



# Sports Sponsorship And Brand Development

**Sicco Van Gelder**



## **Sports Sponsorship And Brand Development:**

Sports Sponsorship and Branding Ho Keat Leng, James J. Zhang, 2023-12-22 This book takes a close look at branding and sponsorship in sport in the age of digital media. It examines how branding and sponsorship have evolved in response to the challenges and opportunities of new technologies. Featuring the work of leading international sport business researchers from four continents and twelve countries, the book explores key contemporary topics including esports, name and image likeness, NIL rights, viewer experience, machine learning, social media use by athletes, sport migration, and the impact of COVID 19. It presents cutting edge cases and new data across sports and events including the Olympics, the NBA, international football, the rafting world championships, and collegiate sports. The book is an essential resource for advanced students, researchers, practitioners, and policymakers working in sport business and management, sport marketing, digital marketing, marketing communications, or brand management. Sports Sponsorship and Brand Development M.

Beck-Burridge, J. Walton, 2001-11-07 Subaru and Jaguar provide outstanding examples of what can be achieved when brand development and relationship marketing are combined to create a world class brand. Subaru achieved victory in the World Rally Championship. Jaguar are now an important new player in Grand Prix racing. This book tells the inside stories behind these campaigns and brand building strategies and will be of interest as compelling case studies of sports sponsorship and brand development. *Sports Sponsorship and Branding* Ho Keat Leng, James J. Zhang, 2023-12-22 This book takes a close

look at branding and sponsorship in sport in the age of digital media. It examines how branding and sponsorship have evolved in response to the challenges and opportunities of new technologies. Featuring the work of leading international sport business researchers from four continents and twelve countries, the book explores key contemporary topics including esports, name and image likeness, NIL rights, viewer experience, machine learning, social media use by athletes, sport migration, and the impact of COVID 19. It presents cutting edge cases and new data across sports and events including the Olympics, the NBA, international football, the rafting world championships, and collegiate sports. The book is an essential resource for advanced students, researchers, practitioners, and policymakers working in sport business and management, sport marketing, digital marketing, marketing communications, or brand management. **Emerging Trends and Innovation in Sports Marketing and Management in Asia** Leng, Ho Keat, 2015-01-31 Once only associated with North America and Europe, formal athletic events are now becoming more prevalent in Asia as well. With the expansion of this industry, there is a need for efficient and strategic advertising to promote competitions, events, and teams. *Emerging Trends and Innovation in Sports Marketing and Management in Asia* brings together research and case studies to evaluate and discuss the effectiveness of current methodologies and theories in an effort to improve promotional activities and the organization of all aspects of the sports industry. This publication is an essential reference source for academicians, researchers, industry practitioners, and upper level students interested in the theories and practices of sports marketing and management with a special focus on Asia.

## **Marketing Communications and Brand Development in Emerging Economies Volume I** Ogechi Adeola, Robert E.

Hinson, A M Sakthivel, 2022-05-04 Advances in technology and changes in consumer buying patterns have forced businesses to alter their traditional marketing approach to incorporate contemporary ideologies that will drive customer satisfaction meet societal expectations and boost business performance for competitive advantage Interest in marketing communication and brand development has increased in recent years due to the proliferation of productions changing consumer behaviour increased competition and technological advancement Recognising the complexity of these challenges it has become imperative for firms in emerging economies to understand contemporary issues in marketing to compete effectively and create value for consumers and stakeholders The first of this two volume work provides insights into this critical issue in a changing world including destination brand management brand avoidance sponsorship health and personal branding and offers a futuristic perspective on marketing communications including the influence of neuromarketing artificial intelligence and virtual reality Meanwhile Volume II focuses specifically on the effects of the Covid 19 pandemic social responsibilities and emerging technologies Taken together this two volume work is a definitive resource for scholars and students of marketing branding and international business

*International Business: Concepts, Methodologies, Tools, and Applications* Management Association, Information Resources, 2016-03-17 Business transactions and partnerships across borders have become easier than ever due to globalization and global digital connectivity As part of this shift in the business sphere managers executives and strategists across industries must acclimate themselves with the challenges and opportunities for conducting business globally *International Business Concepts Methodologies Tools and Applications* presents the latest research innovations focusing on cross cultural communications and training international relations multinational enterprises outsourcing international business strategies and competitive advantage in the global marketplace This publication is an exhaustive multi volume work essential to academic and corporate libraries who serve researchers scholars business executives and professionals and graduate level business students

*Routledge Handbook of Sports Marketing* Simon Chadwick, Nicolas Chanavat, Michel Desbordes, 2015-12-22 Sports marketing has become a cornerstone of successful sports management and business driving growth in sport organisations and widening fan bases Showcasing the latest thinking and research in sports marketing from around the world the *Routledge Handbook of Sports Marketing* goes further than any other book in exploring the full range of this exciting discipline Featuring contributions from world leading scholars and practitioners from across the globe the book examines theories concepts issues and best practice across six thematic sections brands sponsorship ambush marketing fans and spectators media and ethics and development and examines key topics such as consumer behaviour marketing communications strategic marketing international marketing experiential marketing and marketing and digital media Comprehensive and authoritative the *Routledge Handbook of Sports Marketing* is an essential reference for any student or researcher working in sport marketing sport management sport business sports administration

or sport development and for all practitioners looking to develop their professional knowledge      Strategic Brand Management In and Through Sport Argyro Elisavet Manoli, 2025-02-12 This book explores how sport brands can be managed strategically as well as how non sport brands can be managed strategically through their association with sport Despite decades of extensive research brand management remains a priority for academics and practitioners alike To this day ample new and insightful research are being conducted on the matter with questions around how a brand can be managed strategically still emerging As the knowledge on the issue deepens so does our interest in fully comprehending the fascinating and ever developing strategic brand management bearing in mind the ever shifting environment in which brands operate A particularly interesting topic within the wider brand management literature is brand management both in and through sport The study of how sport brands can be managed strategically as well as how non sport brands can be managed strategically through their association with sport remains an interesting and unique field offering valuable insights due to sport s natural marketing advantage caused by people s increased interest in sport and its socio cultural importance in our lives This book explores strategic brand management both in and through sport thus helping in deepening our understanding of this promising field while offering directions for future research in the area The chapters in this book were originally published in Journal of Strategic Marketing      *Sports Media, Marketing, and Management: Breakthroughs in Research and Practice* Management Association, Information Resources, 2018-03-02 The application of marketing and management concepts to sports products and services is vital to the success of the industry When appealing to the target audience of an event it is essential to construct a strong marketing plan by utilizing emergent technologies and strategies Sports Media Marketing and Management Breakthroughs in Research and Practice is a comprehensive reference source for the latest scholarly material on the effectiveness of current methodologies and theories in an effort to improve promotional activities management and the organization of all aspects of the sports industry Highlighting a range of pertinent topics such as brand management social media and sports tourism marketing this publication is ideally designed for students researchers academicians professionals and practitioners as well as scientists and executive managers interested in the marketing strategies of sporting media and events      *The SAGE Handbook of Sport Management* Russell Hoye, Milena M. Parent, 2016-11-15 The SAGE Handbook of Sport Management draws together the best current research on the major topics relevant to the field of sports management including leadership gender diversity development policy tourism and media Edited by two of the most respected figures in the field the handbook includes contributions from leading sport management academics from Australia Canada New Zealand USA the UK and Europe      **Global Brand Strategy** Sicco Van Gelder, 2005 This book addresses branding      Strategic Sports Event Management Guy Masterman, 2021-11-18 This book provides students and event managers with an insight into the strategic management of sports events of all scales and types from international mega events to community sport Introducing key theory and best practice it offers a practical step by step

guide to planning organizing managing and evaluating events Now in a fully revised and updated fourth edition the book explains the importance of adopting a strategic approach showing how to implement strategies that lead to successful outcomes over the short and the long term It uses international case studies in every chapter from the NBA and NFL to Formula 1 and the English Premier League offering real world insight into both larger and smaller events In addition woven throughout the book are a series of in depth studies of several Olympic Games the ultimate sporting event and an important point of reference for all practising and aspiring event managers The book covers every key aspect of the sports event management process including sports organizations such as the IOC FIFA and World Athletics and their interactions with event partners the media and promoters short term and long term benefits of the planning process event impact and legacy operational functions including finance ticketing transport venues IT human resources and security marketing and communications including social networking and new media the bidding process research and evaluation This new edition includes expanded coverage of digital and social media the social impact of events sustainability security entrepreneurship employability and much more It is an essential text for any sports event course and invaluable reading for any student or practitioner working in sport business sport management sport development or event management The textbook is supported by useful online resources including additional case studies and exam questions for each chapter

*Strategic Brand Management* Richard H. Elliott, Larry Percy, 2007 Approaches the subject of brand management from a socio cultural perspective providing students with an understanding of the dynamics of the subject and enabling them to engage with the issues that lie within This book also integrates more traditional notions of the brand in terms of equity and positioning within that framework

*Marketing Analysis in Sport Business* Kevin K Byon, Brian H Yim, James J. Zhang, 2022-07-15 This book explores sport marketing analytics an essential and crucially important aspect of contemporary sport business Successful sport marketing begins and ends with the consumer so understanding the consumer experience is critical Marketing Analysis in Sport Business demonstrates how rigorous analytical procedures are the key to developing effective evidence based marketing practices that reflect real consumer needs Presenting cutting edge case studies of sport marketing analytics in action the book explores topics such as digital communications social media digital ticketing event marketing the economic impact of COVID 19 developing sport brands and conducting research with athletes and event participants Written by a team of authors from 15 countries including Australia China France Iran Italy Japan Mexico New Zealand Serbia South Korea Spain Taiwan the United Kingdom the United States and Venezuela the book offers insight from a variety of cultural contexts and new perspectives on the global sport industry Marketing Analysis in Sport Business is illuminating reading for any advanced student researcher or professional working in sport business and management sport development marketing strategic management or international business

*Encyclopedia of Sports Management and Marketing* Linda E. Swayne, Mark Dodds, 2011-08-08 This four volume set introduces on the management side principles and procedures of

economics budgeting and finance leadership governance communication business law and ethics and human resources practices all in the sports context On the marketing side this reference resource explores two broad streams marketing of sport and of sport related products promoting a particular team or selling team and sport related merchandise for example and using sports as a platform for marketing non sports products such as celebrity endorsements of a particular brand of watch or the corporate sponsorship of a tennis tournament Together these four volumes offer a comprehensive and authoritative overview of the state of sports management and marketing today providing an invaluable print or online resource for student researchers

*Routledge Handbook of Sports Sponsorship* Alain Ferrand, Luigino Torrigiani, Andreu Camps i Povill, 2006-12-05 The Routledge Handbook of Sports Sponsorship provides a comprehensive guide to the successful management of sport sponsorship From the development of an appropriate strategy to the implementation of the sponsorship operation through to post event analysis this book offers an authoritative reference for large and small events The text also provides an accessible review of the legal issues associated with marketing copyright and contracts in print television and radio sponsorship illustrated with a wealth of case studies Includes Sports marketing and sports management theory Stage by stage analysis of the sponsorship process The roles of different key stakeholders in the process Thorough explanation of copyright and contract law for sports sponsorship Major international sports sponsorship case studies examined from concept stage through to post event analysis The Routledge Handbook of Sports Sponsorship is essential reading for students and a valuable reference for professionals in sports law sports management sports marketing and brand management

Sports Business Management George Foster, Norm O'Reilly, Antonio Dávila, 2016-01-08 Sports Business Management will equip students with a comprehensive understanding of the sport industry With a focus on management strategy marketing and finance the decision making approach of the book emphasizes key concepts while translating them into practice Foster O'Reilly and Dávila present a set of modular chapters supported with plenty of examples mini cases and exercises to help students apply the decision making approach to real world situations Covering an international array of sports and organizations including the Olympic Games FIFA World Cup US Major League Baseball and more the book also covers unique topics such as diversity in sport the impact of technology and social media Rounding this out the book provides around 50 Harvard Stanford cases along with case notes for instructors This is an ideal textbook for upper level undergraduate and graduate students of sports business and management fully supported by a companion website featuring PowerPoint slides test questions teaching notes and other tools for instructors

**The New Strategic Brand Management** Jean-Noël Kapferer, 2012-01-03 Adopted internationally by business schools and MBA programmes this book is the ultimate resource for senior strategists positioning professionals and postgraduate students to understand and overcome the challenges of brand management and strategy today written by the leading international expert of branding Jean Noël Kapferer The New Strategic Brand Management is simply the reference source for branding professionals and postgraduate

students Over the years it has not only established a reputation as one of the leading works on brand strategy but also has become synonymous with the topic itself Using an array of international case studies this book covers all the leading issues faced by brand strategists today with both gravitas and intelligent insight It reveals new thinking on topics such as putting culture and content into brands the impact of private labels and the comeback of local brands This updated fifth edition builds on the book's already impressive reputation including new content that will help students and practitioners stay up to date with targeting with relevant research and market knowledge to support the discipline With dedicated sections for specific types of brands luxury corporate and retail international examples and case studies from companies such as Audi Nivea Toyota and Absolut Vodka plus models and frameworks such as the Brand Identity Prism The New Strategic Brand Management remains at the forefront of strategic brand thinking

**The Routledge Companion to Contemporary Brand Management** Francesca Dall'Olmo Riley, Jaywant Singh, Charles Blankson, 2016-07-15 The amount and range of brand related literature published in the last fifty years can be overwhelming for brand scholars This Companion provides a uniquely comprehensive overview of contemporary issues in brand management research and the challenges faced by brands and their managers Original contributions from an international range of established and emerging scholars from Europe US Asia and Africa provide a diverse range of insights on different areas of branding reflecting the state of the art and insights into future challenges Designed to provide not only a comprehensive overview but also to stimulate new insights this will be an essential resource for researchers educators and advanced students in branding and brand management consumer behaviour marketing and advertising

**Strategic Management and Business Policy** C Appa Rao, B Parvathiswara Rao, K Sivaramakrishna, 2009 This book on Strategic Management and Business Policy has been designed considering the problem of students in finding out an easily understandable book covering by and large all the related topics This book presents the fundamental concepts of Strategic Management with current examples and illustrations in simple lucid and student friendly manner The book along with other topics covers a Business Vision Mission and Objectives b Environmental and Internal Analysis c Corporate Business Functional Global and e Business Strategies d Strategic Analysis and Choice e Strategic Implementation Issues f Strategic Evaluation and Control g Case Study Methodology The main feature of this book is a comprehensive coverage of popular analytical frameworks such as i SWOT Analysis ii Porter's Five Forces Model iii Ansoff's Product Market Grid iv Value Chain Analysis v BCG Matrix In addition concepts like core competence competitive advantage customer driven strategy etc are elaborated extensively in the book The book is very useful for the courses such as MBA PGDBA BBA BBM and other professional programmes at graduate and postgraduate level



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