

Chapter 5

Examine the Significance of Sport Sponsorship in Sports Marketing: A Descriptive Study

Garg Bhumika

Chitkara University, India

Garg Deepanshu

Chitkara University, India

ABSTRACT

Sports operate inside a hierarchical and competitive organisational framework. The level of corporate sponsorship in sports has experienced a significant surge in the last ten years. Sponsorship by companies has been growing as a component of marketing mix communication and has emerged as a significant source of funding for sports events. This study investigates the range of sports marketing initiatives and the complexity of the relationships between participants in sporting events. The primary goals of sports sponsorship in sport marketing are also addressed.

INTRODUCTION

The term “sports marketing” is unclear in its definition for both professionals and scholars. The origin of the term 'Sport Marketing' may be traced back to an article published in a 1978 edition of Advertising Age. The authors of the paper defined sport marketing as the actions taken by businesses that sell consumer and industrial products and services, who are using sport as a means of promotion (Ambrose, et

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al., 2014). In their paper “Sport Marketing Campaign,” Mullin, Hardy, and Suffon (2000) provided a definition of sport marketing. Sport marketing encompasses all efforts aimed at fulfilling the needs and desires of sports consumers through the process of exchange. Sport marketing encompasses two primary focuses: firstly, the direct

marketing of sport products and services to sport consumers, and secondly, the marketing of non-sport consumer and industrial items or services through sports promotions. Gladden and Sutton (2005) argue that sports marketing was primarily focused on promotional activities carried out by marketers. According to Shank (2005), sports marketing is the targeted use of marketing principles and strategies to promote sports-related items, as well as the marketing of non-sports products by associating them with sports (Bergkvist, 2017).

THE HISTORICAL DEVELOPMENT OF SPORTS MARKETING IN INDIA

Historically, events were deemed advantageous for rural markets and for products that were prohibited from being advertised, such as spirits and cigarettes. The events are crucial in rural areas because to low literacy levels and limited media penetration. The sponsorship of Kabbadi and Football by Lifebuoy serves as an illustration of sports event marketing in rural communities (Carrillat, et al., 2019). In a similar vein, alcohol and tobacco firms have been providing financial support for vehicle parades, horse races, and cricket matches as a means to obtain lawful publicity. The MC Dowell Derby and Wills created for each other contest in India are considered the earliest endeavours to incorporate commercial public sporting events (Chang, 2018; Gupta 2003).

Sport Marketing Mix

Sports marketing mix refers to the combination of marketing strategies and tactics used to promote and sell sports-related products or services. In order to comprehend professional sports, it is crucial to initially analyse the intricate nature of the sports marketing industry (Erfgen, 2013). The complexity of the sports industry is partly due to its economic aspects, which involve a wide range of stakeholders such as spectators, athletes, team owners, residential areas, media networks, and others (Jain and Roy, 2016).

Sports marketing may be defined as the strategic activities aimed at meeting the needs and desires of sports consumers through the process of exchange. Sport marketing entails the advertisement and promotion of the game itself. Both professional

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