



Sportsponsoring am Vereinsbeispiel FC Schalke 04 (German Edition)

Thilo Trost, L Juschka

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Projektarbeit aus dem Jahr 2008 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2,03, Academy for Junior Managers (Academy for Junior Managers), 11 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Unter Sponsoring versteht man die Zuwendung von Finanzmitteln, Sach- [...] und / oder Dienstleistungen durch Unternehmen oder Private (als Sponsoren agierend) an eine Einzelperson, eine Gruppe von Personen, Organisationen oder Institutionen (als Gesponserte auftretend), gegen die Gewährung von Rechten zur kommunikativen Nutzung von Projekten, Personen, der Organisation, der Institution und/oder Aktivitäten des Gesponserten auf der Basis einer vertraglichen Vereinbarung (Sponsorship), mit der regelmäßig auch eigene (unternehmensbezogene) Ziele verfolgt werden.

Die wohl am weitesten verbreitete Form des Sponsoring ist das Sportsponsoring.

Drees zufolge beginnt die Geschichte des Sportsponsoring in Deutschland in den siebziger Jahren, insbesondere im Zuge des Verbotes von Fernsehwerbung für Tabakwaren 1974, da die Tabakindustrie das Sportsponsoring als Ersatzwerbefeld für sich entdeckte. Seit dieser Zeit nimmt die Bedeutung dieser Richtung des Marketing kontinuierlich zu.

Hierbei nutzt der Sponsor die Medienpräsenz des Sports aus, um seinen eigenen Bekanntheitsgrad zu steigern.

Des Weiteren versucht der Sponsor im Zuge eines so genannten Imagetransfers, das positive öffentliche Ansehen des / der Gesponsorten auf das eigene Image zu übertragen.

Ein solcher Imagetransfer wirkt allerdings auch entgegengesetzt, wenn der Gesponserte negativ auffällt.

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