Chapter 10 Communicating the Value of Sports Sponsorships

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|  | **Concept** | **Definition** |
| 1 | Sports sponsorship |  |
|  | Inventory items (7) |  |
| 2 | 1. Venue
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| 3 | 1. Traditional media
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| 4 | 1. Digital media
2. Mobile Media
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| 5 | 1. Intellectual property
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| 6 | 1. Experiential
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| 7 | 1. Jersey
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| 8 | Recaps |  |
| 9 | Valuation approaches (3) |  |
| 10 | Impressions measurement (3) |  |
| 11 | Challenges with impression measurement |  |
| 12 | CPM definition/calculation |  |
| 13 | Problems with comparable valuation (3) |  |
|  | How to communicate sponsorships (4) |  |
| 14 | 1. Audience
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| 15 | 1. Credibility
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| 16 | 1. Institutional rhetoric
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| 17 | 1. Presentation
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