Chapter 14
Effect of Image Transmission in Sports Sponsorship in Chile

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ABSTRACT
This chapter firstly aims to introduce the notion of sports sponsorship and the effect it has on the commercialization of products and services with society and, more importantly, its use by companies to project a positive image associated with their brand and objectives. Secondly, the chapter explains the various measurement and evaluation tools available for efficacy transmission of image in sponsorship. It provides a process model for the implementation of the sport sponsorship model based on Irwin and Asimakopoulos (1992) and later adapted by Karg (2007). Finally, the chapter compares sports sponsorship investment in Chile with more advanced countries such as Spain and the United States and how companies allocate funding towards sports with the aim of increasing their brand in associated markets.

INTRODUCTION
The interpretation and definition of sports marketing can be quite complex. Author of Sports marketing Smith (2012) referred to the commercialization of sports as, "the application of concepts of marketing for products and sports services", and "the commercialization of non sports products and their association with sports." Therefore it can be stated that the notion of sport marketing has two fundamental characteristics, Firstly the application is of practices of marketing in general related to the products with sports and services. Secondly, the commercialization of consumer and industrials product services through sports".

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Chao (2011) states that sponsorship, a promotional tool, plays an essential role in the commercialization of products and services.

Crompton (2004), states that the evaluation of the efficacy of sponsorship has two purposes firstly, a measurement of the value that sponsorship provides, and secondly one, it is that the evaluation of the investigation that the manager of sports with the information sales that can be utilized represents the sponsoring potential.

According to, Meenaghan (2001) the principal reason for the investment in sponsorship is to obtain consumers response; therefore, the measurement of the effects of sponsorship is a theme that is in need of investigation.

BACKGROUND

Sponsorship

Sponsorship is known as a cost-reducing support mechanism delivered by a company or entity, an artist or sportsman, in exchange for publicity. The term has had prosperity for many years, and this is due to the profitability that has granted companies to utilize this marketing tool (Muñiz, 2009).

Definition of Sponsorship

The sponsorship consists of different definitions; Pope and Turco (2001) refer to sponsorship as a supply of resources, with the aim of allowing this to follow some activities in exchange for benefits envisaged in terms of the strategy of promotion.

Rifon, Choi, Trimble and Li (2004), identified sponsorship like an entity, corporation or investors that generate a union with a theme, waiting to see if this may influence the public. Solano (2008) adds that sponsorship can also be observed as a technique of structured communication which an entity delivers financial resources through, for the sake of correlating its brand image, with the sponsored element. Table 1, refers to academic definitions of sponsorship from 2000 until the present time.

Objectives of Sponsorship

The bibliography has been revised and it has found similitude in the objectives exposed by the authors, example, the improvement of the image is one objective, as well as, increasing the knowledge of the check mark and sales (Walliser, 2003; Fullerton, 2006; Choi and Yoh, 2011; Sawatari, 2012).

Table 2 reflects different authors’ characteristics regarding the objectives of sponsorship.

Walliser (2003) mentions that the primary objective for corporations is the improvement of image and the increase of the knowledge of the check mark, since this helps to increase company sales. Publication Strategic Sport Ltd (2010), added that the increase of the check mark and the loyalty generated through sponsorship to the principal objectives are reflected in the increase of sales and quota of market.

Choi and Youh (2011), stated that one their objective was the incrementation of conscience of the check mark, ultimately improving the company’s image and increasing the sales which coincidently is the purpose of sponsorship, but Mechado, in that same year, researched other variables such as changing or reinforcing the image, generating traffic, stimulating sales and the social responsibility. More Recently Sawatari (2013), added two new areas of interest to the previous studies: Increasing the visibility between the potential investors and improving the productivity and thus the focus will now be on the reinforcement of the image, to stimulate sales and social responsibility.

The incorporation of these new elements assists our central purpose in the observing the utilization of sponsorship and no longer the form that just helps to increment the sales of products or services, but also the platform that the company utilizes that now involves the companies social responsibility and the impact that this generates consumer behavior.

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