

## Sport Marketing and Sponsorship

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In total 34 papers have been identified for the sport marketing and sponsorship section in the second half of 2022, of which five have been selected for a more detailed review. These articles represent both marketing and sponsorship studies.

### Advances in Sport Marketing and Sponsorship

Table 1 captures the variety of topics and themes addressed by the 34 articles across the pre-selected journals. Written by 92 authors, these publications come from 5 different journals, and IJSMS is the journal with the most publications (17) followed by SMR (7 articles). Additionally, five articles are from ESMQ, while JSM and JGSM have three and two respectively. A breakdown of articles regarding themes and topics can be found in the table, and it can be seen that the majority of these publications (25) are about sport marketing related topics, and the rest about sport sponsorship. More specifically, consumer and fan behaviour related topics are the most dominant focus areas of study for sports marketing followed by sport broadcasting. With respect to sport sponsorship, sponsorship effects and mechanism is the most researched topic followed by research on value co-creation. In the remainder of this session, the five articles will be reviewed in more detail.

**Table 1 Selected Publication in Sport Marketing and Sponsorship**

Areas	Topics	Authors	Quantity
		Davies, Armstrong & Blaszk (2022)	
		Palau-Saumell, Matute & Forgas- Coll (2022)	
Sport marketing (25)	fan behavior	Ko, Asada, Jang, Kim & Chang (2022)	8
		Boronczyk & Zarins (2022)	
		Larkin, Fink & Delia (2022)	
		Alon, Shuv-Ami & Bareket-Bojmel (2022)	
		Huettermann, Uhrich &	

		Koenigstorfer (2022)	
		Mumcu & Nancy Lough (2022)	
		Sveinson & Allison (2022)	
		Kim, Lee, Jang & Ko (2022)	
		Raman & Aashish (2022)	
		Oc & Toker (2022)	
consumer behavior		Park, Lee & Lee (2022)	7
		Teng & Bao (2022)	
		Barbosa, García-Fernández, Pedragosa & Cepeda-Carrion (2022)	
		Salaga, Mondello & Tainsky (2022)*	
professional sports TV viewership		Oh & Kang (2022)	4
		Wills, Tacon & Addesa (2022)	
		Kim, Sung, Noh & Lee (2022)*	
brand marketing & sponsor marketing		Li & Watanabe (2022)	1
		Liang, Chen, Liu, Boardley & Shen (2022)	
city marketing		Salgado-Barandela, Barajas & Sanchez-Fernandez (2022)	2
human brand via social media & marketing managers		Doyle, Su & Kunkel (2022)*	
		Nessel (2022)	2
big data marketing review		Mamo, Su & Andrew (2022)	1
Sport sponsorship	Sponsorship effect and	Wang, Qian, Li & Mastromartino (2022)	5

(9)	mechanism	Filo,Hookway, Wade & Palmer (2022) Yuan & Gao (2022) Mastromartino & Naraine (2022) Boronczyk, Rumpf & Breuer (2022)	
	Value co-creation in sport sponsorship	Daigo & Filo (2022)* Buser,Woratschek & Schönberner (2022)*	2
	ambush marketing	Scott, Burton & Li (2022)	1
	Sponsorship and CSR	Shoffner & Koo (2022)	1
	Total		34

**Note: \* refers to articles reviewed in detail.**

The first article came from ESMQ, in which Doyle et al. (2022) explored how the content type and marketing orientation of athlete Instagram posts collectively would impact consumer engagement in the form of likes and comments. Drawing from self-presentation theory (Goffman, 1959), and the Model of Athlete Branding (MABI) developed by Arai et al. (2014), the authors proposed and tested the conceptual model of athlete branding via social media and a series of hypotheses. The study extends existing work by integrating offstage content as a new theoretical component of athlete branding and contributes to a holistic understanding of athlete branding within social media environments where most athlete-consumer interactions are asynchronous. While the findings demonstrated that athletic performance content generated higher rates of consumer engagement than offstage content, it was also found that Offstage content attracted similar engagement rates to Attractive Appearance and Marketable Lifestyle content, which supports its relevance and inclusion in social media research focused on athlete branding. In addition, it was revealed that posts containing good quality photos, and the athlete's teammates positively influenced engagement rates, whereas including hashtags negatively influenced engagement. This can help guide athletes in strategically creating, managing, and building their brands via social media.

The second article also came from ESMQ. Building on the sport value framework (Woratschek et al., 2014), sponsorship, and engagement literature, Buser et al. (2022) sought to conceptualise sport sponsorship as an engagement platform on which the sponsee grants access and both sponsees and sponsors integrate resources. Through a three-stage qualitative Delphi study with 61 experts from sport sponsorship practice, the study indicates that multiple sponsors, as well as the sponsee, integrate resources beyond the sponsorship contract. These resources which are usually not part of the sponsorship contract can be categorized into five types: management competencies, technical competencies, networking skills, innovative ideas, and products and services. The results highlight the importance of voluntary resource integration and the hidden potential for generating non-monetary value in sport sponsor engagement which can lead to strategic partnerships with access to knowledge and expertise. The study not only advances literature on the network approach in sport sponsorship by conceptualising sport sponsorship as an engagement platform at the meso-level embedded within a sport service ecosystem at the macro-level, but also provides insight into what types of resources sponsors and the sponsee integrate within and especially beyond the contract at the micro-level.

Also guided by Woratschek et al.'s (2014) sport value framework, Daigo and Filo (2022) explored value co-creation for sponsors and sponsees in their Sport Management Review article by focusing on a particular context, i.e. participatory charity sport event sponsorship. Through semi-structured interviews, they examined charity sport event sponsors' and managers' perceptions of how sponsors co-create value in the charity sport event context. While the results revealed similarities in the perceptions of sponsor managers and event managers in that sponsor employees are viewed as important advocates for the cause and partnership. Differences between the two groups emerged as event managers spoke explicitly about importance of financial contributions from the sponsors, while sponsorship managers highlighted how the sponsorship went beyond the monetary aspects. While both the Daigo and Filo (2022) and Buser et al. (2022) articles were guided by the sport value framework and examined value co-creation through the lens of sponsors and sponsees, the focus of the former is still on one party, i.e. the sponsors and how they could co-create value. In contrast, the latter article treated sport sponsorship as an Engagement Platform for both sponsors and sponsee as well as between sponsors, and explored how these parties could interact on the platform and integrate resources. While it's hard to compare the results of the two articles as the research questions are framed rather differently, it is worth mentioning

that both found value co-creation in sport sponsorship would encompass non-monetary value and voluntary resources, be it networking, skills or emotion.

Since the outbreak of the Covid-19 pandemic, the role of media in sport has become more pronounced than ever for professional sports as many matches were forced to take place in empty stadiums and revenue generated from broadcasting rights fees has become ever more important for leagues and franchises. While the symbiotic relationship between sport and mass media has long been recognized and studies examining the determinants of television viewership is robust, Salaga et, al. (2022) advance literature by estimating the determinants of viewership for sequenced live content broadcast (sequenced pre-game show, game broadcast, and post-game show) by Regional Sports Networks. Through empirical analyses utilizing Nielsen local market household television ratings from programming tied to the San Antonio Spurs of the NBA, the study demonstrates a significant audience carryover from each broadcast to the next. Meanwhile, substantial variance in the viewership determinants for each live program has also been found, suggesting viewers have different consumption preferences for each program type. In addition, the study illustrated that local team performance relative to expectations would significantly impact ratings for the subsequent non-adjacent pre-game show broadcast, whereby an unexpected win against a top team generates even more and an expected loss depresses interest in the type of coverage featured in pre-game telecasts. The above results have practical implications for broadcasting rights valuation, advertising pricing, and programming strategy.

On a related topic of media professional sports spectatorship, Kim et, al. (2022) also examined the determinants of demand for live professional sports broadcasting in their article published in the Journal of Sport Management, but their focus shifted to broadcasters. Using a panel data set from the 2018 Korea Baseball Organization league pennant race, the authors estimated the factors affecting broadcasters' choices of matches for televising and compared them with determinants of television viewership. It was revealed that while the broadcasters' choices of matches for live telecasts well reflected the actual TV audience viewership, different patterns of demand were observed for the broadcaster choice and the TV viewership models. Most notably, the predicted game attributes, such as outcome uncertainty, appeared to be significant predictors of the broadcasters' choice of games but not for the viewership; rather, viewership was determined by the past and current game attributes as well as the team

attributes. The findings of this study not only shed light on the drivers of broadcasters' choices of match broadcasting, but also have practical implications for games selection and promotion in order to maximize viewership.

## **Conclusions**

Overall, the relatively high quantity of works identified for this section and the wide range of topics and themes featured in them indicate that sport marketing and sponsorship continues to be an important area that spurs scholarly interest across the world. The papers reviewed are timely and methodologically rigorous spanning different research approaches and designs. Doyle et al. (2022) made conceptual advancement for athlete branding via social media, and the works of Buser et al. (2022) expanded theoretical understanding of sponsorship as a value co-creation platform. The works on viewership and TV audience behaviour highlight the importance of media against the backdrop of Covid-19 and have practical worth for sport media practice and strategy.

## **Reference**

- Arai, A., Ko, Y. J., & Ross, S. (2014). Branding athletes: Exploration and conceptualization of athlete brand image. *Sport Management Review*, 17(2), 97–106. <https://doi.org/10.1016/j.smr.2013.04.003>
- Goffman, E. (1959). *The presentation of self in everyday life*. Anchor Books.
- Woratschek, H., Horbel, C., & Popp, B. (2014). The sport value framework – A new fundamental logic for analyses in sport management. *European Sport Management Quarterly*, 14(1), 6–24. <https://doi.org/10.1080/16184742.2013.865776>

## **Annotated bibliography**

- Doyle, J. P., Su, Y., & Kunkel, T. (2020). Athlete branding via social media: examining the factors influencing consumer engagement on Instagram. *European Sport Management Quarterly*, 22(4), 506–526. <https://doi.org/10.1080/16184742.2020.1806897>

The above authors aim to examine how the social media content and marketing orientation techniques of athletes influence consumer engagement on the social platform. They selected 289 male professional athletes in American Major League Soccer as samples and monitored their public Instagram profiles over

one month. Applying self-presentation theory, the Model of Athlete Brand Image, and relationship marketing, the authors divided athlete content into four types (i.e., Athletic Performance, Attractive Appearance, Marketable Lifestyle, and Offstage Content) and found that compared to other content types, the athletic performance content type attracts higher rates of consumer engagement. Engagement rates are positively influenced by posts with high-quality images and the athlete's teammates, whereas posts with sponsored content and hashtags have the opposite effect. Based on this, they suggested that sports professionals can use athlete branding social media strategies to guide brand construction. Further research should include more extensive athlete groups and social media platforms.

Buser, M., Woratschek, H., & Schönberner, J. (2020). 'Going the extra mile' in resource integration: evolving a concept of sport sponsorship as an engagement platform. *European Sport Management Quarterly*, 22(4), 548–568.  
<https://doi.org/10.1080/16184742.2020.1820061>

The three researchers conceptualize sports sponsorship as an engagement platform grounded within the sports value framework. Applying a three-stage qualitative Delphi method with 61 experts from sports sponsorship practice, they tested the theoretical model at the micro-level and found multiple sponsors' and the sponsee' resource integration of management competencies, technical competencies, networking skills, innovative ideas, and products & services beyond the sponsorship contract. It is revealed that a sponsorship engagement platform is not only a pure promotional and sales tool for companies but helps multilateral relationships achieve monetary and non-monetary value. However, the generalization of the model needs more empirical studies to examine.

Salaga, S., Mondello, M., & Tainsky, S. (2021b). Determinants of consumption for regional sports network programming: an examination of inheritance effects, lead-in, lead-out, and game viewership. *Sport Management Review*, 25(3), 501–521. <https://doi.org/10.1080/14413523.2021.1953831>

The authors aim to gauge determinants of consumer demand for regional sports network programming. They chose samples of pre-game, game broadcast, and post-game broadcast ratings for the San Antonio Spurs of the NBA spanning four consecutive seasons and analyzed the data through OLS models. The results demonstrate that determinants of viewership for the pre-game show, game broadcast, and post-game all vary, but factors including contest quality, anticipated scoring, sustained success or failure of the team, superstars, opponent type, other popular televised sports programming, wagering market, holiday, as well as preference for uncertainty remain predictive. It is also revealed that the inheritance effect leads into the subsequent contest when local team performance meets market expectations.

Daigo, E., & Filo, K. (2021). Exploring the value sponsors co-create at a charity sport event: a multiple stakeholder perspective of sport value. *Sport Management Review*, 25(4), 656–678. <https://doi.org/10.1080/14413523.2021.1975401>

Guided by the sport value framework, the two authors explored value co-creation between charity sport event managers and sponsors by employing semi-structured interviews with five event managers and five sponsors from Japan. The interviews with sponsors revealed one theme which is sponsor contributions as symbolic contributions, and two categories including giving beyond financial contribution and internal awareness. The interviews with event managers

highlighted the theme of sponsors as event advocates, which include two categories, cause amplification and employee participation. The interviews also revealed both similarities and differences in the perceptions of sponsor managers and event managers. While sponsor employees were viewed by both parties as important advocates for the cause and partnership, differences between the two groups emerged as event managers spoke explicitly about importance of financial contributions from the sponsors, while sponsorship managers highlighted how the sponsorship went beyond the monetary aspects.

Kim, K., Sung, H., Noh, Y., & Lee, K. (2022). Broadcaster Choice and Audience Demand for Live Sport Games: Panel Analyses of the Korea Baseball Organization. *Journal of Sport Management*, 36(5), 488–499.  
<https://doi.org/10.1123/jsm.2020-0311>

The authors investigated determinants of television viewership and broadcaster choices of games by assessing a time-series cross-sectional data of the 2018 Korea Baseball Organization league. It was revealed that the broadcasters' choice order of matches were well reflected in the actual viewership, but different patterns of demand were also observed for the broadcaster choice and the TV viewership models. While the broadcasters' choices were based on popularity and team performance/quality, viewers showed preference for current games' on-field performance. In addition, while no evidence was found that audience would prefer games with higher outcome uncertainty, the broadcasters tended to choose games with more certain, rather than uncertain outcomes. It is suggested that broadcasters might either have less than perfect understanding of the factors driving TV audience demand, or there are some factors that broadcasters are unable to consider at the time of game selection.

