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THE LATEST ON SPORTS, ARTS, CAUSE AND ENTERTAINMENT MARKETING



SPECIAL EDITION FOR SPORTS

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IN DEPTH

## 2013 SPONSORSHIP OUTLOOK: SPENDING INCREASE IS DOUBLE-EDGED SWORD

*Marketers willing to spend on integrated partnerships that deliver substantial benefits.*

Due in large part to major partnerships that are redefining traditional sponsorship—and in many cases making the term obsolete—IEG is projecting significant sponsorship spending growth for 2013, even in the face of overall economic volatility.

The 28th annual year-end industry review and forecast from IEG projects an increase of 5.5 percent in sponsorship spending by North American companies this year over 2012. Globally, IEG forecasts 4.2 percent growth.

*2013 Sponsorship Outlook continued on p6*

ACTIVATION

## TRENDWATCH: TWO TRENDS TO LOOK FOR IN 2013

*Companies place more focus on unique experiences that can be shared with employees and frequent customers.*

What trends should rightsholders be on the lookout for in 2013? How can they leverage those trends to secure new sponsors?

Two activation platforms that are growing in importance: customer rewards programs and employee engagement.

Below, IEG SR breaks down how companies are activating sponsorship to build relationships with employees and loyal customers.

*Trendwatch continued on p4*

IN DEPTH

## COMPENSATION REPORT GIVES MOST SPONSORSHIP PROS REASON TO CHEER

*Average raise much higher than other industries; variable pay at agencies takes a hit.*

It's good to work in sponsorship, according to IEG Sponsorship Report's 17th annual salary survey.

The industry's compensation picture was much brighter in 2012 than in 2011. In addition pay increases far outpaced the U.S. national average.

Most sponsorship professionals—59 percent—received a raise in 2012. That compares to just 52 percent who saw their

*Compensation Report continued on p2*

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# 1991 Leg Directory Of Sponsorship Marketing

**Terry C. Jones**



## **1991 Ieg Directory Of Sponsorship Marketing:**

**IEG Directory of Sponsorship Marketing** ,1994      **IEG Directory of Sponsorship Marketing** ,      *IEG Sponsorship Sourcebook* ,1995      Effective Fund-Raising Management Kathleen S. Kelly,2012-12-06 In a ground breaking departure from existing works almost all of which are how to manuals based on anecdotal evidence this is the first academic textbook on fund raising By integrating practical knowledge with social science theory and research it presents a comprehensive approach to the function from its legal and ethical principles to the managerial process by which gifts are raised Territory previously uncharted in the literature is explored such as the historical and organizational contexts of contemporary practice Explanations of programs techniques and publics introduce a new system for understanding fund raising s major concepts Unlike efforts in established fields most of the material represents original scholarship undertaken to produce a first time text The book s main purpose is to teach students about fund raising a high demand high paying occupation that will continue to expand into the 21st century as the need for trained practitioners exceeds the supply During the last decade fund raising education moved into the formal classroom and away from an apprenticeship tradition of senior practitioners mentoring newcomers Yet until now there has not been a textbook to support this evolving professionalism Faculty have been reluctant to define fund raising as an academic subject in the absence of a theory based teaching resource and courses usually have been assigned to part time instructors hired from the practice This textbook addresses the void It is designed for graduate and upper level undergraduate courses dealing with fund raising as a primary or secondary subject Among its features each chapter points out research gaps and opportunities such as problems and theories for master s theses and doctoral dissertations and ends with a list of suggested readings The text is appropriate for the diverse academic areas in which fund raising nonprofit management and philanthropy are taught including public administration management arts and humanities education social work economics and sociology Because of its public relations orientation it is particularly suited for courses offered in that discipline Additional audiences are practitioners enrolled in professional development programs CEOs trustees and others interested in self study and scholars who need serious literature on the subject      **New Serial Titles** ,1991 A union list of serials commencing publication after Dec 31 1949      **The Complete Guide to Special Event Management** Ernst & Young LLP,Dwight W. Catherwood,Richard L. Van Kirk,1992-08-04 Produced by the advisors to the Nobel Peace Prize and the 1984 Olympics this book offers practical event management and marketing advice flavoured with various anecdotes in one easy to read format It explains precisely how to build image or company recognition by sponsoring diverse sizes and types of events ranging from entertainment to sports It also covers every stage of marketing logistics finance concessions and public relations      *Arts Management* ,1990      *Publishers Directory* ,1994      **The Heritage Tourist Experience** Dallen J. Timothy,2017-05-15 This three volume reference series provides an authoritative and comprehensive set of volumes collecting together the most influential articles and papers on

tourism heritage and culture The papers have been selected and introduced by Dallen Timothy one of the leading international scholars in tourism research The second volume The Heritage Tourist Experience focuses on the nature of the heritage experience the demand for heritage and managing visitors and their experiences Sold individually and as a set this series will prove an essential reference work for scholars and students in geography tourism and heritage studies cultural studies and beyond

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*Strategic Sport Communication* Second Edition explores the sport industry s exciting and multifaceted segment of sport communication With communication theory sport literature and insight from the industry s leading professionals the text presents a standard framework that introduces readers to the many ways in which individuals media outlets and sport organizations work to create disseminate and manage messages to their constituents The team of international authors has drawn on its extensive practical academic and leadership experiences to update and revitalize this second edition of *Strategic Sport Communication* Using the industry defining standard of the Strategic Sport Communication Model SSCM the text explores sport communication in depth and then frames the three major components of the field personal and organizational communication sport media and sport communication services and support Readers will discover how each aspect of this segment of the sport industry is integral to the management marketing and operational goals at all levels of sport organizations The second edition includes the following enhancements A new expanded chapter titled Integrated Marketing Communication in Sport allows students to explore modern marketing strategy Substantial updates and new information on multiple social media platforms throughout the book elucidate the latest trends Sport Communication at Work sidebars and Profile of a Sport Communicator features apply topics and theoretical concepts to real world situations Key terms learning objectives and chapter wrap ups with review questions discussion questions and individual exercises keep readers engaged and focused An expanded ancillary package provides tools for instructors to use in course preparation and presentation The content is complemented by photos throughout and organized in an easy to read style Part I of the book introduces sport communication by defining the scope of study examining roles and functions of sport communication professionals and looking at the history and growth of the field Part II dives into the SSCM which provides a macro view of the three main components of communication in sport This section also addresses digital and mobile communications public relations and crisis communication and sport research Part III addresses sociocultural issues and legal aspects of sport communication including culture gender sex race ethnicity and politics Throughout the text individual exercises group activities review questions and discussion questions promote comprehension for a variety of learning styles With *Strategic Sport Communication* Second Edition readers will be introduced to the vast and varied field of sport communication The framework of the SSCM prepares readers with foundational and theoretical knowledge so they are able

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