

Developing Successful Sport Sponsorship Plans Sport Management Library

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Developing Successful Sport Sponsorship Plans

Five Japanese companies joined the ranks of Tokyo 2020 on Friday. The bid committee announced Marudai Food Co., Ltd., private-label manufacturer EH Inc., amusement facilities operator MARUHAN ...

Sponsor Spotlight - Tokyo 2020 Builds Support; New Partners for NOCs

Golf is the new sweet spot of the Irish sports sponsorship sector ... On the back of a successful Irish Open and in advance of a Ryder Cup at Adare Manor in 2027, the sport has gained 'fresh ...

Why sponsors will soon be salivating over Irish golf

SUNY Oswego has hired Wendy McManus as its new Director of Intercollegiate Athletics. She will begin her post leading the Lakers on August 1, 2021.

Wendy McManus Named Athletics Director At SUNY Oswego

As Tokyo gets set to host the Olympics and Paralympics after 2020's false start, a multitude of behind-the-scenes players have long been exercising their minds to ensure a gold-standard games. We meet ...

Meet the unsung stars determined to make the Olympics a success

Read on for more from Kim and his South Korean sports city inside this Tuesday Talk. Around the Rings: What role do you play in the Gwangju 2015 organizing committee? Kim Yoon-Suk: As vice chairman ...

Tuesday Talk - Gwangju Prepares for Universiade of "EPIC" Proportions

As the first major tournament after the pandemic, EURO 2020 has attracted great excitement. As the Official Sponsor, Hisense appeared ...

Sponsoring EURO 2020 is the Inevitable Choice of Hisense's Globalization Strategy

Tech's coaching staff is expecting even bigger things for Barno this fall — he's already earning some early preseason accolades — and that will likely put him onto plenty of NFL draft boards, but this ...

Hokies 'learn how to fly on the way' with new name, image, likeness financial opportunities

Story continues Betway's flagship soccer sponsorship in the English Premier ... The group's successful sports betting and online gaming offerings are underpinned by its scale and leading ...

Super Group Provides New Market and Sponsorship Update

"Together we have succeeded in sustainably developing Swiss snow sports on various levels," Swiss-Ski President Urs Lehmann said. "We look back on extremely successful years - thank you very much ...

Swiss-Ski's main sponsor Swisscom to end 20-year sponsorship run

The link with Carabao, a Thai-based company, has provided the EFL with a platform to develop the ... it is a title sponsorship that has been hugely successful for both parties and highlights ...

EFL secures £42M sponsorship of the league cup over seven years with Carabao

SailGP seeks to be an annual, global sports league featuring fan-centric inshore racing in some of the iconic harbors around the ...

Changes needed to SailGP format

Italy is a football stronghold – and the FIGC plans ... of initiatives. Sport activity: organising and optimising national teams' management; strengthening youth football; developing women ...

Developing football in Italy

He is a lifelong Nike brand ambassador, a company often accused of running sweatshops in China and other developing countries ... to the shrinking of sports sponsorship and revenue landscape?

Cristiano Ronaldo and athlete activism: Where do you draw the line?

"We're continuing to adjust plans almost ... by gender, by sport. but when you see these women superstars receive the financial support...it changes their ability to be successful and ability ...

How Women-Led USOPC Is Leading Charge For Gender Equity In Olympic And Paralympic Movement

"If the sponsorship ... development path. Worldwide integrated marketing capability to accelerate globalization"Having a comprehensive global marketing system and meticulous operational plans ...

Sponsoring EURO 2020 is the Inevitable Choice of Hisense's Globalization Strategy

Hisense's sponsorship ... through charity and sports marketing, it drives visibility for Hisense and achieves universal trust and esteem globally. "Having a comprehensive global marketing system and ...

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