



## STAGE 2 PROJECT

AUGUST 2003

### Sponsorship

#### Introduction

In the 1990s the global increase in marketing expenditures on sponsorship has been phenomenal, rising from an estimated €7 billion pa in the early 90s to an estimated €19.2 billion in 1999. These expenditures included sponsoring of cultural, social, sporting, educational and broadcast events. This global trend was also reflected in Ireland where an estimated €60 million pa is spent on sponsorship.

Many companies view sponsorship as a more effective way of promoting themselves and their products than traditional communication tools. It is often seen as a subtler, more efficient and less cluttered way of communicating a commercial message. A company's sponsorship objectives may be as diverse as with advertising, whether it is to improve community relations, introduce new products, generate a level of awareness, convey a company image or increase sales. This may be at a local, regional, national, or even international level. Companies are also now concerned with matching the personality of whatever is being sponsored with that of the company.

#### The Project

- Select an organisation which has been involved in some form of sponsorship as part of its communication mix. Provide a profile of the organisation, its markets and competition. Focus particularly on the range of promotional tools currently employed by players in this market. **30%**
- Using appropriate primary research techniques evaluate the sponsorship undertaken by the organisation. What are the objectives of the sponsor? What other promotional tools could have been considered? Who was the audience? Why was this form of sponsorship chosen? Was it appropriate? Did the sponsorship reach the target audience? What was the impact? Was the sponsorship successful? Outline any assumptions you have made and detail how the research project was designed and implemented. **40%**

P.T.O.

- Make recommendations to the selected organisation arising from the conclusions you have drawn. As a result of your analysis speculate on future developments in the use of sponsorship within this market. **15%**
- Your project must be presented in a professional manner, therefore 15% of total marks are awarded for:
  - Appropriate use of citations & bibliography **6%**
  - Effective presentation/structure **6%**
  - Accurate syntax, grammar and spelling **3%**

**Additional Briefing Notes**

- A word count **MUST** be included as part of your 'Contents Page'.
- Candidates should **NOT** submit their projects in individual page plastic covers.

**JUNE 2003**

**STATEMENT**

**STAGE 2 PROJECT**

**AUGUST 2003**

I hereby certify that:

- I have read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

**Signature**\_\_\_\_\_ **Date**\_\_\_\_\_

## PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 5,000 words. On the other hand you should not exceed 7,000 words.
5. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 2**. You will not have passed **Stage 2** until you have passed the project.
7. The project is due by **SEPTEMBER 1, 2003**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. ***Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.***
8. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.
9. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
10. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. **Please sign the statement overleaf and incorporate it into your project after the bibliography.**