

University of Massachusetts
Department of Sport Management

Sport Event Sponsorship
SPORTMGT 491H
Fall 2006

Instructor:	Dr. McDonald;	TA:	Caitlin Rothstein
Office:	236E ISOM	Classroom:	EL Room
Office Hrs:	TuTh 11:00 – noon (and by appt.)	Email:	mcdonald@sportmgt.umass.edu
Telephone:	545-5062		crothste@som.umass.edu

REQUIRED READING MATERIALS:

Course Reading Packet

COURSE OBJECTIVE:

This experiential learning course provides students with the opportunity to actively participate in their personal and professional development. Through actively participating in the learning process, students will enhance their experience and understanding of the corporate sponsorship sales process specifically in the areas of proposal development, research and analysis, solicitation/sales, contracts, evaluation and servicing/managing. Students will apply these concepts to a practical situation, namely selling actual sponsorship packages for SoccerFest, to be held by the Sport Event Management Class in May 2007.

COURSE METHOD:

This is an experiential learning course. Students will learn by doing under the guidance of Dr. McDonald and the teaching assistant. Course readings will provide background theoretical knowledge to aid in the process of securing corporate partnerships. Informal meetings will be held when needed to successfully secure corporate partnerships. During the entire semester, students will spend a majority of their time contacting and meeting with corporations to secure corporate partnerships for SoccerFest.

GRADING BASIS:

Sponsorship Logbook	50%
Active Participation	20%
Final Evaluation paper	30%

Active Participation

The success of this class as a “sales team” and the quality of the experiential learning and personal development for which this course is based is directly related to active involvement, communication, and decision-making. If you do not attend required meetings, you will lose out on valuable opportunities to participate in discussions, including analysis of sponsorship opportunities. A large portion of the participation grade includes each student’s contributions to the team effort in securing sponsors for SoccerFest; thus, peer evaluations

will be taken into account when calculating the final participation grade. The entire group will meet once every two weeks to give progress reports and compare notes.

Sponsorship Logbook

Students will be responsible for the maintenance and compilation of a logbook detailing their daily efforts, actions and meetings with corporate clients. Logbook entries should include detailed records including dates and summaries of all interactions with current and potential sponsors. Logbooks will be collected every two weeks for review and feedback. Final logbooks at the end of the semester will be evaluated for grades.

Final Evaluation Paper

At the end of the semester, students will be required to complete an evaluation of the sport sponsorship course and process, guided by questions provided by the instructor. The paper will be 8-10 pages, demonstrating the student's ability to apply the course readings (theory) to the actual sponsorship sales process utilized throughout the semester.

GRADING SCALE

94 - 100%	A	77 - 79%	C+
90 - 93%	A -	74 - 76%	C
87 - 89%	B +	70 - 73%	C-
84 - 86%	B	67 - 69 %	D +
80 - 83%	B -	64 - 66%	D

COURSE OUTLINE

Week 1 **Read Section I: Nature of Sport Sponsorship**

Week 2 **Read Section II: Developing Sport Event Sponsorships**

Week 3 **Read Section III: Selling Sponsorships**
Start Contacting Potential Sponsors

Week 4 **Read Section IV: Evaluating Sponsorship Impact**
Submit Logbooks for Review & Feedback

Week 5 **Read Section V: Managing Sponsor Relationships**
Meet as Group to Report Progress

Week 6 **Sell, Sell, Sell!!**
& onwards **Submit Logbooks for Review & Feedback**
