

# Sports Sponsorship

## SPM 6905

Tourism, Recreation and Sport Management

University of Florida

(Spring Semester 2021)

<b>Course Information</b>	Sections: 4B86 Credits: 3 Spring 2021 (Semester) Location: Web Based
<b>Contact Information</b>	Instructor: Mrs. Erin Braddock, M.S.A. Email: <a href="mailto:ebraddock@ufl.edu">ebraddock@ufl.edu</a> Office Hours: By Appointment unless otherwise specified in the syllabus
<b>Course Website:</b>	Canvas <a href="https://elearning.ufl.edu">https://elearning.ufl.edu</a>
<b>Course Communication</b>	For any general course inquiries, please post your questions in the “General Course Questions” discussion link on Canvas. For all other inquiries, please send your questions to <a href="mailto:ebraddock@ufl.edu">ebraddock@ufl.edu</a> and include the course prefix and number in the email.
<b>Required Book</b>	(1) Smith, P. (2016) <i>Sell with a Story</i> . New York, NY: American Management Association.
<b>Optional Book</b>	(2) Shaprio, R.M, Janakowski, M. A., (1998, 2001). <i>The Power of Nice. How to Negotiate So Everyone Wins – Especially You</i> . New York, NY: John Wiley & Sons, Inc.
<b>Required Resource</b>	<a href="http://www.Sponsorship.com">www.Sponsorship.com</a> (sign up for free membership under “Log-in” tab. Will be utilized to access various article assignments.) <b>ESP Guide to Sponsorship</b> (uploaded in Canvas. Will be utilized for various reading assignments as outlined each week)

## **Purpose of the Course**

Sponsorship spending accounts for over \$23 billion annually in North America alone. Sports sponsorship accounts for roughly 70 percent, or \$16.37 billion annually. In this class we will aim to understand how sports sponsorship differs from advertising and why it is seen as an effective marketing tool. Through the exploration of various types of sponsorship, students will also be able to formulate their own creative solutions to achieve partner brand objectives. Further, students will gain a firm understanding in how sports sponsorships are sought out, formulated, evaluated, and activated to produce positive ROI and ROO for partner brands.

## **Course Objectives**

After successfully completing this course, students should be able to:

- Ascertain the difference between advertising and sponsorship and why companies utilize sports sponsorship as an effective marketing tool
- Identify and differentiate between various sports sponsorship categories
- Distinguish upon and demonstrate how to research prospective sponsors
- Formulate a sponsorship proposal and effectively “pitch” ideas through story telling
- Articulate and categorize the keys to effectively negotiate and how to overcome objections
- Dissect and evaluate effective sponsorship proposals
- Summarize what sponsorship activation is and illustrate how to increase your likelihood of retaining and/or upselling partners
- Classify and differentiate between key performance indicators (KPI) for sponsorship recaps such as ROI and ROO
- Report upon the key reasons partnerships succeed or fail

## **Course Information and Policies**

1. Please be aware that the online learning platform can sometimes present significant challenges. Unlike traditional classroom settings in which each student gets the same class at a set time and day, the online setting is available to you 24 hours a day and gives students the opportunity to tailor the class to their schedule. Please note, however, this course is not entirely self-paced.
2. There are select times during which modules and course materials will be available to you. You can view each module’s lectures at any time during the dates in which the module is open. However, quizzes, exams, discussion questions and other assignments will only be made available to you until the due date(s) listed. There will be no class meetings for me to remind you of important due dates so please be sure to reference the syllabus to familiarize yourself with these critical deadlines.
3. All assignments, discussions, quizzes, and exams submitted after this time will not be eligible for credit.
4. If personal circumstances arise that interfere with your ability to meet a deadline, please let me know as soon as possible prior to the deadline. Only university accepted excuses will be accepted and documentation must be provided before make-up work is accepted. Requirements for make-up quizzes, assignments, and other work are consistent with university policy: <http://gradcatalog.ufl.edu/content.php?catoid=5&navoid=1054#attendance>.
5. You have up to three (3) days after the posting grade to contact me regarding any issues or concerns, after which the grade is final. Grades are based on a point scale and will not be rounded.

6. This syllabus represents the tentative plans and objectives for this course. As we go through the semester, plans may need to change to enhance the learning opportunity. Such changes will be communicated clearly.

### **Accommodations for Students with Disabilities**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <http://www.dso.ufl.edu/drc/>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

### **Course Evaluations**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

### **University Honesty Policy**

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conducthonor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

### **Counseling and Wellness**

Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

### **U Matter, We Care**

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

## Course Format

All class sessions along with course content will be delivered through Canvas. This online course will have key concepts presented through brief lectures, readings and videos. Students will demonstrate knowledge by taking quizzes, participating in discussions and the completion of course related assignments. Please refer to instructions on assignments as to its completion requirements.

## Canvas Course Organization

Each module may contain a mixture of:

1. Lectures
2. Readings / Videos / Case Study
3. Yellowdig Dialogue
4. Case Study Quiz

Note: There is one assignment in this course that will require the use of video chat and/or recording.

## Course Evaluation and Grading

### Yellowdig Discussion

In lieu of a traditional discussion board, we will utilize Yellowdig. We are using Yellowdig for two purposes: as a way to create a community outside of our classroom (since we are never together in person), and as a forum for having discussions about course content and reflecting on your progress in Sports Sponsorship over the course of the semester. To achieve those goals, I invite you to post items of interest relating to Sports Sponsorship on Yellowdig. You can also post articles, videos, and other webpages relate to your personal interests, and you can post about your experiences preparing various other written and oral assignments from the class.

Yellowdig will help you learn and prepare for other parts of the class, so your Yellowdig participation will be counted as part of your grade. To earn full credit, you will need to earn 14,000 points throughout the semester (1,400 points max per week) by adding Pins and by Commenting on and earning Likes from your peers.

### Case Study Quiz

There will be seven (7) case study quizzes throughout the semester. Case Study quizzes will consist of five (5) questions and you will have 15-minutes to complete them. Case Study quizzes will be available Monday to Sunday via Canvas and are due by 11:59PM Sunday; however, you only get one opportunity to complete it. Case Study quizzes are **open** notes. We are not responsible for computer/connection errors, so please make sure you use a reliable computer with a secure connection and take quizzes earlier in the day to leave you more time in case there is an issue. If you do have technical difficulties, be sure to contact Learning Support Services and email me immediately with a screenshot of the issue.

### Module Test

There will be three (3) module tests throughout the semester (Modules 1, 2 & 3). The module tests consist of ten (15) questions and you will have 40-minutes to complete them. Module tests will be available Monday to Friday via Canvas and are due by 11:59PM Friday; however, you only get one opportunity to complete each test. Module Tests are **closed** notes. We are not responsible for computer/connection errors, so please make sure you use a reliable computer with a secure connection and take tests earlier in the day to leave you more time in case there is an issue. If you do have technical

difficulties, be sure to contact Learning Support Services and email me immediately with a screenshot of the issue.

### **Core Assignments**

As you move through the course of the semester, you and your fellow classmates will be grouped to form your own “agency” (2-3 person groups depending on class size). Your “agency” will assume the role of a consultant for the Jacksonville Jaguars Corporate Partnership team. You’ll be assigned a specific case study and be asked to formally present a minimum of 2 “big ideas” around activating one of their sponsors. Not only will your assignment receive a grade per the rubric, but executives from the Jacksonville Jaguars Corporate Partnership team will review submissions and select one “agency” as the “winner”. The members of the “agency” will each receive ten (10) extra credit points to apply to a low quiz or test score.

The assignments over the course of the semester will aide in building your final proposal, some group and some individual. The high-level progression breaks down as follows:

- 1) Review the final project video (Individual)
- 2) Research the Jacksonville Jaguars & assigned company (Individual)
- 3) Complete Selling with a Story exercise (Individual)
- 4) Schedule and conduct prospecting call (Group)
- 5) Complete a brand brief (Individual)
- 6) Complete formal proposal for the Jacksonville Jaguars (Group)

### **Course Schedule**

This schedule is a tentative outline of the reading, projects and assignments that will be covered throughout the semester. If there are changes or amendments to this schedule, you will be told well in advance of any assignments that may be due.

<b>Module</b>	<b>Week</b>	<b>Assignment</b>	<b>Due Date</b>	<b>Points</b>
<b><u>Module 1</u></b>  In this module, students will gain a better understanding of what sports sponsorship is and why it's continuing to grow. We'll examine why companies sponsor and what goes into their decision-making process when determining which properties to partner with. In addition, we'll explore the various benefits a company may receive when sponsoring a property.	<b>1</b>	Syllabus/Intro Quiz	Jan. 17	10
		Student Introductions YD	Jan. 17	n/a
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	<b>3</b>	Case Study Quiz - Danielle D.	Jan. 31	25
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	<b>4</b>	Case Study Quiz - Matt B.	Feb. 7	25
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<b>5</b>	Case Study Quiz - Adam J. & Brian G.	Feb. 14	25	

Module	Week	Assignment	Due Date	Points	
<b>Module 2</b>	<b>6</b>	Module 1 Test	Feb. 19	75	
<p>In this module we will examine various aspects of the sales cycle and how to effectively use story-telling throughout. Further we'll learn how to prospect and pitch clients and the role analytics plays in building an effective proposal. Lastly, we will examine effective ways to negotiate and handle objections.</p>	<b>7</b>	Sell with a Story Assignment	Feb. 26	25	
		Case Study Quiz - Jon R.	Feb. 28	25	
		Mid-course Survey	Feb. 28	0	
	<b>8</b>	Group Prospecting Email	March 5	10	
		Scarborough Quiz	March 7	25	
	<b>10</b>	Brand Brief	Mar. 19	50	
	<b>Module 3</b>	<b>Week</b>	<b>Assignment</b>	<b>Due Date</b>	<b>Points</b>
	<p>In module 3 we will examine many facets of activating a sports sponsorship deal; namely what it is, what it costs, role responsibilities and challenges. Further we will examine ROI, ROO and KPI and how they are showcased to partners. Lastly, we'll also explore various ways to create long-term partnerships and why sponsorships fail.</p>	<b>11</b>	Module Test 2	Mar. 26	75
Case Study Quiz - Andrew K.			Mar. 28	25	
<b>12</b>		Case Study Quiz - Stefanie O	April 4	25	
<b>13</b>		Case Study Quiz - Jordan G.	April 11	25	
<b>Module 4</b>		<b>Week</b>	<b>Assignment</b>	<b>Due Date</b>	<b>Points</b>
<p>Students will apply what they've learned throughout the semester with a culminating project, last module test, and final examination.</p>	<b>14</b>	Final Sponsorship Proposal	April 14	100	
		&	&		
		Response to (2) other proposals	April 18		
	<b>15</b>	Yellowdig Discussion – (cumulative 14K points for full credit. 1,400 weekly point max.)	April 19	300	
		Module Test 3	April 21	75	
			<b>Total</b>	<b>920</b>	

### Grading Scale

<b>A</b>	=	93-100%	<b>C+</b>	=	77-79.9%
<b>A-</b>	=	90-92.9%	<b>C</b>	=	73-76.9%
<b>B+</b>	=	87-89.9%	<b>C-</b>	=	70-72.9%
<b>B</b>	=	83-86.9%	<b>D+</b>	=	67-69.9%
<b>B-</b>	=	80-82.9%	<b>D</b>	=	60-66.9%