Chapter 10 Communicating the Value of Sports Sponsorships

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|  | **Concept** | **Definition** |
| 1 | Sports sponsorship |  |
|  | Inventory items (7) |  |
| 2 | 1. Venue |  |
| 3 | 1. Traditional media |  |
| 4 | 1. Digital media 2. Mobile Media |  |
| 5 | 1. Intellectual property |  |
| 6 | 1. Experiential |  |
| 7 | 1. Jersey |  |
| 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 |  |
| 15 | 1. Credibility |  |
| 16 | 1. Institutional rhetoric |  |
| 17 | 1. Presentation |  |