sponsor;	Awareness
Enhance awareness of sponsorship	Awareness
Enhance awareness of sponsorship	Awareness
Enhance awareness of sponsorship	Awareness
Enhance awareness of sponsorship	Awareness
Establish sponsor as the new sponsor to the series	Awareness
Corporate brand building and awareness;	Awareness & brand-building
Corporate brand building and awareness;	Awareness & brand-building
Erode previous sponsor's association;	Erode previous sponsor equity
Enhance growth of sport and development programme;	Growth of sport & development

Create interest among new supporter segments	Interest create
Create participation opportunities and aspirations to continue participation	Opportunities to participate
Change event positioning;	Positioning
Enhance corporate positioning;	Positioning
Position sponsor ahead of main cellular rival;	Positioning
Position sponsor as contributor to the community;	Positioning
Reach target markets	Reach target market
Reach particular target markets	Reach target market
Enhance staff relations;	Relationships
Enhance staff relations;	Relationships
Social responsibility (Proceeds go to charity)	Social responsibility

Main categories of sponsorship objectives

Brand/ service/ product
Create goodwill & loyalty (in market segments)
Create goodwill & loyalty (in market segments)
Create goodwill & loyalty (in market segments)
Increase brand awareness;
Increase brand awareness;
Increase brand awareness;
Increase use of sponsor's service
Promote sponsors' house brands
Promote sponsors' products
Reinforce brand image;
Reinforce brand image;
Reinforce brand image;

Brand/ service/ product	Action
Increase brand awareness;	Awareness of brand
Increase brand awareness;	Awareness of brand
Increase brand awareness;	Awareness of brand
Promote sponsors' house brands	Brand promotion
Promote sponsors' products	Brand promotion
Create goodwill & loyalty (in market segments)	Goodwill & loyalty
Create goodwill & loyalty (in market segments)	Goodwill & loyalty
Create goodwill & loyalty (in market segments)	Goodwill & loyalty
Reinforce brand image;	Image of brand
Reinforce brand image;	Image of brand
Reinforce brand image;	Image of brand
Increase use of sponsor's service	Service use

Main categories of sponsorship objectives

Sales
Increase sales at sporting events
Increase sales at sporting events
Increase sales at sporting events
Increase sales at sporting events

Sales	Action
Increase sales at sporting events	Sales at event
Increase sales at sporting events	Sales at event
Increase sales at sporting events	Sales at event
Increase sales at sporting events	Sales at event

Main categories of sponsorship objectives

Media
Create media opportunities;
Create media opportunities;
Create media opportunities;
Gain free media exposure
Link with media partner
Publicity opportunities through media partner link

Media	Action
Create media opportunities;	Media coverage
Create media opportunities;	Media coverage
Create media opportunities;	Media coverage
Gain free media exposure	Media coverage
Link with media partner	Media partnership
Publicity opportunities through media partner link	Publicity

University of Pretoria etd

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

Target audiences
1999 Raptor Awards
Black males 18-39
Black males 18-39
Boys of all ages, races and income groups living within cellular organisation's coverage area; schools; local communities
LSM 6,7 & 8 - Age 16 to 50+
LSM 6,7 & 8 (upper income/ age 25-49 and listenership of radio (media) partner
Male & female; Income R1 500+; Age 16+
Males aged 18 to 39 of all race groups
No target markets specified
White males 18-39 (primary) and Black males 18-39 (secondary)
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

Advertising
1999 Raptor Awards
Banners
Banners
Branding at events;
Branding at events;
Branding at events;
Broadcast package
Link to particular television programme
Logo on sport equipment used during the event;
Media advertising;
Media advertising;
Media campaign
Media campaign;
Media campaign;
Media coverage
Media coverage
Media coverage
Media coverage
Promote housebrands
Signage at schools
Signage on sport field;

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

Sales promotion
Forecourt promotions at petrol garages
Offer vehicle as a competition prize
Media competitions
Participant's competitions and prizes
Promotions in bars;
Redemption prizes at events

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

Personal selling
Complimentary tickets;
Golf days;
In-store activities;
In-store activities;
Refreshment station

Refreshment station
Regional representative activities at schools
Sales at events
Sales at events
Sales units at events
Stakeholder entertainment in suites;
Web site
Web site

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

Direct marketing
None

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

Promotional licensing
Branded clothing
Branded items
Branded items
Clothing give-aways
Participant's clothing
Participant's clothing
Participant's clothing;

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

Corporate and marketing PR
Bursary programme
Coaching clinics;
Communication between athletes and certain publics;
Corporate suites;
Development campaign;

University of Pretoria etd

Event communication
Event communication
Event Expo;
Event hospitality
Gifts to participants and officials;
Gifts to the media;
Golf days
Hospitality suites
Hospitality;
Hospitality;
Internal marketing
Internal marketing
International athletes activities and functions;
LifeCycle expo;
Media information kit;
Media launch
Media launch;
Media launch;
Media relations
Media relations
News breaking press conferences;
Player autograph cards;
PR campaign;
PR strategy;
Publicity material
Schools package;
Senior management presence & support;
Senior management presence & support;

University of Pretoria etd

Evaluation of sponsorship effectiveness

Image and attitude
Bateleur research to track likability

Evaluation of sponsorship effectiveness

Brand/service/ product effects
Sales promotion and competition monitoring

Evaluation of sponsorship effectiveness

Media audits
AR measures
AR measures
AR measures
AR measures
BMI Mediatrack;
BMI Mediatrack;
BMI Mediatrack;
BMI Mediatrack;
Free media analysis
Media exposure
Media exposure and reach

Evaluation of sponsorship effectiveness

Behavioural measures
Enhance staff relations
Enhance staff relations
Event attendance figures
PR analysis
Raise funds for charity
Sponsor and sport body two-way communication;
Track number of cellular calls during competition span;
Web site click rate

Evaluation of sponsorship effectiveness

Recognition, recall & awareness
1999 Raptor Awards
AdTrack to measure awareness & likability of TV-ad
BMI Research results
BMI Sponsortrack;
BMI Sponsortrack;
BMI-Sponsortrack;
BMI-Sportinfotrack
BMI-Sportinfotrack

BMI-Sportinfotrack
BMI-Sportinfotrack
Event profiling
Event profiling
Increase of new sponsorship awareness compared to decrease of old sponsorship awareness;
Sponsor awareness;
Sponsor awareness;
Sponsor awareness;
Visible branding success;
Visible branding success;

APPENDIX 8
SUMMARY OF 1999 AND 2000 RAPTOR AWARD ENTRIES
ORGANISED BY GROUPING RESPONSES INTO CATEGORIES

Key words described in Column marked "Action"

Sport Sponsorship objectives

Corporate objective	Action
Active at branch and town level	Active (being)
Associate with a sporting code (soccer);	Associate
Associate and reinforce	Associate & reinforce
Leverage co-sponsors' association with the event;	Association
Associate sponsor with a prestigious event;	Association
Associate sponsor with a prestigious event;	Association
Entrench sponsor's association with the event	Association
Building awareness and market share in a geographical region	Awareness
Create 45% awareness in the Black market in 3 years;	Awareness
Create an awareness of potential opportunities to participate in the sport	Awareness
Create awareness of the sponsor's association with the event;	Awareness
Create corporate awareness linked to the corporate slogan;	Awareness
Grow consumer awareness of the corporate brand to at least 20% (from 3%);	Awareness
Increase awareness levels of the event ;	Awareness
Raise awareness of the game amongst the youth;	Awareness
Awareness of sponsor's association with the particular sport;	Awareness
Create awareness and establish organisation as sponsor;	Awareness
Enhance awareness of sponsorship	Awareness
Enhance awareness of sponsorship	Awareness
Enhance awareness of sponsorship	Awareness
Enhance awareness of sponsorship	Awareness
Establish sponsor as the new sponsor to the series	Awareness
Corporate brand building and awareness;	Awareness & brand-building
Corporate brand building and awareness;	Awareness & brand-building
Creating an identity and national awareness of the corporate brand through the association with the team;	Awareness & identity building
Tactical strategic opportunity for future business plan in terms of image, awareness and goodwill	Awareness, image and goodwill
Double the number of visitors and click-throughs on the web site	Behaviour change
Corporate brand building;	Brand building
Grow the sporting code;	Code (sporting) growth
Demonstrate the sponsor's commitment to the sporting code;	Commitment
Empower communities	Community empowerment
Community involvement;	Community involvement
Credibility and to be seen as "giving back to the community"	Community relations
Deliver messages;	Deliver message
Entrench involvement at grass-roots sport development.	Development

Implement a development programme to ensure that selections in future reflect the population demographics	Development
Differentiated medium that cannot be copied by competitors;	Differentiate
Provide a unique regional tennis event.	Differentiate
Eliminate the previous sponsor's equity and association with the event	Eliminate previous equity
Provide equal opportunities;	Equal opportunity
Erode previous sponsor's association;	Erode previous sponsor equity
Generate excitement;	Excitement
Expand into neighbouring countries.	Expand market
Raise funds for a Sport Trust;	Fund-raising
Build stakeholder goodwill;	Goodwill
Enhance growth of sport and development programme;	Growth of sport & development
Hospitality opportunities	Hospitality
Hospitality opportunities	Hospitality
Host clients & guests at a premier golfing event	Hospitality
Corporate image (existing) change;	Image
Enhance corporate image as an innovative organisation;	Image
Enhance corporate image of people-friendly service and technology company.	Image
Corporate image reinforcement;	Image reinforcement
Create interest among new supporter segments	Interest create
Strengthen the sponsor's existing involvement in a particular sporting code;	Involvement strengthen
Launch sponsor's involvement with a particular game or entertainment TV show;	Launch
Linked to beauty pageant.	Link
A long list of objectives were vague and non-specific	List
A long list of objectives were vague and non-specific	List
A long list of social responsibility objectives	List
Create participation opportunities and aspirations to continue participation	Opportunities to participate
Taking ownership of athletic sponsorship;	Own sporting code
To become synonymous with the sporting code;	Own sporting code
Change target market perceptions;	Perception
Position the sponsor as the "owner" of the series of events	Positioning
Communicate the sponsor's positioning;	Positioning
Entrench corporate positioning of innovative leadership.	Positioning
Entrench the sponsor as the leading cellular network.	Positioning
Entrench the sponsor's corporate values amongst employees	Positioning
Establish the sponsor as the leading cellular network operator;	Positioning
Position sponsor as being on the leading edge of technology	Positioning
Position the sponsor alongside the other co-sponsors;	Positioning

Position the sponsor as a proud & compassionate organisation;	Positioning
Re-inforce the sponsor's position as the official sponsor of the sporting code;	Positioning
Change event positioning;	Positioning
Enhance corporate positioning;	Positioning
Position sponsor ahead of main cellular rival;	Positioning
Position sponsor as contributor to the community;	Positioning
Maintain strong presence on beaches during holiday season;	Presence
Reach target markets	Reach target market
Reach particular target markets	Reach target market
Reach particular market segment (golfers at golf clubs);	Reach target segment
Enhance consumer recall.	Recall
Reduce the sponsorship equity of the previous sponsor from 55% to 10% in 18 months;	Reduce previous equity
Build relationships with co-sponsors;	Relationships
Extend relationship with one of the sporting codes' governing bodies;	Relationships
Strengthen the sponsor's relationships with new and existing clients and business partners to grow the business	Relationships
Enhance staff relations;	Relationships
Enhance staff relations;	Relationships
Maximise ROI compared to previous year;	ROI maximise
Motivate pump attendants to increase service levels from 72% to 90%	Service level
Social responsibility (Proceeds go to charity)	Social responsibility
Social upliftment	Social upliftment
Social upliftment of under-privileged role-players (golf caddies) in the particular sport;	Social upliftment
Reach spectator numbers;	Spectator reach
Utilising the sponsorship as a staff integration tool during a merger (previous sponsor merged with current sponsor);	Staff integrate
Staff motivation;	Staff motivate
Supporting the national governing body;	Support sporting body
Title sponsorship;	Title sponsorship

Sport Sponsorship objectives

Brand/ service/ product	Action
Market sport affinity products	Affinity marketing
Align brand image of vehicle to a premier golf event;	Align brand
Create an aspirational appeal for the brand;	Appeal create
Brand awareness	Awareness
Build awareness of the safe use of the sponsor' service product	Awareness
Build brand awareness and knowledge of a particular brand;	Awareness
Create mass brand awareness;	Awareness
Increase awareness of one of the brewer's brand's involvement with the sport;	Awareness
Increase brand awareness	Awareness
Use the event as a platform to increase awareness of a new cellular package launched by the sponsor	Awareness
Foster brand awareness and loyalty by association with an aspirational event;	Awareness & loyalty
Foster brand awareness and loyalty by targeting women's soccer.	Awareness & loyalty
Increase brand awareness;	Awareness of brand
Increase brand awareness;	Awareness of brand
Increase brand awareness;	Awareness of brand
Promote sponsors' house brands	Brand promotion
Promote sponsors' products	Brand promotion
Reinforce product changes;	Changes to product
Communicate brand values to increase goodwill and loyalty	Communicate values
Communicate core brand values	Communicate values
Communicate with existing and potential subscriber base	Communicate with customers
Build brand equity in the Black market;	Equity
Transferring brand equity from the previous sponsor's name;	Equity
Create brand experience;	Experience
Provide golfers with product experience (courtesy vehicles).	Experience product
Brand exposure;	Exposure
Expose a diverse range of demographic people to the corporate brand	Exposure
Provide brand exposure.	Exposure
Offer free cellular calls	Free trail
Create goodwill and loyalty	Goodwill & loyalty
Create goodwill & loyalty (in market segments)	Goodwill & loyalty
Create goodwill & loyalty (in market segments)	Goodwill & loyalty
Create goodwill & loyalty (in market segments)	Goodwill & loyalty
Promoting brand's contribution to participant's image and performance	Image
Reinforce the brand's image to that of its slogan	Image

Reinforce brand image;	Image of brand
Reinforce brand image;	Image of brand
Reinforce brand image;	Image of brand
Link particular brand (energy drink) to the sport;	Link
Promote product loyalty in the taxi market	Loyalty
Encourage larger number of participants to use the sponsor's product;	Participant use
Enhance brand personality	Personality
Reinforce a particular brand's positioning to fit the needs of the target markets;	Positioning
Create brand presence;	Presence
Establish a promotional project.	Promotional project
Logo recognition	Recognise logo
Establish brand reputation amongst serious participants;	Reputation
Increase use of sponsor's service	Service use
Building the rugby team into a marketable brand	Team as brand

Sport Sponsorship objectives

Sales	Action
Leverage financial products	Leverage
Grow the Black market;	Market growth
Gain market share amongst white consumers;	Market share gain
Gain market share in the particular target market;	Market share gain
Improve market share	Market share gain
Specified sales of a particular financial product	Sales
Create selling opportunities at events	Sales at event
Sales at events and pub promotions	Sales at event
Increase sales at sporting events	Sales at event
Increase sales at sporting events	Sales at event
Increase sales at sporting events	Sales at event
Increase sales at sporting events	Sales at event
Sales volume growth.	Sales volume
Maximise broader market awareness to stimulate sales volumes.	Sales volumes
Generate airtime usage of the cellular network.	Service use
Generate connections and increase airtime;	Service use
Generate connections at retail level;	Service use
Generate network usage.	Service use
Utilise cellular network	Service use

Sport Sponsorship objectives

Media	Action
Create advertising opportunities	Advertising
Broadcasting of matches and beauty pageant.	Broadcast
Avoid advertising clutter;	Clutter avoid
Communicate to target audience.	Communicate
Use appropriate media to communicate to target markets	Communicate
Hole-in-one prize creates excitement and media awareness	Media awareness
Gain free media exposure	Media coverage
Gain media coverage;	Media coverage
Increase in media coverage of 10%	Media coverage
Mass media exposure improvement	Media coverage
National media exposure but also achieving regional focus	Media coverage
Use outdoor medium at TV events	Media coverage
Create media opportunities;	Media coverage
Create media opportunities;	Media coverage
Create media opportunities;	Media coverage
Gain free media exposure	Media coverage
Link with media partner	Media partnership
Publicity opportunities through media partner link	Publicity

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

Advertising
1999 Raptor Awards
Above-the-line advertising in the main media;
Adapt their existing commercial to suite their sponsorship of athletics at the AAG
Advertisement in event programme;
Advertising campaigns;
Banners (x2)
Before, during and after beauty pageant on SABC;
Belly banner on lightship;
Big screen branding at the event
Billboards;
Branding/signage/advertising at events/stadium/on equipment/scoreboards/TV-screens (x19);
Broadcast advertising/package (billboards, stings, squeezebacks, logo on screen) (x2);
Catalogue advertising in selected runner magazines;
Cellular branding on driver overalls and racing vehicles.
Competition announcement and information on M-Net
Electronic and print campaigns (x2);
End-of-season-award ceremony
Extensive advertising & media campaign involving various media (x8)
Generic TV commercial to position organisation;
Giant inflatable figure;
Half-hour weekly TV programmes
Identify sponsor on printed material.
Joint print advertising campaign;
Lightship exposure.
Link to particular television programme
Live and highlighted broadcast of the event;
Live TV coverage (4 days) exposed brand.
Logo and event communication (x4)
Media advertising/campaign/coverage (x9)
Moving billboards;
Newsletter advertising
Official programme advertising (x3);
Outdoor campaign
Outdoor hoardings;
Pamphlets,
Posters;
Press advertising

Print advertisement at announcement in the particular magazine;
Print and radio campaigns
Promote housebrands
Promotional advertising in specialist and general publications.
Radio campaign (x3);
Sowetan campaign;
Street posters and flyers;
Targeted media that cover race information;
Taxi branding
Teaser TV commercials to inform viewers about athletic events;
The lightship as an innovative outdoor medium;
TV broadcast of matches;
TV exposure in sponsored magazine show.
TV promo-spots on SABC3;
TV-commercial
Use of a particular colour
Vehicle branding
Web site information (x2)

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

Sales promotion
Award prize money to participants;
Banner competition;
Competition to win accommodation at a leading hotel group and magazine subscriptions – draw on M-Net magazine programme
Competitions (x2);
Connect to network and track participants' progress & results;
Consumer incentive promotions prior to event;
Cross promotion in a men's magazine
Dealer network competition
Event competitions;
Fan magazine;
Forecourt promotions at petrol garages
In-branch activities/promotions running before and during the event (x3);
Incentive awards to players and media.
Independent newspaper promotions.
Individual endorsement by the captain of the national cricket team;
Involving key SA participants as endorsements;
Man of the match-awards/ Match presentations;

Media competitions
Media references to Cellular A being the presenting sponsor of the Miss Premier Soccer League.
Newspaper competition;
Offer players bursaries to study at RAU;
Offer vehicle as a competition prize
On-field activities during breaks;
Participant's competitions and prizes
Performance, demonstrations and coaching at shopping centres
Player incentives;
Print media competition
Prizes at different holes;
Promotions at matches/ at other venues/ during the event (x6);
Provide caddies for numerous golfing events
Public voters competition;
Pump attendants incentives and competitions
Radio competitions.
Redemption prizes at events
Regional product & service offer to participants;
Special events and promotions in the particular geographical area
Spectator competitions;
Sponsor mascot;
Spot the lightship promotion.
Trade promotions.
TV, radio and print competitions – winners could attend the event (x2)

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

Personal selling
Cellular packages promoted at the event
Coaching clinics
Complimentary tickets;
Create hospitality opportunities by taking a group of guests to attend the event
Distributing programmes to +_ 200 000 race spectators, dignitaries, guests and customers;
Drivers attend functions, hospitality areas, and promotions in previously disadvantaged areas.
Entertain customers at events
Establish co-sponsor alliances
Free cellular call facility
Golf days;
Hospitality at stadiums and matches (x4)
In-branch/store activities/promotions (x5)

Inserts in bank statements
internet campaign (x7)
Refreshment station (x2)
Regional representative activities at schools
Relationships with co-sponsors;
Sales at events (x3)
Stakeholder entertainment in suites;
Supporter club activities;
VIP hospitality facilities ate evens;
Woman's cookery classes in rural areas

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

Direct marketing
Compile and use database to generate business
Database of past participants and new entrants for every event.
Direct response mailing list (registered participants);
Invitations
Messages on bank statements
Telephone hotline

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

Promotional licensing
Branch merchandising
Branded clothing/event apparel/items/give-aways (x17)
Entrants receive sponsor's branded clothing or products/clothing (x4)
Promotional clothing distributed to a variety of people
Promotional gifts

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

Corporate and marketing PR
A programme to standardise judging and those who participated received branded certificates and medals (Medal Testing Programme);
Branding at press conferences
Build relationship with club management;
Bursary programme
Celebrity endorsements;
Coaching clinics (x2)

Communication between athletes and certain publics;
Corporate suites & event hospitality (x6);
Create human interest and performance publicity opportunities about the team members;
Create media speculation;
Dealer relationships
Development campaign (x3);
Endorsements by road running legends;
Establishing Development Trusts
Event communication (x2)
Exposure in SABC's Sports Generation programme;
Feature articles in woman's magazine
Frequent press releases (x2)
Gifts to participants and officials;
Gifts to the media;
Golf days
Incidental exposure
Internal communication & marketing (x6)
International athletes activities and functions;
LifeCycle expo;
Media relations/conferences & hosting/press releases/publicity material (x28);
Naming rights;
Nelson Mandela Challenge match.
Official newsletter;
Player autograph cards;
PR campaign & activities (x3);
Programme editorial
Relationship building with the national governing body
Schools package;
Secure official clothing sponsor status;
Senior management presence & support (x2);
Sponsor three budding athletes' participation at the event;
Sponsorship launch;
Sport starter kits to disadvantaged schools;
Staff involvement
TV, radio and magazine coverage

Evaluation of sponsorship effectiveness

Image and attitude
Bateleur research to track likability
BMI Eventtrack to measure public attitudes and perceptions
Brand image through focus group studies;
Communication, discussions and feedback with the National Sports Commission.
In-depth interviews with guests who attended the event; Employee feedback was very positive
Listing win-win relationships
Measure internal culture)
Survey of and Interviews with members of target market.
Verbal feedback from certain target audiences mentioned earlier.
VIP guest feedback after rides in the lightship

Evaluation of sponsorship effectiveness

Brand/service/ product effects
Brand awareness rise;
Brand exposure;
Calculate sales effect of number of consumers participating in sales promotion.
Compare actual retail sales increase;
Export sales growth to neighbouring countries;
Measure sales
Measured free branding exposure
Measured market share increase
Monthly sales figures (1.5% effect achieved)
Number of new clients captured for other products
Number of new sport affinity product accounts;
Sales increase at retailers
Sales of branded merchandise
Sales promotion and competition monitoring
State that Return of Investment through leverage of the sponsorship is 5:1 (no indication of how this was calculated)
Substantial deals were clinched

Evaluation of sponsorship effectiveness

Media audits
AR measures (x10)
BMI and Mediawatch to measure media exposure;]
BMI Mediatrack (x4);
Chart-a-clip to track coverage in electronic media
Compare value of media exposure to value of Coca-Cola sign on the Ponte Building in Johannesburg.
Constant watch;
Coverage type, sponsorship mention, impact of coverage, and comparative advertising cost
Equivalent rate card ad values & weightings (x2);
Free media analysis
Letters of response generated by the weekly TV-programmes.
Logo frequency during TV coverage
Measured (unaudited) potential media value
Measuring print media coverage
Media coverage/exposure/reach (x13)
Media endorsements.
Newsclip/press clippings (x5)
Readership figures of print media used;
Spindex measurement of media exposure;
Sponsor Statistik (x3)
TV coverage of 240 minutes on SABC3 and M-Net and monitoring of media clips.
TV-spot and radio-promo value measurement;

Evaluation of sponsorship effectiveness

Behavioural measures
(89% achieved)
Audience at final event
Compare historical use (by participants) of brand trends
Compare sponsorship amount to calculated return on sponsorship investment
Crowd attendance and participation
Development programme;
Enhance staff relations (x2)
Event attendance figures
Fundraising targets;
Increase caddy standards
Increase in number of entries
Measure effect of staff integration after the merger
Measuring the success of the medal testing programme; and the number of new participants and teachers that pass through the programme

Monitor number of new participants who are using the sponsor's branded race numbers.
Number of development players included in national teams;
Number of new accounts;
PR analysis
Pub promotions
Raise funds for charity
Response to call for entries;
Service standards measurement
Sponsor and sport body two-way communication;
Track number of cellular calls during competition span;
Transformation ratio changed from 1:9 (Black:White) to 2:1.
Web site visitors (number)/hits (x4);

Evaluation of sponsorship effectiveness

Recognition, recall & awareness
1999 Raptor Awards
AdTrack to measure awareness & likability of TV-ad
Awareness of lightship;
Awareness of new products
Awareness of sponsorship;
Bateleur research to establish brand awareness and retention;
BMI measurement (e.g. Sponsortrack, Sportinfotrack, sawareness tracking) (x17)
Entry forms from dealer network provided a database of entrants to competition.
Event profiling
Event profiling
Exposure on M-Net magazine programme
Increase of new sponsorship awareness compared to decrease of old sponsorship awareness;
Link to existing athletic sponsorship
Logo appears at clubs (not previously allowed)
Measure number of exposures through Sponsorstatistik
Measure that the sponsor "owns" the sport
Media campaign and competitions to stimulate awareness and generate exposure
Positioning of corporate brand
PR evaluation to measure value of exposure.
Sponsor awareness (x3);
Visible branding success (x2);

University of Pretoria etd

APPENDIX 9

CORRELATION GRID 1

SPONSORSHIP EVALUATION : CORRELATION BETWEEN SPONSORSHIP EVALUATION TOOLS

SPONSORSHIP EVALUATION
CORRELATION BETWEEN STATEMENTS
(Correlation coefficient > 0.6000 and p=0.0001)

Variable / statement	Correlate with variable / statement	Correlation coefficient	p-value
V82 TV exposure value (time x advertising rates for 30 sec) Importance	V83 TV exposure value (time x advertising rates for 30 sec) Use	0.66255	0.0001
V82 TV exposure value (time x advertising rates for 30 sec) Importance	V84 Radio exposure value (time x advertising rates for 30 sec) Importance	0.69594	0.0001
V82 TV exposure value (time x advertising rates for 30 sec) Importance	V86 Rand value of publicity expressed in advertising rates Importance	0.63925	0.0001
V83 TV exposure value (time x advertising rates for 30 sec) Use	V84 Radio exposure value (time x advertising rates for 30 sec) Importance	0.63502	0.0001
V83 TV exposure value (time x advertising rates for 30 sec) Use	V84 Radio exposure value (time x advertising rates for 30 sec) Importance	0.74806	0.0001
V84 Radio exposure value (time x advertising rates for 30 sec) Importance	V85 Radio exposure value (time x advertising rates for 30 sec) Use	0.62095	0.0001
V84 Radio exposure value (time x advertising rates for 30 sec) Importance	V104 Pre-event media coverage Use	0.67059	0.0001
V85 Radio exposure value (time x advertising rates for 30 sec) Use	V89 Column centimetres in the press Use	0.61954	0.0001
V86 Rand value of publicity expressed in advertising rates Importance	V87 Rand value of publicity expressed in advertising rates Use	0.76337	0.0001
V86 Rand value of publicity expressed in advertising rates Importance	V88 Column centimetres in the press Importance	0.78522	0.0001
V86 Rand value of publicity expressed in advertising rates Importance	V89 Column centimetres in the press Use	0.60155	0.0003
V87 Rand value of publicity expressed in advertising rates Use	V88 Column centimetres in the press Importance	0.66-78	0.0001

V87	Rand value of publicity expressed in advertising rates Use	V89	Column centimetres in the press Use	0.86105	0.0001
V88	Column centimetres in the press Importance	V89	Column centimetres in the press Use	0.67399	0.0001
V88	Column centimetres in the press Importance	V101	Cost per thousand of audience delivered Use	0.61751	0.0002
V89	Column centimetres in the press Use	V91	Media reach Use	0.63756	0.0001
V91	Media reach Use	V93	Readership demographics (segments, profiles, figures) Use	0.60472	0.0002
V92	Readership demographics (segments, profiles, figures) Importance	V94	Viewership demographics (segments, profiles, figures) Importance	0.63171	0.0001
V92	Readership demographics (segments, profiles, figures) Importance	V96	Listenership demographics (segments, profiles, figures) Importance	0.84120	0.0001
V93	Readership demographics (segments, profiles, figures) Use	V95	Viewership demographics (segments, profiles, figures) Use	0.68962	0.0001
V93	Readership demographics (segments, profiles, figures) Use	V97	Listenership demographics (segments, profiles, figures) Use	0.83380	0.0001
V99	Continuity of publicity after the event Use	V105	Pre-event media coverage Use	0.75416	0.0001
V99	Continuity of publicity after the event Use	V107	Spectator figures Use	0.61703	0.0003
V103	Target market reach effectiveness Use	V117	Time-trend analyses of product awareness Use	0.63379	0.0002
V105	Pre-event media coverage Use	V107	Spectator figures Use	0.75619	0.0001
V105	Pre-event media coverage Use	V143	Physical exposure of company branding Use	0.69086	0.0001

V105	Pre-event media coverage Use	V147	Effect on community relations Use	0.64718	0.0001
V106	Spectator figures Importance	V107	Spectator figures Use	0.60652	0.0002
V108	Surveys on staff attitude towards the sponsorship Importance	V109	Surveys on staff attitude towards the sponsorship Importance	0.65744	0.0001
V110	Staff incentives/rewards Importance	V111	Staff incentives/rewards Use	0.66379	0.0001
V112	Pre- event attitude surveys towards the sponsor Importance	V114	Post event attitude surveys towards the sponsor Importance	0.76738	0.0001
V112	Pre- event attitude surveys towards the sponsor Importance	V137	Product/brand/service awareness Use	0.60346	0.0003
V113	Pre- event attitude surveys towards the sponsor Use	V115	Post event attitude surveys towards the sponsor Use	0.89725	0.0001
V113	Pre- event attitude surveys towards the sponsor Use	V133	Measuring customer reaction Use	0.64531	0.0001
V113	Pre- event attitude surveys towards the sponsor Use	V145	Hospitality success Use	0.61742	0.0002
V115	Post event attitude surveys towards the sponsor Use	V133	Measuring customer reaction Use	0.71076	0.0001
V116	Time-trend analyses of product awareness Importance	V122	Cross impact between sponsorships and sales Importance	0.74917	0.0001
V116	Time-trend analyses of product awareness Importance	V158	Calculating increased business Importance	0.62295	0.0001
V117	Time-trend analyses of product awareness Use	V123	Cross impact between sponsorships and sales Use	0.68961	0.0001
V117	Time-trend analyses of product awareness Use	V125	Cross impact between sponsorships and sales promotion Use	0.69232	0.0001

V119	Time-trend analyses of corporate image enhancement Use	V121	Increase in sponsors' name recall Use	0.60919	0.0003
V119	Time-trend analyses of corporate image enhancement Use	V129	Cross impact between sponsorships and advertising Use	0.62871	0.0002
V121	Increase in sponsors' name recall Use	V129	Cross impact between sponsorships and advertising Use	0.65701	0.0001
V121	Increase in sponsors' name recall Use	V137	Product/brand/service awareness Use	0.61423	0.0003
V122	Cross impact between sponsorships and sales Importance	V124	Cross impact between sponsorships and sales promotion Importance	0.79328	0.0001
V122	Cross impact between sponsorships and sales Importance	V128	Cross impact between sponsorships and advertising Importance	0.60224	0.0001
V122	Cross impact between sponsorships and sales Importance	V158	Return on investment in Rand value Importance	0.61166	0.0001
V123	Cross impact between sponsorships and sales Use	V125	Cross impact between sponsorships and sales promotion Use	0.85180	0.0001
V124	Cross impact between sponsorships and sales promotion Importance	V126	Cross impact between sponsorships and public relations Importance	0.66421	0.0001
V124	Cross impact between sponsorships and sales promotion Importance	V128	Cross impact between sponsorships and advertising Importance	0.66811	0.0001
V126	Cross impact between sponsorships and public relations Importance	V128	Cross impact between sponsorships and advertising Importance	0.82227	0.0001
V126	Cross impact between sponsorships and public relations Importance	V130	Cross impact between sponsorships and direct marketing Importance	0.65966	0.0001
V126	Cross impact between sponsorships and public relations Importance	V162	Successful integration between different sponsorships Importance	0.66011	0.0001
V127	Cross impact between	V131	Cross impact between	0.60951	0.0002

sponsorships and public relations Use	sponsorships and direct marketing Use		
V127 Cross impact between sponsorships and public relations Use	V145 Hospitality success Use	0.68942	0.0001
V128 Cross impact between sponsorships and advertising Importance	V130 Cross impact between sponsorships and direct marketing Importance	0.77448	0.0001
V128 Cross impact between sponsorships and advertising Importance	V162 Successful integration between different sponsorships Importance	0.62001	0.0001
V129 Cross impact between sponsorships and advertising Use	V131 Cross impact between sponsorships and direct marketing Use	0.65370	0.0001
V135 Product trail opportunities Use	V139 Promotional licensing success Use	0.74188	0.0001
V136 Product/brand/service awareness Importance	V151 Competitive spend on sponsorships Use	0.62020	0.0002
V138 Promotional licensing success Importance	V140 Merchandising success Importance	0.67080	0.0001
V142 Physical exposure of company branding Importance	V143 Physical exposure of company branding Use	0.62289	0.0001
V144 Hospitality success Importance	V145 Hospitality success Use	0.78266	0.0001
V148 Previous sponsorship spend Importance	V149 Previous sponsorship spend Use	0.66721	0.0001
V148 Previous sponsorship spend Importance	V157 Return on investment in Rand value Use	0.61415	0.0003
V149 Previous sponsorship spend Use	V155 Cost accounting of sponsorship elements Use	0.63711	0.0002
V149 Previous sponsorship spend Use	V161 Sponsorship costs compared to other promotion costs Use	0.60422	0.0002

University of Pretoria etd

V151	Competitive spend on sponsorships Use	V154	Cost accounting of sponsorship elements Importance	0.62055	0.0002
V152	Alliance opportunities with other sponsors Importance	V153	Alliance opportunities with other sponsors Use	0.63973	0.0001
V153	Alliance opportunities with other sponsors Use	V155	Cost accounting of sponsorship elements Use	0.68437	0.0001
V153	Alliance opportunities with other sponsors Use	V157	Return on investment in Rand value Use	0.64409	0.0001
V153	Alliance opportunities with other sponsors Use	V163	Successful integration between different sponsorships Use	0.67033	0.0001
V154	Cost accounting of sponsorship elements Importance	V162	Successful integration between different sponsorships Importance	0.63135	0.0001
V155	Cost accounting of sponsorship elements Use	V161	Sponsorship costs compared to other promotion costs Use	0.61899	0.0001
V155	Cost accounting of sponsorship elements Use	V163	Successful integration between different sponsorships Use	0.69342	0.0001
V156	Return on investment in Rand value Importance	V158	Calculating increased business Importance	0.63320	0.0001
V161	Sponsorship costs compared to other promotion costs Use	V163	Successful integration between different sponsorships Use	0.64141	0.0001

University of Pretoria etd

APPENDIX 10
CORRELATION GRID 2
SPONSORSHIP MANAGEMENT : CORRELATION BETWEEN
STATEMENTS

CORRELATION BETWEEN STATEMENTS

Needs CC between section 2 and Section 3

r 0.6 and $p=0.0001$

Table 1: Link objectives to measurement tools

Objectives	Variables / statements	CC
Broad corporate objectives	V108, V110, V112, V114, V118, V120, V126, V146, V148, V150, V152, V154, V160, V162	
Product/brand/service-related objectives	V116, V134, V136, V138, V140, V142	
Sales objectives	V122, V124, V130, V132, V156, V158	
Media coverage	V82, V84, V86, V88, V90, V92, V94, V96, V98, V100, V102, V104, 106, V128	
Guest hospitality	V144	

Select measurement variables that are expected to correlate with sponsorship objectives categories.

Table 2: Cross-impact between sponsorship and other marketing communication variables

Variable	Corporate public relations	Marketing public relations	Advertising	Sales promotion	Personal selling	Promotional licensing	Direct marketing
	IT_1	IT_2	IT_3	IT_4	IT_5	IT_6	IT_7
Sponsorship	V98, V112, V114, V118, V120, V126	V86, V104, V116	V82, V84, V88, V90, V92, V94, V96, V100, V128	V124	V122	V138	V130
CC							

	T3_1	T3_2	T3_3	T3_4	T3_5	T3_6	T3_7
Sponsorship	V36, V44	V32, V37	V28, V29, V30, V31	V38, V39, V40, V42,	V35, V43	V41	V33, V34
CC							

Select variables that might indicate cross-impact.

Link T 1 & 2

*Initial correlations***NB Averages of statements**

Objectives	Variables / statements			CC	p
Broad corporate objectives	V108, V110, V112, V114, V118, V120, V126, V146, V148, V150, V152, V154, V160, V162	IT1_1	IT2_1	0.71167	0.0001
			IT2_7	0.60856	0.0001
Product/brand/service-related objectives	V116, V134, V136, V138, V140, V142	IT1_2	IT2_2 IT2_6	0.75728 0.77796	0.0001 0.0001
Sales objectives	V122, V124, V130, V132, V156, V158	IT1_3	IT2_2	0.70111	0.0001
			IT2_4	0.80901	0.0001
			IT2_5	0.83109	0.0001
			IT2_7	0.71152	0.0001
Media coverage	V82, V84, V86, V88, V90, V92, V94, V96, V98, V100, V102, V104, 106, V128	IT1_4	IT2_2	0.87126	0.0001
			IT2_3	0.97313	0.0001
Guest hospitality	V144	IT1_5	-	-	-

Table 2: Cross-impact between sponsorship and other marketing communication variables

Variable	Corporate public relations	Marketing public relations	Advertising	Sales promotion	Personal selling	Promotional licensing	Direct marketing
	IT_1	IT_2	IT_3	IT_4	IT_5	IT_6	IT_7
Sponsorship	V98, V112, V114, V118, V120, V126	V86, V104, V116	V82, V84, V88, V90, V92, V94, V96, V100, V128	V124	V122	V138	V130

Table 2: Cross-impact between sponsorship and other marketing communication variables

Variable	Corporate public relations	Marketing public relations	Advertising	Sales promotion	Personal selling	Promotional licensing	Direct marketing
	IT_1	IT_2	IT_3	IT_4	IT_5	IT_6	IT_7
Sponsorship	V98, V112, V114, V118, V120, V126	V86, V104, V116	V82, V84, V88, V90, V92, V94, V96, V100, V128	V124	V122	V138	V130

Correlation with section 1 of questionnaire

Strong correlations emerged:

Sect2_1	-	-	-
Sect2_2	IT1_1	0.65066	0.0001
	IT1_2	0.62782	0.0001
Sect2_3	IT1_3	0.69698	0.0001
Sect2_4	-	-	-
Sect2_5	-	-	-

Table 1 & 3 no clear correlations

Table 3: Integrating marketing communication into sponsorship (leverage effect)

Variable	Corporate public relations	Marketing public relations	Advertising	Sales promotion	Personal selling	Promotional licensing	Direct marketing
	T3_1	T3_2	T3_3	T3_4	T3_5	T3_6	T3_7
Sponsorship	V36, V44	V32, V37	V28, V29, V30, V31	V38, V39, V40, V42,	V35, V43	V41	V33, V34
CC							

Table 4: Correlation between cross-impact (table 2) and leverage effect (table 3)

Variable	Corporate public relations	Marketing public relations	Advertising	Sales promotion	Personal selling	Promotional licensing	Direct marketing
Sponsorship	V98, V112, V114, V118, V120, V126	V86, V104, V116	V82, V84, V88, V90, V92, V94, V96, V100, V128	V124	V122	V138	V130
	IT2_1	IT2_2	IT2_3	IT2_4	IT2_5	IT2_6	IT2_7
CC >0.6	0	0	0	0	0	0	0
	T3_1	T3_2	T3_3	T3_4	T3_5	T3_6	T3_7
Sponsorship	V36, V44	V32, V37	V28, V29, V30, V31	V38, V39, V40, V42,	V35, V43	V41	V33, V34

T3_4 correlates with IT2_2 /cc = 0.61602 / p = 0.0001

UT2_2 correlates with IT2_2 / cc = 0.60460 / p = 0.0001