



Sponsor- and Country-Related Predictors of Sponsorship Effectiveness: Sponsorship in a National and International Environment (Applied Marketing Science / Angewandte Marketingforschung)

Christian Lucas

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Christian Lucas investigates the effectiveness of sports sponsorships. Two empirical studies are conducted, based on a comprehensive literature review. Implications from both studies are derived that can guide sponsorship managers in their daily business. Successful sports marketing execution is more than purchasing a 30-second spot or signage in a stadium: It is to improve and enhance customer experience to be able to engage in a conversation with them. The first study analyses activation means by conducting a multi-level field study combining data about the sponsorship instruments of Bundesliga sponsors with fan perceptions. The second study examines international differences in sponsorship effectiveness of Formula One sponsors.

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