

**Em Inglês:**

Curricular Unit: **Sponsorship in Sports**

Objectives:

- Understand sponsorship as a source of information for design organizations;
- Relevant aspects of sport that confer advantages to maximize sponsorships;
- Know different categories of sponsorships;
- Knowing how relationships between sponsor, sponsored and consumer;
- The sponsorship plan.

Contents:

- Sponsorship as a funding source for organizations;
- Sponsored, sponsor, target population and media;
- Sponsorship categories: main sponsor, official sponsor, official supplier and institutional partners;
- Sponsor-sponsored relationships;
- Elaboration of a sponsorship plan.

Evaluation:

**Final exam**

Written exam.

Failed with a rating lower than 7.5 values or oral exam with a rating of 7.5 or higher.

**Continuous evaluation**

Attending at least two-thirds of classes.

Individual presentations of parts of the plan (50% of the final grade).

Prepare and submit in a group a sponsorship plan (50% of the final grade).

Bibliography:

Cornwell, T. B. (2014). *Sponsorship in marketing. Effective communication through sports, arts and events*. New York: Routledge, Taylor & Francis Group.

Crompton, J. L. (2014). *Sponsorship for sport managers*. Morgantown, WV: Fit Publishing.

Fetcho, M., Roy, D., & Clow, K. E. (2013). *Sports marketing*. New York: Prentice Hall, Pearson Education.