Title: The study of support marketing campaigns in sailing with elaboration of a sponsorship decision model

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Abstract: The purpose of marketing is to add value, and companies are constantly looking for the ways to do it in the most efficient way. Sport sponsorship gets more and more popular, but why does it pay back so well? Corporates are always looking for new areas and fresh ideas, which brings them to sport. Traditionally sports have been followed by people, who passionately associate themselves with a certain sport. However, in case of sailing I am willing to prove, that there is no direct attachment and that possible consumers of a brand are not only those who are sport fans. Sailing sponsorship as one of the dimensions of sport marketing is evolving. Despite the presumable expensiveness, there are plenty of ways to get involved. It also becomes more prominent as sport, rather than leisure with lots of competitions happening globally. Being a sailing enthusiast, this field is also interesting to me for research from the marketing perspective. The advantage of studying in the country, where sailing history is rich and the area is saturated with many sailing competitions, is another reason, why I chose this topic. The result of my work will benefit the companies, that consider 'testing the waters' of sailing sponsorship. On the other hand my thesis could be useful for the teams and sailors, who are looking for funding. Last, but not least, I hope, that my research could be useful for academic purposes as the number of available publications is very limited.

O objectivo do marketing é a adição de valor e as Empresas estão permanentemente em busca da forma mais eficiente de o fazer. Os patrocínios ao desporto estão cada vez mais populares, mas por que motivo têm um retorno tão vantajoso? A permanente pesquisa das Empresas de novas áreas e ideias leva-as ao patrocínio do desporto. Os desportos tradicionais têm vindo a ser amplamente seguidos, e as pessoas identificam-se apaixonadamente com um determinado desporto. No entanto, no caso da Vela, tenciono provar que não há esse tipo de ligação directa, e que os possíveis consumidores de uma marca vão para além do universo de adeptos. Apesar de ser presumivelmente uma actividade dispendiosa, há muitas maneiras de estar nela envolvido. A Vela, como uma das vertentes do marketing desportivo, está a evoluir, tornando-se mais relevante como desporto em detrimento do seu aspecto meramente lúdico, surgindo competições um pouco por toda a parte. Sendo eu uma entusiasta da Vela, estou na área que me despertou um enorme interesse e que me pretendo investigar na perspectiva do marketing. A isso acresce a vantagem de estar a estudar em Portugal, onde a história da Vela é imensamente rica e abundam os eventos competitivos nesta área. O resultado do meu trabalho será relevante para Empresas que considerem «testar as águas» na área do patrocínio de Vela. Por outro lado, a minha tese pode beneficiar as equipas e velejadores que procurem subsídios. E finalmente, uma vez que o número de publicações disponíveis nesta área é limitado, a minha investigação pode também ser útil do ponto académico.

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There are plenty of ways a sponsor can be of great help. But this will happen only if you approach the right kind of people. In this article, we have compiled a list of some of the Top Sponsors in India from sectors such as technology, healthcare, IT, engineering and many more. Have a look!

1. Google India - Google is extensively known for sponsoring events regarding technology. Chris Fill is Principal Lecturer in Marketing and Strategic Management at the University of Portsmouth. He is also the Senior Examiner for the Marketing Communications module offered by the Chartered Institute of Marketing on the Professional Diploma Programme, in addition to being a Fellow of the CIM. He is the author of Marketing Communications: engagement, strategies and practice, currently in its fourth edition, and is the co-author, with Karen Fill, of Business-to-Business Marketing: Relationships, Systems and Communications.

THE MARKETING COMMUNICATIONS MIX: DISCIPLINES AND APPLICATIONS Advertising and Strategy. 12.1 Introduction. Public Relations and Sponsorship. 16.1 Introduction. Sports sponsorship is a marketing tool that is frequently used by companies to reach a wide audience on a global basis so as to be placed higher than their competitors and to create awareness as well as make a higher profit margin. Through this platform, specific target audience alongside potential customers are reached as it able to penetrate through quite effectively in the promotional mix and as such, is a significant method being used by many organizations. A company's sponsorship success of an event is defined by its objectives and how well the end result can be evaluated and beneficial to the organization. Squad Sponsorship – Skandia and the British Sailing Team/Aviva and the UK Athletics Team.