

Sponsoring Als Mittel Zur Unternehmenskommunikation - Brunhilde Fellermeier

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Diese Arbeit bietet einen kurzen Überblick über die theoretischen Grundlagen des Sportsponsorings. Anhand einer Vielzahl anschaulicher und aktueller Beispiele werden die unterschiedlichen Ausprägungen des Sponsorings bei verschiedenen Sportarten analysiert: Die Verbindung von Sport und Werbung ist heute aus Wirtschaft, Medien und dem Sport selbst nicht wegzudenken. Das Kommunikationsinstrument Sponsoring hat sich in den letzten zehn Jahren sehr dynamisch entwickelt. War es anfangs für den Zuschauer und Besucher von Sportveranstaltungen noch ungewohnt und wurde meist als Stillstand, wird es inzwischen weitestgehend akzeptiert. Ohne das Engagement und die finanzielle Unterstützung von Sponsoren wären sportliche Großveranstaltungen, wie z.B. Fußballweltmeisterschaften oder Olympische Spiele, aber auch kleinere Sportveranstaltungen nicht mehr zu realisieren. Unternehmen aus den verschiedensten Branchen setzen inzwischen Sponsoring im Rahmen der Marketingkommunikation erfolgreich ein.

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