GENERAL TECHNICAL ISSUES AS PROMOTIONAL SPONSORSHIP IN SPORT

ASPECTE GENERALE PRIVIND SPONSORIZAREA CA TEHNICĂ PROMOȚIONALĂ ÎN SPORT

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Abstract: *Sponsorship is a marketing technique, so a communication technique. It allows direct linking to a brand or a company attractive to a public event. Sponsorship in sport constitutes agreement whereby one party (the sponsor) provides money and / or measurable benefit in money, while the other (sponsored) provides opportunities for communication and / or other compensation in return, requested by the sponsor and resulting directly or indirectly from sports.*

Scopes in sports sponsorship ever is diversification so less spectaculars sports considered more or less a spectacle for general public opened, with beautiful views, the sponsorship

Key words: *sponsorship communication technique*

INTRODUCTION

Sponsorship is a communication technique through events that allows the association of brand of_ of a product / product category, or an organization, with an individual, group of individuals or an event that appeal to a specific audience.

Sponsorship follows the achievement of a direct and rapid gain in terms of imageand reputation for the firm (as opposed to patronage - more discreet anddisinterested action, long-term effects sponsor), by:

-**Increasing direct audience** - persons present to place of sponsored event (the stadium, concert or exhibition - name and logo imprinted on

sports clothing oncompetition cars or on billboards located in the stadium, custom promotional itemsoffered to the public, etc..)

- **Increasing the audience indirect** - to achieve capital image and reputation throughmedia coverage of the event (increasing number of people attending the of_through radio or TV commercials, the news, the ads in newspapers, advertisingcaravans etc.);

The definition of sports sponsorship - the only existing official definition - wasdiscussed and approved at the Council of Europe to the _ Conference ofEuropean Ministers of Sport in Palma de Majorca:

"By sponsoring sport means any agreement / agreement under which one party(the sponsor) provides material resources, financial and other benefits the other party (sponsored), but its association with a sport or sports and especially thepromise of use this combination with sport or athlete for advertising, especially TVadvertising ".

MATERIAL AND METHOD. RESULTS AND DISCUTION

Sport did not have to focus on marketing and promotion as they did other industries. The reason of this situation is simply general interest for sport. (95% of Americans believed that their lives were affected by the sports daily.

Because of the visibility they enjoy many businesses want to associate with sport.Sport ensure a vehicle for promotional viewers that are often quantified and the amount of spectators (demographics) is generally good.

Each sport attracts a particular audience, so sponsoring a competition to reach theassociate sponsor allows quite successful, the target group followed by him.

Sponsorship is characterized by the following elements:

1) an exchange relationship type benefit-consideration;

2) provide sponsorizatului sponsor money and / or other resources (in kind or inservices);

3) sponsored will have to deliver the established consideration in advance which will be conducted so as to directly or indirectly promote the sponsor's marketing objectives;

4) sponsorship involves extensive use of advertising.

The development of this technology in sports related to a number of factors:

- Change the hierarchy of values that tend to increase leisure and recreation, thefulfillment of personal satisfaction, by building a critical active;

- Changing traditional advertising communication conditions - bans on certainproducts, supplying information to consumers, increasing costs in traditional media- which turned sponsoring in a possible way to avoid these prohibitions and limitations.

The position of sponsorship in communication mix is complex in that it involvessimultaneously advertising, promotion and public relations.

Aim of the sponsorship materializes with refinement and subtlety, with an effective impact on the viewer.

Sponsors-sponsored relationship is complex and can be regarded as the most dynamic element are the sponsored. The popularity and reputation of the athleteand of the sports event determines the sponsors orientationto sponsored.

Sponsorship contributes to restoring or improving the company image andincrease its prestige to its employees, to suppliers or to sales forces, effort andsponsorship effects approach is specified in the annual report is published inleaflets of presentation of the company.

Sports sponsorship has developed in the early '70s and now has the largest sharein the field due to the potential increased public involvement in comparison withtraditional advertising techniques, because the individual has only one way to avoid the perception message - why not watch or attend sporting event in question.

Sport has always novelty, but also safety, because much of the public interest and,therefore, sponsors can count on a means of mass communication that does not disturb or interrupt the sports show, but actually has an impact on the public . In the case of event communication, interest in sport facilitates exposure to the sponsor message.

A company involved in sports sponsorships can send instant messages to millionsof potential buyers, generate community goodwill part, but most importantly it canincrease market share and profit.

The main levels of sponsorship are:

1 The main sponsors - are most visible watermarks, whether the equipment or the stadium game Are taught to invest more in sponsorships and most times, before orafter a sporting event develop additional programs.

2 Secondary sponsors - buy the most visible place after the main sponsor to maintain or enhance corporate image Spend less than the main sponsors but they are important players on the market they belong.

3 Associate sponsors are mostly tiny companies or large companies, wheremarket success which includes sports competitions requires their presence. They do not spend very much however, recover their investment cost They can be part andcross-marketing programs.

Following the analysis performed, revealed several categories of people in termsof interest in sport:

• strong people involved;

• less people involved (occasional);

• poor people involved.

Sponsorship has the advantage of being less expensive compared to traditional advertising.

Scope of sponsorship in sport is constantly growing, so sports as less spectacularor a less spectacular for the public were opened, with beautiful views, tosponsorship

Virtually all sports could be supported, but practically best sports, in terms of the sponsor, are those who are interested in a large public or media.

Sponsorship provides businesses with communication channels and new ways offinancing sponsored own work. Critical in addressing these techniques in sport arerelated to high dependence of the sponsored by its sponsor.

Sponsorship size refers to its object, which can be a permanently fixed, mobilespace, personality, team or association, sports etc.

The following types of sponsorship, appropriate objectives which it proposes a form of communication:

1) sponsorship of notoriety;

2) sponsorship of the image;

3) sponsorship of credibility

1) Sponsorship of fame

This form of communication is not an actual message sent, its contents are limited to a simple signature The stated objective is to make known a consumer segmentname of a product or a company The main requirement of this form of sponsorshipis that the signature is seen by the largest possible number of spectators.

Disadvantages notorious sponsorship budgets are based on necessary substantial and rapid saturation in terms of advertising space, but also in terms ofaudience attitude as it is possible that after a certain threshold, increasing publicawareness to create a message or a weak phenomenon adversity, rejection.

Sponsorship of awareness remains an extremely viable commercial products /sectors whose advertising is regulated (alcohol and tobacco) Basically,sponsorship is a means to circumvent the law, where access to televisionadvertising as these products is extremely limited or prohibited.

2) Sponsorship image

Sponsorship of photography is a more subtle than sponsoring high profile, in that it aims to suggest, to evoke rather than public goal set out in detail This causes theviewer's mind a strong association between an event and a product or company.

The advantage of this type of sponsorship, promoted in a long term strategy, lies inthe impact it has on an audience - target accurately determined, because of thefittest event.

3) Sponsorship of credibility

Sponsorship of credibility has features like Image sponsorship by the fact thatincreasingly rely on the association between a sporting event and a product orcompany.

But differs from it by the criteria of choice of sports, the purpose ofselecting those that are directly related to production and commercial activity of the company sponsor.

CONCLUSIONS

Sponsorship is a communication technique that allows association event of a product brand / product category, or an organization, individual, group ofindividuals or an event that has appeal to a specific audience.

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