

# AD537 Sport Sponsorships

Spring 2021 D-1  
Professor Cliff Shaluta

## COURSE BRIEF

### Course Description

AD537 is focused on developing, selling, and successfully executing sport sponsorships to meet the branding and financial needs of both sponsoring organizations and sponsors. Topics include brand event alignment, identifying potential sponsors, sales planning, event negotiation, management, adding value, using digital technologies and social platforms to track results.



### Course Rationale

Sports Sponsorships are a \$50 billion dollar global business. Successful sponsorships match the right event with the right sponsor. Establishing the true value of a sports sponsorship opportunity is challenging. Consider Michael Jordan and Nike. No one could have imagined what that deal would ultimately be worth when they signed him. Once approximate value is established and sponsorship opportunities are packaged for sale, an agreement set in place that outlines each side's role. Creating a sponsorship proposal and the subsequent sales skills required are essential elements in marketing any event and are emphasized in this course.

**Professor**

Cliff Shaluta, Professor of Advertising, Department of Communication, WKU

E: cliff.shaluta@wku.edu

ALT E: cliff.shaluta@gmail.com

Cell: 270-991.6966

URL: [www.adthinktank.com](http://www.adthinktank.com)

**Online Office Hours SP21**

Email/Text anytime

PH Support: 8:00-5:00 pm M-SAT. Leave a message.

ZOOM by appointment

**AD 537 Learning Objectives**

**After completing this course, you should be able to:**

- 1) Understand that sponsorships play an important role in sports at all levels;*
- 2) Discuss the positive and negative consequences of sponsorships on sports;*
- 3) Be aware that the sponsors often perceive their support differently than sponsoring organizations;*
- 4) Understand the Brand Spiral as it relates to developing sport sponsorship plans;*
- 5) Apply effective marketing strategies to sell sport sponsorships;*
- 6) Apply course concepts to a case study and a final project and;*
- 7) Understand that digital technology and social media have changed both sport fan and sponsor expectations of sponsorships.*

**Methodology**

This course incorporates a variety of learning tools to maximize your online experience. We'll be using conventional books, Blackboard, and your WP website from AD536. As with all online classes, you are responsible for scheduling your reading and making assignment deadlines. Keep in mind that I'm your "coach," not your mom. Let's all be professional.

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**Course Prerequisites**

RSA 521 – (3 hrs.) - Public Relations in Recreation & Sport

**AD536 Sport Branding is also a great prereq for AD537.** Ideally, students create a sport branding plan in the fall semester during AD536. Students then use the information gained in AD536 to develop a sponsorship proposal in this class for that same client. It's a terrific way to apply content from both classes.

The new Strategic Sport Communications certificate permits students to pick up just AD537 in some cases. Since most students will be in both AD536 & AD537, I plan to keep course requirements as they are. But, I will work with students taking AD537, who are pursuing the certificate, to create only the sport sponsorship plan.

**Books & Other Resources****REQUIRED BOOKS****1) The Sports Event Management and Marketing Playbook (The Wiley Event Management Series: Book 72)**

Frank Supovitz    Wiley; 2nd edition (September 23, 2013)

ISBN-13: 978-1118244111

**2) Sponsorship Seeker's Toolkit**

Kim Skildum-Reid & Anne-Marie Grey

McGraw-Hill; 4th edition (May 15, 2015)

ISBN-13: 978-0071825795

**3) Sports Fundraising: Dynamic Methods for Schools, Universities and Youth Sport Organizations**

David J. Kelley

Routledge; 1 edition (July 18, 2012)

ISBN-13: 978-0415507196

**2) A free online "listening dashboard."** <http://www.netvibes.com/en> is the best for our purposes. A listening dashboard is a central location to content from a number of websites and social media platforms. You should have a

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Netvibes account from Sport Branding. **Just add a "Sport Sponsorship" tab to organize your resources for this course.**

**3) A free online Blog.** <http://wordpress.com> is the best for our purposes. Your online Blog will be used as a "content hub" to post your class assignments. The reason to do this is for you to get a feel for what it takes to create branded content. As we discussed last semester, content is the new attention "currency." *You should have a Blog from Sport Branding. Just add a "Sport Sponsorship" category to organize the posts for this class.*

## COURSE OUTLINE

The content in Sport Sponsorships is organized by Learning Modules or LM's. You'll have a new LM each week. Since this class runs M-Sunday, new LM's will be posted in Blackboard first thing on Mondays.

### WEEKLY LM's INCLUDE:

- I. OBJECTIVES (*learning goals for the week*)
- II. CONTENT (*readings, slides, videos, websites*)
- III. ASSESSMENT (*self-assessments, activities, quizzes, papers, projects*)

### WEEKLY SCHEDULE

#### WEEK 1/25 – 1/31

##### INTRODUCTION

Update Your NetVibes Dashboard and Website

The Global Sport Industry

Revenues in Sports

Trends in Sport Sponsorships

**Planning Sponsorships** (*Reid pgs. 3-78*)

- *Internal Planning*
- *Marketing Plan*
- *Implementation of Marketing Plan*

#### WEEK 2/1 - 2/7

**SPONSORSHIP SALES** (*Reid pgs. 81-189*)

- Understand What You Have to Offer
- Creating a Hit List
- Creating the Offer

- Proposals
- Sales Process
- Special Considerations for non-profits
- Negotiation

**WEEK 2/8 - 2/14**

**SERVICING SPONSORS** (*Reid pgs. 193-228*)

- Sponsorship Planning and Management - Leverage
- Sponsorship Measurement
- Renewals and Exits
- Conclusion

**WEEK 2/15 - 2/21**

**THE SPORTS EVENT P1** (*Supovitz pgs. 1-67*)

Introduction to Event Marketing

Play 1: Defining and Developing Objectives, Strategies, and Tactics

Play 2: Identifying Costs

Play 3: Identifying Revenue Streams

**WEEK 2/22 - 2/28** (*Supovitz pgs. 69-154*)

**THE SPORTS EVENT P2**

Play 4: Soliciting and Selecting Host Cities & Venues

Play 5: Starting the Clock on the Sports Event Process

Play 6: Understanding the Sports Event-Sponsor Relationship

**WEEK 3/1 - 3/7**

**THE SPORTS EVENT P3** (*Supovitz pgs. 157 - 260*)

Play 7: Teaming With Sponsors

Play 8: Maximizing and Servicing the Media Partnership

Play 9: Activating the Sport Event Marketing Plan

**WEEK 3/8 - 3/14** (*Supovitz pgs. 261 - 340*)

**THE SPORTS EVENT P4**

Play 10: Engaging the Community

Play 11: Accommodating and Managing Guests

Play 12: Presenting Your Event

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**WEEK 3/15 – 3/21** (*Supovitz pgs. 341-397*)

**THE SPORTS EVENT P5**

Play 13: Working With Broadcasters

Play 14: Managing the Unexpected

Play 15: Reviewing the Game Tapes

**WEEK 3/22 – 3/28**

**Sports Fundraising for Schools, Universities, and Youth Organizations** (*Kelley pgs. 1-16, 66-134*)

Chapter 1: Sports Fundraising: Challenges and Opportunities

Chapter 5: Intercollegiate Relationship Cultivation and Stewardship in Fundraising

Chapter 6: Youth and Interscholastic Relationship

Chapter 7: Leverage Points of Sale and Profit-Making for Fundraising Success

**WEEK 3/29 – 4/4**

**Sports Fundraising for Schools, Universities and Youth Organizations** (*Kelley pgs. 135 - 193*)

Chapter 8: Working With Diverse Constituencies

Chapter 9: Youth/Interscholastic Grantsmanship Opps. and Approaches

Chapter 10: The Future of Sports Fundraising

**WEEK 4/5 – 4/11**

**SPECIAL TOPIC**

Sport Sponsorships & the Pandemic

**WEEK 4/12 – 4/18**

**FINALIZING YOUR PROJECT P1**

The Brand Blueprint revisited

Putting your plan together

**WEEK 4/19 – 4/25**

**FINALIZING YOUR PROJECT P2**

Tips on formatting and design

Beyond the Project

**FINAL PROJECT – DUE BY WEDNESDAY, 4/28/21**

*Look for more details about the final project in Blackboard.*

**GRADING**

6 Online Quizzes @ 25 pts each = 150 pts.

5x Blog or Forum Posts 300 words min. @ 5 pts. each = 25 pts.

Case Study Sponsorship Plan = 75 pts.

Updated Brand Blueprint + New Sponsorship Plan = 100 pts.

**Total Possible Points = 350**

**Grade Scale: 350/3.50**

91 - 100 = A      81 - 90 = B      71 - 80 = C      61 - 70 = D

*Unless otherwise negotiated, late work will result in penalty points. See <http://ecourses.wku.edu> for more details about the class.*

**Cultural Diversity**

WKU and the AD Program are committed to providing an atmosphere of learning representing a variety of perspectives. In Sport Sponsorships, you will have the opportunity to express and experience cultural diversity as we focus our research on issues such as: ethnicity and brand communications, gender stereotypes in the media, and cross-cultural communications. In addition, assignments are designed to encourage individuality and creative expression. You are encouraged to learn from the information and ideas shared by others.

**University Plagiarism Policy**

To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offense! The academic work of a student must be his or her own. Students must give the author(s) credit for any source material used. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism. Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in the course without possibility of withdrawal. The faculty member may also present the case to the University Disciplinary Committee through the Office of the Vice President for Student Affairs for disciplinary sanctions.

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**From the Office of Student Disability Services**

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at [sarc.connect@wku.edu](mailto:sarc.connect@wku.edu). Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

**Title IX Misconduct/Assault Statement**

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) and Discrimination and Harassment Policy (#0.2040).

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159