

**Sports Sponsorship**

Arrived Date  
27.11.2023

Accepted Date  
29.12.2023

Published Date  
31.01.2024

Süreyya AYHAN<sup>1</sup> Erhan ÖLEKLİ<sup>2</sup> Hasan Fehmi ER<sup>3</sup>Müzeyyen AKÇA<sup>4</sup>

**Abstract**

In this study, sports sponsorship, which is one of the most important financial elements of the sports world, is discussed. Sports sponsorship is a dynamic field that offers many opportunities to both sports organizations and brands. Today, sports sponsorship, which is considered as an effective marketing tool for the goals of brands such as reaching their target audience by establishing a relationship with sports, increasing brand awareness and creating consumer loyalty, has also become an important supporter of the financial resources of the sports world. In this study, starting from the definition of sports sponsorship, we will touch on its history and development process. We will also discuss the benefits of sports sponsorship, the value and impact it provides for brands and sports organizations. We will also provide practical information on how to successfully implement this important marketing strategy, which enables brands to establish emotional bonds with their target audience, reach large audiences and strengthen their brand image by using the power and popularity of sports.

This study aims to be a comprehensive resource for anyone interested in sports sponsorship. It is a basic guide for those who want to understand the financial dynamics of the sports world and learn more about brand management.

**INTRODUCTION**

Sponsorship is the provision of a good in cash or for a fee in kind and in return, the commercial potential associated with the good is reached to operateability. In order for sponsorship to be successful, it is necessary to establish an organization suitable for the position of the sponsored institution or brand in the market and the level of perception by the target audience. There are various types of sponsorship such as sports sponsorship, artistic activity sponsorship, social sponsorship, educational sponsorship and media sponsorship. Among these, sports sponsorship refers to sponsorship activities for sports events and activities associated with sports. Sports sponsorship, which is divided into subcategories such as individual athlete sponsorship, sponsorship of sports teams and sponsorship of sports organizations, is the most widely used type of sponsorship. In this study, factors such as the factors prioritized by federations and businesses in the selection of sponsor companies, the importance and ranking of these factors, the board where sponsor company decisions

<sup>1</sup>  [sureyyaayhanss@gmail.com](mailto:sureyyaayhanss@gmail.com), Ankara Yıldırım Beyazıt University . Institute of Sciences, Department of Foreign Trade and Finance, Ankara/TÜRKİYE

<sup>2</sup>  [oleklierhan@gmail.com](mailto:oleklierhan@gmail.com), Hoca Ahmet Yesevi International Turkish - Kazakh University, Ankara/TÜRKİYE

<sup>3</sup>  [hasaner61@hotmail.com](mailto:hasaner61@hotmail.com), Eskişehir Osmangazi University, Educational Administration, Inspection, Planning and Economics, Eskişehir / TÜRKİYE

<sup>4</sup>  [muzeyyen.akca@hotmail.com](mailto:muzeyyen.akca@hotmail.com), Atatürk University, Faculty of Education, Department of Science Education, Science Teaching Programs, Erzurum/ TÜRKİYE



are made, how advertisements are included in jersey sponsorship are examined and recommendations are made to companies that are considering sponsoring federations.

In order for sponsorship agreements to be successful, there are points that companies should pay attention to. First of all, it should be in line with the values and target audiences of the institution or organization they intend to sponsor. A good fit allows the brand to communicate more effectively with the target audience. In addition, appropriate analytical tools should be used to measure and evaluate the return on sponsorship. Measuring the impact of sponsorship helps develop future strategies. In order for the sponsorship to be mutually beneficial, clear and solid communication must be established between the parties. Setting common goals and regular communication increase the success of the sponsorship relationship. This study is a guide on sponsorship and provides important tips for the correct use of sponsorship. Effective management of sponsorship activities is of great importance for brands to achieve their goals and create a successful brand image.

### **The Importance of Sports Sponsorship**

**Brand Awareness and Image Building:** Sports sponsorship can increase a brand's recognition and create a positive image with the target audience. A company that sponsors sporting events can reach a wide audience and announce its brand to a wider audience.

**Reaching the Target Audience:** Sports events usually appeal to large audiences. A firm can use sports sponsorship to reach its target customer segment and reach potential customers directly.

**Emotional Bonding:** Sport is known as an area that creates passion and emotional bonds between people. Sponsoring sporting events can help a brand create an emotional connection with fans and build brand loyalty.

**Advertising and Marketing Opportunities:** Sports sponsorship offers a variety of advertising and marketing opportunities for brands. Within the scope of sponsorship agreements, logo and brand visibility can be ensured, advertising campaigns can be organized, and promotional activities can be carried out at events.

**Social Responsibility and Support:** Sports sponsorship can help brands fulfill their social responsibilities. In particular, supporting amateur sports clubs or young athletes contributes to brands making a positive impact on society and fulfilling their social responsibilities.

**Competitive Advantage:** Sports sponsorship offers brands the opportunity to differentiate themselves from their competitors and gain competitive advantage. The visibility of a brand at sporting events can have a positive impact on the target audience and make the brand stand out from its competitors.

These points are general topics that show the importance of sports sponsorship. However, priorities and goals may differ for each brand and sporting event. Therefore, before a firm uses sports sponsorship, it should determine its goals and create its strategy accordingly.

### **Concept and Objectives of Sponsorship**

The concept of sponsorship is when an institution or brand provides material or moral resources to support a specific event, organization, or activity, and in return, it obtains publicity or other benefits. Sponsorship usually takes place within a commercial relationship and includes specific purposes for both the sponsor and the supported party.

The main objectives of sponsorship are:

**Brand Awareness and Visibility:** A sponsor aims to increase the recognizability of their brand through the event or organization they support. In this way, brand awareness is provided on the target audience and it is aimed to make the brand noticed by a wider audience.

**Reaching the Target Audience:** Sponsorship allows a brand to reach its target audience directly or indirectly. Since the supported event or organization appeals to the interests of the target audience, the brand has the opportunity to communicate by attracting the attention of the target audience.

**Communicating Image and Values:** A sponsorship agreement offers the opportunity to convey certain values and image of the brand to the target audience. If the values and image of the supported event or organization are aligned with the values adopted by the brand, the brand can create a positive image in the minds of the target audience through this partnership.

**Increasing Customer Loyalty:** Sponsorship aims to create a stronger bond with existing customers. A supported event or organization can provide experiences that will increase the loyalty of existing customers to the brand and reinforce brand loyalty.

**Providing Competitive Advantage:** Sponsorship provides an opportunity for a brand to gain a competitive advantage among its competitors. Thanks to the supported event or organization, the brand can differentiate itself from other competing brands and have a stronger position in the target audience.

These purposes include the benefits that form the basis of the concept of sponsorship and are targeted for a brand. Each sponsorship deal should be tailored to the brand's goals and strategies. Thus, sponsorship activities will have the potential to achieve the most effective results for the brand.

### **Sponsorship and Advertising Relationship**

There is a close relationship between sponsorship and advertising. Both are marketing tools used to promote a brand or institution, increase brand awareness, and reach the target audience. However, there are some fundamental differences between sponsorship and advertising. Advertising is usually messages produced for a commercial purpose to promote the brand. Ads are typically run through media channels and directly promote the brand's products or services. The purpose of advertisements is usually to influence consumer behavior, increase sales, and strengthen brand image. Sponsorship, on the other hand, is when the brand provides material or moral resources to support a specific event, organization or activity and receives publicity or other benefits in return. Sponsorship is generally used to reach the brand's target audience, strengthen the brand image, and convey the values associated with the brand. Sponsorship allows the brand to reach the target audience, while at the same time providing the opportunity to convey the values and image of the supported event or organization to the brand.

Here are the main differences between sponsorship and advertising:

**Content and Medium:** Ads typically include a specific message, while sponsorship encompasses the event or organization that the brand supports in a broader context. Sponsorship provides a platform that is used to convey a certain value or image of the brand.

**Interaction:** Ads are usually one-way communication and do not provide a direct interaction between the consumer and the brand. Sponsorship, on the other hand, offers an environment that allows consumers to interact with the brand. Supported events or organizations give consumers the opportunity to build a closer relationship with the brand.

**Perception and Image:** Advertisements are used to convey a specific message of the brand, while sponsorship conveys the values and image of the brand through the event or organization it supports. Sponsorship has the potential to provide a deeper experience to the consumer by creating a more positive perception of the brand.

Sponsorship and advertising are tools used for different purposes in a brand's marketing strategies. While advertising has a more specific and focused promotional purpose, sponsorship provides a wider platform, allowing the brand to establish a more interactive relationship with the target audience. By using a combination of both advertising and sponsorship, brands can often strengthen their marketing strategies and reach the target audience more effectively.

### **Sports, Sponsorship and Advertising Relationship**

There is a complex relationship between sports, sponsorship and advertising. These three concepts are frequently used in the sports industry as complementary elements. Here are some points where sports, sponsorship and advertising are evaluated together:

**Brand Promotion and Image:** Sports is a platform that allows brands to reach a wide audience. Sponsorship and advertising enable brands to reach the target audience and promote the brand through sporting events or athletes. Sports events and athletes ensure that brands are seen by large audiences and that the brand image is strengthened.

**Reaching the Target Audience:** Sports events offer the opportunity to directly interact with the target audience of the advertisement and sponsorship. These events enable brands to establish an emotional connection with the target audience and build consumer loyalty. Advertising reaches large audiences through channels such as television, radio, or digital media, while sponsorship events provide access to a more targeted audience.

**Transmission of Values:** Sporting events and athletes provide a powerful platform where brands can communicate their values and image. Brands can introduce themselves to the target audience and emphasize their brand value through the event or athlete they support through sponsorship. Advertising, on the other hand, conveys certain messages of brands and provides information to the target audience that will strengthen the brand image.

**Revenue and Return on Investment:** Sponsorship provides financial support to sports organizations and provides advertising and promotion opportunities to brands. In this way, while brands increase brand awareness through sponsorship, sports organizations also provide financial resources. Advertising, on the other hand, aims for brands to increase sales, gain new customers and achieve return on investment.

In conclusion, sports, sponsorship, and advertising complement each other and, when used together, strengthen brands' marketing strategies. While sports enable brands to reach large audiences and strengthen their brand image, sponsorship and advertising are used as tools that support this communication. Integrating these three concepts correctly contributes to successful marketing results for brands.

### **What is Sports Sponsorship?**

Sports sponsorship is the provision of financial or moral support by an institution or brand to sports events, sports teams, athletes or sports organizations. In return for this support, the sponsor pursues goals such as increasing brand awareness, reaching the target audience, strengthening the brand image or increasing sales. Sports sponsorship enables brands to reach the target audience directly or indirectly by investing in sports-related events or athletes. Sponsorship activities usually take place in various forms such as financial resources, support for goods or services, advertising and promotional opportunities. The purpose of sports sponsorship is for brands to engage with the target audience and increase brand value through sports-related events. Sponsorship enables brands to reach large audiences, increase brand awareness, and build consumer loyalty. At the same time, thanks to sports sponsorship, brands can establish an emotional connection with the target audience, strengthen their brand image, and gain an advantage over the competition.

The importance of sports sponsorship is that it enables brands to reach consumers by taking advantage of the popularity and passion of sports. Sporting events bring together large audiences and have a large audience. Therefore, properly planned and implemented sports sponsorship allows brands to gain direct access to their target audience and effectively convey the brand message. While sports sponsorship increases the visibility of brands, it also helps them create a positive image in society by providing support to sporting events or athletes. At the same time, sports sponsorship adds an emotional dimension to brands' marketing strategies and contributes to building consumer loyalty. Sports sponsorship is an important marketing tool for brands. When used correctly, it enables brands to reach their target audience, increase brand value, and gain an advantage over the competition. In addition, sports sponsorship contributes to the creation of a positive image in society by collaborating with the sports world. One of the first examples of sports sponsorship in history dates back to the time of ancient Greece. To secure the financing of major sporting events such as the Olympic Games, ancient Greek city-states were supported by wealthy merchants or nobles. These sponsors would provide financial assistance for athletes to train, participate in competitions, and win prizes. Modern sports sponsorship, on the other hand, emerged in the late 19th and early 20th centuries. One of the first

notable examples of sports sponsorship was in the 1880s when the French bicycle manufacturer Michelin provided tires to cyclists. These sponsorship agreements offered financial support and promotion to the cyclists in exchange for using Michelin tires. Also, at the Amsterdam Olympics in 1928, American swimmer Johnny Weissmuller was sponsored by B.V.D., a swimwear brand. Weissmuller wore the swimsuit of the B.V.D. brand to participate in competitions and promote the brand.

### **Definition and concepts- Definition of sponsorship**

Sponsorship is the support or financing of the activities of an event, organization or person by providing financial or moral support to an institution or brand. Sponsorship is a type of cooperation in which the sponsor provides resources to achieve a specific goal or objective, and in return receives certain advantages. Sponsorship activities usually take place in various forms such as financial resources, support for goods or services, advertising and promotional opportunities. While increasing the value of the event or organization they support, sponsors aim to promote their own brands, increase brand awareness, reach the target audience or create a positive image.

Sponsorship can be applied in many different areas, but it is most commonly seen in areas such as sports, arts, entertainment, cultural events and social responsibility projects. Sports sponsorship involves brands providing support to sporting events, sports teams, or athletes, while artistic sponsorship refers to support for art events or artists. Sponsorship provides many benefits for both the sponsor and the supported party. Sponsors interact with the target audience, increase brand awareness, strengthen brand image, and build consumer loyalty. At the same time, the supported party can carry out its activities by obtaining the necessary resources, benefit from promotional opportunities and get the chance to reach the target audience. Sponsorship plays an important role in the marketing strategies of brands and ensures a bond between the brand and the target audience. Properly planned and managed sponsorship activities enable brands to reach their target audience, increase brand value and gain competitive advantage. Sponsorship is a collaborative support activity. Brands achieve their goals by establishing a relationship with the event, organization or person they support, while the supported party gets the resources they need. Sponsorship is an important marketing tool for brands and can provide great benefits when used effectively. "Sponsor: A person or organization that provides material or moral assistance for the purpose of supporting or financing an event, an organization." TDK.

### **Sponsorship History and development**

The history of sponsorship has a history that is not too far from the history of humanity. People have resorted to sponsorship practices to support various events and projects for thousands of years. Here is an overview of the history of sponsorship:

**Antiquity:** In antiquity, especially in Greek and Roman civilizations, sponsorship practices for sports events and cultural shows were frequently encountered. The rich sought to gain prestige and prestige in society by providing financial support to major sporting events such as the Olympic Games.

**Middle Ages:** During the Middle Ages, churches and religious institutions provided sponsorships for the construction of works of art and architectural projects. The church and nobility increased both their religious and social standing by funding the work of artists.

**New Age:** With the beginning of the New Age, sponsorship practices have become more widespread. It has become important to support talented artists and creative projects in fields such as art, literature and music. Especially during the Renaissance, wealthy merchants and nobles both contributed to artistic developments and raised their own reputations by supporting the work of artists.

**Modern Period:** After the Industrial Revolution, sponsorship practices gained a more institutional structure. Companies have started to sponsor sports events, artistic projects and social activities in order to promote their products and brands, reach the target audience and strengthen their image. Especially in the second half of the 20th century, with the popularity of television, the importance of sponsorships increased and large budgets were allocated for large-scale sports events and organizations.

**Today:** Today, sponsorship is considered as a marketing strategy that maintains its importance in the globalizing world. By sponsoring events in sports, arts, entertainment and other fields, companies aim to reach the target audience, increase brand awareness and ensure customer loyalty. At the same time, sponsorships reflect the understanding of social responsibility by contributing to various segments of society.

The history of sponsorship has developed in different areas over time and has become an important marketing tool today. Companies and organizations aim to achieve their goals and promote their brands successfully with the right sponsorship strategies. Sponsorship is practiced in a wide range of ways today and plays an important role in various industries. Here are some examples of sponsorships from today:

**Sports Sponsorships:** Major sports organizations, teams and athletes are heavily supported by companies. For example, football clubs, which are popular around the world, are supported by sponsorship agreements by international brands, thus increasing the recognition of the brands and strengthening the financial resources of the clubs.

**Music Sponsorships:** Music festivals, concerts, and artists are also supported by sponsorship agreements. For example, major music festivals are supported by brands as main sponsors, allowing brands to reach a wide audience.

**Social Responsibility Projects:** Companies sponsor projects to support projects for the benefit of society. For example, organizations operating in areas such as environmental protection projects, educational programs, and health services receive sponsorship from companies.

**Technology and Innovation Sponsorships:** Technology companies make sponsorship agreements to promote their new products or services and emphasize their innovation. For example, a company sponsoring a technology fair or conference may showcase its products and technological advancements.

**Entertainment and Media Sponsorships:** Entertainment and media projects such as television programs, feature films, series and programs are also supported by sponsorships. Companies have the opportunity to show off their brand with advertising and product placements, as well as a popular show or movie producer.

These examples illustrate the diversity and prevalence of the concept of sponsorship today. While companies increase brand awareness by sponsoring in different areas, they have the opportunity to connect with their target audiences and create a positive image.

**Coca-Cola:** Coca-Cola sponsors many sports organizations. For example, it has sponsorship agreements with the FIFA World Cup, the Olympic Games and many football clubs.

**Nike:** Nike is one of the world's leading sportswear and footwear brands. It supports many famous athletes and teams. For example, LeBron James has sponsorship deals with athletes such as Cristiano Ronaldo.

**Red Bull:** While Red Bull is known as an energy drink brand, it also sponsors many extreme sporting events. For example, it sponsors events such as Red Bull Air Race, Red Bull Rampage.

**Samsung:** Samsung is a brand that operates in the technology industry. It sponsors many sports organizations and sports clubs. For example, it has sponsored events such as the Olympic Games and Formula 1.

**Emirates:** While Emirates is known as an airline company, it has also signed important sponsorship agreements in the world of football. For example, he has a sponsorship agreement with Arsenal FC that lasts for many years.

These examples show that famous brands increase their recognition in different sectors through sponsorship. In this way, brands have the opportunity to connect with their target audience, reflect their brand values and strengthen their marketing strategies.

## Types of sponsorship

In the last 20 years, corporate sponsorship has become the fastest developing and growing promotion activity in the world. The main reason for this is the perspective of both the target market, the media and the society on sponsorship activities. No promotional activity is looked upon as warmly as sponsorship. (Ferreira, Hall & Bennett, 2008: 735). Sponsorship offers companies the opportunity to come together with their target markets and achieve warm relations with them by supporting various events and events. Sponsorship activities, which are effective in creating brand awareness and creating a positive image in the eyes of the public, have started to take a larger share than the share allocated to communication in company budgets (Odabaşı and Oyman, 2002:343). Many definitions have been made regarding sponsorship. According to one definition, sponsorship is a commercial investment made for corporate or marketing purposes, for events or causes that are carried out without directly purchasing media channels (Akyürek, 1998:6). According to another definition, sponsorship is an activity in which the cash and/or in-kind fee paid for a good such as sports, entertainment, non-profit events or organizations and the operability of the commercial potential associated with the good is achieved in return (Kelvey and Grady, 2008:551). In order to achieve success in sponsorship, an organization should be established in accordance with the position of the sponsored institution or brand in the market and the level of perception of the target market (Pracejus and Olsen, 2004:638). The main purposes of sponsorship of companies are as follows (Covell, 2008:123); - To increase social awareness about the company, - To reach the target market more effectively, - To leave a positive image in those who make purchasing decisions, - To enable media management, - To be able to realize sales targets and figures. When the types of sponsorship are examined in the literature, there is no classification that is fully accepted by everyone. Various classifications have been made by various authors. One of the most accepted classifications among these classifications is the classification made as follows (Öztürk, 1992:18).

**a. Sports Sponsorship:** It is a type of sponsorship associated with sports events, teams or athletes. Popular sports such as football, basketball, tennis, as well as major events such as the Olympic Games, world championships and marathons can be sponsored.

**b. Cultural and Artistic Sponsorship:** It is a type of sponsorship associated with cultural events such as art events, music festivals, exhibitions, theater performances. Supporting artists or art institutions can strengthen the cultural image of the brand.

**c. Social Responsibility Sponsorship:** It is a type of sponsorship associated with social responsibility projects and organizations. For example, environmental protection projects, health campaigns, educational projects can be sponsored.

**d. Educational Sponsorship:** It is a type of sponsorship associated with schools, universities or educational institutions. Supporting educational projects can contribute to the brand's position in a respectable position in society.

**e. Media Sponsorship:** It is a type of sponsorship associated with television programs, radio programs, magazines or other media platforms. Media sponsorship can enable the brand to reach large audiences and increase brand awareness.

## Sponsorship Areas

### Culture and Art Sponsorship

Culture and art sponsorship is a type of sponsorship to support commercial enterprises, exhibitions, events and art activities. This type of sponsorship has become significantly widespread and developed since the mid-1960s. Commercial organizations support artists and arts organizations by sponsoring exhibitions and events. In addition, support is provided in the field of culture and arts through different methods such as granting grants to volunteer administrative staff or corporate associations. This type of sponsorship provides benefits from both a commercial and artistic point of view. Through sponsorship, business startups can increase brand awareness, reach their target audience, and strengthen their image. Artists and art organizations, on the other hand, can realize their projects, exhibit their works and reach a wider audience with sponsorship support. At the same time, culture

and arts sponsorship contributes to the development of art by increasing the impact of art on society and supports the protection of cultural heritage.

Culture and arts sponsorship provides an important cooperation and partnership between commercial organizations and the art world. In this way, while art activities are financially supported, sponsor organizations increase their brand value with artistic activities and create a positive image in the eyes of the society. This relationship contributes to the dissemination of art, the better conditions for artists to work and the cultural development of society. Culture and arts sponsorship is a type of sponsorship that is shaped on the basis of mutual benefit and cooperation, in which commercial enterprises provide support to the art world. Thanks to these sponsorships, both the dissemination of art and the increase in the brand values of commercial organizations are ensured.

There are some differences between culture and art sponsorship and sports sponsorship. Culture and art sponsorship is carried out more specifically and for a specific target audience compared to sports sponsorship. Cultural and artistic events usually focus on a specific art form, exhibition or artist, while sports sponsorship includes a wider range of sporting events. In culture and arts sponsorship, the determination and analysis of the target audience before sponsorship is of greater importance. The level of acceptance and interest in the society of the event to be sponsored is evaluated in connection with the profile of the target audience and the art event. In this way, sponsorship activities aim to reach a specific audience more effectively.

Cultural and artistic sponsorship is generally less common than sports sponsorship. Among the reasons for this are factors such as the fact that cultural and artistic activities focus on a more specific and limited area compared to sports, and the level of perception and interest of art on society. However, the importance and popularity of culture and art sponsorship is increasing day by day and the number of companies supporting various art events is also increasing.

#### **World Example- Guggenheim Museum and Rolex:**

The Guggenheim Museum is a world-renowned museum of modern and contemporary art. Rolex, on the other hand, is one of the leading brands in luxury watches. There is a long-term sponsorship agreement between these two brands. Rolex provides financial support to the Guggenheim Museum's international exhibitions and programmes. Thanks to this sponsorship, the Guggenheim Museum is able to organize famous exhibitions around the world and offers an important platform to artists and art lovers. This partnership contributes to the dissemination of art and the increase of cultural interaction.

#### **The Case of Türkiye - Istanbul Music Festival and Borusan Holding:**

The Istanbul Music Festival is one of the most important international music events in Türkiye. Borusan Holding is one of Türkiye 's leading industrial and energy companies. Borusan Holding has been supporting the Istanbul Music Festival for many years. Thanks to this sponsorship, the festival is able to host world-famous artists and orchestras and bring different music genres to Turkish audiences. With the support of Borusan Holding, the Istanbul Music Festival has become an important event in terms of cultural diversity and quality in the musical field in Türkiye. This partnership contributes to the development of art and the cultural life of the society. These examples show the importance and impact of culture and arts sponsorship. Brands' support for cultural and artistic activities ensures the sustainability of art and cultural activities, enriches the artistic experiences of the society and supports cultural diversity. At the same time, brands strengthen their brand values and images with these sponsorships and establish a deeper bond with their target audiences.

#### **World Example- BMW:**

BMW is a world-famous automobile brand and is also an active sponsor in the field of culture and art. For example, BMW has entered into a long-term sponsorship agreement with the Royal Opera House in the United Kingdom. The value of this deal is estimated at about 30 million British pounds (\$40 million). BMW supports opera, theatre and arts events on a wide scale around the world.

#### **The Case of Türkiye- Vodafone Türkiye:**

Vodafone Türkiye is a company operating in the telecommunications sector and attaches importance to culture and art sponsorship. The company provides support to many cultural and artistic events in Türkiye. For example, Vodafone has been contributing to the Istanbul Marathon as the main sponsor for a long time. In addition, Vodafone Türkiye sponsors many events such as music festivals, theater plays and art exhibitions. Although the budget allocated by Vodafone Türkiye for culture and art sponsorship has not been announced as an exact figure, it is known that it provides significant support. These examples show that big brands also attach importance to culture and art sponsorship and allocate significant budgets in this field. Culture and arts sponsorship enables brands to interact with society, strengthen their brand image, and add value to their target audience. In addition, supporting cultural and artistic events allows brands to fulfill their social responsibilities and contribute to cultural development. However, each brand's budget for culture and arts sponsorship may be different, and these budgets may vary depending on the scope of the sponsorship, the size of the event, and the strategic goals of the brand.

As a result, there are differences between culture and art sponsorship and sports sponsorship. While culture and arts sponsorship is carried out for a more specific target audience, sports sponsorship includes a wider range of sports events. Target audience analysis is of great importance in culture and arts sponsorship, and such sponsorships are generally less common than sports sponsorship, but the importance and popularity of culture and arts sponsorship is increasing day by day.

### **Social Sponsorship**

Social sponsorship means that a brand or organization provides support for social responsibility projects, community services, or civil society activities. Social sponsorship offers many benefits for both brands and society.

**If we evaluate it in terms of brands;** Social sponsorship can positively impact the image and reputation of brands. A brand that takes steps to help the community or solve social problems shows that it is socially responsible and can leave a positive impact on potential customers. Social sponsorship allows brands to make their name known to a wider audience. Social projects and events attract the attention of the media and society and increase the visibility of the brand. Social sponsorship can increase brand loyalty among customers. When a brand takes steps to help the community, it increases customers' trust and loyalty to the brand. Providing support to social responsibility projects provides brands with a competitive advantage. This allows them to stand out from their competitors and makes the brand more attractive in the eyes of potential customers.

**If we evaluate it in terms of society;** Social sponsorship provides support and assistance to those in need in the community. Social responsibility projects can have beneficial effects in areas such as education, health, environment, disadvantaged groups or emergencies. Social sponsorship can raise awareness in society by drawing attention to social problems. These projects provide sensitivity to the problems of the community and encourage people to take action. Social sponsorship encourages collaboration between different organizations. These projects enable brands and nonprofits to work together and pool resources, creating a greater impact. Social sponsorship can promote social change. Projects can contribute to positive changes in society by taking steps to solve problems. In conclusion, social sponsorship provides significant benefits for both brands and society. While brands strengthen their image with social responsibility projects, society contributes to social change by receiving support and help. Social sponsorship establishes a mutually beneficial relationship between society and business.

### **Sports Sponsorship**

Although the sponsorships they have are clearly more successful than the different ones, the way to create an effective campaign is through sponsorship. Sports sponsorship is one of the most effective sponsorships.

### **Basic Concepts and Assumptions of Social Theories Applied in Sports Sponsorship**

**Some of the social theories used in sports sponsorship are as follows:**

Social theories applied in sports sponsorship are theoretical frameworks used to understand and explain human behavior and social relations. These theories are used to analyze sports sponsorship activities, understand people's reactions to sponsorship, and assess the impact of sponsorship on society. Here are the basic concepts and assumptions of some of the social theories applied in sports sponsorship:

**Communication Theory:** Communication theory studies the processes of communication between people and the impact of communication tools. Communication theory in sports sponsorship explores how to use communication channels and messages to ensure that the sponsor's message is effectively delivered to the target audience.

**Persuasion and Influencing Theories:** These theories examine people's persuasion processes and strategies for influencing others. Persuasion and influencing theories in sports sponsorship explores the sponsor's strategies for persuading the target audience and encouraging their participation in the sponsorship.

**Social Identity Theory:** Social identity theory examines people's tendency to associate themselves with groups within society and to develop a sense of belonging to these groups. Social identity theory in sports sponsorship explores the sponsor's strategies for associating the brand identity with the target audience and creating brand belonging.

**Theories of Consumer Behavior:** Theories of consumer behavior examine the factors that influence people's purchasing and consumption decisions. Theories of consumer behavior in sports sponsorship explore the impact of sponsorship on consumer behavior and how it shapes consumer decisions.

These social theories are used to understand the effects of sports sponsorship activities and to develop strategies for sponsors to target the target audience. The basic concepts and assumptions of these theories are supported by research and analysis in the field of sponsorship and help us better understand the social dimension of sports sponsorship.

## Advantages and Disadvantages of Sports Sponsorship

### Advantages

Sports sponsorship is a strategy that enables companies to carry out brand promotion and marketing activities by collaborating with a sports event, team or athlete. Sports sponsorship has many advantages. Here are the advantages of sports sponsorship:

- a. **Reaching Large Audiences:** Sporting events, teams, and athletes have a large audience and fan base. Sports sponsorship ensures that the sponsor's brand and message reach these large audiences. Thus, brand awareness increases and the potential customer base expands.
- b. **Creating Emotional Bonds:** Sports are considered to be an area that creates strong emotional bonds between people. Through sports sponsorship, sponsors can create an emotional connection with the target audience. Fans embrace sponsorship brands and build a loyal customer base.
- c. **Enhancing Image and Brand Value:** A brand associated with a sporting event, team, or athlete is associated with the values of that sport. Sports sponsorship is an effective tool in enhancing the image and value of the brand. The dynamism, competitive spirit and excitement of the sport add positive characteristics to the sponsor's brand.
- d. **Reaching Targeted Markets:** Sports sponsorship provides direct access to the sponsor's targeted markets. For example, if a sporting event or team appeals to a young audience, sponsorship can directly reach young consumers and increase brand awareness.
- e. **Providing a Competitive Advantage:** Sports sponsorship is an effective strategy to differentiate a company from its competitors and gain a competitive advantage. A proper sports sponsorship strategy can make the brand unique and stand out from competitors.
- f. **Partnerships and Networking:** Sports sponsorship offers business partnerships and networking opportunities. Sports events and organizations that enable sponsors are platforms where important people from the business world come together. In these environments,

business connections can be established, collaborations can be developed and new opportunities can be obtained.

The advantages of sports sponsorship provide valuable opportunities for brands. However, for a successful sports sponsorship strategy, good planning, determining the right target audience and effective communication activities are important.

### **Disadvantages**

Sports sponsorship can bring with it many advantages, but also some disadvantages. Here are the disadvantages of sports sponsorship:

- a. **High Costs:** Sports sponsorship is a strategy that often requires high costs. Making sponsorship deals, especially with major sporting events or popular teams, can require large budgets. This can be financially challenging for small or medium-sized businesses.
- b. **Managing Risks:** Sports sponsorship involves certain risks. For example, the performance of the sponsored sporting event or team may decrease, or a negative event may occur. This can affect the sponsor's reputation or brand value. At the same time, the choice of sport or event to be sponsored may also affect the risks.
- c. **Measuring Return:** Measuring the effectiveness of sports sponsorship and calculating return can be challenging. Sponsorship activities are expected to translate into direct sales or increase brand value, but this can be a complex process to measure. Therefore, it is important to accurately assess and measure the return on sponsorship.
- d. **Brand Relationship:** Sports sponsorship directly associates the brand with the team, athlete or event it sponsors. In this case, the sponsor's brand image can be associated with the success or behavior of the team or athlete. In the event of a negative event or scandal, the sponsor's reputation may suffer.
- e. **Disputes and Disputes:** Sports sponsorship agreements are complex contracts between various parties. Disputes or disputes between the parties may prevent the sponsor from achieving its goals or lead to negative consequences. It is important that agreements are drafted in detail and that there is clear communication between the parties.

When implementing a sports sponsorship strategy, these disadvantages should be considered and risks should be managed. Good planning, the right brand-team relationship and effective performance tracking can help minimize disadvantages.

### **Examples of Success**

**Nike and Michael Jordan:** Nike has achieved great success with its sponsorship deal with basketball legend Michael Jordan. With the fame and influence of Michael Jordan, Nike launched the Air Jordan series of sneakers and achieved great sales success. This sponsorship has greatly contributed to both Jordan's career and the Nike brand.

**Red Bull and Felix Baumgartner:** In 2012, the energy drink brand Red Bull signed a sponsorship agreement with the famous extreme athlete Felix Baumgartner. This agreement included Baumgartner performing the world's highest free-fall jump as part of the "Red Bull Stratos" project. This incident generated a great deal of media attention and increased Red Bull's brand awareness.

**Adidas and Lionel Messi:** Adidas has signed a long-term sponsorship deal with Lionel Messi, one of football's biggest stars. Messi wears Adidas' sneakers and equipment and becomes the face of the brand. This sponsorship has both boosted Messi's popularity around the world and helped Adidas establish a strong presence in the football market.

**Coca-Cola and the Olympic Games:** Coca-Cola has been sponsoring the Olympic Games for many years. This sponsorship has increased Coca-Cola's worldwide recognition and strengthened the brand's youthful, energetic and sports-related image. Coca-Cola organizes various events and supports athletes during the Olympic Games.

Süreyya Ayhan's silver medal in the 1500 meters at the 2003 World Athletics Championships, sponsored by Vestel, was an important turning point in the history of Turkish athletics. This success

meant that Turkey achieved its first medal at the World Athletics Championships. Süreyya Ayhan's second place is both an indication of her talent and work as an athlete and a sign of Vestel's support and investment in sports sponsorship.

This event created a great excitement in Turkish sports and the athletics community, and the cooperation and support between the athlete and the sponsor gained an important emphasis. The sponsorship support provided by Vestel to Süreyya Ayhan has played an important role in her success on international platforms. This success has ensured that Turkish sports are recognized in the international arena and has inspired future generations.

This success achieved by Süreyya Ayhan under the sponsorship of Vestel is an indication that sports sponsorship provides significant advantages for both athletes and companies. Sports sponsorship not only provides financial support to athletes, but also provides a long-term relationship between the athlete and the company and the opportunity to create brand value. With this success, Vestel has been able to strengthen its brand image and reputation and emphasize its commitment to sports-related values.

These examples show how sports sponsorship can produce successful results for the athlete and the company. Establishing the right brand-team or brand-athlete relationship, taking part in appropriate events, and reaching the target audience effectively are important factors in increasing sponsorship success. As a result, the silver medal won by Süreyya Ayhan under the sponsorship of Vestel showed the potential of sports sponsorship to create a common success story for athletes and companies. Such agreements are an important tool for providing support to athletes and highlighting brands' values associated with sports.

### **The Concept of Sports Sponsorship**

It is stated that in the last 20 years, sports sponsorship has become a billion-dollar industry that has grown with increasing competition. Among the reasons why companies choose to sponsor sporting events is that sports are universal around the world and encompass work in many different fields. This provides great advantages to the sponsoring companies. The fact that sports sponsorship is a discipline that operates in many fields from nutrition to psychology, from physiology to financing allows sponsoring companies to have a presence in a wide area. For this reason, sports sponsorship has begun to gain adoption and growth at a rapid pace. It should be emphasized that sports sponsorship requires a strategic investment and a long-term contract. Sponsorship agreements should be a mutually beneficial strategy, emphasizing the importance of finding a good partner. This means that relationships can help the beneficiary corporate sponsor and his partner. Citing the study of Ying (2002), it is stated that sports sponsorship can be a strategic partnership for a business, and the parties can work together to maximize their mutual benefits.

According to the study of Kelly and Whiteman (2010), it is stated that sports sponsorship is used for companies to create and maintain brand awareness. Therefore, it is concluded that sports sponsorship can increase the competitive advantage of companies. It is an undeniable fact that sports sponsorship is not only about creating and protecting brand awareness, but also about the concepts of social responsibility and sustainability. It should be noted that sports have an important role in reducing social problems such as climate change and supporting healthy lifestyles. In addition, the importance of sports retaining social context through the use of high-profile events and role models should also be considered. For this reason, it can be said that sports sponsorship should be done not only for financial gain, but also by paying attention to the concepts of social responsibility and sustainability.

One of the most important points to focus on sports sponsorship is whether long-term brand awareness is created. In terms of consumer behavior, the elements required for sponsorship success are given below (Kelly and Whiteman, 2010):

- 1-Perceptions of harmony between the consumer and the sponsor, the sports event and the team,
- 2-The personal interest of the consumer, his liking for a sports event or team,
- 3-Integration of other marketing communication tools with sponsorship power.

This view emphasizes that an organization's reputation is critical to its sports sponsor's brand perception. The success of sports organizations may not be possible without the support of their sponsors, so sports organizations must have a professional and reliable management structure.

### **Objectives of Sports Sponsorship**

Although each company has its own sponsorship goals, it is emphasized that there are general goals. A company's sponsorship goals should be determined by the service or product it offers. This is the right approach because the purpose of sponsorship is to increase brand awareness and increase sales of products/services by reaching the company's target audience. However, since each company has different target audiences, marketing strategies and products/services, sponsorship goals should be shaped accordingly.

Sports sponsorship is a cooperation agreement and both parties sign this agreement for different purposes. While the aim of the sponsoring company is to increase brand awareness, reach its target audience and recycle its investments, the sponsorship party aims to provide financial support. However, cooperation between the two parties should be based not only on material gains, but also on mutual benefits. Hermanns classifies its sports sponsorship goals as economic and psychological. It is stated that economic goals have a positive effect on the monetary and fiscal aspects and can only be achieved with psychological goals. It is stated that psychological goals include issues such as increasing awareness levels, improving image, personnel motivation and human relations.

According to these statements, it is true that Hermanns divides sports sponsorship goals into two categories, and these are economic and psychological goals. Shank is the one who classifies sponsorship goals by calling them direct and non-direct. Direct sponsorship goals are goals that have short-term effects and include concrete goals such as increasing sales, while non-direct goals include longer-term goals and aim for indirect effects such as relationship building and image improvement. According to Pope, the goals of the sponsors are determined as corporate, marketing, media and personal goals. These categories include different goals such as awareness, corporate image, reaching the target market, increasing sales, and developing advertising campaigns.

### **Types of Sports Sponsorship**

#### **Sports Sponsorship**

Sports sponsorship is a marketing strategy where a company pays to be associated with a particular sports team, event, or athlete. This type of partnership is mutually beneficial, as it provides financial support to the sports entity while offering the sponsoring company exposure and promotional opportunities. Some key aspects of sports sponsorship:

<b>Field of Activity</b>	<b>Goal</b>
<b>Corporate Goals</b>	1. To support the public image and brand image of sports through a credible organization. 2. To increase media influence and public relations (either directly through the use of new funds or indirectly through public relations undertaken by the sponsor). 3. To increase general public awareness (direct and indirect) about the product
<b>Marketing</b>	1. To increase consumer awareness of a product/service/brand (through the direct use of sponsor funds and resources, and through public relations undertaken by the sponsor). 2. Increasing credibility among consumers (with sponsor credibility) 3. To create an "image transfer" from sports products, to establish a brand relationship between the sponsor and the sports organization. 4. Placing or re-establishing the sports brand in the minds of consumers. 5. Developing/managing and/or changing the brand image (e.g., associating the brand with the values and ideas of consumers). 6. Incentivizing channel members with discounts and deals (e.g., vendors who offer sponsorship rights through the event).

	7. Developing new relationships, new distribution channels (e.g., granting exclusive rights to an event).
<b>Business Goals</b>	1. To obtain funds, resources and/or services to support its work and development. 2. To increase staff satisfaction (e.g., reliability in relationships, free products and items). 3. Improve credibility with partners (e.g., politicians, regulators, partners and the media). 4. To ensure the satisfaction of the partners (due to pride/reliability in relationships).

### **Evaluation from the Perspective of Athletes:**

Financial Support: Athletes can provide financial support through sponsorship agreements. This support can help athletes with things like covering training costs, purchasing equipment, or covering travel expenses. The support of a sponsor can improve the image and reputation of athletes. Sponsorship helps athletes reflect their professional appearance and values associated with the sport. This, in turn, can allow athletes to reach a wider audience and build a stronger bond with their fan base. Sports sponsors can provide athletes with superior equipment and resources. This can improve the performance of athletes and help them achieve better results. Sponsorship deals can offer career opportunities to athletes. For example, an athlete may partner with brands, appear in advertising campaigns, or become more recognizable to the media. This allows athletes to get more opportunities as brand ambassadors.

### **Evaluation from the Perspective of Sponsors:**

Sports sponsorship allows brands to reach a wide audience. Sporting events and athletes interact with a large audience through media and social media. This, in turn, supports the advertising and marketing goals of brands. Sports sponsorship allows brands to connect directly with the target audience. The fan base of athletes can overlap with the target audience of brands to a large extent. This, in turn, allows brands to have better access to potential customers. The brand associated with an athlete or sporting event can reflect the values and image of that sport or athlete. This allows brands to create a more meaningful connection with their target audience and strengthens the brand image. Sports sponsorship can give brands a competitive advantage. Especially in cases where competition is intense in the sector, sports sponsorship can affect the preference of customers by distinguishing the brand from its competitors. Sports sponsorship can offer opportunities for brands to collaborate. For example, a brand that sponsors a sporting event may host special events in conjunction with the event or showcase the brand's products.

In conclusion, sports sponsorship offers several benefits for both athletes and sponsors. Athletes can gain financial support, image growth, and career opportunities, while sponsors can gain benefits such as brand visibility, audience connection, and competitive advantage. Therefore, sports sponsorship is an important model of cooperation that is mutually beneficial for both parties.

### **Sponsorship of Individual Athletes**

This sponsorship is carried out with the financial support of individuals who are successful in their sport, who have been successful in that sport before, or who may have success. The main purpose of individual sponsorship is to ensure that the company achieves its goals. In addition, individual sponsorship also serves the purpose of communicating with the society more easily. It is possible to list the benefits that the sponsor company will obtain from supporting individual athletes and the expectations from the athlete as follows. - Athletes wear equipment with the name of the supporting organization on their clothing. For example, in many sports activities, Adidas provides equipment support to athletes. - Using athletes directly in advertisements to urge viewers to purchase goods or services. For example, a perfume commercial starring Roberto Carlos. - Using the supported athlete on special occasions to establish a relationship with the invited target audience members or to create a positive atmosphere in favor of the company. By sponsoring individual athletes, the sponsor company can promote and advertise them and help establish a positive relationship with the company with its target audience or with people who can influence its target audience. Sponsoring individual athletes

comes with some risks. For example, if the supported athlete fails in matches, uses drugs, doping, or is involved in events that may provoke a public reaction, it can negatively affect the name of the organization. Therefore, the athlete to be selected should be determined very well. Sponsorship of individual athletes offers a variety of evaluations and opportunities for both companies and individuals. Here is an evaluation of these sponsorships through an example:

### **Sponsorship for the Company:**

- a. **Brand Visibility:** Making a sponsorship agreement with an athlete ensures that the company's brand name is noticed by a wide audience. The popularity and follower base of the athlete increases the recognition of the brand.
- b. **Marketing Opportunities:** An athlete usually appeals to a specific target audience. The sponsoring company can communicate directly with this target audience and make its marketing activities more effective.
- c. **Image and Values:** An athlete can be associated with a certain image and values. By collaborating with an athlete who shares these values, the sponsoring company can show that the brand has those values and create a positive image.

### **Example of Sponsorship of Individual Athletes:**

As an example, let's take the sponsorship agreement between the Nike company and LeBron James, a basketball player who has gained worldwide fame:

- a. **Brand Visibility:** Nike has achieved great recognition in the basketball world and among sports fans in general by signing a sponsorship deal with LeBron James. LeBron James represents the Nike brand with his achievements and popularity in the NBA. The appearance of Nike shoes and merchandise worn by LeBron James at every game and media events increases brand visibility.
- b. **Marketing Opportunities:** LeBron James is known as an athlete with a huge fan base across the globe. Nike continues its marketing activities by capitalizing on the popularity of LeBron James. LeBron James' participation in events, advertisements, social media posts, and promotions with Nike products at events provide direct communication with the target audience and increase brand awareness.
- c. **Image and Values:** LeBron James is known not only as a basketball player but also as an individual who is active in social issues and sensitive to social issues. Nike embraces these values of LeBron James and emphasizes its sense of social responsibility by collaborating with an athlete who aligns with its brand values. This helps the brand create a positive image.

This example shows that for the Nike company, LeBron James offers opportunities such as direct communication with a large following, increasing brand awareness and highlighting the brand's values. At the same time, for LeBron James, Nike is an important sponsorship deal in terms of reaching a wide audience, being associated with a major brand and providing financial benefits.

### **Sponsorship of Sports Teams**

In this type of sponsorship, financial support is mainly provided to the teams that carry out advertising activities for the sponsoring company. Sponsored teams provide convenience in announcing the sponsor company or organization to the audience with the sports equipment and clothes they carry or use, such as supporting individual athletes, taking part in advertisements (Pepsi's sponsorship of our National Football Team and using the team in advertisements), and establishing a relationship with the target audience by selecting athletes with certain qualifications from within the team, such as the sponsorship of individual athletes. Sponsorship of sports teams is when a company or brand provides financial or material support to a sports team. These sponsorship agreements usually take place on the basis of mutual interests. Companies want to promote their brands and support their marketing activities by using the potential of their sports teams to reach large audiences and the positive image associated with the team's success. Some of the advantages of sponsoring sports teams include:

**Brand Awareness:** Sponsoring a company's sports team increases the recognition of the brand. The sponsor logo on the team's jersey or stadium is seen by a wide audience, increasing brand awareness.

**Reaching the Target Audience:** Sports teams often have a large fan base. Sponsors have the opportunity to reach the target audience directly by being among the fans of the team.

**Sharing Image and Values:** A company creates a positive image by associating it with the achievements and values of the sports team it sponsors. The positive characteristics of the sports team contribute to the reputation of the sponsoring brand.

**Marketing Opportunities:** Sports teams' matches and events offer platforms for sponsors to pursue marketing activities. Brand awareness can be increased through opportunities such as special events, promotions, advertisements, and social media interactions.

**Developing Collaboration and Relationships:** Sports team sponsorship allows companies to collaborate and develop relationships with the sports world. This means exploring potential business opportunities and making connections with other stakeholders in the industry.

But sports team sponsorship also has its drawbacks:

**Financial Burden:** Sponsoring sports teams can come with a huge financial burden. Deals with particularly popular teams can be costly and affect sponsors' budgets.

**Risks:** The performance and reputation of sports teams can fluctuate. If the team performs poorly or is associated with scandals, it can damage the image of the sponsoring brand.

**Competition:** Sports sponsorship is an area of intense competition. A team may have more than one sponsor, and brands may have to compete with other sponsors.

**Uncontrolled Association:** In some cases, the sponsor's name may be misinterpreted or associated with a negative situation of the team or athletes. This can damage the sponsor's brand.

In conclusion, sponsorship of sports teams is a strategy for companies that provides opportunities to reach large audiences, increase brand awareness, and market. However, sponsorship agreements should be carefully managed and care should be taken to ensure that the relationship between the sponsor and the team is continuous and mutually beneficial.

### **Sponsorship of Sports Organizations**

It is of great importance to support the equipment and costs of sports activities sponsored by sports organizations. Such organizations include the organization of activities such as competitions, cups, olympics at the national and international level, and the costs of these activities are quite high. Companies that sponsor sports organizations usually organize a sports activity under their own name or participate in national and international events as sponsors. These types of sponsorships are usually carried out by large firms, and their goal is to reach a wide audience. Large events, such as the Olympics, cannot be financed solely by revenues from advertising or television broadcasting rights. These organizations are carried out with the contributions of the main sponsors and other sponsors, called "top sponsors". These sponsors provide a significant boost to the costs of the organization.

Sponsorship of sports organizations not only provides the necessary financial resources for the organization of the organizations, but also provides the opportunity for brand promotion and reaching large audiences for sponsor companies. However, in the sponsorship process, it is important to pay attention to the management of costs, the right choice of sponsor and the reputation of the organization.

A company that sponsors sports organizations can obtain various general benefits in addition to the rights set under the sponsorship agreement. These general benefits can be.

**a. Fieldside advertisements:** The opportunity to advertise the name of the company or brand on the side of the field where the sports organization will take place. In this way, the visibility of the firm increases in the live broadcasts of the organization or in places that can attract the attention of the audience.

**b. Advertising on equipment and transport vehicles:** The company name or brand is included on the sports equipment or transport vehicles used by the sponsor company. This, along with the visibility of the athletes or equipment, increases the sponsor's brand awareness.

**c. Advertising on athletes and auxiliary personnel:** The advertisement of the sponsor company is included on the clothes or equipment of the athletes participating and competing in the sports organization. Especially in activities such as motor racing, the sponsor company's advertisement may also be on the auxiliary personnel who use the vehicles or equipment of the competitors.

**d. Combining the name of the organization:** Combining the name of national or international, private or official sports activities with the name or product of the sponsor company. For example, by using a name such as "Nutra Sweet Professional Figure Skating Championships", the sponsoring company's brand can be associated with the organization.

**e. Advertising in printed materials and places where it can be seen:** The opportunity to advertise the company name or product in printed materials related to the organization or in the places where the organization is held. This is achieved by having the company name visible on materials such as brochures, posters, tickets or in the event area.

These benefits are used to increase the brand awareness of the sponsor company, reach the target audience and strengthen its image. In addition, the popularity and media attention of sports organizations allows the sponsor company's advertisements to reach a wider audience.

### **Cash Sponsorship:**

It is a sponsorship made by transferring financial aid directly to the sponsored. Cash sponsorship is a type of sponsorship that provides cash to cover the costs of an organization or event. In this form of sponsorship, the sponsoring company provides a certain amount of money to the organization it supports and receives some returns in return. Cash sponsorship is often used in organizations related to sports, culture and arts, education, health or other events. The sponsor is provided with the opportunity to appear in the advertisements or promotions of the organization he supports. In addition, the sponsor's brand can be associated with the event or promoted as the official sponsor of the organization.

Among the advantages of cash sponsorship are the following:

**Covering the costs of the organization:** Cash sponsorship helps to provide the budget necessary for the organization of the organization and the realization of the activities. Increasing brand awareness: The sponsor company ensures that its brand and products reach the target audience by appearing in the advertising and promotional materials of the organization.

**Image building and corporate social responsibility:** The company that supports organizations through cash sponsorship can create a positive image in the eyes of the society and strengthen the perception of corporate social responsibility.

However, cash sponsorship can also have its drawbacks. Sponsorship agreements can create a financial burden and put financial pressure on the sponsoring company. In addition, the returns and impact of the sponsorship should be measurable. The sponsor company can wait for the organization to be successful and reach the target audience in order to get a return on its investment.

We can give Cristiano Ronaldo as an example. Cristiano Ronaldo is one of the most famous and successful football players in the world. Throughout his career, he has made many cash sponsorship deals and has been the advertising face of many brands. For example, brands such as Nike, Coca-Cola, Herbalife, Tag Heuer have supported Cristiano Ronaldo with cash sponsorship. These sponsorship deals have not only supported Ronaldo's sports career, but also helped him promote brands. Ronaldo's high popularity and success have made him an attractive cash sponsorship opportunity for many brands.

### **In-Kind Sponsorship**

In-kind sponsorship is a type of sponsorship that provides goods or services to an organization or event in lieu of cash. In this type of sponsorship, the sponsoring company offers products or services to the organization it supports and obtains certain returns in return. In-kind sponsorship is a method used in various fields. For example, a sports brand that provides sporting goods for a sporting event is sponsored in kind. Another example is a music company that provides instruments or equipment to a music festival.

The advantages of in-kind sponsorship can be:

**Cost savings:** Costs can be reduced for the sponsoring company because goods or services are provided instead of cash.

**Brand visibility:** The sponsor company can increase brand awareness in places where the product or service it provides is used.

**Cooperation opportunities:** In-kind sponsorship allows the sponsor company to cooperate with the organization or event. These collaborations can offer opportunities such as organizing joint projects or events.

However, in-kind sponsorship can also have its drawbacks. The sponsor company may not receive sufficient return for its product or service or may not be able to achieve the desired brand visibility. In addition, it is important that the goods or services provided are suitable for the needs of the organization and are of high quality. In-kind sponsorship, which requires good cooperation and communication, may cause disagreements between the parties.

### **Media and Broadcast Sponsorship**

Masterman is a writer and scholar specializing in publishing rights and sponsorship deals. Therefore, according to Masterman, it is emphasized that sponsorship rights holders have more bargaining power and can sell broadcasting rights in different areas. In addition, it is pointed out that internet rights are often provided by individual agreements. Media and broadcast sponsorship refers to the provision of advertising or endorsement by a company or brand through a media outlet or publishing platform. Such sponsorships usually take place on television, radio, the internet, magazines or other media channels.

Media and broadcast sponsorship can provide many benefits. First, it enables brands to reach their target audience and get their message out to a wide audience. Sponsorships through a media outlet or streaming platform allow brands to be associated with popular programs, events, or content, thereby creating a positive perception among the target audience. In addition, media and broadcast sponsorship can enhance the reputation of brands. Associating a brand with a popular media platform can lend credibility and prestige to that brand. A well-executed sponsorship deal can help the brand create a more positive image with the target audience.

In addition, media and broadcast sponsorship can be used as part of brands' marketing strategies. Especially with the sponsorship of an event or program, brand awareness can be increased, consumer loyalty can be ensured, and potential customers can be reached. However, there are also some disadvantages to media and broadcast sponsorship. First of all, these types of sponsorships are often costly.

Brands must allocate a significant amount of budget to deal with popular media platforms. In addition, it can be difficult to measure the impact of sponsorship and track return.

It's also important to have full control over brands' message and image through media and broadcast sponsorship. A brand associated with a media outlet or publishing platform can be associated with that platform's content and policies. Therefore, it is important for brands to be careful when choosing sponsorship deals and choose the right platforms.

In conclusion, media and broadcast sponsorship can be a marketing strategy that offers great opportunities for brands. However, factors such as choosing the right platforms, budget management, and monitoring the impact of sponsorship need to be taken into account.

### **Sports Facility Sponsorship**

Facility sponsorship often refers to rights agreements made at sports facilities and has been one of the fastest growing areas of sports sponsorship since 2000. The value of sponsorship deals can also vary with market size, depending on factors such as the level of competitions and the variety of events planned by the resort. These views are supported by Schwartz and Hunter (2012).

In Lee's view, factors such as geographical location, the size of the facility, its structure and the year of construction play an important role in the sponsorship of sports facilities. The capacity of the facility

and the opportunities where the sponsor's logos can be featured are also associated with these factors. Sports facility sponsorship refers to the provision of advertising or support by a company or brand by making an agreement with a sports facility. This type of sponsorship is usually carried out through sports halls, stadiums, sports complexes or facilities where other sporting events are held.

Sports facility sponsorship offers a variety of benefits for both brands and sports facilities. First, it helps brands increase brand awareness and increase visibility. Combining the name of a sports facility or logo with the brand name ensures that the brand reaches the target audience continuously. This provides a constant reminder of the brand to potential customers and fans. In addition, sports facility sponsorship helps brands establish an emotional connection with the target audience and build brand loyalty. As a sponsor of a sports facility, the brand can have the opportunity to interact directly with fans and sports lovers. This can help the brand gain consumer loyalty and increase customer loyalty to the brand. Sports facility sponsorship also ensures that brands are associated with and identified with sports. Sponsorships to sporting events or facilities allow brands to attract the attention of audiences interested in sports. This can highlight that brands have values and lifestyles associated with sports and create a deeper connection with the target audience.

However, sports facility sponsorship also has some challenges. First of all, these types of sponsorships are often costly. Entering into a sponsorship agreement with a sports facility can require a significant budget. It can also be difficult for brands to track and measure the return and impact of these sponsorships.

In addition, it is important for brands to be careful in a competitive environment with sports facility sponsorship. Because a sports facility can make sponsorship deals with more than one brand. In this case, it is important for the brand to compete with other sponsors and effectively reach the target audience.

In conclusion, sports facility sponsorship is a marketing strategy that offers great opportunities for brands. It plays an important role in terms of increasing brand awareness, creating consumer loyalty and identifying with sports. However, factors such as budget management, competitive environment and tracking the impact of sponsorship need to be taken into account.

### Sponsorship of Sports Competitions



**Figure 1.** Sponsorship Structure of Professional Sports Organizations (Bühler, 2006).

According to Buhler and Nufer, the main sponsorship in the sports sponsorship category is at the top of the pyramid. It also states that the main sponsorship is only a possibility to achieve its goals through the use of sports, and that the key parts of sponsorship agreements are reciprocal activities such as boards, pre- and post-game announcements, and gyms.

Buhler and Nufer, while evaluating the place of commercial partnerships in the sponsorship pyramid of sports organizations and the content of sponsorship packages; The authors note that commercial partnerships pay less and have fewer publishing rights than the main sponsor and material supplier. They also point out that sponsorship packages may vary depending on sponsors' demands and deal

volume. Such sponsors are usually located on boards around the pitch and are referred to as official partners on the club's website and other publications (Buhler and Nufer, 2012). Sponsorship of sports competitions refers to the financial or commercial support of a company or brand to a sports organization or sports team. Sponsorship is an important source of income for sports organizations and teams and provides several advantages.

Sponsorship of sports competitions usually takes place in the following ways:

**Main Sponsorship:** A company can be the main sponsor of a sports organization or team. In this case, the company's name, logo, and brand are included in the name of the competition or team. For example, phrases such as "Company XYZ Cup" or "Sponsored by Team ABC" are used. The company is referred to as the official sponsor of the sports organization or team and often provides visibility in advertising and marketing activities. The company's logo may appear in advertisements, uniforms or equipment, field advertisements, and other promotional materials. The Company may sponsor a specific sporting event or tournament. In this case, the name and logo of the company are included in the promotion and advertising of the event. For example, the name of a football tournament could be used as "XYZ Company Cup".

Sponsorship benefits may include:

Sports competitions reach a wide audience, and the sponsoring company's brand and products are noticed by a wide audience. The company that sponsors sports organizations or teams shows that it has values associated with sports. This can help the brand build a positive image. Sports competitions appeal to a specific target audience. The sponsoring company gets the opportunity to communicate and market directly with its target audience.

Sponsorships provide an opportunity to foster collaborations and relationships between companies. By collaborating with sports organizations, companies can organize joint events or carry out joint projects. A company that supports a sports team or organization can build loyalty and loyalty among customers. Customers may approach the company with a more positive attitude due to the brand's association with sports.

Sponsorship of sports competitions provides financial support to sports organizations and teams, as well as marketing and promotional opportunities for sponsoring companies.

## **Important Factors for Success in Sports Sponsorship**

### **Sponsor company selection criteria**

Sponsor company selection criteria are the factors taken into account when determining the sponsors to support the organization or event. Below, we can list some of the criteria that are generally taken into consideration when choosing a sponsor company:

**Target Audience Compliance:** It should be compatible with the target audience of the sponsor company, organization or event. It should have a brand or product that can impress the target audience and attract their attention.

**Brand Image and Values:** The sponsor company should have a brand image that is compatible with the values of the organization or event. The firm must support the values of the organization and align with its brand image.

**Marketing Objectives:** The sponsoring company should sponsor because it thinks it can achieve certain marketing goals through the organization or event. For example, it could be goals such as increasing brand awareness, reaching a target audience, or entering new markets.

**Financial Capacity:** The sponsoring company must have the financial capacity to financially support the organization or event. Sponsorship activities can often be costly, so they should be aligned with the firm's budget.

**Collaboration Potential:** The sponsor should see opportunities to collaborate through the organization, organization, or event. The potential for collaboration can include benefits such as collaborative projects, events, or marketing campaigns.

**Related Sector or Field:** The sponsor company must be related to the sector or field in which the organization or event operates. This allows the sponsoring company to have more expertise and experience and ensures compliance with the purpose of the event.

**Previous Experiences and References:** Previous sponsorship activities and references of the sponsor company should also be taken into account. Previous experiences allow to know about the company and evaluate past achievements.

**Long-Term Relationship Potential:** Sponsorship activities often require long-term cooperation. Therefore, the potential for a long-term relationship with the sponsoring company should be evaluated. Mutual trust, communication and the potential for long-term cooperation are important. These criteria are the general factors taken into account in the selection of a sponsor company. Priorities may differ for each organization or event, and there may be flexibility over these criteria.

### **Target audience alignment**

Target audience alignment is one of the most important criteria in sponsorship activities. Here are some factors considered to assess audience fit in sponsorship:

**Demographic Appropriateness:** It is important to adapt to the demographics that make up the target audience. These demographics include factors such as age, gender, income level, education level, geographic location, etc. For example, if a sports brand appeals to a younger population, it may be appropriate for it to sponsor youth sports or youth events.

**Interests:** It is also important to adapt to the interests of the target audience. For example, a car brand's sponsorship of motorsports may be appropriate to reach car enthusiasts and generate interest for the brand.

**Values and Attitudes:** It is important to sponsor in a way that aligns with the values, attitudes, and beliefs of the target audience. For example, sponsoring outdoor sports or environmental projects by an eco-friendly company can create a positive image by appealing to the values of the target audience.

**Communication Channels:** It is also important to evaluate the communication channels that the target audience actively uses. The sponsor company needs to use the right communication channels to reach the target audience. For example, sponsorships made through social media platforms that are popular among young people can provide more effective access to the target audience.

**Competitive Situation:** The situation of other sponsors should also be taken into account in the organization or event to be sponsored. Sponsorship in a highly competitive area may require additional strategies to capture the attention of the target audience.

Target audience alignment is important for sponsorship to be effective and for the brand and target audience to come together harmoniously. This alignment increases the success of the sponsorship and allows you to reach the target audience more effectively.

### **Measurement of recycling**

Measuring the return on sponsorship activities is important for assessing the impact of the sponsor's investment and making strategic decisions. The measurement of recycling is usually carried out on the following factors:

**Brand Awareness:** Brand awareness is measured with the effect of sponsorship. This includes assessing how sponsorship affects the target audience's level of recognition and recall of the brand. Measurement tools can include surveys, brand tracking, ad valuation methods, and social media analytics.

**Brand Image:** It is evaluated how sponsorship activities affect the brand image. How the brand is perceived in the minds of the target audience, compliance with brand values and its effects on consumer attitudes can be measured. This can be accomplished through methods such as surveys, focus groups, and brand valuation studies.

It can be measured whether customer loyalty is increased with sponsorship activities. Factors such as customers' loyalty to the brand, repeat purchase behavior, brand advocacy and recommendation tendencies can be evaluated. This data can be obtained through surveys, customer satisfaction metrics, and sales data analysis. The economic value of the visibility that sponsorship achieves in the media can be measured. The media equivalent value represents the cost of advertising that the sponsorship will receive on media channels. Ad valuation methods can be used to determine this value. The effects of sponsorship on business results can also be measured. This includes metrics such as sales growth,

market share gain, customer acquisition, operating revenue, and profitability. The performance data of the business and financial analysis can be used to perform this measurement. Measuring recycling is important for determining future sponsorship strategies by evaluating the effectiveness of sponsorship activities. The measurement results help to determine the benefits of sponsorship and understand how efficient the investment is.

### **Communication and common goals**

Sponsorship activities aim to establish communication between the company, the athlete and the customer and to achieve common goals. Communication and the identification and successful execution of common goals ensure that sponsorship activities are effective. Here are some points where communication and common goals are important among these stakeholders:

#### **Communication Between the Company and the Athlete:**

Establishing a communication network between the brand and the athlete with the role of brand ambassador.

Sharing the brand's values and goals for the athlete.

Supporting the athlete to accurately represent the brand and spread the brand's messages.

Emphasizing the brand-athlete relationship by using communication tools such as joint marketing activities, press conferences, social media posts.

#### **Communication Between the Company and the Customer:**

Organizing communication campaigns to explain the brand's relationship with the athlete and sponsorship activities to customers.

Using communication channels to keep customers informed of the brand's sports sponsorships.

Implementation of communication strategies that increase brand loyalty, such as offering special opportunities to customers and inviting them to events.

#### **Communication Between the Athlete and the Client:**

Direct communication between the athlete and customers (e.g. signing days, participation in events).

The athlete interacts with customers through their social media accounts and supports the brand.

Providing communication regarding the athlete's recommendation or use of the brand's products and services to customers. Identifying common goals and establishing communication provides the following benefits:

It increases brand awareness and makes it easier to reach the target audience.

It strengthens customer loyalty and increases brand loyalty.

The brand image is strengthened by associating the brand with the achievements of the athlete or team.

It expands the customer base and helps in the acquisition of new customers.

A well-managed communication and partnership increases the impact of sponsorship activities and leads to higher returns.

### **Challenges Encountered in Sports Sponsorship and Solution Suggestions**

#### **Financial difficulties**

**High Costs:** Sports sponsorship activities often require large budgets. Sponsorship deals, especially for international events or major sporting events, can be costly. The total cost may be high, including additional costs such as the amounts to be paid only for sponsorship rights, budgets to be allocated for advertising and marketing activities, and athlete/team supports.

**Uncertain Returns:** Sports sponsorship is an investment that is not guaranteed to provide a specific return. When sponsors spend large sums of money, they worry that the return cannot be guaranteed or predicted. If the sports team or athlete does not perform as expected or the expected interest is not generated by the target audience, it may be difficult to cover the costs.

**Competition and Market Saturation:** There is great competition in the field of sports sponsorship. Many firms compete to sponsor the same sports team or athlete. This can increase sponsorship costs and limit sponsorship opportunities in a particular market. Market saturation can cause sponsors to find it difficult to highlight their uniqueness and brand differences, reducing their potential to make real impact.

**Unpredictable Factors:** Sports sponsorship depends on many unpredictable factors. For example, situations such as injury to the team or athlete, poor performance, cancellation or postponement of organizations can adversely affect the effect of sponsorship. In addition, external factors such as economic fluctuations, political events or changes in the industry can also affect the planning of sponsorship activities and the management of costs.

**ROI (Return on Investment) Challenges:** The important thing for sponsors is to measure and evaluate the return on investment they make. However, it can be difficult to precisely measure and determine the ROI of sports sponsorship. To measure success, it is necessary to consider factors such as interactions, media visibility, brand awareness, and consumer behavior. However, collecting and analyzing this data can be time-consuming and costly.

These financial challenges are factors that firms considering sports sponsorship should consider. Good planning, risk management, and an effective strategy can increase the success of sponsorship activities and help overcome financial challenges.

### **Reputational risks**

Reputational risks can be defined as events or situations that can damage the reputation of an organization or a firm. Reputational risks in sports sponsorship may include:

**Scandals and Ethical Violations:** Scandals, fraudulent behavior, doping cases, or ethical violations associated with athletes or sports teams can negatively affect the reputation of the sponsoring company. Such incidents can be associated with the sponsorship agreement firm and cause a loss of trust in the eyes of the public.

**Organizational Scandals:** If sponsored sports organizations are associated with events such as corruption, fraud or management scandals, the sponsor company may also experience loss of reputation. Such incidents can discredit the sponsoring firm and undermine consumer confidence.

**Social and Political Debates:** Sports organizations or athletes can sometimes be at the center of social or political debates. In such discussions, sponsors may have to find a balance between supporting a particular side or remaining neutral. A mismanaged situation can attract public outrage and damage the reputation of the sponsor company.

**Lack of Negative Media:** If the sponsoring firm does not get enough media visibility in the sports organization, it may struggle to meet the expectations of the sponsorship deal. Inadequate or negative news in the media can negatively affect the brand image and reputation of the sponsor company.

**Compliance Problems:** There may be incompatibilities between the sponsor company and the sponsored sports organization or athletes. For example, the values or behaviors of the athlete or team may conflict with the values of the sponsoring firm. Such incompatibilities damage the reputation of the sponsoring firm and can undermine public trust.

Management of reputational risks includes measures such as adopting the right strategies, crisis communication, risk assessment, and continuous monitoring. A good reputation management and risk management plan can help minimize reputational risks for the sponsoring firm.

### **5.3. Suggestions for solutions**

**A Good Selection Process:** The sponsor company should start by passing the agreement with the sports organization or athlete through a careful selection process. The values, reputation, target audience and potential risks of the interested party should be evaluated and adapted.

**A Good Communication Strategy:** Regular and effective communication should be established between the sponsor company and the sports organization or athlete. Goals, expectations, problems and opportunities should be openly shared and a common strategy should be created.

**Crisis Management Plan:** In case of reputational risks, the sponsoring company should have a crisis management plan. It is important to react quickly and effectively, make clarifications, and take steps to resolve the issue.

**Effective Brand Management:** The sponsor company should act in accordance with the brand management strategy of sports sponsorship. They should carry out activities that reflect their brand values and image, and implement appropriate marketing and advertising strategies to increase brand awareness.

**Social Responsibility Projects:** Carrying out social responsibility projects together with sports sponsorship can help the sponsor company create a positive image in the eyes of the society. For

example, a sponsor company can also contribute to a social responsibility project supported by an athlete or team.

**Performance Measurement:** The sponsor company should regularly measure the recycling and impact of its sports sponsorship. Performance indicators such as brand awareness, customer loyalty, and sales growth should be monitored and evaluated.

**Long-Term Relationships:** Building long-term relationships in sports sponsorship can provide more benefits for the sponsoring firm. With long-term sponsorship agreements, brand loyalty increases and trust is built.

**Innovation and Creativity:** Using innovative and creative approaches in sports sponsorship activities enables the sponsor company to attract attention. It is important to stand out with innovative ideas, such as different events, digital marketing strategies, or interactive experiences.

These solutions can help the sponsor company manage sports sponsorship more effectively and achieve positive results. Each recommendation includes steps to increase the benefits of sponsorship for the athlete, the firm and the client.

### **Sports Sponsorship in the World and Exemplary Practices**

#### **Sports Sponsorship in Turkey and Sample Practices**

**Turkish Airlines and Turkish Sports Clubs:** Turkish Airlines (THY) has made a name for itself by sponsoring many Turkish sports clubs. For example, THY has been the jersey sponsor of big clubs such as Galatasaray, Fenerbahçe and Beşiktaş.

**Acibadem and Sports Organizations:** Acibadem sponsors many sports events and organizations held in Turkey. For example, Acibadem provided long-term sponsorship of the Istanbul Marathon.

**Türk Telekom and Basketball:** Türk Telekom has become the sponsor of the "Turkish Basketball Super League", which is the name of the Turkish Basketball League, in cooperation with the Turkish Basketball Federation.

**Vestel and Beşiktaş JK:** Vestel has signed a sponsorship agreement with Beşiktaş JK and changed the name of the stadium from "Vodafone Park" to "Vestel Park".

**Ülker and National Teams:** Ülker has sponsored national teams such as the Turkish National Football Team and the Turkish National Basketball Team, and has been the jersey sponsor.

These examples illustrate how sports sponsorship is used in various sectors and sports organizations in Türkiye. While brands in Turkey increase brand awareness through sports sponsorship, sports clubs and organizations also gain financial support and recognition.

#### **Determination of Sponsorship Budget**

Determining the sponsorship budget involves determining the resources that a company or brand is willing to allocate to sponsorship activities. Here are the general steps to determine the sponsorship budget:

**Setting Goals:** It is important for the company to determine what it aims to achieve with its sponsorship activities. These goals may include increasing brand awareness, reaching a target audience, strengthening brand reputation, or increasing sales.

**Market Research:** It is important to conduct market research on the sport or event you intend to sponsor. This research helps you evaluate factors such as the event's potential to reach an audience, audience, media coverage, who the other sponsors are, etc.

**Evaluation Criteria:** It is important to establish criteria for evaluating sponsorship opportunities. These criteria may include factors such as the compatibility of the event with the target audience, brand visibility, interaction potential, media value, and recycling potential.

**Budgeting:** It is important to allocate a portion of the company's overall marketing budget to sponsorship activities. This budget is determined by the company's financial position, marketing strategy, and goals. In addition, factors such as the size, popularity and duration of the event to be sponsored are also effective in determining the budget.

**Recycling and Evaluation:** It is important to measure and evaluate the return on sponsorship activities.

This includes metrics such as brand awareness, customer loyalty, sales, or media coverage. This data can be a reference in determining future sponsorship budgets.

Determining the sponsorship budget should be done in accordance with strategic thinking, market research and the company's goals. Each company's sponsorship budget may be different, so a careful evaluation and planning process is required.

### **Legal Regulations Regarding Sponsorship**

Legal regulations regarding sponsorship activities may vary according to countries and sectors. But in general, some common legal regulations regarding sponsorship include:

**Advertising Laws:** Sponsorship activities are subject to laws related to advertising. These laws regulate the content of the advertisement, the rules of accuracy, honesty and competition. It also includes the requirement that the expressions used in the advertisement should not be misleading and should not deceive the consumer.

**Copyrights:** Various materials such as brands, logos, music, photographs can be used in sponsorship activities. These materials must be used in accordance with copyright. Relevant copyright laws and treaties must be taken into account.

**Sports Federation and Organization Rules:** Sports sponsorships are subject to the rules set by the relevant sports federations or organizations. These rules regulate advertising and promotional elements, clothing, logos, and other items related to sponsorship. In particular, professional sports organizations may require sponsorship agreements to be made within the framework of certain protocols.

**Consumer Protection Laws:** Consumer protection laws should also be taken into account to protect the rights of consumers in sponsorship activities. These laws regulate issues such as misleading advertisements, consumer deception practices, pricing, and sales methods.

**Tax Laws:** Sponsorship activities are also important in terms of taxation. Companies' sponsorship expenditures and revenues are subject to tax regulations. Sponsorship activities are required to be carried out and reported in accordance with tax laws.

It is important to comply with local legal regulations in sponsorship activities. Companies should carefully review the relevant laws and regulations and obtain the necessary permits before entering into sponsorship deals. In addition, seeking legal advice is also a recommended step.

Legal regulations regarding sponsorship may vary by country and sector. In general, however, here are some examples of sponsorship legislation:

Articles of the Law on Sports Sponsorships in Turkey:

Law on the Organization and Duties of the General Directorate of Sports (No: 3289)

Law on the Establishment and Duties of the Spor Toto Organization (No: 5737)

Law on the Prevention of Violence and Disorder in Sports (No: 6222)

Law on the Regulation of Betting in Sports Competitions and Combating Illegal Betting (No: 7258)

Law on the Establishment and Activities of Sports Clubs (No: 6282)

Culture and Art Sponsorships in Turkey:

Law of the Ministry of Culture and Tourism of the Republic of Turkey (No: 2634)

Law of the Ministry of National Education of the Republic of Turkey (No: 1739)

Law of the Ministry of National Defense of the Republic of Turkey (No: 657)

Law of the Ministry of Health of the Republic of Turkey (No: 3358)

Law of the Ministry of Development of the Republic of Turkey (No: 2942)

Regulations of the Articles of Law on International:

World Anti-Doping Agency (WADA) Rules

International Olympic Committee (IOC) Sponsorship Rules

Sponsorship and advertising rules of sports federations such as UEFA and FIFA

### **Ethics in Sponsorship Practices**

It refers to the code of conduct in sponsorship practices, which includes principles such as ethics, honesty, integrity, transparency and compliance with social values. Ethics plays an important role in all processes of sponsorship activities, in the relations between the parties and in the messages presented to the public. Here are some points that highlight ethics in sponsorship practices.

**Honesty:** It is important to maintain honest communication and relationship between sponsors and supported institutions. The parties must act in accordance with the agreements, fulfill their commitments and establish realistic expectations.

**Transparency:** Sponsorship agreements and relationships should be managed transparently between the parties. Agreements, processes, and mutual expectations should be clearly stated and within the knowledge of both parties.

**Compliance with social values:** Sponsorship activities should respect the values of the society. It is important that the activities are morally, socially and culturally acceptable. In particular, sensitivity should be shown to the issues that the society is sensitive to.

**Respect for consumer rights:** Sponsors should respect consumer rights and avoid practices that are misleading, deceptive, or involve unfair competition. The principles of integrity and honesty should be followed in advertising and promotional activities.

**Prevention of conflicts of interest:** It is important to prevent conflicts of interest in sponsorship relationships. A fair balance and mutual benefit should be achieved between the parties. In particular, sponsors should avoid practices that may harm the impartiality of sponsorship activities and the integrity of the sport.

Ethics is also important for the long-term sustainability of sponsorship practices. A good reputation, reliability and cooperation relationships can be achieved by acting in accordance with ethical values. By raising ethical standards, sponsors can create a positive image in the eyes of society and consumers and achieve long-term success.

### **The Effect of Sponsorship on the Brand**

Sponsorship has various effects on the brand. Here are some of the effects of sponsorship on the brand:

**Increases Brand Awareness:** Sponsorship allows the brand to be noticed more by the target audience. In sports or events, the brand's name, logo or advertisements become visible, thus increasing the awareness of the brand. This allows the brand to reach a wider audience.

**Strengthens Brand Image:** Well-chosen sponsorship activities can positively affect the image of the brand. A brand associated with sports or events may have an image that is dynamic, successful, exciting, or reflects the values of society. This allows the brand to have a more positive place in the minds of consumers.

**Increases Brand Loyalty:** A good sponsorship program can increase brand loyalty among consumers. Consumers who develop an emotional attachment to sports or events may feel stronger about their relationship with the brand. This, in turn, can increase brand loyalty and lead to repetitive buying behaviors.

**Marketing Differentiates:** Sponsorship can differentiate the brand from other competitors. Choosing the right sponsorship makes the brand unique and distinguishes it from its competitors in the eyes of consumers. This allows the brand to gain a competitive advantage.

**Creates an Emotional Bond:** Sponsorships through sports or events can create an emotional bond between the brand and consumers. Consumers may develop a more positive attitude towards a brand that is associated with a sports team or event they love. This emotional connection can make consumers prefer and stay loyal to the brand.

The impact of sponsorship on the brand can be further strengthened with the right strategies and practices. Choosing sponsorships suitable for the brand and target audience, effective communication and activities that reflect the values of the brand help to increase the positive effects of sponsorship on the brand.

### **Conclusions and Recommendations**

#### **Result**

Sports sponsorship has various consequences for both sponsoring companies and sports organizations or athletes. These results often contain positive effects and are the factors that determine the success of sponsorship activities.

**Brand Awareness and Recognition:** Sports sponsorship increases the brand awareness of sponsoring companies and creates a positive impact on the target audience. Brands associated with sports organizations or athletes become recognizable by a wide audience.

**Image and Image Transfer:** Sports sponsorship ensures that sponsoring companies have positive characteristics associated with sports. The positive image of athletes or sports organizations is reflected in the sponsor companies and strengthens their image. This image transfer helps sponsor companies create a positive perception on the target audience.

**Communication and Customer Loyalty:** Sports sponsorship allows sponsoring companies to interact with the target audience. Communication through sports organizations or athletes helps customers build an emotional connection with the brand and increase loyalty.

**Marketing and Sales Increase:** Sports sponsorship affects the marketing strategies of sponsoring companies and increases sales. Joint campaigns with sports organizations or athletes attract the attention of potential customers and influence their purchasing decisions.

**Social Contribution and Responsibility:** Sports sponsorship enables sponsor companies to contribute to society and fulfill their social responsibilities. Supporting sports organizations or athletes helps sponsoring companies to make a positive impact in society.

As a result, sports sponsorship offers many advantages for sponsoring companies such as brand awareness, image strengthening, communication, sales growth, and social responsibility. At the same time, it provides significant benefits for sports organizations or athletes, such as financial support, recognition, image strengthening and professional development opportunities. As such, sports sponsorship is considered a successful marketing strategy, helping businesses engage with the target audience, increase brand value, and expand their societal impact.

### **Suggestions**

**Suitability for the Target Audience:** The target audience of the sports event or team you will sponsor and the target audience of your brand should be compatible. The followers of the sports branch or team you are interested in should coincide with the audience you want to reach your brand's target audience.

**Strategic Partnership:** The values, mission, and vision of the sporting event or team you will sponsor should align with your brand. This strategic partnership will help you create an image that supports your brand's identity and values.

**Active Events:** Do more than just show off your logo or name. Actively participate in sporting events, organize special events, or offer unique experiences to fans. This will increase your brand's engagement and impact your followers more deeply.

**Content Production:** Produce content related to the sporting event or team you sponsor. Share authentic content that supports your brand and sponsorship through channels such as social media, blog posts, videos, interviews, etc. This will engage your followers and increase brand awareness.

**Off-Event Communication:** Consider opportunities to promote your brand outside of sports-related events as well as sponsorship events. Interview athletes, create content on sports topics, or support projects that highlight the benefits of sports. This will help you promote your brand on a wider platform in the field of sports.

**Measurable Results:** Set specific goals and performance indicators to measure the impact of your sponsorship. This will help you evaluate the return on your sponsorship and shape future strategies. These suggestions will help you develop your sports sponsorship strategy and promote your brand effectively. However, different strategies and approaches may be required for each brand, so it's important to choose the ones that align with your brand's goals and marketing strategies.

**Acknowledgment:** The authors have not received financial support from the University or any other institution/organization. The authors are grateful to the journal's anonymous reviewers for their extremely helpful suggestions to improve the quality of the manuscript.

**Conflicts of Interest:** The authors declare no conflict of interest.

## REFERENCES

- Akyıldız M., Marangoz, M. (2008). "Sporda Sponsorluğun Tüketicilerin Satınalma Niyetine Yansıması", *Ege Akademik Bakış*, 8(1)
- Akyürek, R. (1998). Sponsorluk Planlaması. Eskişehir Anadolu Üniversitesi ESBAV Yayınları, (135).
- Karalar, R. (2005). Çağdaş Tüketici Davranışı. Eskişehir.
- Bühler, A. W. (2006) Professional football sponsorship in the English Premier League and the German Bundesliga. Berlin: dissertation.de.
- Covell, D. (2008), "The Lowell Spinners and the Yankee Elimination Project: A Case Study Consideration of Linking Community Relations and Sponsorship", *Sport Marketing Quarterly*, 17
- Devecioğlu, S. (2008), ([www.fesam.org/uzman/sd017.htm](http://www.fesam.org/uzman/sd017.htm))
- Ferreira M., Hall T., Bennett G. (2008), "Exploring Brand Positioning In A Sponsorship Context: A Correspondence Analysis of the Dew Sport Tour", *Journal of Sport Management*, 22
- Güçlü, M. (2001). "Olimpiyat Oyunları ve Spor Sponsorluğu", *G.Ü. Gazi Eğitim Fakültesi Dergisi*, 21(3).
- Kelly L., Whiteman C. (2010). Sport sponsorship as an IMC tool: An Australian sponsor's perspective. *Journal of Sponsorship*, 4, 26-37.
- Kelvey S., Grady J. (2008), "Sponsorship Program Protection Strategies for Special Sport Events: Are Event Organizers Outmaneuvering Ambush Marketers?", *Journal of Sport Management*, 22
- Odabaşı, Y., Oyman, M (2002), Pazarlama İletişimi Yönetimi, Media Cat Yayınları, 4. Baskı, İstanbul
- Öztürk, S. A. (1992), "Pazarlama İletişiminde Gelişen Bir Kavram: Destekleme Faaliyetleri (Sponsorluk)", *Pazarlama Dünyası*, 6(35).
- Pracejeus, J.W., G.D. Olsen (2004), "The Role of Brand/Cause Fit in the Effectiveness of Cause Related Marketing Companies", *Journal of Business Research*, 57
- Schwartz, M. Hunter. (2005). Expert learning for law students / Michael Hunter Schwartz. Carolina Academic Press.
- Ying F. (2002). Event Sponsorship in China, Corporate Communications. *An International Journal*, 2, 110-116.
- <http://www.mevzuat.gov.tr> (accessed on 25.11.2023).