

Special Events: Sponsorships In-Depth

- ***Public Relations Tie-in:***

- Sponsorships relate to special events

- ***Types of Sponsorships:***

- Sports sponsorships
- Entertainment, tours, and attractions
- Festivals, fairs, and annual events
- Cause-related marketing
- Arts

- ***Sponsorship Trends:***

- 2001: \$9.5 billion spent

- ***Reasons for Growth:***

- Avoids clutter
- Cost efficient / effective
- Gains constituencies' approval
- Enhances brand equity
- Allows for lifestyle or geographic targeting

The Epm Entertainment Marketing Sourcebook 2002 Edition

Peipei Pang



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The EPM Entertainment Marketing Sourcebook EPM Communications,2001-11-01 The EPM Entertainment Marketing Sourcebook ,2000 Research Alert Yearbook 2002 EPM Communications, Inc,2002 *Advanced Theory and Practice in Sport Marketing* Eric C. Schwarz,Jason D. Hunter,Alan LaFleur,2013 Effective marketing is essential for any successful sport organization from elite professional sports teams to local amateur leagues Now in a fully revised and updated second edition *Advanced Theory and Practice in Sport Marketing* is still the only text to introduce key theory and best practice at an advanced level The book covers every key functional and theoretical area of sport marketing including marketing research information systems consumer behavior logistics retail management sales management e commerce promotions advertising sponsorship and international business This new edition includes expanded coverage of important contemporary issues including social responsibility and ethics social media and networking relationship and experience marketing recovery marketing and social marketing Every chapter contains extended cases and first hand accounts from experienced sport marketing professionals from around the world Following those cases are questions encouraging students and practitioners to apply their theoretical knowledge to real world situations and to develop their critical thinking skills while each chapter also includes helpful features such as definitions of key terms summaries and guides to further reading A companion website includes an impressive array of additional teaching and learning resources including a test bank of exam questions PowerPoint slides and extra case studies for lecturers and instructors and useful web links self test multiple choice questions and glossary flashcards for students *Advanced Theory and Practice in Sport Marketing* goes further than any other sport marketing text in preparing the student for the real world of sport marketing It is essential reading for any upper level undergraduate or postgraduate course in sport marketing or sport business and for anybody working in sport marketing looking to develop and extend their professional skills Findex ,2002 *Forthcoming Books* Rose Arny,2003

Advanced Theory and Practice in Sport Marketing Eric Schwarz,Jason Hunter,2010-05-14 *Advanced Theory and Practice in Sport Marketing* is the first book to address this increasingly popular subject at an advanced level Where existing sport marketing texts restate concepts learned at an introductory marketing level this book goes beyond by expanding the knowledge of the student with advanced marketing theory which is specifically related to the crucial areas in sport marketing *Advanced Theory and Practice in Sport Marketing* is vital reading for any sport marketing student wishing to progress their knowledge and take their understanding of the industry to the next level *Small Business Sourcebook* ,2004

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