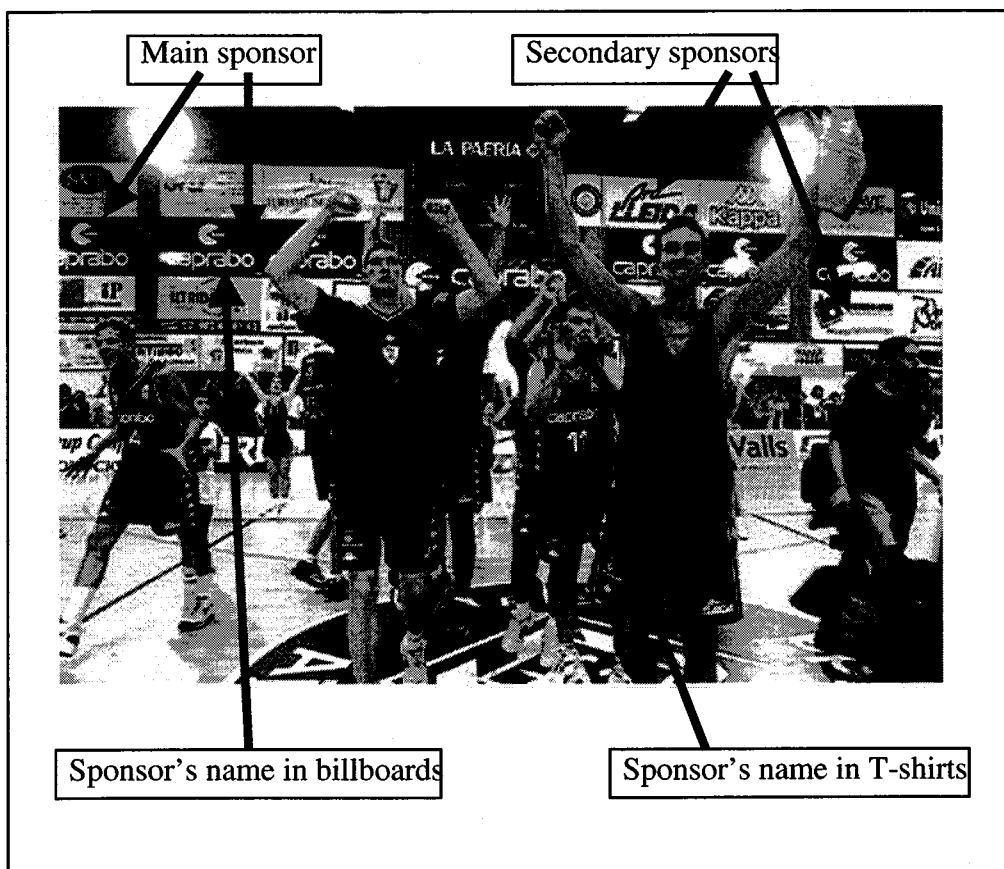


ANALYSIS OF THE SPONSORING IMPACT ON
THE MASS MEDIA AND LOCAL SPECTATORS:
A CASE STUDY OF CAPRABO LLEIDA
BASKETBALL



Jonathan Buendía

Department of Social Sciences of Sport
University of Jyväskylä
Sport Planning and Administration
Spring 2001

CONTENT

Abstract

Preface

1 Introduction	Page 1
2 Review of the literature	Page 7
3 Statement of the problem	Page 12
4 Research design	Page 13
4.1 Sample	Page 13
4.2 Instrumentation	Page 15
4.2.1 Indirect audience	Page 15
4.2.2 Direct audience	Page 18
4.3 Procedures	Page 19
5 Results	Page 21
5.1 Analysis of the sponsoring impact on the mass media and direct spectators from September'99 to October'99	Page 21
5.1.1 Sponsor impact on indirect spectators	Page 21
5.1.1.1 Sponsor's name impact on TV	Page 21
5.1.1.2 Sponsor's name impact on radio	Page 22
5.1.1.3 Sponsor's name impact on newspapers	Page 22
5.1.2 Sponsor impact on direct spectators	Page 23
5.1.2.1 Sponsor's name impact on advertising billboards	Page 23
5.1.2.2 Sponsor's name impact on local spectators live	Page 23
5.1.2.3 Sponsor's name impact on T-shirts	Page 25
5.2 Analysis of the sponsoring impact on the mass media and direct spectators from November'99 to February'00	Page 27
5.2.1 Sponsor impact on indirect spectators	Page 27
5.2.1.1 Sponsor's name impact on TV	Page 27
5.2.1.2 Sponsor's name impact on radio	Page 30
5.2.1.3 Sponsor's name impact on newspapers	Page 34
5.2.2 Sponsor impact on direct spectators	Page 36
5.2.2.1 Sponsor's name impact on advertising billboards	Page 37
5.2.2.2 Sponsor's name impact on local spectators live	Page 37

5.2.2.3 Sponsor's name impact on T-shirts	Page 38
5.3 Analysis of the sponsoring impact on the mass media and direct spectators from March'00 to June'00	Page 42
5.3.1 Sponsor impact on indirect spectators	Page 42
5.3.1.1 Sponsor's name impact on TV	Page 42
5.3.1.2 Sponsor's name impact on radio	Page 45
5.3.1.3 Sponsor's name impact on newspapers	Page 49
5.3.2 Sponsor impact on direct spectators	Page 51
5.3.2.1 Sponsor's name impact on advertising billboards	Page 52
5.3.2.2 Sponsor's name impact on local spectators live	Page 52
5.3.2.3 Sponsor's name impact on T-shirts	Page 53
5.4 Analysis of the sponsoring impact on local spectators live	Page 57
6 Analysis of the results	Page 59
6.1 Sponsor impact on indirect spectators	Page 59
6.1.1 Sponsor's name impact on TV	Page 59
6.1.2 Sponsor's name impact on radio	Page 62
6.1.3 Sponsor's name impact on newspapers	Page 65
6.2 Sponsor impact on direct spectators	Page 70
6.2.1 Sponsor's name impact on advertising billboards	Page 71
6.2.2 Sponsor's name impact on local spectators live	Page 73
6.3 Analysis of the results of the questionnaires	Page 75
7 Discussions	Page 79
Appendix 1	Page 83
Appendix 2	Page 88
Appendix 3	Page 90
Appendix 4	Page 95
References	Page 98

ABSTRACT

Jonathan Buendía: Analysis of the sponsoring impact on the mass media and local spectators: a case study of Caprabo Lleida Basketball

University of Jyvaskyla, department of social sciences of sport

Master science degree in sport planning and administration, spring 2001

84 pages + 4 appendixes

The aim of the study is to go deeper in understanding how the relation between the sponsor and the mass media works by means of analysing the visibility of the sponsor through a professional basketball team and what people think about the sponsor. There is much information about sponsorship; for instance, how to get a sponsor, main points that you have to take into account, among others. However, there is little information about what the sponsor gets from the sponsorship deal, or about how to measure the sponsoring impact and the models to perform this.

It is possible to measure the sponsoring impact by means of different indicators, which can be divided into two main groups: indicators of visibility and indicators of awareness. The sponsoring impact depends on the sponsor visibility and the interest of the people for the event.

This study is based in Ferrand's theories, the evaluation of the sponsoring impact on the mass media is based in a simple principle: to get a suitable communication, the sponsor has to be perceived and assimilated during the event by both direct and indirect spectators. The main sponsoring impact on the mass media within an event is made through TV and newspapers.

The evaluation of the CAPRABO sponsoring impact through the basketball team was done from September'99 to June'00. The whole process was divided into three reports: from Sep'99 to Oct'99, from Nov'99 to Feb'00, and from March'00 to June'00. Information about the sponsor's name impact on TV, radio, newspapers, and spectators live in every report was collected, analysed and compare.

Key words: sport marketing, sport sponsorship, TV, radio, newspapers

PREFACE

Sponsorship is an issue that has been increasing in importance during the last decades. Private and public organisations and individuals have sponsored mainly arts and sport events for different reasons. At the beginning sponsorship was based in emotional relations, people sponsored events because they knew somebody or because a friendship. However, nowadays, these reasons have changed and now companies are looking for a profit by means of the sponsorship. But the ways to measure this profitability are not clear and every body is using different methods adapted to their own situation.

The main goal of this study is try to analysis the sponsoring impact on the mass media and on spectators live by means of the creation of different worksheets. The creation of the worksheets is based in the theories of Alain Ferrand who is a French author working already for a long time in the sponsorship arena.

The current study is divided into four main parts: introduction and theoretical aspects, results, analysis of the results, and the discussions. In the introduction there is a brief explanation about the context of the study and about the Ferrand's theories; the theoretical aspects are referred to the review of the literature, statement of the problem and the research design. The results are just exposed, there is not any explanation or consideration about them, and these are exposed in the analysis of the results. The last part is the discussions, where the answers to the hypothesis of the study are described.

I want to thank to the university of Jyväskylä to accept me in its master science degree program; to my family for support me during the time that I have been abroad; to my supervisor, Kimmo Suomi, who give advise during the whole process of the study; and to Penelope who has been close to me during the realisation of the report.

1 INTRODUCTION

The present study was conducted in Lleida, which is one of the four provinces that make up Catalonia. Lleida is a medium size city with approximately 140,000 inhabitants. For a long time football has been the sport with most supporters in the city, but since the 1999-2000 season this situation has changed because of the increase in popularity of the local basketball team.

The basketball team bought, for the season 1999-2000, a place to play in the Spanish Second Division, and consequently it needed to get more powerful sponsors in order to improve both the level and performance of the club. At the same time a new chain of supermarket, Caprabo, came to the city looking for the best way to promote itself among the local population. After some meetings with the manager of the basketball team they concluded a deal, by which, Caprabo became the main sponsor of the basketball team.

As a result of this situation, measuring the sponsoring impact in the city through the basketball team and analysing the sponsoring impact on the mass media were possible to execute.

There are many definitions of sponsorship, but in this paper the definition provided by Sandler and Shani (1989) was used:

“The provision of resources (e.g. money, people, equipment) by an organization directly to an event or activity in exchange for a direct association to the event or activity. The providing organization can then use this direct association to achieve either their corporate, marketing or media objectives.”

This definition was kept on mind because it was the closest one to the study. This supermarket wanted to sponsor a basketball team by giving it money. The supermarkets, first at all, become the main sponsor: the basketball team was called CAPRABO Lleida Basketbol. Moreover the supermarket wanted to achieve high rates of media coverage and gain acceptance by the population. But whether the supermarket would achieve these goals or not, it would be known at the end of both the season and the study.

It is possible to measure the sponsoring impact by means of different indicators that can be divided into two main groups: indicators of visibility and indicators of awareness. The sponsoring impact depends on the sponsor visibility and the interest of the people for the event.

The aim of the study is to go deeper in understanding how the relation between the sponsor and the mass media works by means of analysing the visibility of the sponsor through a professional basketball team and what people think about the sponsor. There is much information about sponsorship; for instance, how to get a sponsor, main points that you have to take into account, and corporate sponsorship, among others. However, there is little information about what the sponsor gets from the sponsorship deal, or about how to measure the sponsoring impact and the models to perform this.

This study was based in the Ferrand's theories. According to Alain Ferrand (1992) there are two reasons why the companies do not want to measure the impact of the sponsoring action: the first one is the difficulty to analysis in many cases the sponsoring impact itself; and the second one, is that companies do not want to measure the impact of an action which has emotional reason to be made. As a result, the analysis of the sponsoring impact is surrounded by both methodological and emotional problems. However, the direct evaluation of the sponsoring impact on the mass media can be done.

The evaluation of the sponsoring impact on the mass media is based in a simple principle: to get a suitable communication, the sponsor has to be perceived and assimilated during the event by both direct and indirect spectators. This communication will be easy to achieve if quantitative equipment (TV, radio, and newspapers) is used, and from this point the evaluation of the sponsoring impact can be done. The main sponsoring impact on the mass media within an event is made through TV and newspapers.

There is no doubt that TV is the most important media. It reaches the biggest number of indirect spectators, who are characterised by the passivity in front of the screen. In the context of the sponsoring action, the sponsor is looking for a high impact on the audience through events; the sponsor organises a plan so that the TV-spectator cannot miss the advertising campaign. For

example, in the F1 there are huge advertising billboards and in the boxes everybody can see the logo and the sponsor's name (Ferrand, 1992). The exposure time on TV in relation with the audience rates are important to estimate the quantitative sponsor's name impact in the TV-spectators.

The sponsor's name impact on TV-spectators depends on the sponsored event. For example, indoor climbing is a slow sport in which the climber is continuously on the screen in foreground and background. The main sponsor of the Masters climbing competition hold in Bercy (France) was Ecco. Its exposition on TV was 30% of the total diffusion time. Football is less favourable for the sponsor's name impact on TV. During the quarter of final of the Champions League game played by Olympique de Marseille against Milan AC in 1991, *Le Sport* (one of the most famous sport newspapers in France) got an exposure time of just 2,3% of the total diffusion time. However, the results change when the audience is taken into consideration. With an accumulated audience of 12 million TV-spectators, football is larger than climbing which it had an audience of 3 million TV-spectators (Ferrand, 1992).

The sponsor's name impact through the diffusion of the event on TV can be measure according to: *exposure time, quality of the exposure*: the sponsor's name is either perfectly recognisable or recognisable (in the current paper the sponsor's name was consider as recognisable when at least 5 of the 7 words of its name could be perfectly read) , and *audience*.

All the professional organisations should contract companies that are carrying out a monitoring of different media, even when there are geographical limitations (local newspapers) and selectivity in the specialised press; newspapers are very important for the event. This analysis permits to create a press-book of every event. Therefore, the analysis of this document is usually a summary of the sponsor's name impact through the event. The most widespread calculation consists in quantifying editorial space on the basis of price of advertising space. This method does not take into account all the richness of the information contained in these articles. In the current study analysis the used methods allow to take into account larger information.

By a quantitative analysis of the impact of the main sponsor of the Master Ecco of climbing, organised in Bercy in 1990 is possible to realise the fundamental principles of action. The press impacts concerning this competition enable us to note that only the principal sponsor got a high score on the level of the text, because its name was related to the event. This observation explains the increasingly large pressures of the sponsors for appear at this level: Neste Rally 1000 lakes, Swatch Super Fundoor, among others. According to Ferrand, in a context where sponsoring is ignored the impact of the secondary sponsors is mainly related to their presence on the published pictures.

As a result, a purchase of a well plan advertising space will ensure to the company an impact on the level of the preferential target groups and will assure the publication of news related to the event.

The evaluation of the impact on the level of the public enables us to take into account the fundamental aspect of an event: its social status. It gives us an appreciation of the modification of the behaviour of the target groups impacted by the action of the communication. The qualitative studies are expensive; for example, a semi-directing study with a duration between 30 minutes and 1h 30 costs between 122.10 Euro and 534 Euro (Ferrand, 1992). These kinds of studies are justified just in programs whose budget reaches several million Euro.

The sponsor's name impact studies are based on investigations aiming to evaluate the sponsor's name capacity of being remembered before, during, and after the event. They comprise two features: *awareness* and *memorising*. Awareness concerns to the whole structures communicating with the event. The best results came from events with a powerful communication and from those whose principal sponsor is associated with the name of the event. There are three usual levels of measurement the awareness of an event: 1) *spontaneous awareness*, corresponding to the percentage of people able spontaneously to mention the sponsor's name or the event in the universe of considered products; 2) *top of mind awareness*, the first sponsor's name or the first mentioned event; 3) *assisted awareness*, which takes into account the percentage of people who mentioned the sponsor's name of the event in a list within it appears.

According to Frédéric Anne (1992) top of mind awareness (the most demanding) often translated the primacy granted to this sponsor for a given event. Indeed, the correlation between first sponsor mentioned and the principal sponsor of the event were often observed. Top of mind awareness percentage presents a little significance in the case of an event largely sponsored. It is the contrary in the case of an operation of sponsoring of type "exclusive" where, for instance, the main sponsor's name is related to the event's name.

A high score of spontaneous awareness generally means a strong presence of the sponsor's name in the event. In the case of multi-sponsored events, a score of spontaneous awareness equal to or higher than 10% can be considered as high. According to Ferrand (1992), it can be said that a study of image will be carried out under good conditions as soon as spontaneous awareness exceeds the 30% for the selected target.

Spontaneous awareness is an indicator that shows the presence of the sponsor's name in the event and it has a cognitive limitation.

Generally, the average number of the sponsor's names mention spontaneously is 3, in the case of measurement of sectorial awareness. Within the framework of an operation of sponsoring this number is often weaker for two main reasons: 1) *the sectorial diversity of the sponsors*, which makes more complex the process of memorising and restitution, and 2) *the selective character of the exposure*, which dissociates exposure of the event and exposure of the sponsors (environment).

Assisted awareness, this third indicator of awareness measures recognition rather than memorisation of the sponsors' names. The durability of the effects of an action of sponsoring can be observed through these measurements of awareness. Assisted awareness is has also a cognitive limitation, which is inherent with any measurement of assisted awareness and which is not specific to sponsoring.

In the study a supermarket, which wanted to sponsor a basketball team that is playing in the Second Division was chosen. Almost daily local media coverage was guaranteed by the follow-up of Caprabo Lleida Bàsquetbol by the two main local newspapers, and the retransmission of all the games played by the two main local radio stations. It can also be guaranteed that if the sponsor is in the media, this is going to go across, e.g. the two main local newspapers are printing 12,000 and 16,000 daily copies and according to research made by the newspapers 86% of the readers read the sports news. In addition, every game is broadcast by the two main local radio stations and eight games are going to be broadcast by the national television.

Media coverage was not going to be the only evaluation tool, besides a questionnaire to measure the recall and recognition of the main sponsor was used. The main goal was to check whether direct local spectators knew the main sponsor and how they knew it.

Analysing the sponsoring impact of Caprabo, new information, new ideas about sponsor measurement and analysis were obtained. It can help later studies and it can be a starting point for new researches.

2 REVIEW OF THE LITERATURE

Before review the literature about the evaluation of the effectiveness of sports sponsorship, a brief review of why companies sponsor sport is necessary.

Sponsorship as is known today was evident over hundred years ago in England and France and in the early decades of this century in the US, but the major growth according to Tony Meenaghan (1998) in this medium has occurred over the last 30 years.

A growing number of companies who are looking to reach their target audience during leisure time have turned to sports events sponsorship as a market vehicle. According to Russell Abratt and Pieter Schalk (1989) sports sponsorship can offer cost-effective exposure for a product, associate a company or product name with a specific event, and provide companies with high visibility activities, particularly if the events are national or international in scope.

Taking into consideration to Marshall and Cook (1992) the expenditure in sport sponsoring in UK has increased considerably in the last 20 years. In 1980 around was spent 81 million Euro on up-front sports sponsorship. In 1989, the up-front expenditure on sport sponsorship was estimated at 322 million Euros, which represented an increase in real terms of 2.5 over the nine-year period. The scale of worldwide growth in sponsorship increased from 361,182,644 million Euros in 1984 to 17,839,333,849 million Euros in 1996 (Meenaghan, 1998).

According to Busby and Waterman (1989) there are estimated to be over 2.000 companies currently involved in sports sponsorship in the UK with 147 companies entering sponsorship in 1989. Sponsorship shows signs of growing even more rapidly as more companies use it as a communication tool in the face of increasing leisure time and new opportunities for TV sports coverage.

The emergence of sponsorship as a global marketing medium can be attributed to a number of key factors. The events and activities that attract the greatest proportion of sponsorship investment are sports and arts. These are activities that transcend national and cultural barriers as

instanced by events such the Olympics Games or sports such as football. For multinational companies such events, providing a universal language and an extended media platform, are obvious access mode to desired markets.

Motor sports, football, horse racing and athletics tend to be the most heavily sponsored sports. These also tend to be the sports, which command wide audiences, good media coverage and offer the greatest publicity potential. But minority sports and local events offer interesting alternative.

According to Davidson (1984), the reasons for club sponsorship in British football reveal the diverse factors that make such sponsorship so attractive: chance of press and TV coverage on the company name; heightened awareness of the company; opportunity to offer novel entertainment facilities to trade clients; and the morale-boosting effect on the company's work force.

After this brief explanation of the sponsoring evolution and the reasons to be sponsor of a event can be said that the issue of sponsorship evaluation has provoked more debate and argument than any other topic in the literature. Performance evaluation was the "weakest link in corporate sponsorship programmes". This aspect of sport-sponsorship measurement has worried authors for a number of years and is frequently referred to as a "difficult issue". Copeland (1996) referred to sponsorship evaluation as "perhaps the greatest challenge faced by sponsors and those seeking sponsorship" and noted that "evaluation represents the greatest single weakness in the sponsorship process". Similarly, Komoroski and Biemond (1996) referred to the lack of appropriate measurement techniques as "at once the most widely debated and the most elusive aspect of the sponsorship process".

According to a study done in UK by Marshall and Cook (1992) only 22.5% of the companies involved in sponsorship did not consider their investment worthy of evaluation. Their reasons for this related to the perceived difficulty and expense of evaluation, the uncertainty attached to sponsorship and how it works. For some, the small percentage of the marketing budget allocated to sponsorship did not warrant the time to measure the investment. 58% evaluated their sponsorship activities, while almost half employed PR or sponsorship agencies to

monitor their sponsoring activities. The most common technique employed for the purpose of evaluation was the consumer survey. Exposure counting was the next most popular evaluation technique.

In an attempt to improve the situation authors are relate the evaluation of the sponsoring effectiveness with the objective setting, and in many ways effective measurement will depend on whether and how objectives have been set for the sponsorship. This perhaps is the most important point: if effective management of sponsorship programmes includes objective setting as is suggested, then the use of an appropriate screening technique is necessary if those objectives are to be achieved. Heffler (1994) estimated that approximately 75% of sponsorship programmes were ineffective in achieving the objectives of a sponsoring organisation, a situation that could perhaps be avoided via the use of effective screening methods.

No matter how difficult the effects of a sponsorship programme are to evaluate, most sponsors are demanding both qualitative and quantitative data as to how and by how much their goals have been achieved. The time of emotional sponsoring is over: now the most important is the economic issue, how profitable the sponsoring of an event is going to be.

It is hard to find in the literature previous research on sponsor evaluation, although some studies have been conducted that are quite similar. According to Meenaghan (1991) the main points are media coverage, awareness, sales figures, guest feedback, and cost-benefit analysis.

Measuring the level of media coverage/exposure gained, the level of media coverage gained as a result of sponsorship involvement is frequently used by sponsors as an indicator of performance. Such evaluation consists of measuring: 1) the duration of TV coverage; 2) monitored radio coverage; and the 3) extent of press coverage in terms of single column inches. The monitoring of media coverage as a proxy measure of sponsorship effectiveness is widely used, essentially because it is practicable.

Measuring the communications effectiveness of sponsorship involvement, as sponsorship is used to achieve basic communication objectives such as awareness and image, there is a tendency to evaluate sponsorship results in communications rather than sales terms. Sponsoring

companies also attempt to evaluate sponsorship results by focusing on the degree to which respondents associate the company or the product with the sponsored activity.

The degree to which a sponsoring company associated with a particular sponsorship activity can be correlated with the classification variables such as sex, age, and social class, thereby enabling the sponsor to determine the level of awareness he has achieved with his identified target market.

Measuring the sales effectiveness of sponsorship, in commercial sponsorship the matter of keying sales results to given expenditures is highly problematic for a variety of reasons: 1) the simultaneous usage of other marketing inputs; 2) the carry-over effect of previous marketing communications effort; and 3) uncontrollable variables in the business environment such as competitor activity or changing economic conditions.

While these factors make the keying of sales results to sponsorship investment somewhat more difficult, many sponsors point to sales results as evidence of sponsorship effects even if providing conclusive proof of this effect is difficult.

Monitoring guest feedback, where the objective of sponsorship involvement is the provision of guest hospitality, the monitoring of guest opinions can provide a measure of sponsorship impact. Other sources of feedback can be the participants, spectators and activity organisers as well as the company's own sales forces.

Cost-benefit analysis, where the motivation for sponsorship involvement is more philanthropic than commercially rational, it is necessary to go beyond conventional marketing measures to evaluate the effects achieved. In such instances, it may be necessary to use the collective opinion of senior management as the basis for the evaluation.

Different authors analysed the sponsoring impact, for instance, Thwaites (1997) has used the following techniques in the measurement of sponsor effectiveness: measuring the media exposure and coverage gained, measuring communication effectiveness, i.e. by unprompted/prompted awareness, measuring against a sales benchmark, monitoring guest

feedback and monitoring sales leads obtained. Hansen and Scotwin (1995) opined that the effectiveness of sport sponsorship could be evaluated on four separate levels: via exposure (e.g. seconds on TV, column inches in newspapers); via attention (e.g. intermediate measures of recall and recognition); via cognition (e.g. sponsorship association tests); and via behaviour (e.g. sales figures, market share). And, similarly, Meenaghan (1991) suggested the following methods of sport sponsorship evaluation: the amount of media coverage (e.g. exposure achieved); awareness and attitudinal surveys; measurement of sales effectiveness; corporate guest feedback; and/or cost-benefit analysis.

According to Cunningham and Taylor (1995), although media coverage is supposed to be the least effective method as it “neglects the differences in the quality exposure... compared with that of traditional advertisement”, it is the most widespread method used to analyse the sponsor’s name impact. In this report the analysis of the quality exposure was improved by making a detailed division of the sponsor’s name exposure degree.

Ukman’s (1993) comment that media coverage analysis is worthy of mention and highly accurate, even a high score on this basis does not mean that the desired message is getting across or that the desired objective is being achieved.

The aims of this report are to analyse the sponsor’s name impact on the mass media through a professional basketball team by means of the creation of new worksheets, according to Ferrand (1992), that make the analysis of the media coverage and local direct spectators awareness easier.

3 STATEMENT OF THE PROBLEM

The revision of the literature shows that there are many articles and research studies done about sponsorship, but there are a few studies done about evaluation of the sponsor, because this is a difficult issue. The evaluation of the sponsor is thought to be the weakest point in the sponsorship programmes. Copeland (1996) referred to sponsorship evaluation as “perhaps the greatest challenge faced by sponsors and those seeking sponsorship” and noted that “evaluation represents the greatest single weakness in the sponsorship process”.

The previous studies done on evaluation of the sponsor have some similarities among them. They are divided into different main evaluation points: media coverage, awareness, sales figures and guest feedback. Media coverage seems that is the most widely spread system to evaluate sponsor effectiveness.

The basic hypothesis of the current study are the following ones: a) there is a different sponsor's name impact on the different type of mass media, b) the sponsor's name impact on newspapers is the biggest one and the sponsor's name impact on radio is the lowest one, c) there is a relation between being a client of the Caprabo supermarkets and being a member of Caprabo Lleida basketball club, d) the members of the Caprabo Lleida basketball club make their grocery shopping in Caprabo supermarkets because of its relationship with the basketball team, and e) these clients know the supermarket because of the sponsorship of the Caprabo Lleida basketball team.

4 RESEARCH DESIGN

The research design was divided into two parts; the former included different worksheets to make the analysis of the sponsoring impact on the mass media easier. The purpose of the worksheets was to collect data from TV, radio and newspaper in which the sponsor was involved. The second one, the research included a survey methodology: its purpose was to measure the sponsor awareness of the direct local spectators. The purpose of the design was to measure the sponsoring impact of Caprabo Lleida Bàsquetbol on the mass media and relate it to the degree of sponsor awareness among the spectators.

4.1 Sample

The first part of the study was based in the daily media coverage follow up of the Caprabo Lleida Bàsquetbol. This club was founded in 1997 as an attempt to unify the different clubs established in the city. To make it possible the starting point of this structure was the C.E. MARISTES that had been playing at national level for a long time. From the roots of this club, the CLUB ESPORTIU LLEIDA BÀSQUETBOL was established. Nowadays, one of the teams of the club is playing in the Second Division as Caprabo Lleida Bàsquetbol and it has 700 members.

The record of the club since 1997 is the following: Season 97/98: Liga EBA: 2nd place, Season 98/99: Liga EBA: 12th place, Season 99/00: Liga LEB: 3rd place.

The club is made up of the first team which is playing at a professional level in the Second Division, five teams under the supervision of the basketball school, and twelve teams that are playing in lower categories (ten from twelve are male teams).

The second part of the research design was based on the survey methodology. A questionnaire was administered to the spectators who went to the sport facility 2nd November 1999 to attend the game. Almost all the spectators were members of the basketball club and to

select the sample every 10th people who were sitting in a row were selected so that a group of 100 was obtained. These persons answered the questionnaire.

Caprabo is a leading company. It is the first distribution group in the Catalan market and the seventh at the national level. Caprabo was founded in 1960 and since its foundation it is a company with leading vocation and client service goals.

Nowadays, the chain Caprabo has more than 300 supermarkets around Barcelona's city, Barcelona's province, Girona, Lleida, Tarragona, Islas Baleares, Madrid, Castilla-León, Castilla-La Mancha, and Extremadura, as well as, eleven gas stations.

Caprabo stand out by leading the liberation of the markets like maternal milks and gasoline. This joins the quality strategy of low price products. Both strategies have consolidated Caprabo as one of the most important companies in Spain and a model to follow.

Another innovative strategy is the "tarjeta cliente" -client card-. Through this card Caprabo gives back money to its clients. The clients are adding points through their buys and at the end of every semester they get back as much money as points they have collected during the semester. The client card extends a big variety of exclusive offers to its clients.

With the special program "Bienvenido Bebé" -welcome baby- Caprabo gives to all the just born babies in Catalonia and Balears Islands a product package which value is of 168 Euros. The baby's parents just have to call to Caprabo and communicate the birth of their child during the first fifteen days of the birth.

Since 1992 Caprabo has given product packages to more than 80% of the just born babies in Catalonia.

Caprabo gives both economic support to professional sport teams from different sport disciplines and support to the cultural events. Teams as the Caprabo Igualada roller skating team, has reached the highest sport level winning the European Championship; the Extremadura football team which is sponsored by Caprabo, is one of the best teams in the Second Spanish

Division; Caprabo gives also support to the Handball Club Granollers, one of the teams with more background in the Spanish handball; The Caprabo Lleida was the surprise team, during the season 1999-2000, in the LEB, Second Spanish Basketball Division. Caprabo gives also support to professional teams in minor sports as to the Ice Caprabo Puigcerdà of ice hockey. Caprabo gives support to the culture. It is one of the Protector Members of the Palau de la Música Catalana Foundation. This foundation is the owner of the Palau de la Música Catalana that is one of the most important modernist buildings. The façade has been restored with the support of the sponsors.

One of the most popular action made by Caprabo was its promotion “los productos Caprabo tienen música” -Caprabo’s products have music- through which more than 325,000 people have been invited to the concerts that Caprabo organises annually in Barcelona, Madrid, and Palma de Mallorca. The main goal of this initiative is to contribute to the diffusion of the classical music. This promotion was completed with the gift of more than one million CDs of classic music through the clients of Caprabo.

The eight edition of the Caprabo’s Concert Cycle in Barcelona, the fourth in Palama de Mallorca, and the third in Madrid have been arranged this year (2001).

4.2 Instrumentation

It is possible to measure the sponsoring impact using different indicators, and these can be divided into two main groups: exposure indicators and awareness indicators. These indicators are related to the type of audience that there can be, using Ferrand’s terms (1992), *indirect audience*, people who are getting the information of the event through the media, and *direct audience*, people who are watching the event live.

4.2.1 Indirect audience

The measure of the exposure indicators was divided into 3 areas: TV, radio and newspaper. For each area a worksheet was created in order to collect the data registered from the media. The TV and radio worksheets in eleven periods that are related with the game: before the

game, first quarter, first break, second quarter, half time, third quarter, third break, fourth quarter, fourth break (only in case of the need for extra-time), after the game, and extra time. By this structure an easier treatment of the data was got. It also allowed making comparison among periods, between played and non-played periods, among others.

TV: To measure the sponsoring impact of Caprabo Lleida Bàsquetbol on TV two worksheets were created: one to measure the exposure of the sponsor on TV, and another one to analyse the commentator's retransmission. The second one was designed to count how many times the sponsor's name, CAPRABO or CAPRABO LLEIDA, was mentioned during the broadcast game and its connotation. In which context the sponsor's name was involved: positive, negative or neutral. Data about the connotation to compare it with the data collected from the radio and newspapers worksheets; with the sponsor awareness degree of the spectators and with the result of the games was collected.

In order to measure the sponsor's name exposure on TV different kind of data were collected:

- 1 Number of times that the sponsor's name was shown on TV;
- 2 The total period of time in which the sponsor's name was perfectly recognisable;
- 3 The total period of time in which the sponsor's name was recognisable, (the sponsor's name was consider as recognisable when at least 5 of the 7 words of its name could be perfectly read); and
- 4 The total period of time in which the sponsor's name was exposed on TV, perfectly recognisable plus recognisable.

The sponsor could achieve exposure on TV in two different ways: as a *field sponsorship*, through the placement of logos on sports equipment and billboards located around the sport facility, and *television sponsorship*, refers to the announcements presented before, during and after the broadcasting of televised games. Therefore the number of times and the different periods of time in which the sponsor's name was exposed on T-shirts, billboards and inserts on TV was measured.

Attempting to go deeper in the analysis of the sponsoring impact on TV, data was also collected from the times that the sponsor's name was in the *foreground* (the sponsor's name can be easily appreciated by the audience when it is just itself on TV), and *background* (when the sponsor's name was in the background there were other sponsors, players, spectators, among others on TV that can distract the attention of the audience).

To analyse the commentator's retransmission on TV another worksheet was created, which was also divided into eleven periods. The number of times that the commentator mentioned the sponsor's name, CAPRABO or CAPRABO LLEIDA, during the broadcast game and its connotation were counted.

The eight games that were broadcast on the national television during the season were analysed.

Radio: To measure the sponsoring impact of Caprabo Lleida Bàsquetbol on radio a worksheet to analyse the commentator's retransmission was created in order to count how many times the sponsor's name, CAPRABO or CAPRABO LLEIDA, was mentioned during the broadcasted game and its connotation. The worksheet was also divided in eleven periods.

The commentator's retransmission of the two main local radio stations: Com Ràdio and Segre Ràdio were analysed. They were the only ones that retransmitted all the games played by Caprabo Lleida Bàsquetbol.

Newspapers: A daily follow-up of the two main local newspapers: La Mañana and Diari El Segre was done. They were the only ones that published all the news related to Caprabo Lleida Bàsquetbol.

To measure the sponsoring impact on newspapers a worksheet divided into two parts was created: one to measure the sponsoring impact on the text and other one to measure it on the published photos. The data collected from the first part is related to the following variables:

- 1 The day that the news has been published;
- 2 The number of pages and its location: front cover, sport section cover page, normal page or back cover;
- 3 The text surface, in cm², of the news related with the Caprabo Lleida Bàsquetbol;
- 4 The percentage of the text surface from the total page size; and
- 5 The number of times that the sponsor's name, CAPRABO or CAPRABO LLEIDA, was written in the article, where it was written: title, subtitle, or text, and its connotation.

The data collected from the second part is related with the following variables:

- 1 The number of published pictures, which the sponsor's names is perfectly recognisable or recognisable;
- 2 The photo surface, in cm², of the published pictures;
- 3 The average, in cm², of the published picture's size;
- 4 The percentage of the published picture from the total page size;
- 5 The size of the sponsor's name exposure on the T-shirts and billboards; and
- 6 The number of times that the sponsor's name, CAPRABO or CAPRABO LLEIDA, was written under the pictures and its connotation.

4.2.2 Direct audience

The number of direct spectators in every game when Caprabo Lleida Bàsquetbol played as local team (games played in Lleida), and also as visiting team (games played somewhere else) was counted. The number of spectator as visitor team was taking into account because the supporters of the rival team are also exposed to the sponsor's name located in the T-shirt of the players. A member of the staff provided the numbers of spectators in both cases as local team and as visiting team once per month.

In order to measure the sponsor awareness degree a questionnaire to the spectators who attend to the game live on 2nd November 1999 was administered. The questionnaire include two different types of question: 1) *general information*, questions about age, gender, profession,

frequency of attendance at the games, and interest in the game; and 2) *relation with the sponsor*, questions about top of mind awareness, assisted awareness, whether they were clients of the supermarket, the reasons of being client, among others.

4.3 Procedures

The current study began four months before the basketball competition starts. During these four months a review of the literature available in Spain was done. There are few books written of sponsor effectiveness in Spanish. The work done by Ferrand (1992) was analysed and adapted to the study.

Once the literature available in sponsor effectiveness was revised, the beginning of the study was the creation of different worksheets to analyse the sponsoring impact on the mass media. To reach a proper analysis of the sponsoring impact of Caprabo Lleida Bàsquetbol on the mass media the season was divided into three parts: from September'99 until October'99, from November'99 until February'00, and from March'00 until June'00. The main goal of this division was to write a report of each part to get a better understanding of the final analysis. In each report an analysis of the sponsor's name impact on TV, radio, and newspapers, and the impact in direct spectators was made.

In the first period the different worksheets were tested and the people who were able to provide suitable information related to the sponsor's name impact were asked as, for instance, the manager of the basketball team.

Three different worksheets were created to analyse the sponsor impact on TV, radio, and newspapers.

To analyse the sponsor impact on TV broadcast games the newspapers were read to check if any basketball game of Caprabo Lleida Basquetbol team would be broadcast every week. The manager of the team was asked about how many games and when they would be broadcast.

The analysis of the sponsor's name impact on the radio retransmission was done in both radio stations. As a result, every weekend the game was listened to analyse the sponsoring impact collecting the data in the worksheets. It was not necessary to record the retransmission of every game. The aim was to count how many times the commentator mention the sponsor's name and its connotation.

Once per week the newspapers were checked in the main library of the city to analyse the sponsor's name impact on them. The two main local newspapers, La Mañana and Segre, were doing a following-up of the basketball team.

At the end of the season, taking into consideration all the data collected a final analysis of the sponsor's name impact on the mass media in the three different reports was made.

In November'99 a questionnaire to the local direct spectators was administered. The main goal was ask whether they knew the main sponsor of the team and whether they were clients of Caprabo supermarket chain. A relation among the basketball team, the sponsor, and being client of Caprabo was looked for.

Once all the data was collected an analysis of the results was done in order to find an answer to the hypothesis.

5 RESULTS

5.1 Analysis of the sponsoring impact on the mass media and direct spectators from September'99 to October'99

The first report was like a proof of the worksheets and a previous contact with the different devices used in the study. During this time the worksheets were improved until to get the ones that shape with the objectives of evaluation of sponsor effectiveness. As a result, this is the report with less information and I think that is not accurate enough. However, the following reports are good enough.

5.1.1 Sponsor impact on indirect spectators

5.1.1.1 Sponsor's name impact on TV

The sponsor impact on TV was divided into sponsor's name impact on the commentator's retransmission and sponsor's name exposure degree. During this time just one game was broadcast by Canal Teledeporte, which is a pay-per-view channel. The broadcast game was Caprabo against Alicante and these are the results of the sponsor impact.

During the retransmission of the game the commentator of Canal Teledeporte repeated the sponsor's name, CAPRABO or CAPRABO LLEIDA, many times. To be exact, the commentator repeated the sponsor's name 98 times.

The total exposure time of the sponsor's name on TV is divided into total time that the sponsor's name was perfectly recognisable and total time that the sponsor's name was recognisable in the players T-shirts, in equipment and billboards located around the sport facility, and in inserts on TV:

Sponsor's name in T-shirts: 8 minutes and 52 seconds

Sponsor's name in billboards: 34 minutes and 22 seconds

Inserts on TV: 1 minute and 27 seconds

Total exposure time: 43 minutes and 41 seconds

5.1.1.2 Sponsor's name impact on radio

During this period just one game was broadcast by Com Ràdio and another one by Segre Ràdio. During the game CB Murcia against Caprabo Lleida the Com Ràdio's commentators mentioned the sponsor's name as follow: CAPRABO Lleida 129 times and CAPRABO 29 times.

During the game Caprabo Lleida against Alacant the Segre Ràdio's commentators mentioned the sponsor's name as follow: CAPRABO Lleida 131 times and CAPRABO 45 times.

Note: none of the radio stations have any information about the audience during the retransmission of the games.

5.1.1.3 Sponsor's name impact on newspapers

Since the beginning of September a daily follow-up of the two main local newspapers, Segre and La Mañana, that publish news related to Caprabo Lleida Bàsquetbol was done. It was mentioned before; the sponsor impact in the newspapers is divided into sponsor impact in both published text and pictures.

All the published pictures in the two main local newspapers during September'99 and October'99 have been analysed. A total of 112 sponsor impacts in pictures were found.

The average size of the pictures is 177 cm² and the average size of the sponsor's name is 10.40 cm². This means that the 5.85% of the total surface of published pictures is of the sponsor's name.

All the published news related to the Caprabo Lleida Bàsquetbol has been analysed and the sponsor's name CAPRABO or CAPRABO Lleida has appeared 1.178 times.

5.1.2 Sponsor impact on direct spectators

The sponsor impact on direct spectators was measured through the sponsor's visibility in T-shirts and billboards. The placement of the billboards with the logo and sponsor's name is free of charge in compensation of the sponsor agreement.

5.1.2.1 Sponsor's name impact on advertising billboards

The Caprabo's supermarket chain has thirteen billboards placed in the sport hall where Caprabo Lleida Bàsquetbol team plays in Lleida. The billboards have different size: six billboards of 2.24 m per 1.21 m, one of 4.48 m per 1.05 m, and six of 5.78 m per 1.34 m. This means that the total surface of the billboards with the sponsor's name is 64.43 m.

Whether we take into account that the total surface of the advertising wall of the sport hall is approximately 195 m², the Caprabo's advertising billboards take 43.5% of the total advertising surface of it.

Note: The advertising billboards of the Club Caprabo Lleida Bàsquetbol place in the walls of the sport hall are not remove after every game or cover for others during the celebration of any other sport event. Only the C.E. Lleida Bàsquet has the possibility to place advertising billboards in the walls of the sport hall.

5.1.2.2 Sponsor's name impact on local direct spectators

The sponsor has two different kinds of impact through the advertising billboards: impact on spectators who are attending to the basketball games live and impact on other spectators and players who use the sport hall in another way.

From September'99 to October'99 Caprabo played six games as local team and the attendance of spectators live was:

Played games as local team	Number spectators live
CAPRABO Lleida against Casademunt Girona (friendly game)	1.245
CAPRABO Lleida against Valls CB (friendly game)	965
CAPRABO Lleida against Badajoz-Caja Rural (comp.)	1.397
CAPRABO Lleida against Tenerife Canarias C.B. (comp.)	1.456
CAPRABO Lleida against CB Los Barrios (comp.)	1.684
CAPRABO Lleida against Alacant (comp.)	1.529
Total number of spectators until October'99	8.276

Table 1 Number of spectators live in the games played as local team Sep'99-Oct'99 by Caprabo Lleida

There were other spectators and players who used the sport hall in another way. The sport hall is used daily during the week from 9:00 a.m. till 14:00 p.m. and from 15:00 p.m. till 17:00 p.m. by different schools to do physical education courses, and from 17:00 p.m. till 23:00 p.m. the sport hall is used by different sport clubs to organise training seasons.

The average in every physical education course is 25 children; the total impact on students is the following:

the sport hall is used 7 hours daily x 5 days x 25 children/hour = 875 students/weeks

Saturday morning from 9:00 a.m. till 14:00 p.m. there is basketball student's games. There are three games/hour due to the sport hall is divided into three mini-courts.

5 hours x 3 games x 20 children/game = 300 student-players every Saturday.

During Saturday afternoon and the whole Sunday different basketball and handball games are played. CE Lleida Bàsquetbol has twelve teams in lower categories that play their games in the same sport hall than Caprabo Lleida Bàsquetbol team.

11 games/competition are played every weekend. The players average per game is of 20 players, so there are 220 players per weekend.

Taking into account the information given by both the basketball and the handball club can be asserted that the total number of spectators live during the weekend is approximately 600.

Since the 13th September'99, date in which the physical education courses and competitions started, till October'99 1.955 other spectators and players/week saw the Caprabo advertising billboards: $1.955 \text{ people/week} \times 8 \text{ weeks} = 15.960 \text{ people}$.

5.1.2.3 Sponsor's name impact on T-shirts

The sponsor advertising in T-shirts is placed in the front part of the T-shirt. The dimension of the sponsor's name is 30 x 5 cm, 150 cm². This means that the sponsor's name takes approximately 5% of the front part of the T-shirt of every player.

The sponsor's name impact on spectators live through the T-shirts has to be analysed in two situations: when Caprabo Lleida plays as local team and when Caprabo Lleida plays as visiting team.

Played games as local team	Number spectators live
CAPRABO Lleida against Casademunt Girona (friendly game)	1.245
CAPRABO Lleida against Valls CB (friendly game)	965
CAPRABO Lleida against Badajoz-Caja Rural (comp.)	1.397
CAPRABO Lleida against Tenerife Canarias C.B. (comp.)	1.456
CAPRABO Lleida against CB Los Barrios (comp.)	1.684
CAPRABO Lleida against Alacant (comp.)	1.529
Total number of spectators until October'99	8.276

Table 2 Number of spectators live in the games played as local team by Caprabo

The number of spectators live from the sport halls where Caprabo Lleida have played as visiting team should be add to the total number of spectators live as a local team. Considering the figures given by the different basketball clubs, these are the spectators live in every game as visiting team:

Played games as visiting team	Number of spectators live
Valls CB- CAPRABO Lleida (friendly game)	478
Peñas Huesca- CAPRABO Lleida (friendly game)	739
Menorca Basquet- CAPRABO Lleida (comp.)	1.951
CB Murcia SAD- CAPRABO Lleida (comp.)	5.827
CB Granada- CAPRABO Lleida (comp.)	2.892
Abeconsa Ferrol- CAPRABO Lleida (comp.)	3.456
Total number of spectators until October'99	15.343

Table 3 Number of spectators live in the games played as visiting team by Caprabo Lleida

From September'99 to October'99 the sponsor's name impact on spectators live, including both local and visiting spectators, through the T-shirt was **23.619** spectators.

5.2 Analysis of the sponsoring impact on the mass media and direct spectators from November'99 to February'00

5.2.1 Sponsor impact on indirect spectators

5.2.1.1 Sponsor's name impact on TV

The sponsor impact on TV was divided into sponsor's name impact on the commentator's retransmission and sponsor's name exposure degree. During this time just one game was broadcast by Canal Teledeporte, which is a pay-per-view channel. The broadcast game was Caprabo Lleida against Ourense and these are the results of the sponsor impact:

During the retransmission of the game the commentators of Canal Teledeporte repeated the sponsor's name, CAPRABO or CAPRABO LLEIDA, 110 times.

The total exposure time of the sponsor's name on TV is divided into total time that the sponsor's name was perfectly recognisable and total time that the sponsor's name was recognisable in the players T-shirts, in equipment and billboards located around the sport facility, and in inserts on TV:

Sponsor's name in T-shirts: 5 minutes and 52 seconds

Sponsor's name in billboards: 27 minutes and 53 seconds

Inserts on TV: 4 minute and 22 seconds

Total exposure time: 38 minutes and 07 seconds

Figure 1 Sponsor's name background exposition on TV from Nov'99 to Feb'00

**Sponsor's name background exposition time on TV during the broadcast game
Caprabo Lleida against Orense**

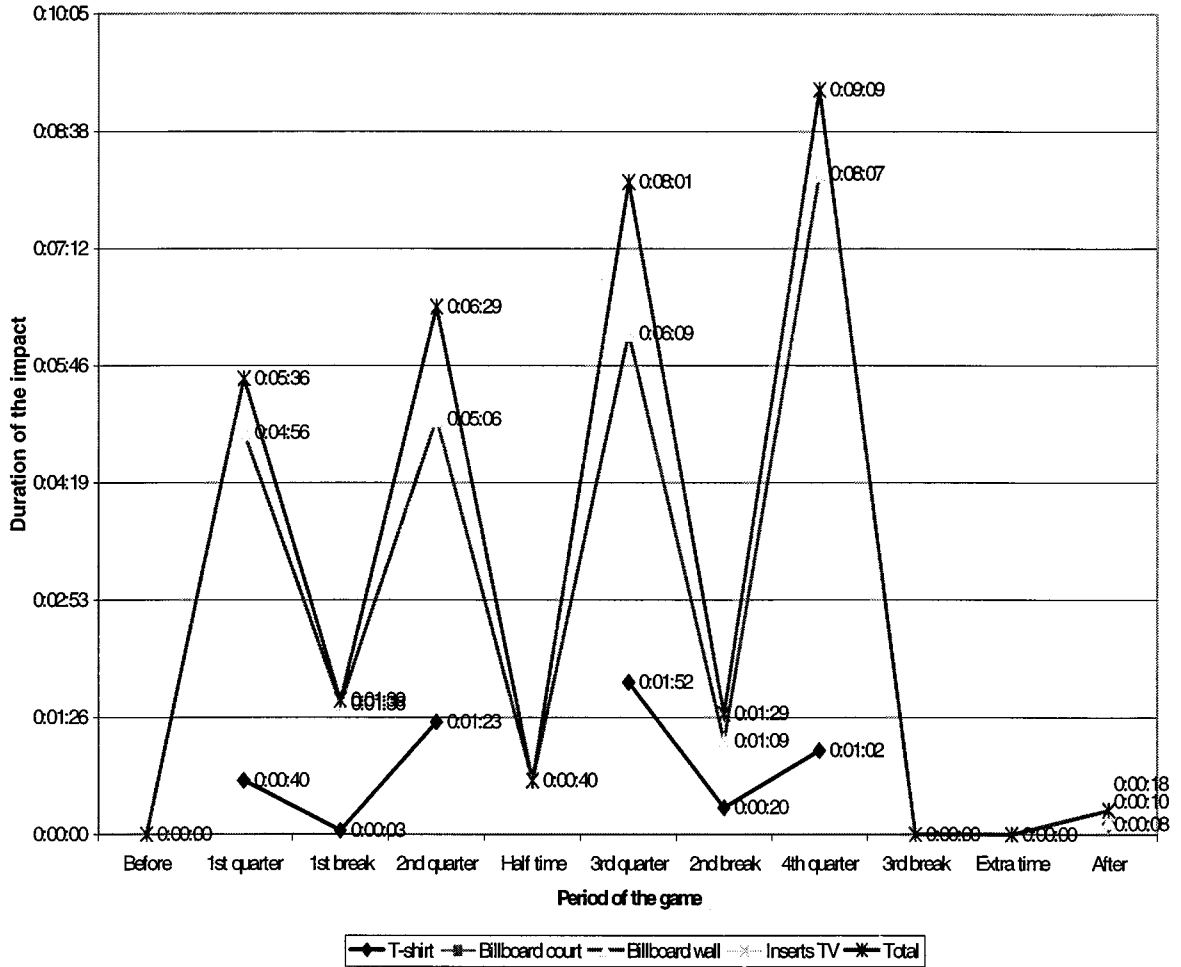


Figure 2 Sponsor's name foreground exposition on TV from Nov'99 to Feb'00

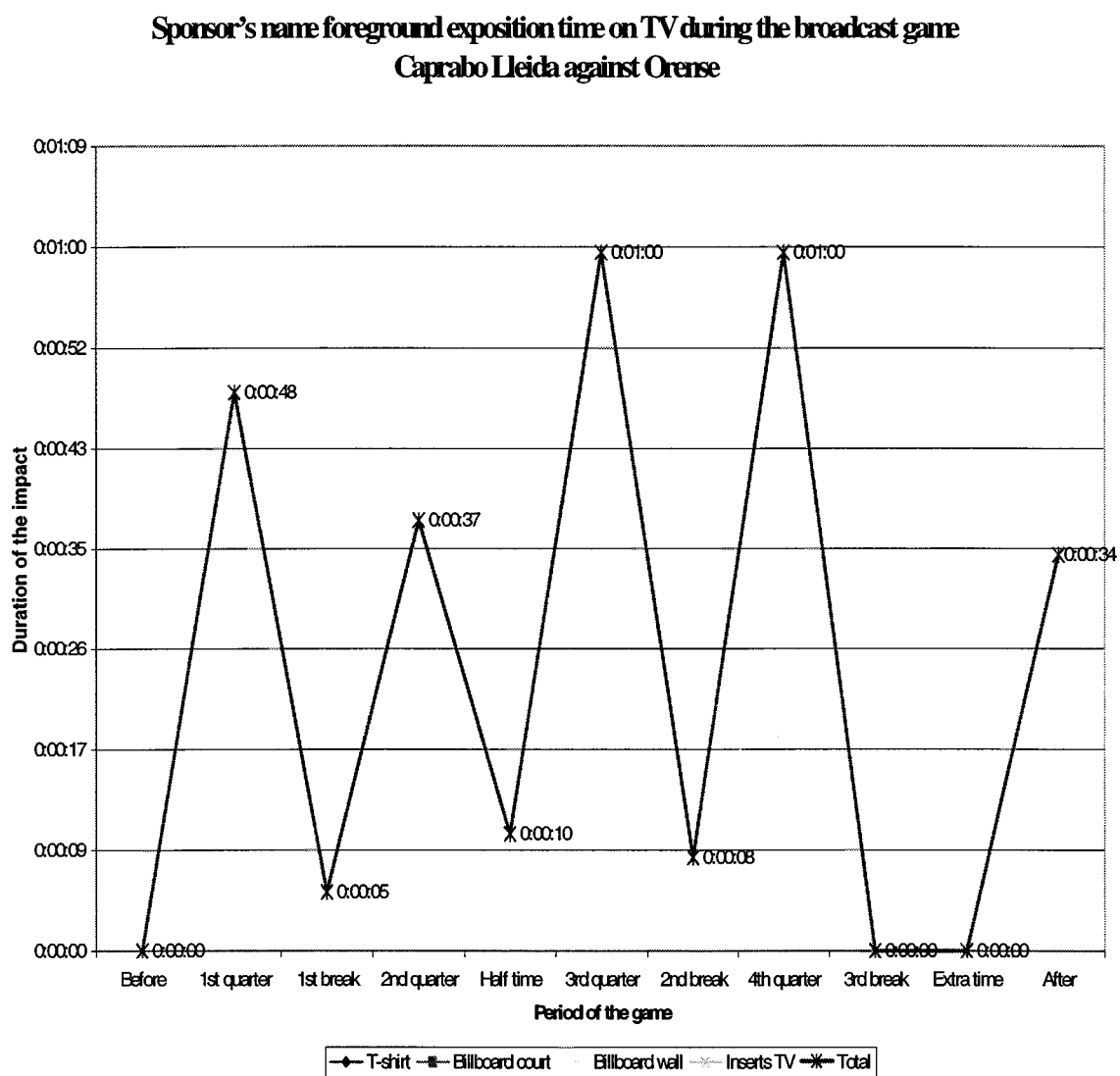
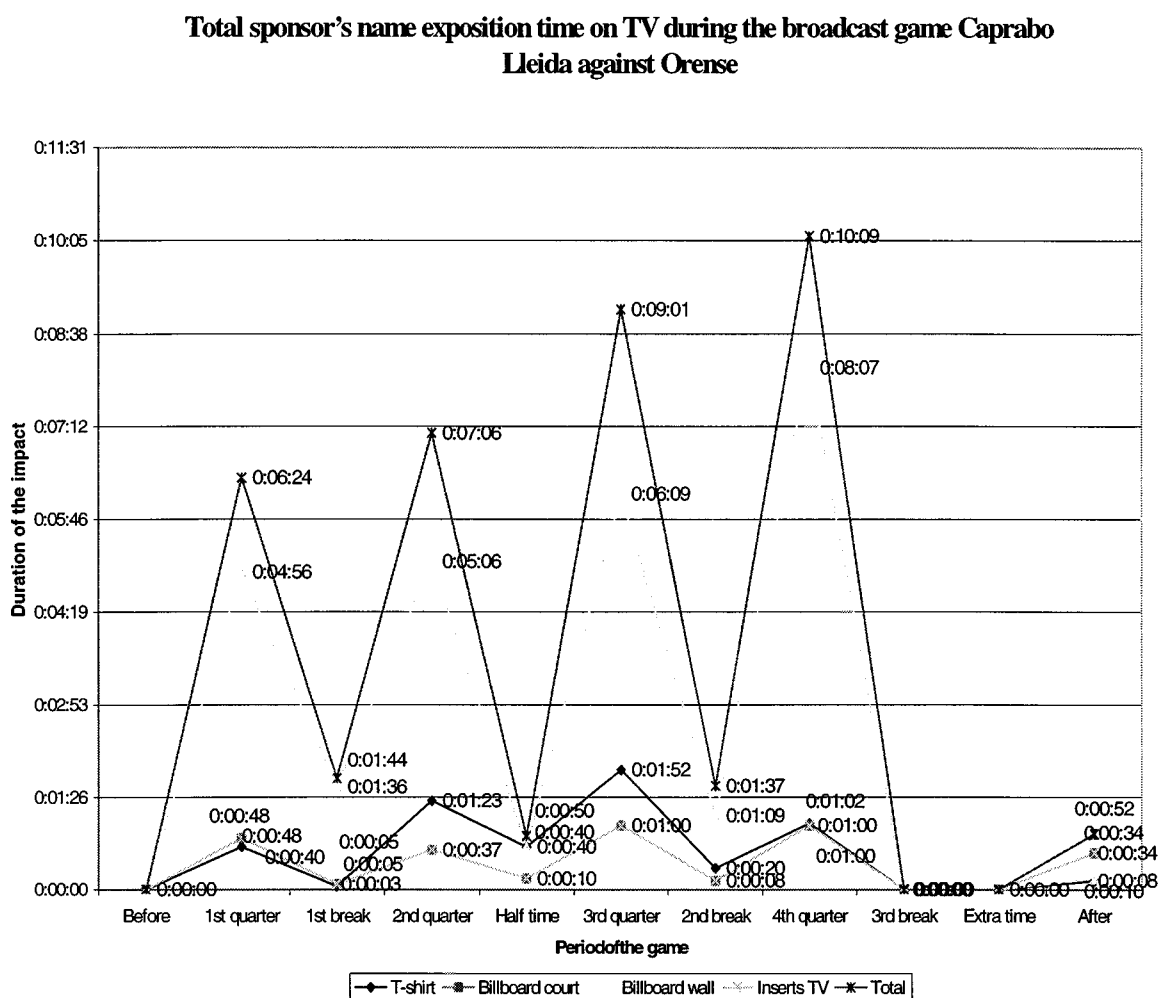


Figure 3 Sponsor's name exposition on TV from Nov'00 to Feb'00

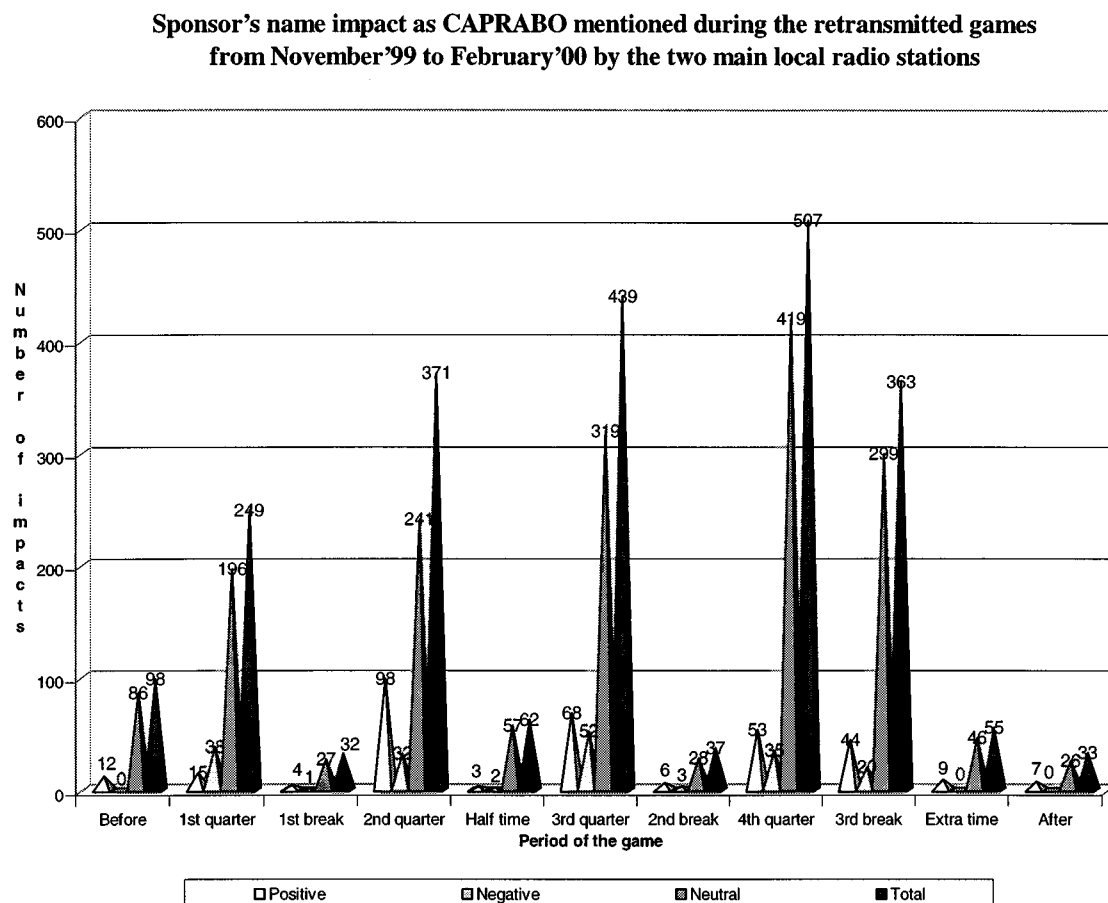


5.2.1.2 Sponsor's name impact on radio

During this period all the games retransmitted by the two main local radio stations: Com Ràdio and Segre Ràdio were analysed. The total number of retransmitted games was thirty. Each radio station retransmitted fourteen games. During the retransmission of the games the commentators of both radio stations mentioned the sponsor's name, CAPRABO or CAPRABO Lleida, as follow: total number of impacts during the games retransmitted by Com Ràdio

CAPRABO 1,084 times and CAPRABO Lleida 783 times; total number of impacts during the games retransmitted by Segre Ràdio CAPRABO 1,084 times and CAPRABO Lleida 1,021 times

Figure 4 CAPRABO sponsor's name impacts on the radio retransmission from Nov'00 to Feb'00



To see the number of impacts in a single retransmitted game go to the appendix 1, page 83.

Figure 5 CAPRABO LLEIDA sponsor's name impacts on the radio retransmission from Nov'00 to Feb'00

Sponsor's name impact as CAPRABO Lleida mentioned during the retransmitted games from November '99 to February '00 by the two main local radio stations

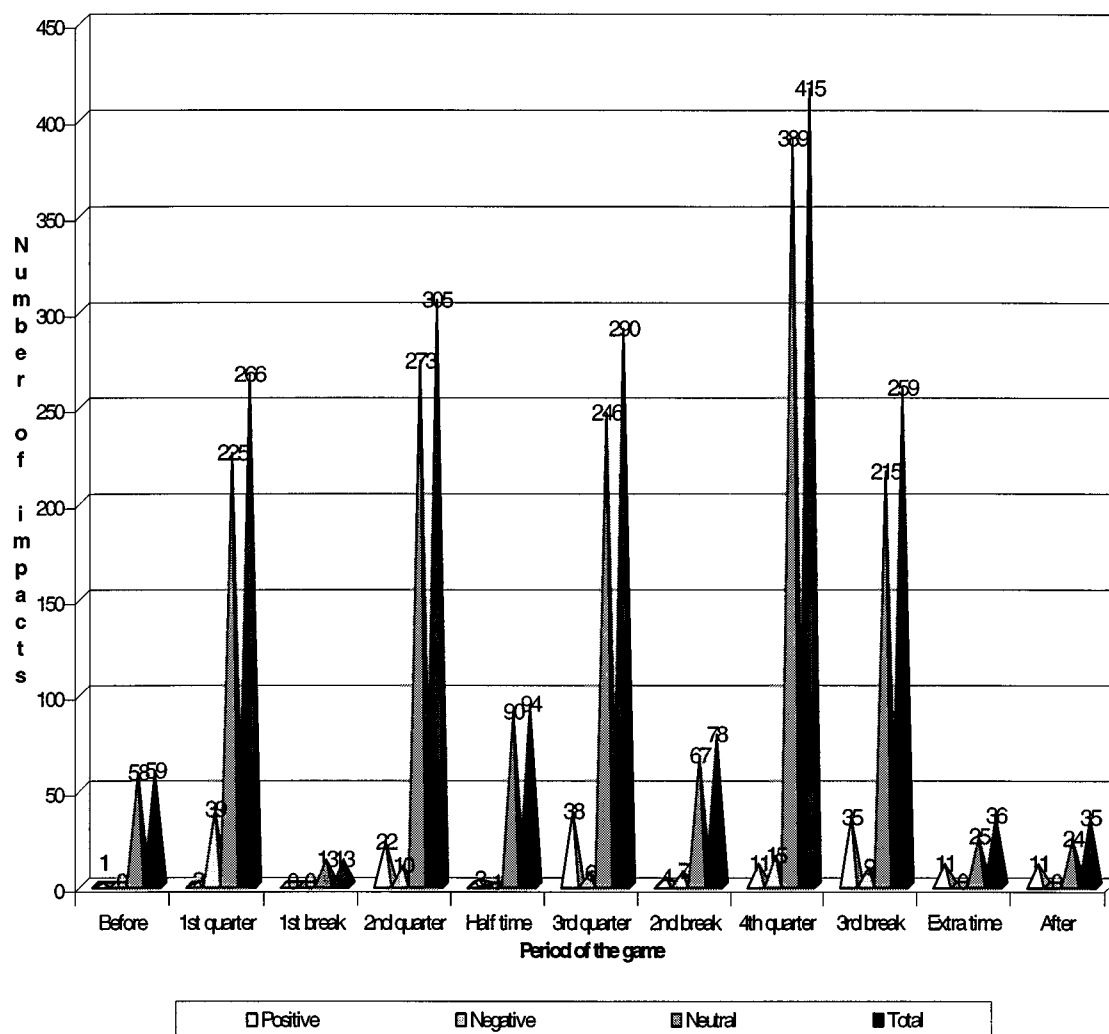
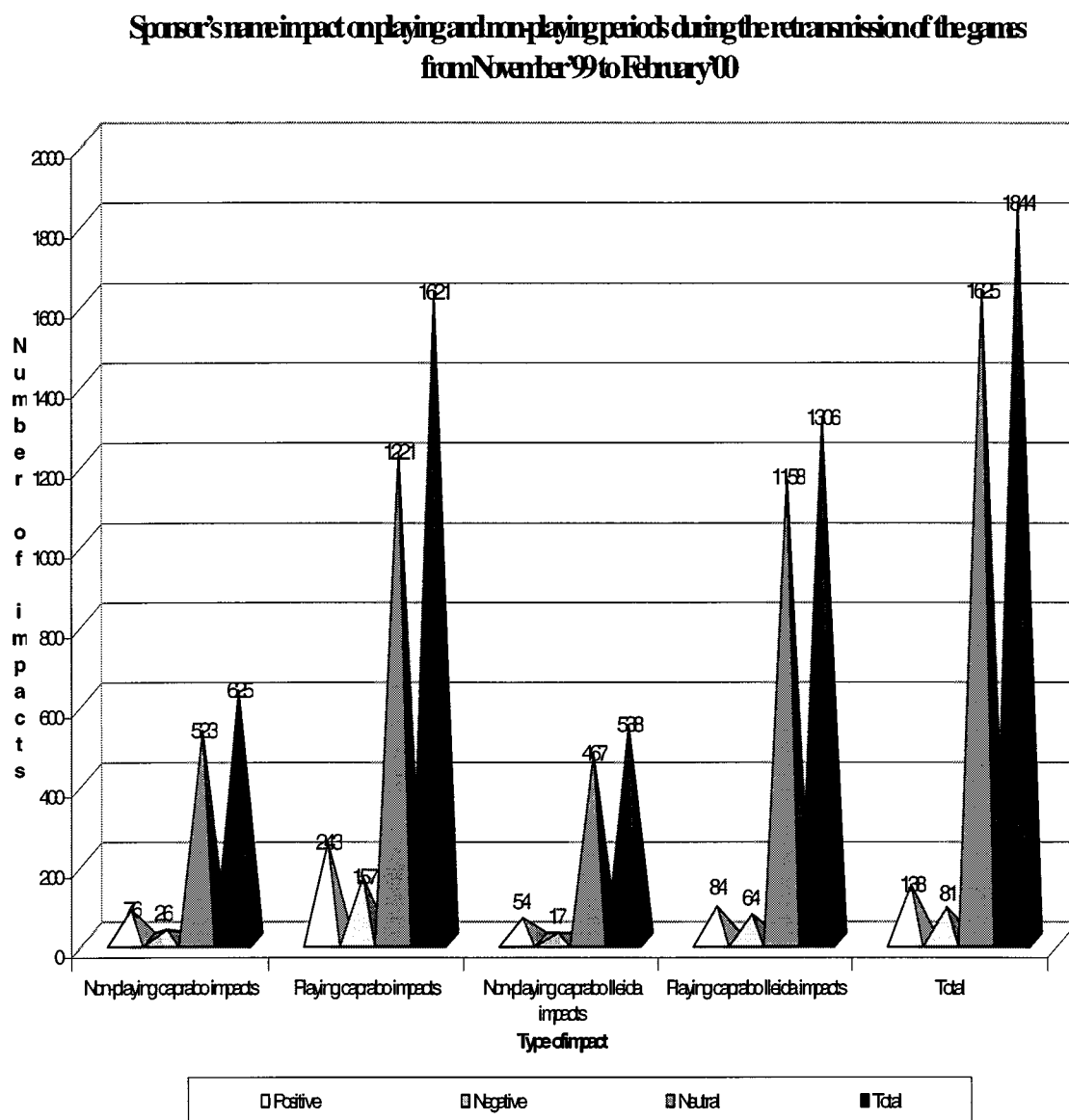


Figure 6 Comparison between sponsor's name impact on playing and non-playing periods of the game



5.2.1.3 Sponsor impact on newspapers

From November'99 to February'00 a daily follow-up of the two main local newspapers, Segre and La Mañana, that publish news related to Caprabo Lleida Bàsquetbol was done.

In the realisation of the second report, an improvement in this section was introduced. In the first report the sponsor's impact on the two main newspapers was analysed without making any differentiation between them, meanwhile in the second report it was realised. As a result, more meaningful data could be obtained.

From November'99 to February'00 Diari Segre had published a total of 72 newspapers in which Caprabo Lleida Bàsquetbol was mentioned: 19 newspapers in November, 19 newspapers in December, 16 newspapers in January, and 18 newspapers in February. Moreover, Caprabo Lleida was once front cover and thirteen times front cover of the sport section, this means an average of 3.5 covers per month.

All the pictures published in Diari Segre were analysed. A total of 72 sponsor impacts in pictures have been found.

The average size of the pictures is 124.40 cm². It represents the 14.35% of the newspapers page. The average size of the sponsor's name in the pictures can be divided into: average sponsor's name size in T-shirts is 6.26 cm², and average sponsor's name size in billboards is 4.23 cm². The total sponsor's name impact on pictures is 10.49 cm². This means that the 8.43% of the total surface of Caprabo Lleida Bàsquetbol published pictures is of the sponsor's name.

All the published news related to the Caprabo Lleida Bàsquetbol has been analysed and the sponsor's name CAPRABO or CAPRABO Lleida had appeared 261 times. The average size of the text is 485.77 cm²; this represents the 55.33% of the newspapers page.

The 261 impacts were divided into CAPRABO impacts and CAPRABO Lleida impacts, and it was also taken into consideration where the impact occurred: Highlights, Subtitle, or text and its connotations: positive, negative, or neutral.

	Type of impact	Positive		Negative		Neutral		Total	
		n	%	n	%	n	%	n	%
CAPRABO	Highlights	18	14	3	12,5	11	10	32	12,2
	Subtitle	12	9,3	4	16,7	6	5,6	22	8,4
	Text	51	39,5	6	25	47	43,5	104	39,8
CAPRABO LLEIDA	Highlights	2	1,5	1	4,2	0	0	3	1,5
	Subtitle	9	7	0	0	6	5,6	15	5,7
	Text	29	22,5	9	37,5	35	32,4	73	28
Text under Picture	CAPRABO	6	4,7	1	4,2	0	0	7	2,7
	CAPRABO LL.	2	1,5	0	0	3	2,8	5	1,9
Total sponsor's name impacts		129	100	24	100	108	100	261	100

Table 4 Sponsor's name impact on published news on Diari Segre

From November'99 to February'00 Diari La Mañana had published a total of 74 newspapers in which Caprabo Lleida Bàsquetbol was mentioned: 21 newspapers in November, 21 newspapers in December, 16 newspapers in January, and 16 newspapers in February. Moreover, Caprabo Lleida was seven times front cover and fifty five times front cover of the sport section. This means an average of 14.5 covers per month.

All the pictures published in Diari La Mañana were analysed. A total of 89 sponsor impacts in pictures have been found.

The average size of the pictures is 334.34 cm². It represents the 15.29% of the newspapers page. The average size of the sponsor's name in the pictures can be divided into: average sponsor's name size in T-shirts is 8.3 cm², and average sponsor's name size in billboards is 10.05 cm². The total sponsor's name impact on pictures is 18.48 cm². This means that the 6.53% of the total surface of Caprabo Lleida Bàsquetbol published pictures is of the sponsor's name.

All the published news related to the Caprabo Lleida Bàsquetbol were analysed and the sponsor's name CAPRABO or CAPRABO Lleida had appeared 760 times. The average size of the text is 389 cm². This represents the 9.11% of the newspapers page.

The 760 impacts were divided into CAPRABO impacts and CAPRABO Lleida impacts, and it was also taken into consideration where the impact occurred: Highlights, Subtitle, or text and its connotations: positive, negative, or neutral.

	Type of impact	Positive		Negative		Neutral		Total	
		n	%	n	%	n	%	n	%
CAPRABO	Highlights	35	8,5	4	5,6	30	10,8	69	9,3
	Subtitle	15	3,6	2	2,8	7	2,5	24	3,1
	Text	187	45,4	30	41,7	100	36,2	317	41,7
CAPRABO LLEIDA	Highlights	6	1,4	2	2,8	10	3,6	18	2,4
	Subtitle	4	1	1	1,4	2	0,7	7	0,9
	Text	150	36,4	27	37,5	120	43,5	297	39
Text under	CAPRABO	7	1,7	3	4,2	4	1,4	14	1,8
Picture	CAPRABO LL.	8	1,9	3	4,2	3	1	14	1,8
Total sponsor's name impacts		412	100	72	100	276	100	760	100

Table 5 Sponsor's name impact on published news in Diari La Mañana

Considering both the selling figures of the two main local newspapers: La Mañana 12.000 daily copies and Diari El Segre 16.000 daily copies, and the percentage of readers of the local newspapers, approximately 86%, and the percentage of readers of sport news, 57%. Around 22.195.200 readers/week are impacted by the sponsor's name.

5.2.2 Sponsor impact on direct spectators

The sponsor impact on direct spectators can be measured through the sponsor's visibility in T-shirts and billboards. The placement of the billboards with the logo and sponsor's name is free of charge in compensation of the sponsor agreement.

5.2.2.1 Sponsor's name impact on advertising billboards

The Caprabo's supermarket chain has thirteen billboards in the sport hall where Caprabo Lleida Bàsquetbol team plays in Lleida. The billboards have different size: six billboards of 2.24 m per 1.21 m, one of 4.48 m per 1.05 m, and six of 5.78 m per 1.34 m. This means that the total surface of the billboards with the sponsor's name is 64.43 m.

Taking into account that the total surface of the advertising wall of the sport hall is approximately 195 m², the Caprabo's advertising billboards take 43.5% of the total advertising surface of it.

Note: Caprabo Lleida Bàsquetbol with the collaboration of CAPRABO Supermarket Chain and the Spanish Basketball Federation hold the ALL STAR Competition in his sport hall. As a result, the number of Caprabo advertising billboards increased, billboards under the baskets, and paper-hands with the sponsor's name on it were given to the spectators live.

5.2.2.2 Sponsor's name impact on local spectators live

The sponsor has two different kinds of impact through the advertising billboards: impact on spectators who are attending to the basketball games live and impact on other spectators and players who use the sport hall in another way.

From November'99 to February'00 Caprabo played fourteen competition games and two friendship games as local team, and the ALL STAR Competition was also hold in the same sport hall. The attendance of spectators live was:

Played games as local team	Number of spectators
CAPRABO Lleida- Cajasur (comp.)	1.750
CAPRABO Lleida- P.Bruguer Badalona ACB (friendly game)	1.100
CAPRABO Lleida- Caja Rural Melilla (comp.)	1.622
CAPRABO Lleida- Ourense C.B. (comp.)	1.870
CAPRABO Lleida- Sondeos Coruña (comp.)	1.760
CAPRABO Lleida- U.E.Lleida (friendly game)	980
CAPRABO Lleida- Menorca Basquet (comp.)	1.100
CAPRABO Lleida- CB Murcia (comp.)	1.690
ALL STAR CAPRABO Lleida (1 st day)	1.450
ALL STAR CAPRABO Lleida (2 nd day)	1.160
CAPRABO Lleida- CB Granada (comp.)	1.756
Total number of spectators from Nov'99 to Feb'00	16.238
Total number of spectators from Sep'99 to Oct'99	8.276
Total number of spectators from Sep'99 to Feb'00	24.514

Table 6 Number of spectators live in the games played as local team Nov'99-Feb'00 by Caprabo Lleida

There were other spectators and players who used the sport hall. They are already defined in the first report and the figures did not change at all during the confection of the second report.

5.2.2.3 Sponsor's name impact on T-shirts

The sponsor advertising in T-shirts is placed in the front part of the T-shirt. The dimension of the sponsor's name is 30 x 5 cm, 150 cm². This means that the sponsor's name takes approximately 5% of the front part of the T-shirt of every player.

The sponsor's name impact on spectators live through the T-shirts has to be analysed in two situations: when Caprabo Lleida plays as local team and when Caprabo Lleida plays as visiting team.

Played games as local team	Number of spectators
CAPRABO Lleida- Cajasur (comp.)	1.750
CAPRABO Lleida- P.Bruguer Badalona ACB (friendly game)	1.100
CAPRABO Lleida- Caja Rural Melilla (comp.)	1.622
CAPRABO Lleida- Ourense C.B. (comp.)	1.870
CAPRABO Lleida- Sondeos Coruña (comp.)	1.760
CAPRABO Lleida- U.E.Lleida (friendly game)	980
CAPRABO Lleida- Menorca Basquet (comp.)	1.100
CAPRABO Lleida- CB Murcia (comp.)	1.690
ALL STAR CAPRABO Lleida (1 st day)	1.450
ALL STAR CAPRABO Lleida (2 nd day)	1.160
CAPRABO Lleida- CB Granada (comp.)	1.756
Total number of spectators from Nov'99 to Feb'00	16.238

Table 7 Number of spectators live in the games played as local team Nov'99-Feb'00 by Caprabo Lleida

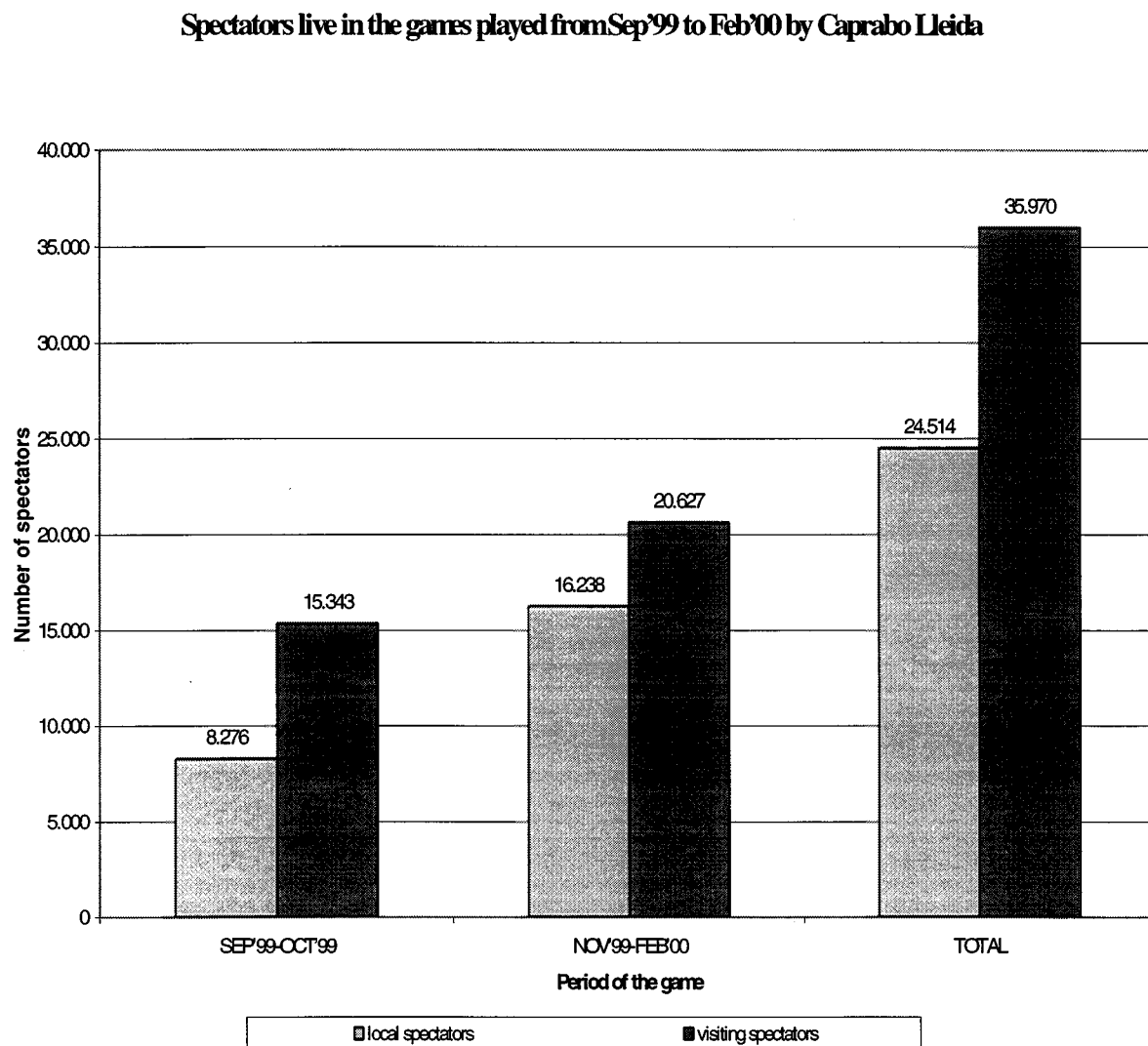
The number of spectators live from the sport halls where Caprabo Lleida have played as visiting team should be added to the total number of spectators live as a local team. Considering the figures given by the different basketball clubs, these are the spectators live in every game with Caprabo Lleida as visiting team from Nov'99 to Feb'00:

Played games as visiting team	Number of spectators live
Ciudad de Huelva - CAPRABO Lleida (comp.)	3.268
Rosalia de Castro - CAPRABO Lleida (comp.)	1.120
Hispano Zaragoza - CAPRABO Lleida (friendly game)	879
Basquet Inca – CAPRABO Lleida (comp.)	2.360
Melilla - CAPRABO Lleida (Granada's Cup)	1.100
Badajoz C.Rural – CAPRABO Lleida (comp.)	4.217
Tenerife Atún C. – CAPRABO Lleida (comp.)	3.054
C.B. Los Barrios – CAPRABO Lleida (comp.)	1.249
Alicante – CAPRABO Lleida (comp.)	3.380
Total number of spectators from Nov'99 to Feb'00	20.627
Total number of spectators from Sep'99 to Oct'99	15.343
Total number of spectators from Sep'99 to Feb'00	35.970

Table 8 Number of spectators live in the games played as visiting team Nov'99-Feb'00 by Caprabo Lleida

The sponsor's name impact on spectators live, including both local and visiting spectators, through the T-shirt from November'99 to February'00 was **36.865** spectators. From the beginning of season to February the total number of spectators live was **60.484**.

Figure 7 Total number of spectators live from Nov'99 to Feb'00



5.3 Analysis of the sponsoring impact on the mass media and direct spectators from March'00 to June'00

5.3.1 Sponsor's name impact on indirect spectators

5.3.1.1 Sponsor's name impact on TV

The games of the regular phase and the play-offs played by Caprabo Lleida Bàsquetbol and broadcast by Canal Teledeporte -which is a pay-per-view channel-; TV2 -which is a national channel-; or Canal 33 -which is the Catalan TV Station- were analysed. These are the results of the sponsor impact:

During the retransmission of the games the commentators of Canal Teledeporte, TV2, and TV3 repeated the sponsor's name, CAPRABO or CAPRABO LLEIDA, many times. To be exact, the commentators repeated the sponsor's name as follow:

Broadcast games on TV (channels)	Number of sponsor's name impacts
Orense against Caprabo Lleida (Teledeporte)	3
Caprabo Lleida against Menorca (Canal 33)	82
Tenerife against Caprabo Lleida (Teledeporte)	70
Alicante against Caprabo Lleida (Teledeporte, play-offs)	27
Alicante against Caprabo Lleida (Teledeporte, play-offs)	34
Caprabo Lleida against Alicante (TV2, play-offs)	84
Alicante against Caprabo Lleida (TV2, play-offs)	118
Total sponsor's name impact	418 times, average of 60 times/game

Table 9 Sponsor's name impact on broadcast games

The total exposure time of the sponsor's name on TV was divided into total time that the sponsor's name was perfectly recognisable and total time that the sponsor's name was recognisable in the players T-shirts, in equipment and billboards located around the sport facility, and in inserts on TV. The total exposure time on TV from March'00 to June'00 was:

Sponsor's name in T-shirts: 17 minutes and 42 seconds

Sponsor's name in billboards: 20 minutes and 34 seconds

Inserts on TV: 10 minutes and 18 seconds

Total exposure time: 48 minutes and 34 seconds

Note: To see the exposure time in a single broadcast game go to appendix 2, page 88.

Figure 8 sponsor's name background exposition on TV from March'00 to June'00

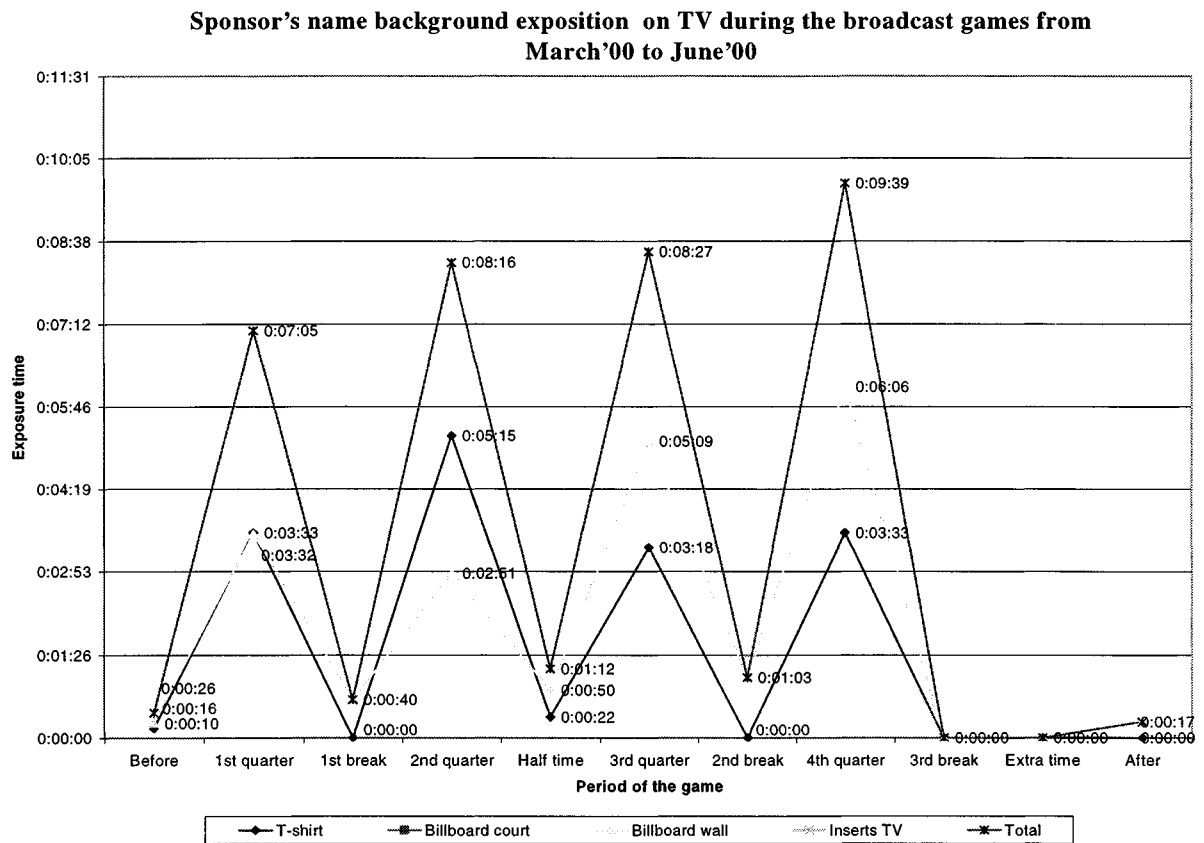


Figure 9 Sponsor's name foreground exposition on TV from March'00 to June'00

Sponsor's name foreground exposition on TV during the broadcast games from March'00 to June'00

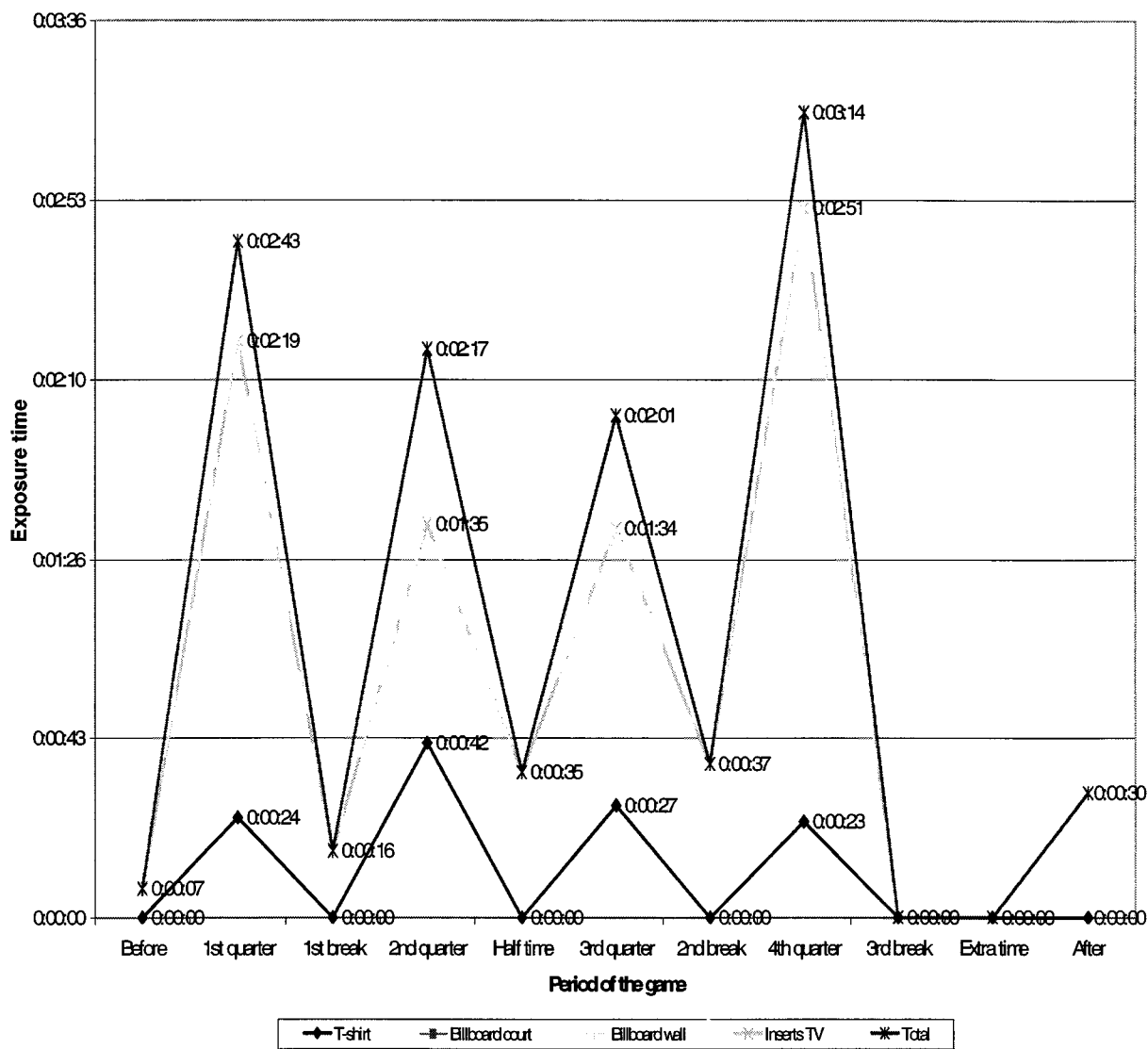
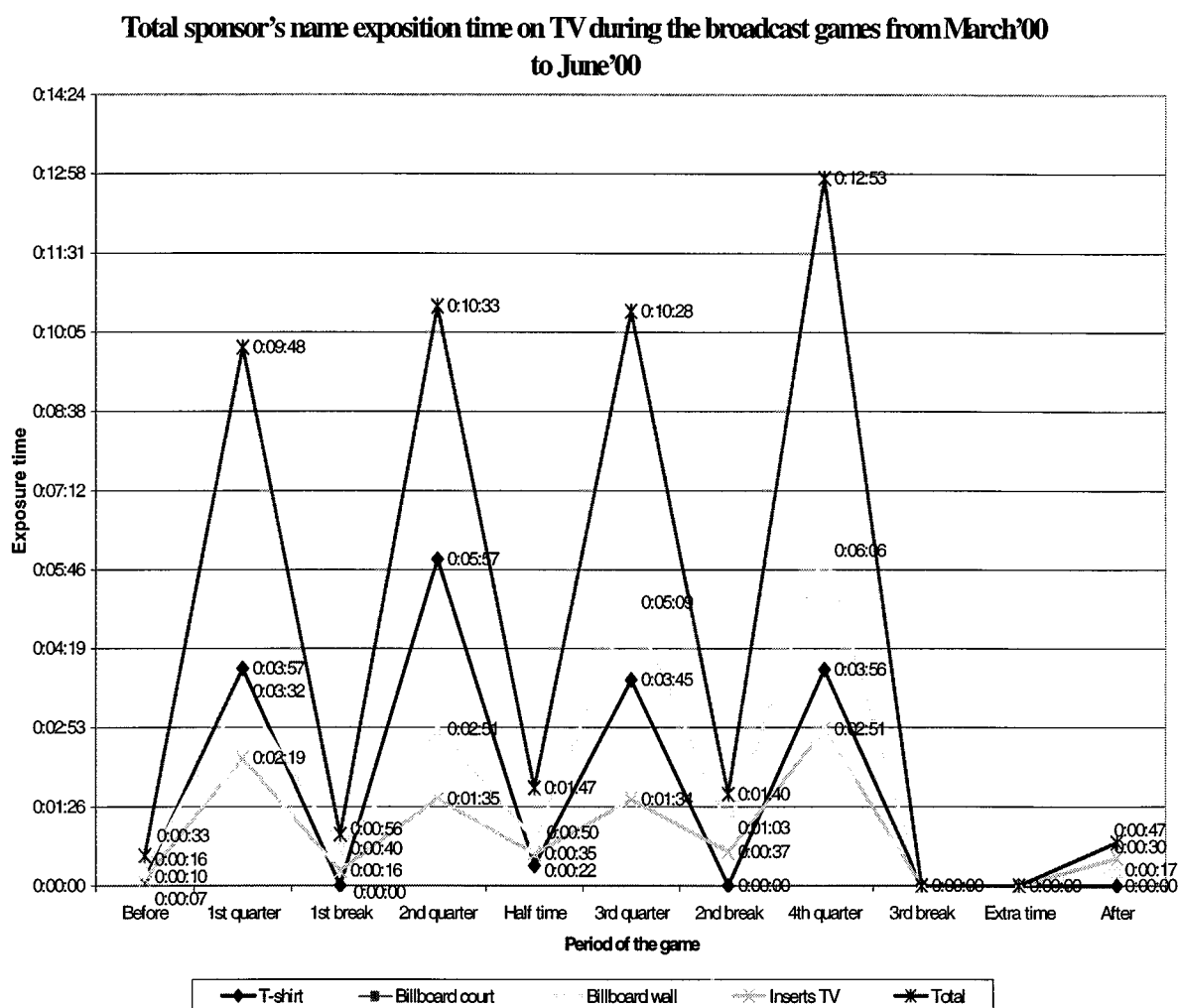


Figure 10 Total sponsor's name exposition time on TV from March'00 to June'00



5.3.1.2 Sponsor's name impact on radio

During this period all the games retransmitted by the two main local radio stations: Com Ràdio and Segre Ràdio were analysed. The total number of retransmitted games was thirty eight. Each radio station retransmitted eighteen. During the retransmission of the games the commentators of both radio stations mentioned the sponsor's name, CAPRABO or CAPRABO Lleida, as follow: in retransmitted games by Com Ràdio 1,410 times as CAPRABO and 1,003; in

retransmitted games by Segre Ràdio 1,442 times as CAPRABO and 1,177 times as CAPRABO Lleida.

Note: To see sponsor's name impacts on a single retransmitted game go to appendix 1, page 83.

Figure 11 Sponsor's name impact as CAPRABO on radio retransmitted games from March'00 to June'00

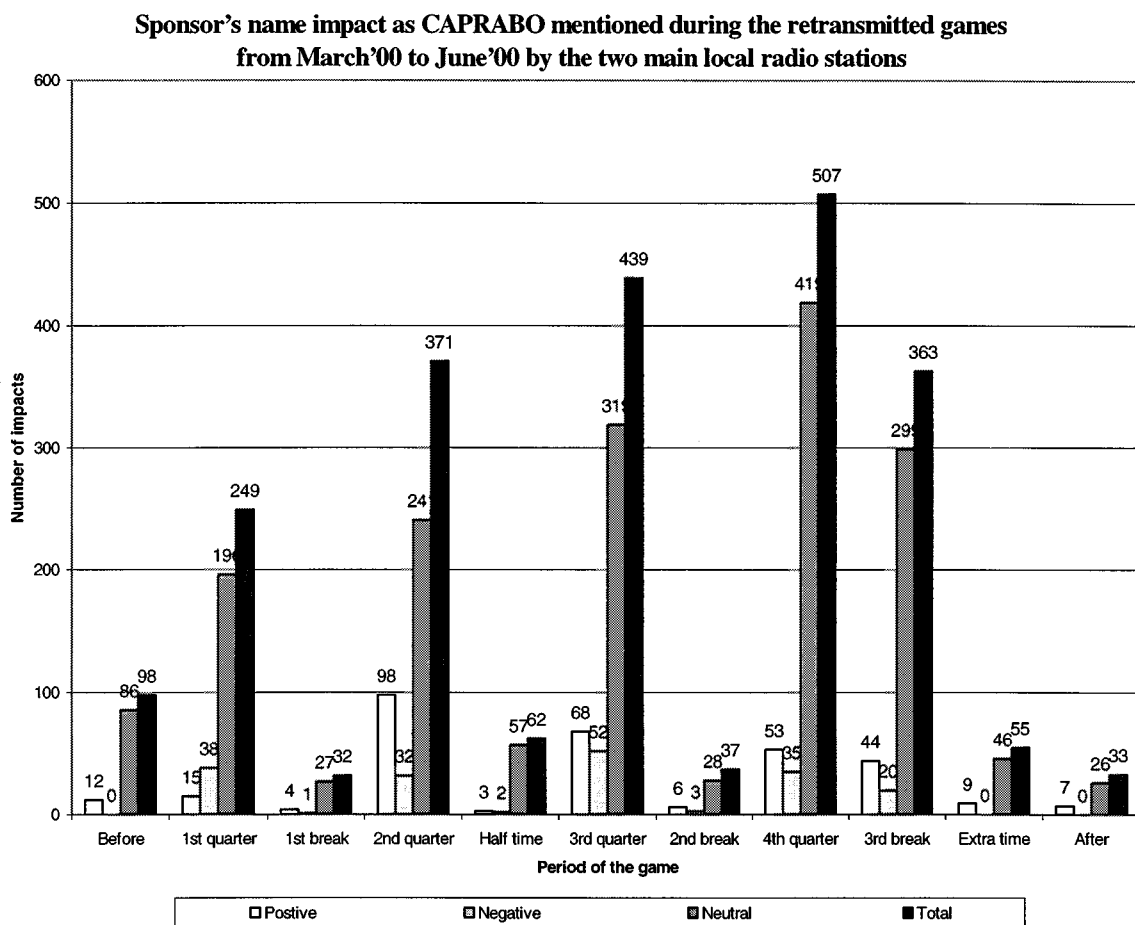


Figure 12 Sponsor's name impact as CAPRABO Lleida on retransmitted games from March'00 to June'00

Sponsor's name impact as CAPRABO LLEIDA mentioned during the retransmitted games from March'00 to June'00 by the two main local radio stations

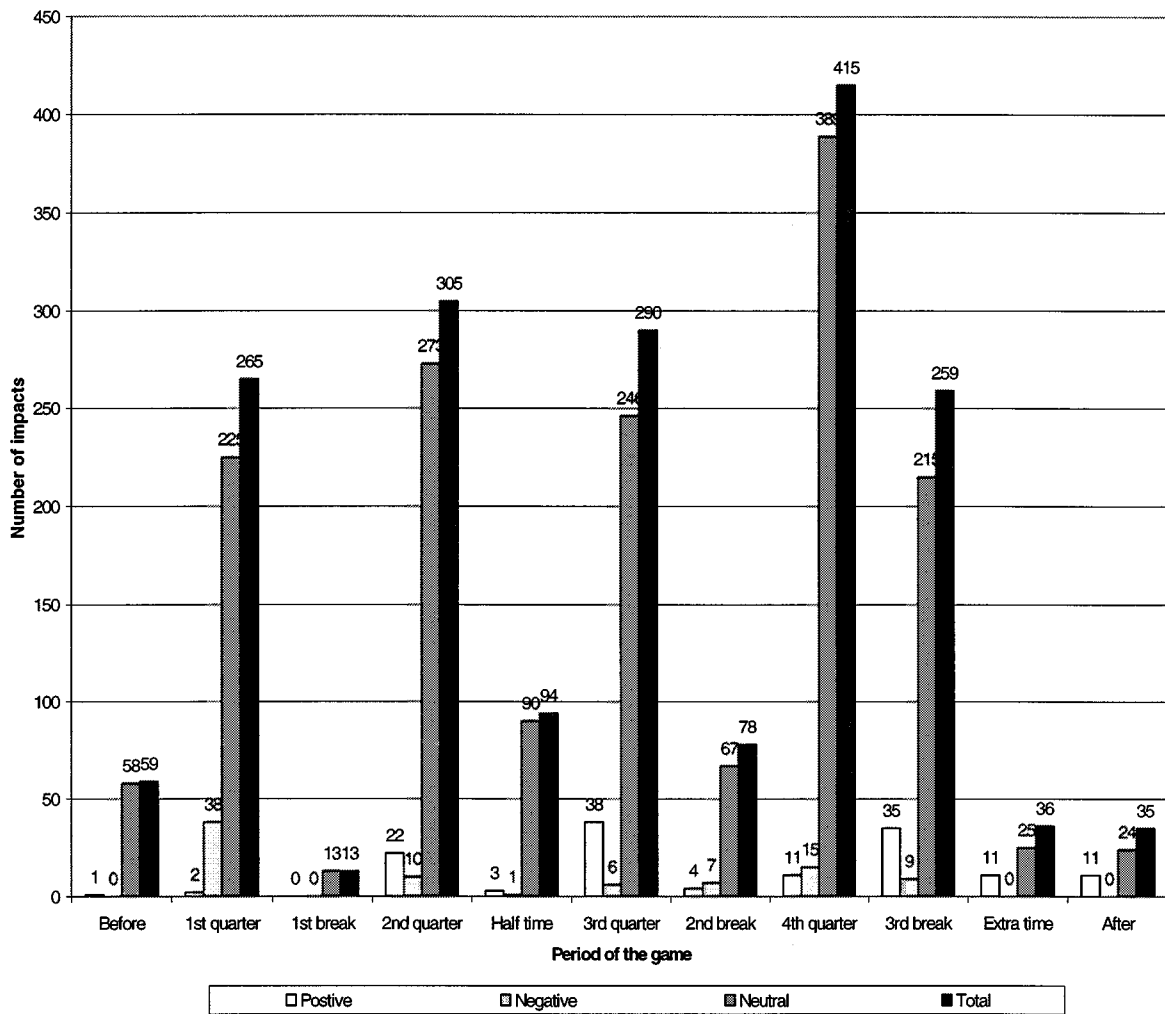
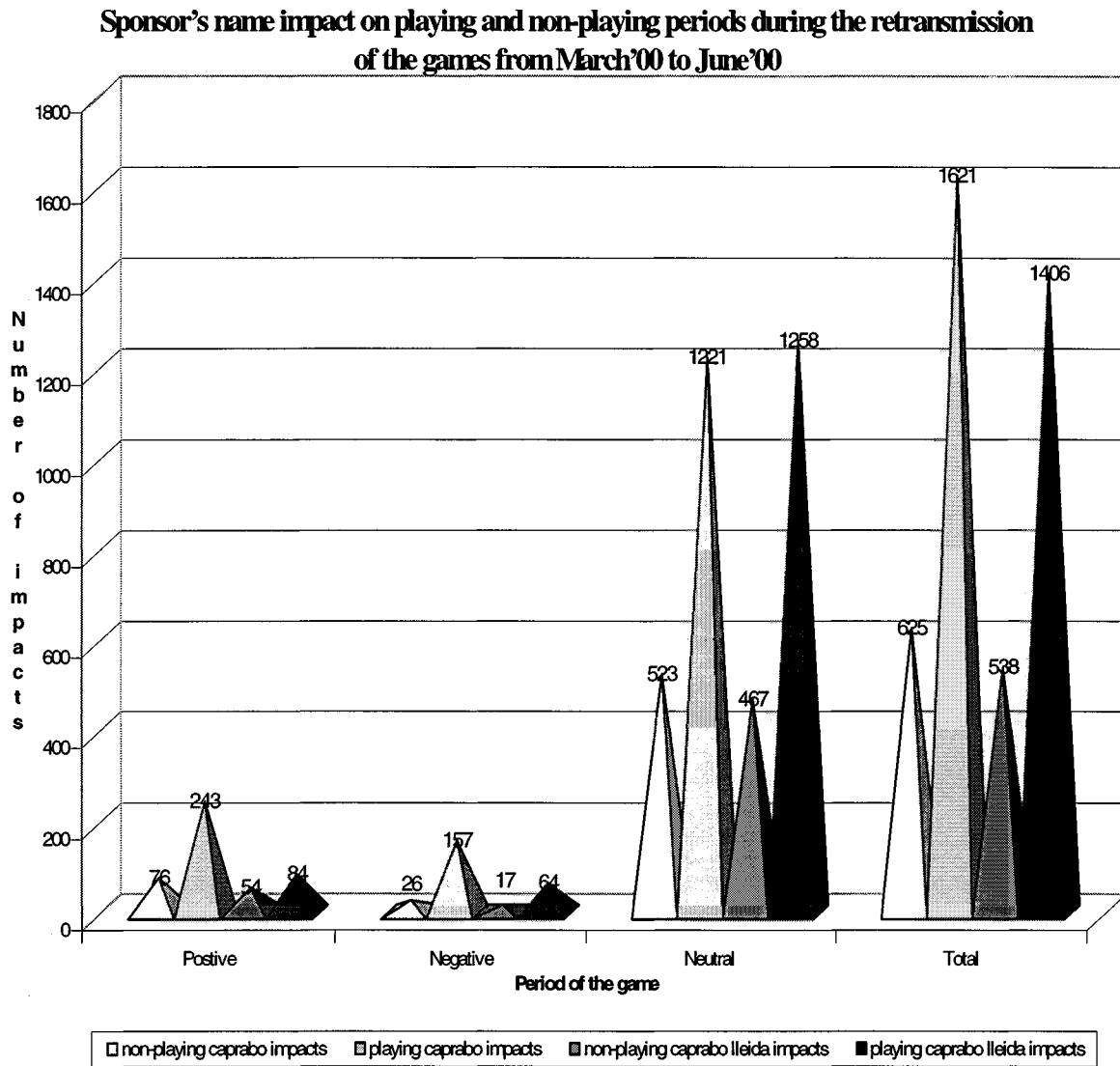


Figure 13 Comparison between sponsor's name impact during playing and non-playing periods of the game



5.3.1.3 Sponsor's name impact on newspapers

A daily follow-up of the two main local newspapers, Segre and La Mañana, that publish news related to Caprabo Lleida Bàsquetbol were done from March'00 to June'00.

From March'00 to June'00 Diari Segre had published a total of 84 newspapers in which Caprabo Lleida Bàsquetbol was mentioned: 18 newspapers in March, 20 newspapers in April, 25 newspapers in May, and 21 newspapers in June. Moreover, Caprabo Lleida was seven fronts cover and sixteen times front cover of the sport section. This means an average of 3.6 covers per month.

All the published pictures in Diari Segre were analysed. A total of 72 sponsor impacts in pictures have been found.

The average size of the pictures is 204.67 cm². It represents the 15.89% of the newspapers page. The average size of the sponsor's name in the pictures can be divided into: average sponsor's name size in T-shirts is 3.34 cm², and average sponsor's name size in billboards is 5.41 cm². The total sponsor's name impact on pictures is 8.55 cm². This means that the 9.24% of the total surface of Caprabo Lleida Bàsquetbol published pictures is of the sponsor's name.

All the published news related to the Caprabo Lleida Bàsquetbol has been analysed and the sponsor's name CAPRABO or CAPRABO Lleida has appeared 371 times. The average size of the text is 131.77 cm². This represents the 15.06% of the newspapers page.

The 371 impacts were divided into CAPRABO impacts and CAPRABO Lleida impacts, and it was also taken into consideration where the impact occurred: Highlights, Subtitle, or text and its connotations: positive, negative, or neutral.

	Type of impact	Positive		Negative		Neutral		Total	
		n	%	n	%	n	%	n	%
CAPRABO	Highlights	26	12,2	6	20,7	21	16,8	53	14,3
	Subtitle	19	9	3	10,3	8	7,7	30	8,1
	Text	81	38	9	31	56	43,4	146	39,3
CAPRABO LLEIDA	Highlights	6	2,8	1	3,4	0	0	7	1,9
	Subtitle	12	5,6	0	0	6	4,6	18	4,8
	Text	42	19,7	9	31	35	27,1	86	23,2
Text under	CAPRABO	9	4,2	1	3,4	0	0	10	2,7
Picture	CAPRABO LL.	18	8,4	0	0	3	2,3	21	5,7
Total sponsor's name impacts		213	100	29	100	129	100	371	100

Table 10 Sponsor's name impact on published news in Diari Segre

From March'00 to June'00 Diari La Mañana had published a total of 86 newspapers in which Caprabo Lleida Bàsquetbol was mentioned: 21 newspapers in March, 21 newspapers in April, 24 newspapers in May, and 20 newspapers in June. Moreover, Caprabo Lleida was seven times front cover and fifty five times front cover of the sport section. This means an average of 14.5 covers per month.

All the published pictures in Diari La Mañana were analysed. A total of 51 sponsor impacts in pictures have been found.

The average size of the pictures is 294.34 cm². It represents the 13.16% of the newspapers page. The average size of the sponsor's name in the pictures can be divided into: average sponsor's name size in T-shirts is 9.2 cm², and average sponsor's name size in billboards is 11.22 cm². The total sponsor's name impact on pictures is 20.44 cm². This means that the 8.7% of the total surface of Caprabo Lleida Bàsquetbol published pictures is of the sponsor's name.

All the published news related to the Caprabo Lleida Bàsquetbol has been analysed and the sponsor's name CAPRABO or CAPRABO Lleida has appeared 785 times. The average size of the text is 389 cm2. This represents the 28.8% of the newspapers page.

The 785 impacts were divided into CAPRABO impacts and CAPRABO Lleida impacts, and it was also taken into consideration where the impact occurred: Highlights, Subtitle, or text and its connotations: positive, negative, or neutral.

	Type of impact	Positive		Negative		Neutral		Total	
		n	%	n	%	n	%	n	%
CAPRABO	Highlights	18	13	9	20,9	25	4,1	52	6,6
	Subtitle	11	7,9	3	7	17	2,8	31	3,9
	Text	63	45,3	15	34,9	262	43,4	340	43,3
CAPRABO LLEIDA	Highlights	4	2,9	2	4,6	11	1,8	17	2,1
	Subtitle	6	4,3	2	4,6	17	2,8	25	3,2
	Text	19	13,7	8	18,6	247	40,9	274	34,9
Text under	CAPRABO	9	6,5	1	2,3	11	1,8	21	2,7
Picture	CAPRABO LL.	9	6,5	3	7	13	2,2	25	3,2
Total sponsor's name impacts		139	100	43	100	603	100	785	100

Table 11 Sponsor's name impact on news published in Diari La Mañana

Considering both the selling figures of the two main local newspapers: La Mañana 12,000 daily copies and Diari El Segre 16,000 daily copies, and the percentage of readers that read the local newspapers, approximately 86%, and the sport news, 57%. It can be asserted that around 22,195,200 readers/week are impacted by the sponsor's name.

5.3.2 Sponsor impact on direct spectators

The sponsor impact on direct spectators can be measured through the sponsor's visibility in T-shirts and billboards. The placement of the billboards with the logo and sponsor's name is free of charge in compensation of the sponsor agreement.

5.3.2.1 Sponsor's name impact on advertising billboards

The Caprabo's supermarket chain has thirteen billboards in the sport hall where Caprabo Lleida Bàsquetbol team plays in Lleida. The billboards have different size: six billboards of 2.24 m per 1.21 m, one of 4.48 m per 1.05 m, and six of 5.78 m per 1.34 m. This means that the total surface of the billboards with the sponsor's name is 64.43 m.

Taking into account that the total surface of the advertising wall of the sport hall is approximately 195 m², the Caprabo's advertising billboards take 43.5% of the total advertising surface of it.

5.3.2.2 Sponsor's name impact on local spectators live

The sponsor has two different kinds of impact through the advertising billboards: impact on spectators who are attending to the basketball games live and impact on other spectators and players who are using the sport hall.

From March'00 to June'00 Caprabo played eleven competition games as a local team, the attendance of spectators live was:

Played games as local team	Number of spectators live
CAPRABO Lleida- Abeconsa Ferrol (comp.)	1.780
CAPRABO Lleida- Huelva (comp.)	1.750
CAPRABO Lleida- Rosalía (comp.)	1.800
CAPRABO Lleida- Inca (comp.)	1.780
CAPRABO Lleida- Tenerife Atún (Play-offs)	1.900
CAPRABO Lleida- Tenerife Atún (Play-offs)	1.900
CAPRABO Lleida- Tenerife Atún (Play-offs)	1.900
CAPRABO Lleida- Alicante (Play-offs)	1.900
CAPRABO Lleida- Alicante (Play-offs)	1.900
Total number of spectators from March'00 to June'00	16.610
Total number of spectators from Sep'99 to Oct'99	8.276
Total number of spectators from Nov'99 to Feb'00	16.238
Total number of spectators season 1999-2000	41.124

Table 12 Number of spectators live in the games played as local team March'00-June'00 by Caprabo Lleida

There were other spectators and players who used the sport hall. They are already defined in the first report and the figures did not change during the design of the third report.

5.3.2.3 Sponsor's name impact on T-shirts

The sponsor advertising in T-shirts is placed in the front part of the T-shirt. The dimension of the sponsor's name is 30 x 5 Cm, 150 sq. Cm. This means that the sponsor's name takes approximately 5% of the front part of the T-shirt of every player.

The sponsor's name impact on spectators live through the T-shirts has to be analysed in two situations: when Caprabo Lleida plays as local team and when Caprabo Lleida plays as visiting team.

Played games as local team	Number of spectators live
CAPRABO Lleida- Abeconsa Ferrol (comp.)	1.780
CAPRABO Lleida- Huelva (comp.)	1.750
CAPRABO Lleida- Rosalía (comp.)	1.800
CAPRABO Lleida- Inca (comp.)	1.780
CAPRABO Lleida- Tenerife Atún (Play-offs)	1.900
CAPRABO Lleida- Tenerife Atún (Play-offs)	1.900
CAPRABO Lleida- Tenerife Atún (Play-offs)	1.900
CAPRABO Lleida- Alicante (Play-offs)	1.900
CAPRABO Lleida- Alicante (Play-offs)	1.900
Total number of spectators from March'00 to June'00	16.610

Table 13 Number of spectators live in the games played as local team March'00-June'00 by Caprabo Lleida

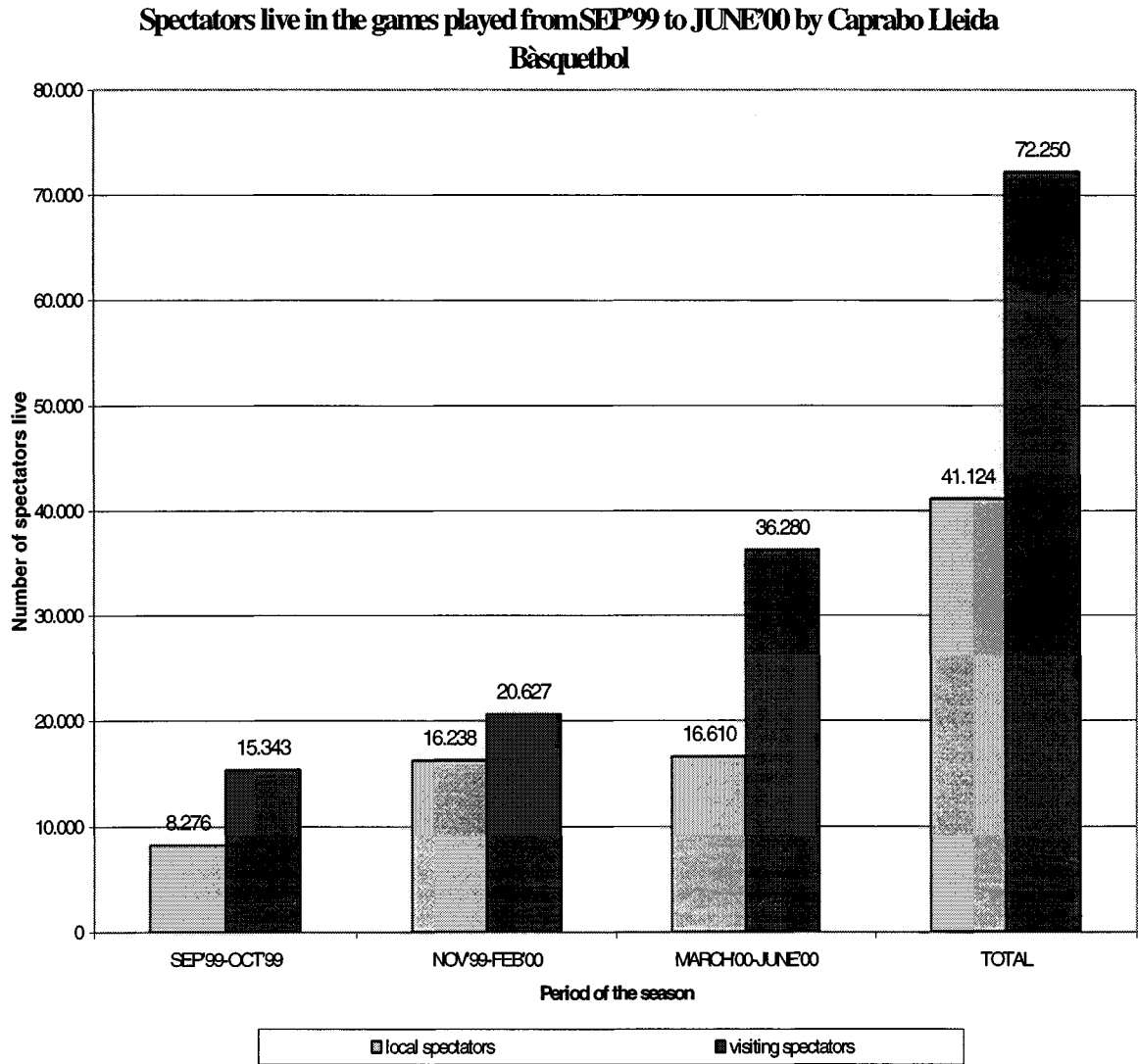
The number of spectators live from the sport halls where Caprabo Lleida have played as visiting team should be added To the total number of spectators live as local team. Considering the figures given by the different basketball clubs, these are the spectators live in every game as visiting team from March'00 to June'00:

Played games as visiting team	Number of spectators live
Alicante - CAPRABO Lleida (comp.)	4.500
Cajasur Cordoba - CAPRABO Lleida (comp.)	3.500
Melilla - CAPRABO Lleida (comp.)	2.000
Ourense - CAPRABO Lleida (comp.)	3.380
La Coruña - CAPRABO Lleida (comp.)	3.600
Tenerife - CAPRABO Lleida (Play-offs)	3.300
Tenerife - CAPRABO Lleida (Play-offs)	3.330
Alicante - CAPRABO Lleida (Play-offs)	4.000
Alicante - CAPRABO Lleida (Play-offs)	4.200
Alicante - CAPRABO Lleida (Play-offs)	4.500
Total number of spectators from March'00 to June'00	36.280
Total number of spectators from Nov'99 to Feb'00	20.627
Total number of spectators from Sep'99 to Oct'99	15.343
Total number of spectators season 1999-2000	72.250

Table 14 Number of spectators live in the games played as visiting team March'00-June'00 by Caprabo Lleida

The sponsor's name impact on spectators live, including both local and visiting spectators, through the T-shirt from March'00 to June'00 was **52.890** spectators. From the season 1999-2000 the total number of spectators live was **113.374**.

Figure 14 Spectators live during the season 1999-2000



5.4 Analysis of the sponsoring impact on local spectators live

The 2nd November 1999 hundred questionnaires were administered to the local spectators watching the game live. The main objective of the questionnaire was to ask whether the spectators knew the main sponsor of the basketball team and whether there was any relation between being a member of the basketball club and being a client of the Caprabo supermarket chain in Lleida. However, some general information as gender, age, profession, or interest for the event was also required.

The 55 men and 45 women filled in the questionnaires. The whole sample was divided into different groups of age: 1% of people were between 0 and 15 years-old; 39% between 16 and 30 years-old; 40% between 31 and 45 years-old; 14% between 46 and 60 years-old; and 6% between 61 and 75 years old.

The 8% of the sample were teachers; 3% shop assistants; 13% secretaries; 23% students; 16% managers; 6% engineers; 7% retired; and 24% had another type of profession. When they were asked about their interest for the basketball game, the 44% of them answered that the main reason was the event itself; 42% attend by for the emotion of the event; 11% go with friends or any member of their own family; and 3% had another reasons to go to the basketball games.

After asking, "how often they go to the basketball games?" 67% of the sample answered they always go to the local basketball games played by Caprabo Lleida; 1% quite often; 29% often; and 3% almost never attend to the games.

The 92% of the interviewed knew the name of the main sponsor of the basketball team when they were asked about it "top of mind awareness", and 8% did not know the name. Meanwhile, that 94% of the sample recognised the main sponsor's name after a list with different sponsors names "assisted awareness" were showed to them. 6% of the sample did not recognise the sponsor's name from the list or cross out more than one sponsor's name.

The 52% of the interviewed were clients of the Caprabo Supermarket Chain in Lleida, and 48% were not. There were many different reasons for being a client of Caprabo: 30% had a Caprabo supermarket near or quite near of their own home; 16% trusted in the quality of the products and services offered by Caprabo; 5% were clients of Caprabo because its relationship with the basketball team; and 1% had another type of reason to be a client of Caprabo supermarkets.

The big majority of the interviewed people, 91%, knew the sponsor's name before it became the sponsor of the basketball team: 55% knew the sponsor's name by means of the TV advertising; 19% by means of the advertising in other media: including radio and newspapers; 14% through the sponsored of the basketball team; 4% through friends; and 8% knew the sponsor's name through other ways.

In order to verify the hypothesis of the study cross tables between different variables were made and the results can be seen in the appendix 3, page 91.

6 ANALYSIS OF THE RESULTS

The results found in the study are divided into two main parts: *sponsor impact on the mass media* and *the spectators live awareness about the main sponsor of the basketball team*. The collection of the data relate to the media coverage during the season 1999-2000 was divided into three different reports: Sep'99-Oct'99, Nov'99-Feb'00, and March'00-June'00.

6.1 Sponsor's name impact on indirect spectators during the season 1999-2000

6.1.1 Sponsor's name impact on TV

There was a big difference among the results in the sponsor impact on TV got in the three reports. During Sep'99-Oct'99 and Nov'99-Feb'00 there was just one basketball game broadcast on TV in each report. Teledeporte, which is a pay-per-view channel, broadcast both. During the third report, March'00-June'00 7 games were broadcast. The team was playing good and the interest for the team was increased, although the main reason was that team classification for the play-offs. Four games were broadcast by Teledeporte, one by the Catalan Television Channel (C33), and two games (play-offs semi-finals) by the National Television Channel (TV2).

The biggest sponsor impact on TV was done during the last period of the competition, March'00-June'00. In the first two reports the sponsor's name impact on the commentators retransmission was quite similar: 98 times and 110 times respectively. Meanwhile the total impact during the last report was almost four times bigger, 418 times. This means an average of 60 times/game.

The sponsor's name impact on the retransmission depends on the TV channel in which the game is broadcast. It is not possible to make a comparison of the sponsor's name impact between TV channels retransmission during the first and second report because just one game was broadcast in each report. However in the third one it is possible to do that. The commentators from Teledeporte -who are from Madrid- mentioned in average less times the sponsor's name, 33.5 times, even when Teledeporte broadcast one game more than the commentators of TV2 and

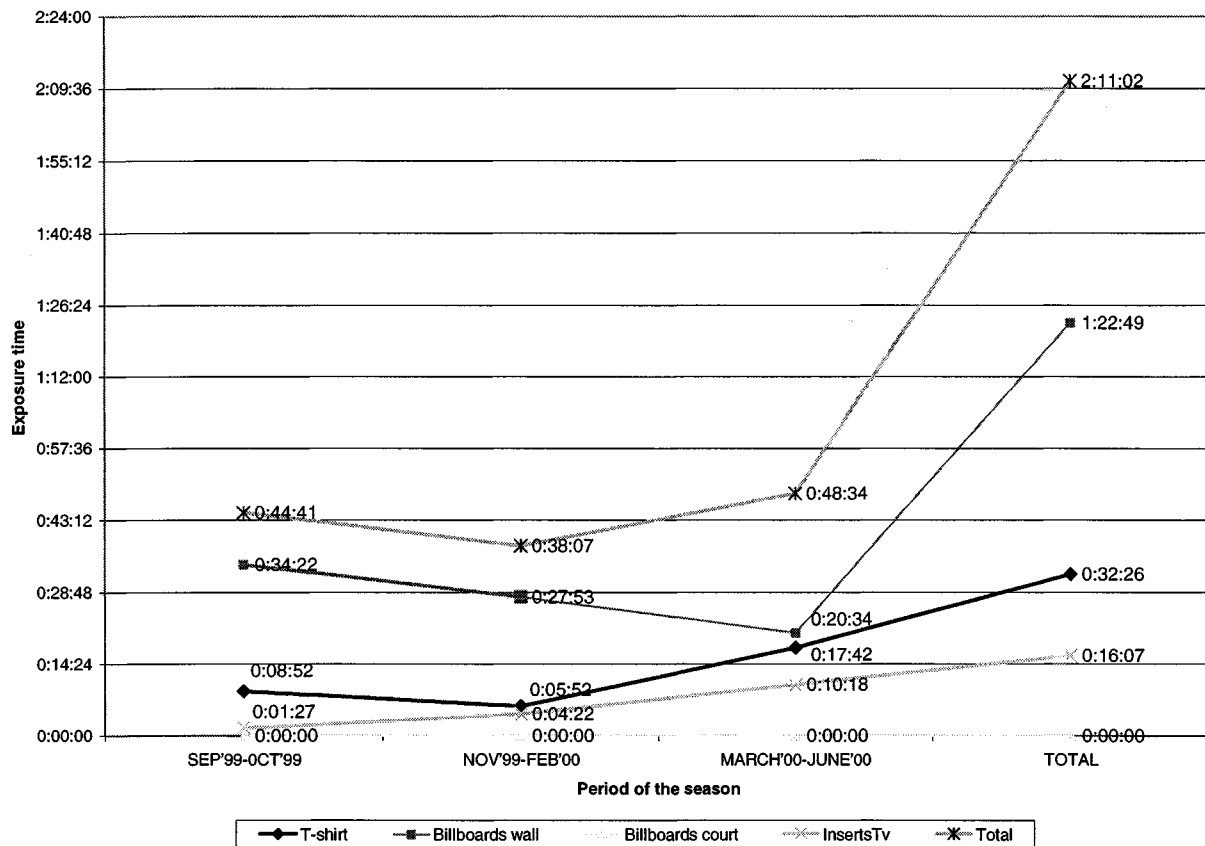
C33, 94.5 times. These commentators are Catalan and have a better knowledge about the team, the city of Lleida, and Caprabo supermarket chain.

The total exposure time of the sponsor's name on TV is divided into total time that the sponsor's name was perfectly recognisable and total time that the sponsor's name was recognisable in the players T-shirts, in equipment and billboards located around the sport facility, and in inserts on TV.

The sponsor exposure time on TV is bigger in the third report than in the others as well as the sponsor's impact in the commentator retransmission. The reason is the bigger number of broadcast games.

Figure 15 Total sponsor's name exposition time during the season 1999-2000

Total sponsor's name exposure time on TV during the season 1999-2000



As can be seen in the figure 15 the sponsor's name exposure time in players T-shirt, in billboards, and in inserts on TV showed a totally different tendency during the season 1999-2000. Although it can be supposed that the biggest exposure time would appeared in the third report because of the bigger number of broadcast games, this is not like this in all the cases.

The sponsor's name exposure time in T-shirts decreased during the second report: it decreased 3 minutes. It increased during the third report again almost three times more: from 5 minutes and 22 seconds to 17 minutes and 42 seconds. As a result, the biggest sponsor's name exposure time in T-shirts appeared in the third report. However, the sponsor's name exposure in billboards showed the opposite tendency, it had the biggest exposition in the first report and then decreased continuously until get the lower value in the third report: 34 minutes and 22 seconds, 27 minutes and 53 seconds, and 20 minutes and 34 seconds respectively. The sponsor's name exposure time in inserts on TV had the biggest increased, ten times more from the beginning of the season until the end: 1 minute and 41 seconds, 4 minutes and 22 seconds, and 10 minutes and 18 seconds respectively.

Consequently it can be said that the biggest sponsor's name exposure time on TV was in the advertising billboards place on the publicity wall with a total exposure time during the season 1999-2000 of 1 hour 22 minutes and 49 seconds; the player T-shirts was the second one with 36 minutes and 26 seconds; and the lowest exposure time was in the inserts on TV with a total time of 16 minutes and 7 seconds. Taking into account the different exposure times, the sponsor's name total exposure time on TV during the season 1999-2000 was 2 hours 11 minutes and 2 seconds.

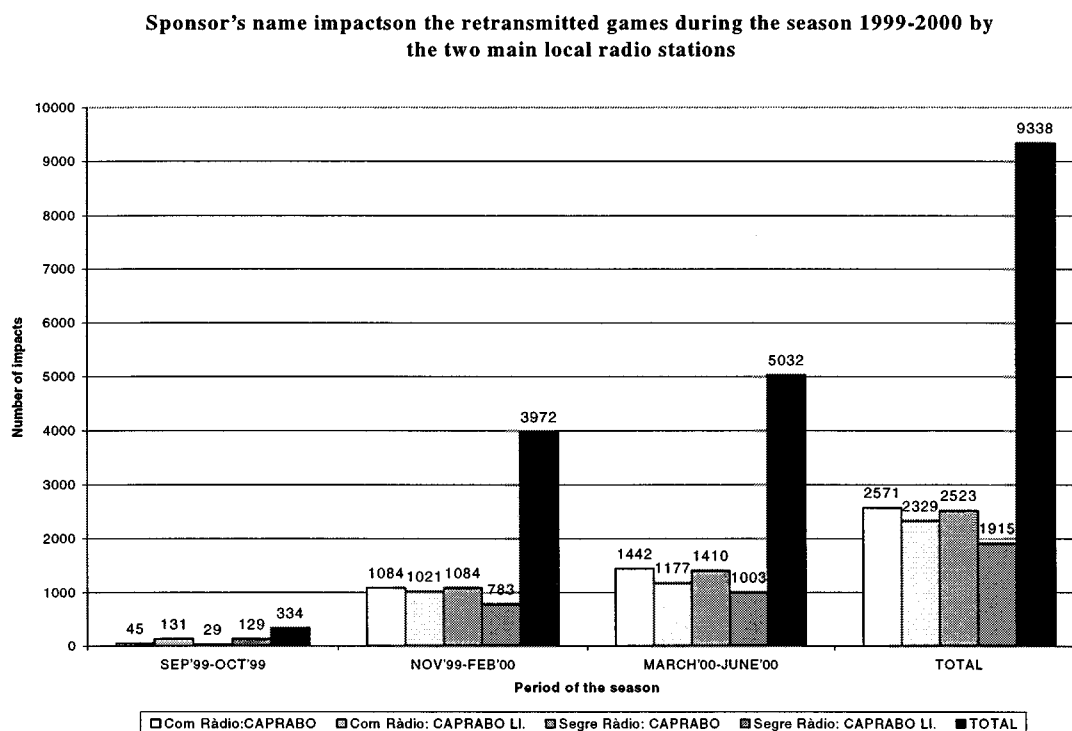
From this total exposure time and without considering the first report, it can be said that during 1 hour 5 minutes and 30 seconds the sponsor's name was exposed background (spectators could pay attention to sponsor's name, but also to the players or other sponsors' names): 21 minutes 30 seconds the sponsor's names background in T-shirts and 44 minutes in billboards. Meanwhile, the sponsor's name was exposed foreground (spectators could pay attention only to the sponsor's name, inserts on TV or in the T-shirt's players when they were in the free-shot line) during 16 minutes and 52 seconds: 1 minute 56 seconds the sponsor's name foreground in T-shirts and 14 minutes and 56 seconds in inserts on TV.

6.1.2 Sponsor's name impact on radio

The two main local radio stations in Lleida retransmitted the basketball games played by Caprabo Lleida. There was not national retransmission of the games as on TV. The sponsor's name impact on Segre Ràdio and Com Ràdio was divided into sponsor's name impacts as CAPRABO, which is the name of the supermarket chain, and sponsor's name impacts as CAPRABO Lleida, which is the name of the supermarket chain plus the name of the city. The commentators had never used Caprabo Lleida Bàsquetbol because it was too long.

As it was mentioned before the data collected in the first report is not as good as the one from the other reports, happened the same with the sponsor's name impact on the radio. Data was only collected from one retransmitted game in which the Com Ràdio's commentators mentioned the sponsor's name 158 times: 129 as CAPRABO and 29 as CAPRABO Lleida. Meanwhile, the Segre Ràdio's commentators mentioned the sponsor's name 176 times: 131 as CAPRABO and 45 as CAPRABO Lleida.

Figure 16 Sponsor's name impact on radio retransmitted games during the season 1999-2000



The other games retransmitted by the two radio stations until the end of the season were also analysed. The results can be seen in the figure 16. In the second report thirty games were retransmitted: fifteen by each radio station, and in the third one thirty eight, eighteen by each radio station. During the second report, the commentators of Com Ràdio mentioned the sponsor's name 2,105 times and 2,619 times during the third one. The total impact during the season 1999-2000 was 4.900 times. 2,571 of the total impact were as CAPRABO, and 2,329 as CAPRABO Lleida.

During the second report, the commentators of Segre Ràdio mentioned the sponsor's name 1,867 times and 2,413 times during the third one. The total impact during the season 1999-2000 was 4,438 times. 2,523 of the total impact were as CAPRABO, and 1,915 as CAPRABO Lleida. Taking into account the impact of both radio stations, the total sponsor's name impact during the season was 9,338 times.

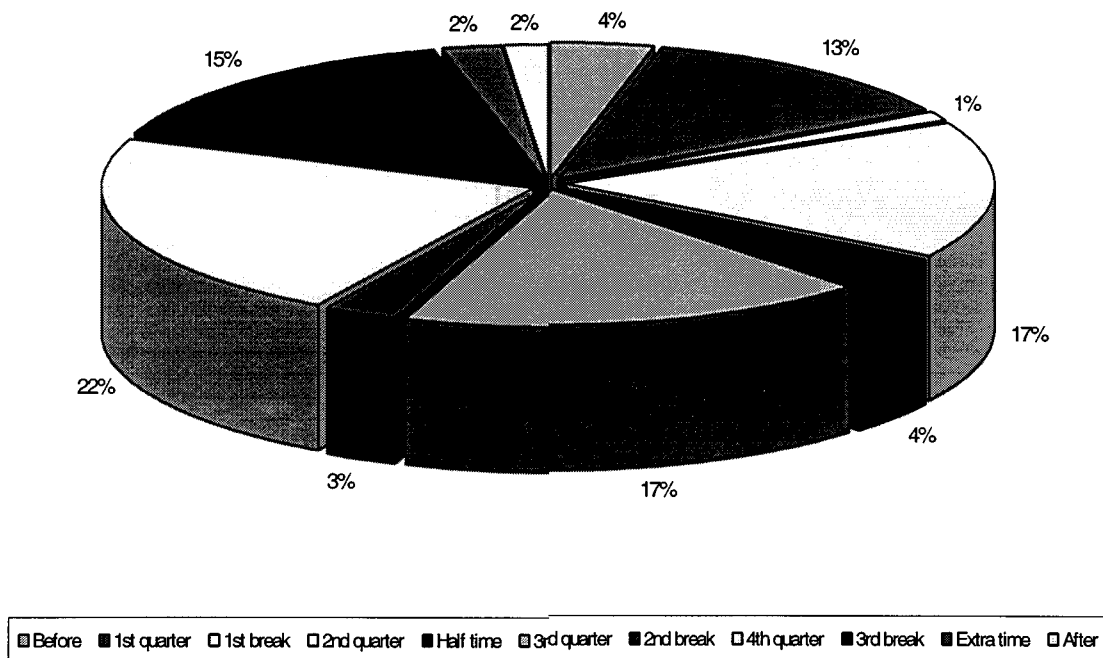
As a result, the commentators of Com Ràdio mentioned the sponsor's name 462 times more than the ones from Segre Ràdio. However, the figures from each report for both radio stations are more or less the same, as can be seen in the figure 16.

The 738 times from the 5,094 times that the sponsor's name was mentioned as CAPRABO by the commentators of both radio stations were mentioned in a positive context, 464 times was mentioned in a negative context, and 3,892 times was mentioned in a neutral context. The number of times that the sponsor's name was mentioned as CAPRABO Lleida by the commentators of both radio stations were: 606 times in a positive context, 460 times in a negative context, and 3,158 times in a neutral context. As a result, the total sponsor's name impact as CAPRABO Lleida was 4,244 times.

The games were divided into eleven different periods. This division was used in order to get a better understanding of the evolution of the sponsor's impact on the retransmission of the games was known. The number of impacts as CAPRABO as well as CAPRABO Lleida showed an increasing tendency during the retransmission of the games. At the beginning of the games the impact was lower. During the retransmission, the commentators mentioned the sponsor's name more often.

Figure 17 Sponsor's name impact on the different periods of the game during the radio retransmission

Percentages of sponsor's name impact in the different periods of the game during the radio retransmission



As can be seen in the figure 17, the biggest sponsor's name impact was done during the 4th quarter. It is during this period when the game is won. It is the most exiting period. For this the commentators of both radio stations mentioned the sponsor's name 22% of the total impact. During the other playing periods: 1st, 2nd, and 3rd period, the sponsor's name impact was rather high as well: 13%, 17% and 17% of the total impact respectively. During the non-playing periods the sponsor's name was mentioned lesser than in the playing periods.

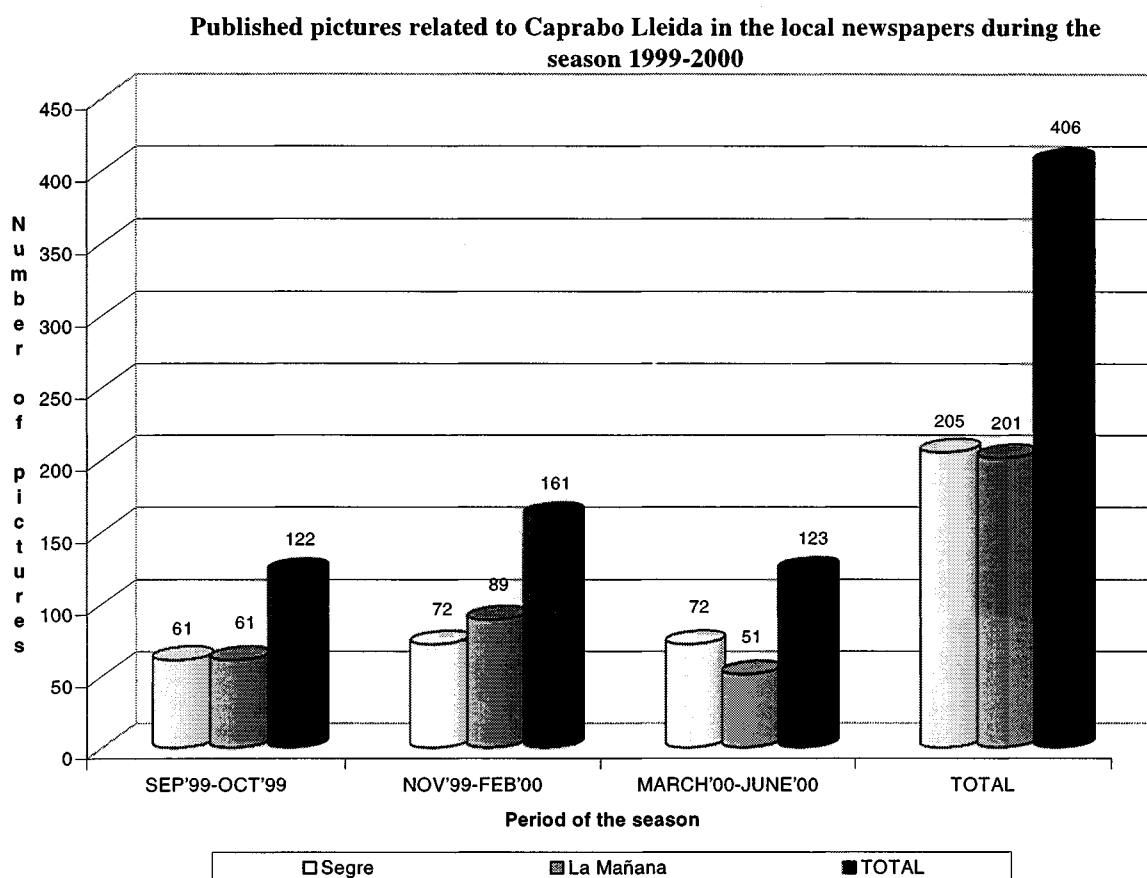
6.1.3 Sponsor's name impact on newspapers

Since the beginning of the season was done a daily follow-up of the two main local newspapers that cover the news related to Caprabo Lleida: Segre and La Mañana. The sponsor's name impact on the newspapers was divided into sponsor's name impact on pictures and sponsor's name impact on text.

During the realisation of the first report the impact done in both newspapers was not made. A total impact from both of them was got. It was not realised a categorisation of the sponsor's name impact on the text. The number of times that the sponsor's names appeared in the text was counted. However, in the realisation of the second and third report the impact was divided into Segre and La Mañana, and also into different categories: highlight, subtitle, or text, and its connotation: positive, negative, or neutral. All these improvements were done to get a better understanding of the sponsor impact. In the analysis of the pictures the sponsor impact was divided into T-shirt and billboards. The area related to the page and to the own picture was calculated.

According to the figure 18, the second report was the period with the highest sponsor's name impact; on published pictures in both newspapers -it was perfectly recognisable or recognisable- with a total of 161 pictures. 72 pictures were published in Segre and 89 in La Mañana. The second higher impact was done in the third report with a total of 123 published pictures: 72 were published in Segre and 86 in La Mañana. The lowest impact in numbers, not in importance, was done in the first report with a total of 122 published pictures: 61 in each newspaper.

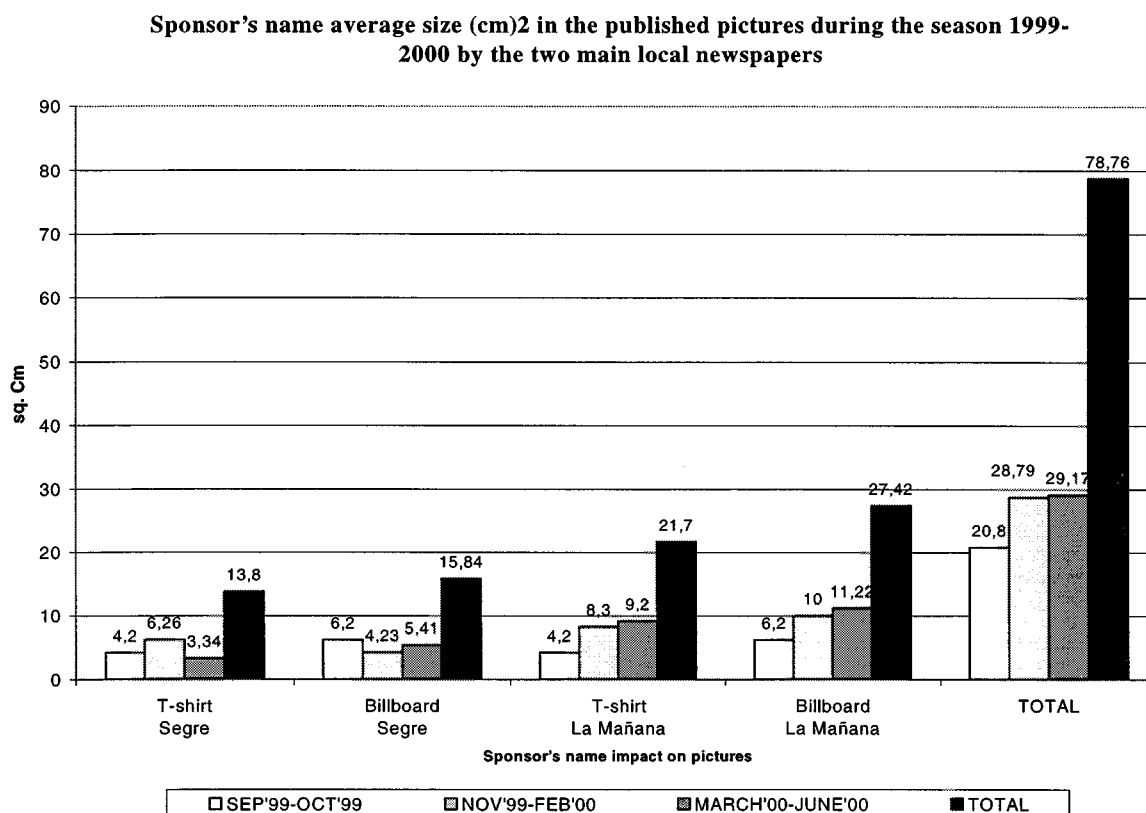
Figure 18 Published pictures on the local newspapers during the season 1999-2000



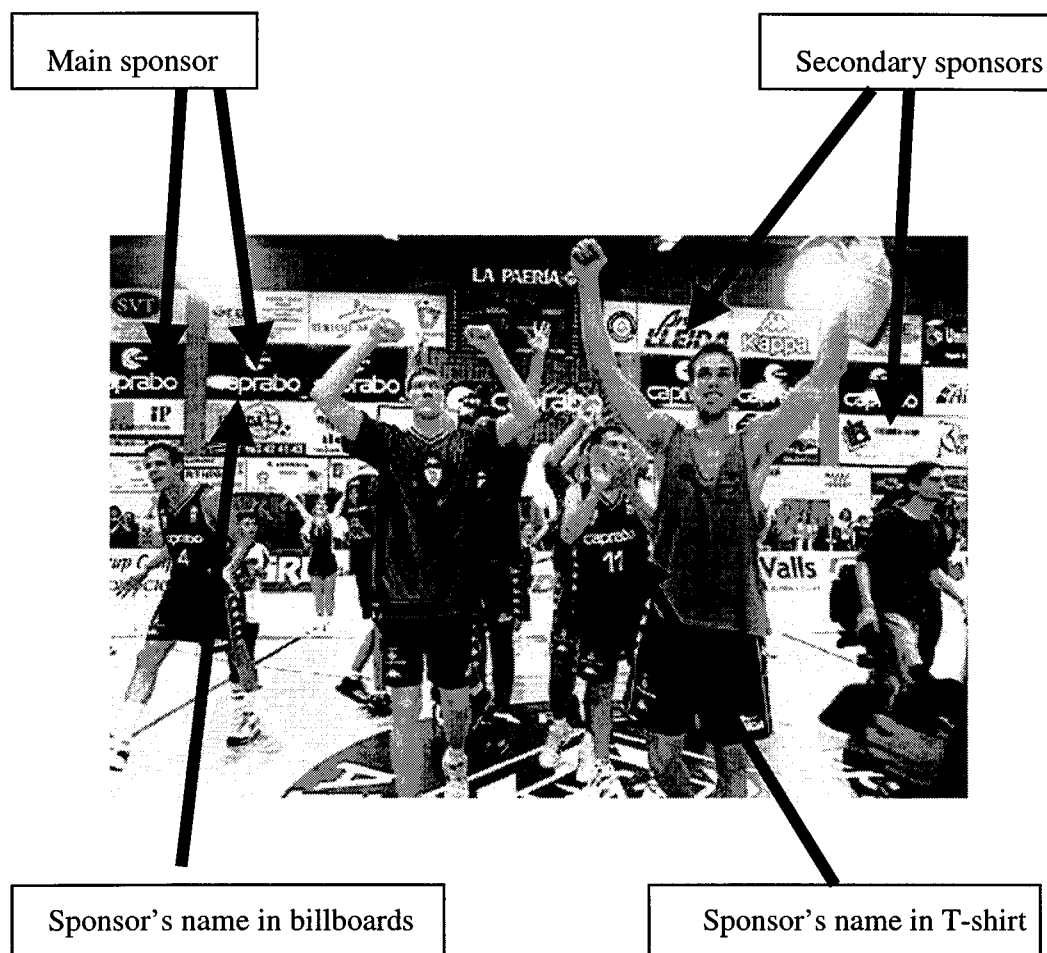
The sponsor's name impact on published pictures in both newspapers is more or less the same: 205 published pictures in Segre and 201 in La Mañana. However, the average size of the pictures in cm² is bigger in La Mañana than in Segre. The average size of the pictures in the first report was 177 cm² in both newspapers. In the second one the average size was almost three times bigger in La Mañana than in Segre, 334.34 cm² and 124.40 cm² respectively. In the third report the average size of the published pictures in Segre increased from 124.40 cm² to 204.67 cm², even though, the average size was still bigger in La Mañana 294.34 cm².

The average of the sponsor's name impact on pictures is divided into impact in T-shirt and impact on billboards. It decreased in the published pictures in Diari Segre, but increased in La Mañana, as can be seen in the figure 19. In the first report the total average size of the sponsor's name in both was 10.40 cm²: 4.2 cm² average size of the sponsor's name in T-shirts and 6.2 cm² in billboards. In the second report the average size of the sponsor's name was almost the same in diari Segre, 10.49 cm², although the average size of the sponsor's name in T-shirt increased to 6.26 cm² and the average size of the sponsor's name in billboards decreased to 4.23 cm² in comparison to the first report. The average size of the sponsor's name in published pictures in La Mañana increased in the second report from 10.4 cm² to 18.48 cm². The new size average in sponsor's name in T-shirt was 8.3 cm² and 10.5 cm² in billboards. In the third report the average size of the sponsor's name continued increasing in La Mañana, but it decreased in diari el Segre. In La Mañana the average size increased from 18.48 cm² to 20.44 cm² of the new size average of the sponsor's name in T-shirt and in billboards was: 9.2 cm² and 11.22 cm² respectively.

Figure 19 Average size of the published news related to Caprabo Lleida during the season 1999-2000



Here there is an example of the sponsor's name impact on a published picture.



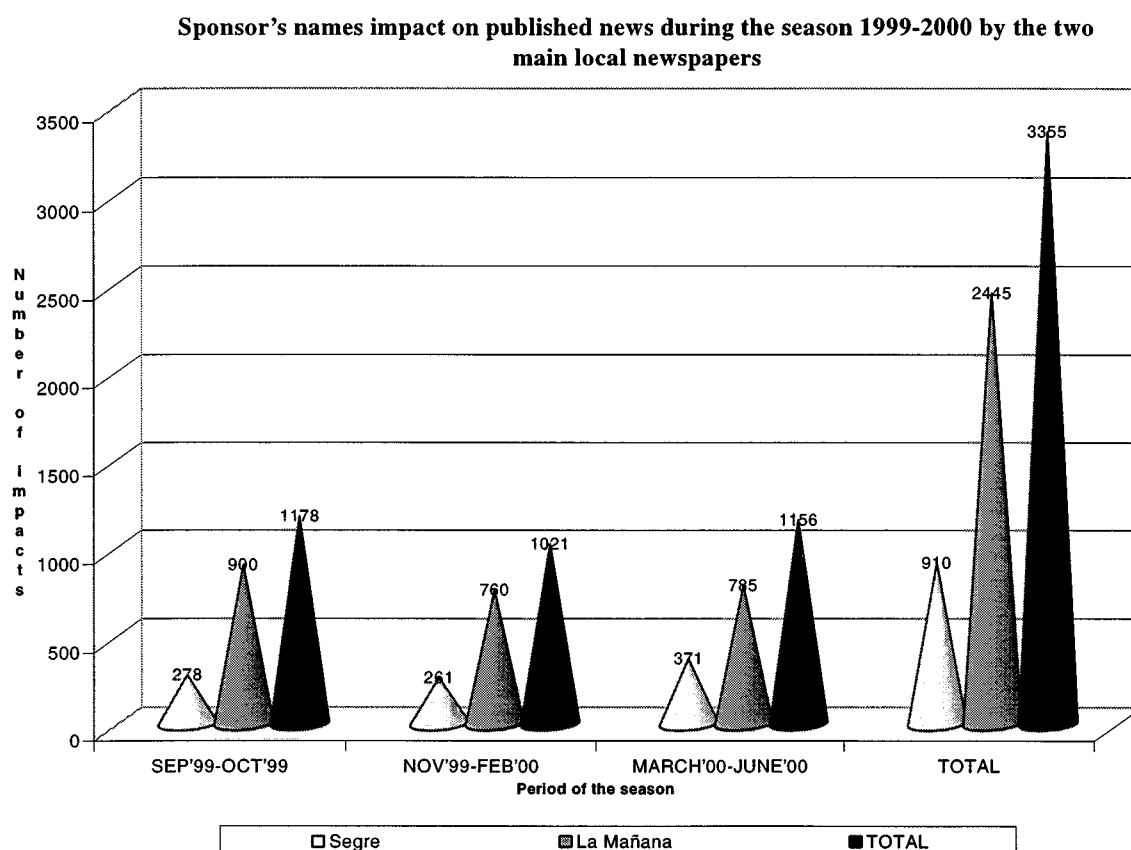
In the realisation of the first report the sponsor's name impact on the text was not divided into highlights, subtitles, or text. As can be seen in the figure 20, the total impact in both newspapers was: 1.178 impacts: 278 from diari Segre and 900 from La Mañana.

In the second report, the sponsor's name impact was approximately three times bigger in La Mañana than in Segre: 760 impacts and 261 respectively. 324 impacts of 760 impacts were as CAPRABO: 69 in the highlights, 24 in the subtitle, and 317 in the article text; and 336 as CAPRABO Lleida: 18 in the highlights, 7 in the subtitles, and 297 in the article text. Meanwhile, 412 sponsor's impacts were on a positive context, 72 on a negative context, and 276 on a neutral context. 165 impacts of the 261 sponsor's names impacts on diari Segre were as CAPRABO: 32

in the highlights, 22 in the subtitles, and 104 in the article text; and 96 as CAPRABO Lleida: 3 in the highlights, 15 in the subtitles, and 73 in the article text. Meanwhile 129 sponsor's name impacts were on a positive context, 24 on a negative context, and 108 in a neutral one.

In the third report, the sponsor's name impact increased on both newspapers, although in a lower number in La Mañana. Diari Segre increased from 261 impacts to 371 and La Mañana increased from 760 to 785. From the 371 sponsor's names impacts on diari Segre 239 were as CAPRABO: 53 in the highlights, 30 in the subtitles, and 146 in the article text; and 132 as CAPRABO Lleida: 7 in the highlights, 20 in the subtitles, and 129 in the article text. Meanwhile 213 sponsor's names impacts were on a positive context, 29 on a negative context, and 129 on a neutral one. 444 of the 785 sponsor's names impacts on La Mañana were as CAPRABO: 52 in the highlights, 31 in the subtitles, and 340 in the article text; and 341 as CAPRABO Lleida: 17 in the highlights, 25 in the subtitles, and 274 in the article text. Meanwhile 139 sponsor's names impacts were on a positive context, 43 in a negative context, and 603 in a neutral one.

Figure 20 Sponsor's name impact on published news during the season 1999-2000



Caprabo Lleida was mentioned in 156 newspapers were published by diari Segre: 72 during the second report and 84 during the third one. There was not data available from the first report. Eight of the published news were in the front cover and 29 in the front cover of the sport section. La Mañana published 160 newspapers in which Caprabo Lleida was mentioned: 74 times during the second report and 86 times during the third one. The main difference was the amount of front cover pages: 14 front cover and 110 front cover of the sport section.

The average size of the news related to Caprabo Lleida was the same in La Mañana during the second and the third report and in diari Segre it decreased from the second to the third report. The average size of the text in La Mañana was 389 cm² in the second and in the third report. This means the 28.8% of the total size of the page (1,350 cm²). However, in diari Segre it decreased considerably from an average size of 485.77 cm² (55.5% of the total size of the page) in the second report to 131.77 cm² (15.05% of the total size of the page) in the third report.

Considering the size of the newspapers page: 1,350 cm² La Mañana and 850 cm² diari el Segre, and the number of sponsor's names impacts reflected in both news papers, it can be said that the sponsor's impact on newspapers was bigger in La Mañana than in diari el Segre. Moreover, considering both the selling figures of the two newspapers -La Mañana 12,000 daily copies and diari el Segre 16,000 daily copies, and the percentage of readers that read the local newspapers, approximately 86%-, and the sport news, 57%. It can be asserted that around 22,195,200 readers/week read the news related to Caprabo Lleida and are going to be impacted by the sponsor's name.

6.2 Sponsor impact on direct spectators

The sponsor impact on direct spectators can be measured through the sponsor's visibility in T-shirts and billboards. The sponsor's name impact through the billboards is only possible in spectators who are attending to the game live in Lleida where Caprabo Lleida plays as local team. However, the sponsor's name impact through the T-shirt is possible when Caprabo Lleida plays as local team as well as when it plays as visiting team because the sponsor's name is placed in the front part of the players T-shirt.

6.2.1 Sponsor's name impact through advertising billboards

The Caprabo's supermarket chain has thirteen billboards in the sport hall where Caprabo Lleida Bàsquetbol team plays in Lleida. The billboards have different size: six billboards of 2.24 m per 1.21 m, one of 4.48 m per 1.05 m, and six of 5.78 m per 1.34 m. This means that the total surface of the billboards with the sponsor's name is 64.43 m.

Whether we take into account that the total surface of the advertising wall of the sport hall is approximately 195 m², the Caprabo's advertising billboards take 33% of the total advertising surface of it.

The advertising boards can be seen by the spectators live who attend to the Caprabo Lleida basketball games as well as by the other users and spectators who used the sport hall for other reasons.

Caprabo Lleida played 33 games as local team: 29 competition games and 4 friendly games. 6 of the 33 games were played in the first report, 16 in the second report, and 11 in the third one.

It can be seen in the figure 21, the numbers of spectators live increased from the beginning until the end of the season. The total number of spectators live during the season 1999-2000 when Caprabo played as local team was 41,124: 8,276 spectators live in the first report, 16,236 spectators live in the second report, and 16,610 spectators live in the third report. The numbers of spectators live increased because the team was performing quite well during all the season. It was classified in the firsts position and people wanted to join this successful situation. The good results allowed the team to take part in the play-offs and this was an even bigger motivation to go to watch the games live.

There were other spectators live and players who used the sport hall. The sport hall is used daily during the week from 9:00 a.m. till 14:00 p.m. and from 15:00 p.m. till 17:00 p.m. by different schools to do physical education courses, and from 17:00 p.m. till 23:00 p.m. is used by different sport clubs to organise training seasons.

The average in every physical education course is 25 children; the total impact on students is the following:

The sport hall is used 7 hours daily x 5 days x 25 children/hour = 875 students/weeks

Saturday morning from 9:00 a.m. till 14:00 p.m. there are students basketball games. There are three games/hour because the sport hall is divided into three mini-courts.

5 hours x 3 games x 20 children/game = 300 student-players every Saturday.

Saturday afternoon and the whole Sunday are played different basketball and handball games. CE Lleida Bàsquetbol has twelve teams in lower categories that play their games in the same sport hall than Caprabo Lleida Bàsquetbol team.

11 games/competition are played every weekend, whether the players average per game is of 20 players, the result is 220 players per weekend.

Taking into account the information given by both the basketball and the handball club can be affirmed that the total number of spectators live during the weekend is approximately 600.

From the 13th September'99, date in which the physical education courses and competitions started, to June'00 (Christmas and Eastern holidays are not consider) an average of 1,995 other spectators and players/week seen the Caprabo advertising billboards: 1.995 people/week x 34 weeks = 67,830 people.

Considering both type of local spectators live the total impact during the season 1999-2000 was 108,954 local spectators live: 15,960 during the first report, 23,940 during the second report, and 27,930 during the third one.

6.2.2 Sponsor's name impact on T-shirt

The sponsor advertising in T-shirt is placed in the front part of it, the dimension of the sponsor's name is 30 x 5 cm², this means that the sponsor's name takes approximately 5% of the front part of the T-shirt of every player.

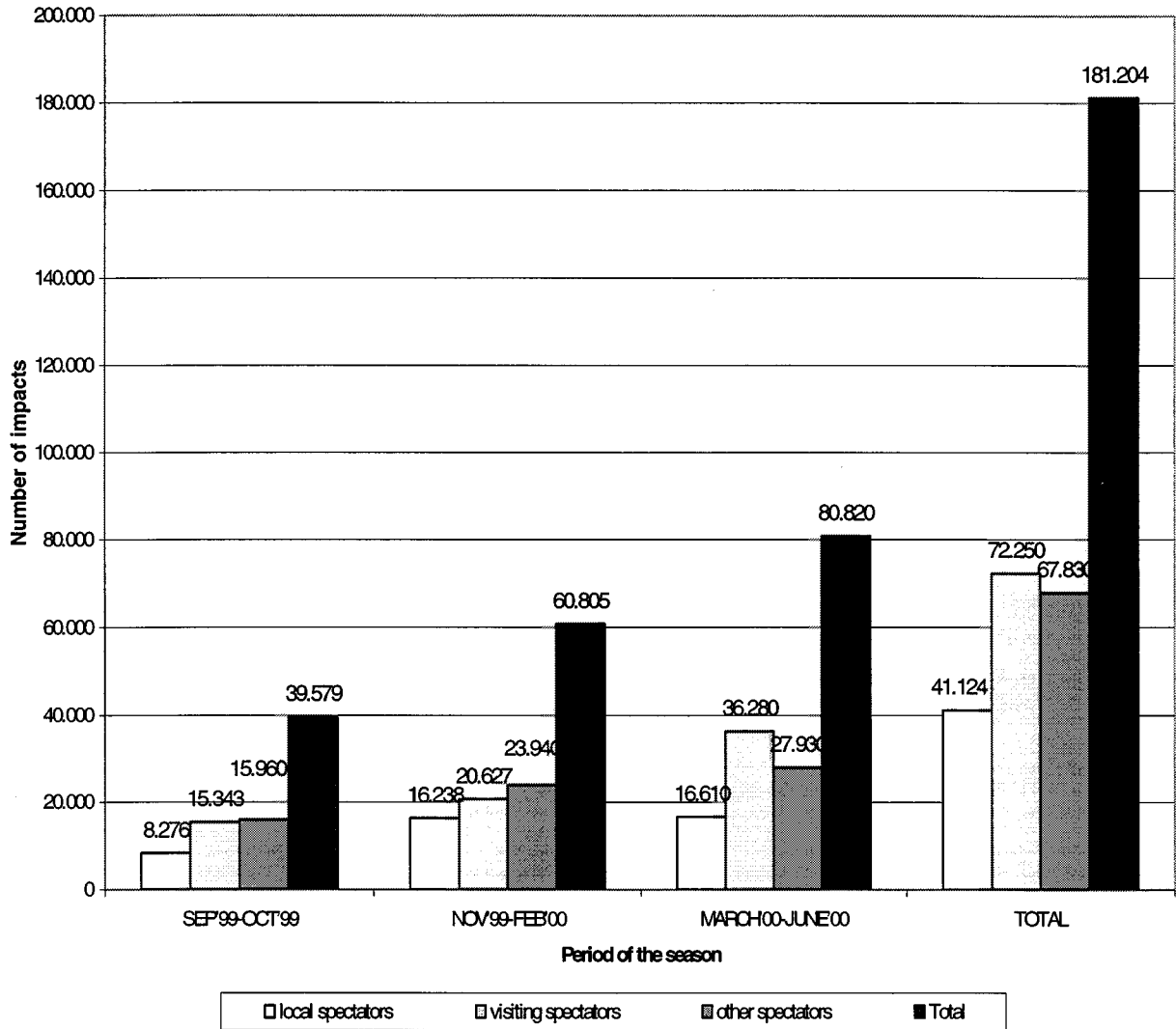
The sponsor's name impact on spectators live through the T-shirt has to be analysed in both cases when Caprabo Lleida plays as local team and when Caprabo Lleida plays as visiting team.

Caprabo Lleida played 33 games as local team: 29 competition games and 4 friendly games. 6 of the 33 games were played in the first report, 16 in the second report, and 11 in the third one. The total number of spectators live during the season 1999-2000, when Caprabo played as local team was 41,124: 8,276 spectators live in the first report, 16,236 spectators live in the second report, and 16,610 spectators live in the third report. Meanwhile Caprabo Lleida played 26 games as visiting team: 23 competition games and 3 friendly games. 6 of the 26 games were played in the first report, 9 in the second report, and 11 in the third one. The total number of spectators live during the season 1999-2000, when Caprabo played as visiting team was 72,250: 15,343 spectators live in the first report, 20,627 spectators live in the second report, and 36,280 spectators live in the third one.

Considering the sponsor's name impact through T-shirt and billboards, the total impact in spectators live during the season 1999-2000 was 181,204 spectators live.

Figure 21 Sponsor's name impact on spectators live during the season 1999-2000

Sponsor's name impact on direct spectators during the season 1999-2000



6.3 Analysis of the results of the questionnaires

The aims of the administration of the questionnaires were to know which kind of people went to watch the basketball games lives, whether they knew the main sponsor of the basketball team “top of mind” and “assisted awareness”, and whether or not there was a significant relation among attendance to the basketball games lives, knowing the sponsor’s name of the basketball team, and being a client of Caprabo supermarket chain.

The data from the questionnaires is divided into two parts: frequencies and cross tabulations data. Frequencies give information about the percentages of cases related to each variable. The cross tabulations try to find a significance between two different variables by means of Pearson Chi-Square Test which is used with nominal variables as the ones used in the current study.

The 55 men and 45 women answered the questionnaires. I divided the hundred persons into different group ages: 1% of people were between 0-15 years old; 39% between 16-30 years old; 40% between 31-45 years old; 14% between 46-60 years old; and 6% between 61-75 years old.

From the hundred people 8% were teachers; 3% shop assistants; 13% secretaries; 23% students; 16% managers; 6% engineers; 7% retired; and 24% had another type of profession. When I asked about their interest for the basketball game, 44% of the people answered because they were interested in the event itself; 42% for the emotion of the event; 11% because they go with friends or any member of their own family; and 3% had another reasons to go to the basketball games.

After, I asked how often they go to the basketball games? 67% of the people always go to the local basketball games played by Caprabo Lleida; 1% go quite often; 29% go often; and 3% almost never.

From the hundred interviewed people 92% knew the name of the main sponsor of the basketball team when I asked by it (top of mind awareness), and 8% did not know it. Meanwhile

that 94% of the people recognised the main sponsor's name after I showed them a list with different sponsors names (assisted awareness), and 6% of the people did not recognise the sponsor's name from the list or cross out more than one sponsor's name.

From all interviewed people, almost half of them, 52%, were clients of the Caprabo Supermarket Chain in Lleida, and 48% were not. The reasons why they were clients were quite different: 30% because they had a Caprabo supermarket near or quite near of their own home; 16% because they trusted in the quality of the products and services offered by Caprabo; 5% were clients of Caprabo because its relationship with the basketball team; and 1% had another type of reason to be a client of Caprabo supermarkets.

The big majority of the interviewed people, 91%, knew the sponsor's name before it became the sponsor of the basketball team: 55% knew the sponsor's name by means of the TV advertising; 19% by means of the advertising in other media: radio and newspapers; 14% through the sponsored of the basketball team; 4% through friends; and 8% knew the sponsor's name through other ways.

As can be seen in table 14 and 16, a cross table between both the profession and gender of the interviewed people was made and also between whether or not they knew the sponsor's name. What it was looked for was to know whether there was a significant relation between both the type of job and gender, and the sponsor's name knowledge. 92% from which 55.4% were males and 44.6% females, of the interviewed people knew the name of the main sponsor of the basketball team. 4% of each gender group did not know the sponsor's name when they were asked about it. An interesting point is that students were the group with the biggest number of people who did not know the sponsor's name, 5 from 18 people. It can be explain by the fact that students are not a target group of Caprabo supermarket chain.

According to Pearson Chi-Square test there was not a statistical significance between both the profession and gender variables and the top of mind awareness variable.

Another type of awareness is the assisted awareness, the interviewed persons should choose the correct sponsor's name from a list of different sponsors names. By this variable the

interviewed persons would have another chance to attempt to guess it, with some help -a list with different sponsors' names-. People who know the sponsor's name, top of mind awareness, did not have any problem with the assisted awareness.

A cross table between the gender variable and the assisted awareness variable was made. 94% of the interviewed people chose the correct sponsor's name from the list. 2% of the interviewed women did not choose the correct sponsor's name from the list and a 4% of the men did not do it neither. According to Pearson Chi-Square test there was not a statistical significance between the gender variable and the assisted awareness variable.

Once the number of subjects who knew the sponsor's name through top of mind and assisted awareness was checked the aim was to know if they were clients of Caprabo supermarket chain and the reasons why there were. A cross tables both profession and gender variable and client of the supermarket variable was made. 52% of the interviewed people were client of Caprabo supermarket chain: 48% men and 52% women. According to the profession of the interviewed people the group of had the biggest percentage of clients -14%-. In this category people with different kind of jobs not big enough to have their own category were included. Secretaries (11%) and students (10%) were the groups including more people being a client of Caprabo. The profession groups with less people who were clients were: engineer (1%), shop assistant (2%), retired (3%), and teachers (4%). 48% of the people were not client of Caprabo supermarket chain: 62.5% men and 37.5% women. Students (13%) and managers (9%) were the groups including more people who were not client.

The 57.7% of the clients of Caprabo supermarkets went there because they had a Caprabo supermarket near of their own home; 30.8% were clients because the trusted in the quality of the products and services offered by Caprabo; 9.6% were clients because the relation between Caprabo and the basketball team; and 1.9% had another reasons to be clients of Caprabo. However, according to the Pearson Chi-Square test there was not a statistical significance between both profession and gender variable and being client of the supermarket variable; neither between profession variable and diferent reasons why they are clients of Caprabo supermarkets.

Another goal of the study was to know whether there was any significance relation between being a client of Caprabo supermarkets and having a previous knowledge about it. 98% of the people who were clients of Caprabo supermarkets had a previous knowledge about it: 54% knew it through the Caprabo advertising on TV, 19% knew it through another type of publicity (radio, newspapers, brochures or billboards), 6% knew it through the sponsored of the basketball team, 4% knew it through friends, and 8% knew it through others ways. But the main fact is that 83.3% of the people, even when they were not clients of Caprabo supermarkets, knew it.

According to Pearson Chi-Square test there was a statistical significance relation between having a previous knowledge about Caprabo supermarkets and being client of them. People who had a previous knowledge about Caprabo supermarkets it are more likely to be clients of the supermarkets. But there was not a statistical significance relation between previous knowledge about Caprabo supermarkets variable and how people knew it variable.

As a result, it can be said that the most part of the people who are attending to the Caprabo Lleida Bàsquetbol games know the main sponsor's name of the team: 92% as top of mind awareness and 94% as assisted awareness. However there was not any statistical significance between both gender and profession and knowing the sponsor's name. It is also interesting is that 52% of the interviewed people were clients of Caprabo supermarkets, but just 9.6% were clients because its relation with the basketball team. The main reasons of being client were the proximity to the leaving place and the quality of products and services. 98% of the interviewed people had a previous knowledge about the sponsor's name, but just 6% knew it through its relation with the basketball team. People mainly know the sponsor's name by the advertisement on TV. 83.94% of the 9% of the interviewed people who did not have a previous knowledge of the sponsor's name knew it by means of its relation with the basketball team.

In conclusion, it can be said that there is not a significance relation between being a member of Caprabo Lleida Bàsquetbol club and being a client of Caprabo supermarkets.

7 DISCUSSIONS

According to the reviewed literature, companies believe sponsorship allows them to access specific target audiences and enhance their corporate image. However, few companies are sure about how to evaluate their investment, although the market research industry is in the process of developing more effective means of doing so.

There are different ways to evaluate the sponsorship effectiveness, but it seems that the new trend is including the sponsorship action within the marketing mix as a promotional tool. In this way the sponsorship effectiveness should be analysed taking into consideration all the elements of the marketing mix. This requires lot of work and time and it was not the goal of this study. The main aim of the current study was taken two elements of the marketing mix: media coverage and sponsorship awareness, and evaluate their effectiveness and grade of exposure through the basketball team.

According with the obtained results, the sponsor's name impact through the basketball team on media coverage and on local spectators live awareness during the season 1999-2000 was very positive.

The highest sponsor's name impact on the mass media is in the newspapers for different reasons. There is a daily follow-up of the basketball team. Almost every day the newspapers publish news related to the basketball team and consequently it is both possible read the sponsor's name and see it in the publish pictures. Many readers first read the highlights and subtitles of the news and whether they are interested on them, then read the whole article. For this reason it is important to notice that of the total sponsor's name impact on the newspapers in La Mañana is 10% in the highlights and 5.63% in the subtitles of the news. Meanwhile in diari Segre is 15% in the highlights and 13.76% in the subtitles of the news. Another important fact is the numbers of readers. Considering the sales figures and the percentages of readers who read both the local news and the sports news, it is possible to assert that approximately 22.195.200 readers/week read the news related to Caprabo Lleida Bàsquetbol and they are impacted by the sponsor's name. It is not possible to compare the number of readers in both radio and TV

audiences because the data was not available not from the two main local radio station, neither from the different TV channels.

During the season 1999-2000, there were less broadcast games on TV than radio retransmitted games. However, the total time that the sponsor's name was exposed on TV was rather high. For this reason, the sponsor's name impact is higher on TV than in radio, although the audience rates are not available.

At the beginning of the season the manager of the team knew that three games would be broadcast on TV. However, finally seven games were broadcast. The excellent performance of the team and the classification for the play-offs were the reasons for that. Due to the increase of the broadcast games the sponsor's name impact on both TV commentator's retransmission and exposure on TV also increased.

According with the results, the exposure time of the sponsor's name on TV in the advertising billboards place in the wall of the sport facility is the highest. The reason is the placement of the TV cameras, when the camera is following the game, are focused on the ball and the player with it, but at the same time the advertising billboards with the sponsor's name can be seen. The exposure time of the sponsor's name is also rather high in T-shirts, but it is more difficult to pay attention to it than to the sponsor's name insert on TV. The total exposure time of the sponsor's name inserts on TV is the lowest one. Nevertheless it is the clearest impact on TV. The sponsor's name and the score only impact the TV-spectator, it is not disturb by other images.

The sponsor's name impact on radio seems to be the lowest one, even when all the broadcast games are retransmitted. The total number of sponsor's name impacts on radio during the season 1999-2000 was 9.338. The audiences of the games are not available. The sponsor's name impact on radio is just by listening, but it is not seen. In that way, the sponsor's name impact on newspapers is higher than in radio because it can be read and seen, and it is the highest on TV because it can be listened, read, and seen.

The numbers of spectators live during the season 1999-2000 increased due to the good performance of the team. However, the classification for the play-offs did not increment the

attendance to the basketball games. There is not a significant difference between the attendance in the second report and the attendance in the third report –when the play-offs were played-. The total number of local spectators who attended to the Caprabo Lleida games was 41.124. The number of other players and spectators who used the same sport hall was 67.830. It is an important figure and it has to be considered.

There is not a big difference between the gender of the local spectators live: 55% men and 45% women. The age rate of the local spectators live attending to the Caprabo Lleida games is mostly between 16 and 45 years old: 39% of the local spectators live are between 16 and 30 years old and 40% are between 31 and 45 years old.

The 92% of the interviewed local spectators live knew the name of the main sponsor of the basketball team through the “top of mind awareness”. However, the main reason of this knowledge was the publicity campaign that Caprabo did several years ago to promote its products and supermarkets. Only 14% of the interviewed knew the sponsor’s name by its relation with the basketball team. This figure is not significance at all. It cannot be said that the local spectators live know the main sponsor’s name for its relation with the basketball team.

The 52% of the sample is client of Caprabo supermarkets. There is not a significance difference between the local spectators live gender and being a client of Caprabo supermarkets: 48% are men and 52% are women. The main reason of being a client of Caprabo is the proximity of a Caprabo supermarket to the own living place. The second reason is the quality of the products and services offer by Caprabo. Only 9.6% of the sample is client of Caprabo supermarket for its relation with the basketball team. Consequently, there is not a significant relation between being a client of Caprabo and its relation with the basketball team.

In conclusion, it can be assert that the sponsor’s name impact on the mass media is very positive. The highest sponsor’s name impact is on newspapers and the lowest one on radio. However, the quality of the exposition is better in TV: the sponsor’s name can be read, seen, and listened perfectly. Moreover, the local spectators live know the sponsor’s name, but there is not a significant relation between the sponsor relation with the basketball team and being a client of

Caprabo among the members of the basketball club. A big difference between gender and the profession of the local spectators live neither does not appear.

APPENDIX 1

1 Sponsor's name impact on radio from Nov'99 to Feb'00

1.1 Retransmitted games by Com Ràdio

CAPRABO against Caja Sur:	CAPRABO: 79 times
	CAPRABO Lleida: 44 times
Huelva against CAPRABO:	CAPRABO: 61 times
	CAPRABO Lleida: 43 times
CAPRABO against Melilla:	CAPRABO: 71 times
	CAPRABO Lleida: 51 times
Rosalia against CAPRABO:	CAPRABO: 79 times
	CAPRABO Lleida: 62 times
CAPRABO against Orense:	CAPRABO: 79 times
	CAPRABO Lleida: 68 times
Inca against CAPRABO:	CAPRABO: 101 times
	CAPRABO Lleida: 86 times
CAPRABO against Sondeos:	CAPRABO: 73 times
	CAPRABO Lleida: 59 times
CAPRABO against Menorca:	CAPRABO: 73 times
	CAPRABO Lleida: 59 times
Badajoz against Caprabo:	CAPRABO: 73 times
	CAPRABO Lleida: 59 times
CAPRABO against Murcia:	CAPRABO: 73 times
	CAPRABO Lleida: 59 times
Tenerife against CAPRABO:	CAPRABO: 70 times
	CAPRABO Lleida: 58 times
Barrios against CAPRABO:	CAPRABO: 82 times
	CAPRABO Lleida: 62 times

CAPRABO against Granada: CAPRABO: 88 times
 CAPRABO Lleida: 29 times
 Alicante against CAPRABO: CAPRABO: 82 times
 CAPRABO Lleida: 44 times

1.2 Retransmitted games by Segre Ràdio

CAPRABO against Caja Sur: CAPRABO: 73 times
 CAPRABO Lleida: 59 times
 Huelva against CAPRABO: CAPRABO: 43 times
 CAPRABO Lleida: 124 times
 CAPRABO against Melilla: CAPRABO: 74 times
 CAPRABO Lleida: 63 times
 Rosalia against CAPRABO: CAPRABO: 67 times
 CAPRABO Lleida: 73 times
 CAPRABO against Orense: CAPRABO: 73 times
 CAPRABO Lleida: 74 times
 Inca against CAPRABO: CAPRABO: 83 times
 CAPRABO Lleida: 78 times
 CAPRABO against Sondeos: CAPRABO: 73 times
 CAPRABO Lleida: 59 times
 CAPRABO against Menorca: CAPRABO: 73 times
 CAPRABO Lleida: 59 times
 Badajoz against Caprabo: CAPRABO: 73 times
 CAPRABO Lleida: 59 times
 CAPRABO against Murcia: CAPRABO: 73 times
 CAPRABO Lleida: 59 times
 Tenerife against CAPRABO: CAPRABO: 149 times
 CAPRABO Lleida: 151 times
 Barrios against CAPRABO: CAPRABO: 73 times
 CAPRABO Lleida: 59 times

CAPRABO against Granada: CAPRABO: 73 times
CAPRABO Lleida: 59 times

Alicante against CAPRABO: CAPRABO: 84 times
CAPRABO Lleida: 45 times

2 Sponsor's name impact on radio from March'00 to June'00

2.1 Retransmitted games by Com Ràdio

CAPRABO against Ferrol:	CAPRABO: 79 times CAPRABO Lleida: 44 times
CAPRABO against Caja Sur:	CAPRABO: 61 times CAPRABO Lleida: 43 times
CAPRABO against Huelva:	CAPRABO: 71 times CAPRABO Lleida: 51 times
CAPRABO against Melilla:	CAPRABO: 79 times CAPRABO Lleida: 62 times
CAPRABO against Rosalia:	CAPRABO: 79 times CAPRABO Lleida: 68 times
Ourense against CAPRABO:	CAPRABO: 101 times CAPRABO Lleida: 86 times
CAPRABO against Inca:	CAPRABO: 73 times CAPRABO Lleida: 59 times
CAPRABO against La Coruña:	CAPRABO: 73 times CAPRABO Lleida: 59 times
Tenerife against CAPRABO (play-offs):	CAPRABO: 73 times CAPRABO Lleida: 59 times
CAPRABO against Tenerife (play-offs):	CAPRABO: 73 times CAPRABO Lleida: 59 times

Tenerife against CAPRABO (play-offs): CAPRABO: 110 times
 CAPRABO Lleida: 58 times

Tenerife against CAPRABO (play-offs): CAPRABO: 82 times
 CAPRABO Lleida: 62 times

CAPRABO against Tenerife (play-offs): CAPRABO: 88 times
 CAPRABO Lleida: 29 times

Alicante against CAPRABO (play-offs): CAPRABO: 82 times
 CAPRABO Lleida: 44 times

Alicante against CAPRABO (play-offs): CAPRABO: 61 times
 CAPRABO Lleida: 43 times

CAPRABO against Alicante (play-offs): CAPRABO: 73 times
 CAPRABO Lleida: 59 times

CAPRABO against Alicante (play-offs): CAPRABO: 73 times
 CAPRABO Lleida: 74 times

Alicante against CAPRABO (play-offs): CAPRABO: 79 times
 CAPRABO Lleida: 44 times

2.2 Retransmitted games by Segre Ràdio

CAPRABO against Ferrol: CAPRABO: 73 times
 CAPRABO Lleida: 59 times

CAPRABO against Caja Sur: CAPRABO: 71 times
 CAPRABO Lleida: 43 times

CAPRABO against Huelva: CAPRABO: 74 times
 CAPRABO Lleida: 63 times

CAPRABO against Melilla: CAPRABO: 77 times
 CAPRABO Lleida: 73 times

CAPRABO against Rosalia: CAPRABO: 73 times
 CAPRABO Lleida: 74 times

Ourense against CAPRABO: CAPRABO: 83 times
 CAPRABO Lleida: 78 times

CAPRABO against Inca: CAPRABO: 73 times
CAPRABO Lleida: 59 times

CAPRABO against La Coruña: CAPRABO: 73 times
CAPRABO Lleida: 59 times

Tenerife against CAPRABO (play-offs): CAPRABO: 73 times
CAPRABO Lleida: 59 times

CAPRABO against Tenerife (play-offs): CAPRABO: 73 times
CAPRABO Lleida: 59 times

Tenerife against CAPRABO (play-offs): CAPRABO: 149 times
CAPRABO Lleida: 151 times

Tenerife against CAPRABO (play-offs): CAPRABO: 73 times
CAPRABO Lleida: 59 times

CAPRABO against Tenerife (play-offs): CAPRABO: 73 times
CAPRABO Lleida: 59 times

Alicante against CAPRABO (play-offs): CAPRABO: 84 times
CAPRABO Lleida: 46 times

Alicante against CAPRABO (play-offs): CAPRABO: 84 times
CAPRABO Lleida: 46 times

CAPRABO against Alicante (play-offs): CAPRABO: 83 times
CAPRABO Lleida: 78 times

CAPRABO against Alicante (play-offs): CAPRABO: 73 times
CAPRABO Lleida: 59 times

Alicante against CAPRABO (play-offs): CAPRABO: 80 times
CAPRABO Lleida: 53 times

APPENDIX 2

1 Sponsor's name impact on broadcast games on TV from March'00 to June'00

Orense against Caprabo Lleida:

Sponsor's name in T-shirts: 3 minutes and 54 seconds

Sponsor's name in billboards:

Inserts on TV: 2 minutes and 20 seconds

Total exposure time: 6 minutes and 4 seconds

Caprabo Lleida against Menorca:

Sponsor's name in T-shirts: 6 minutes and 22 seconds

Sponsor's name in billboards: 9 minutes and 43 seconds

Inserts on TV: 4 minutes and 25 seconds

Total exposure time: 20 minutes and 30 seconds

Tenerife against Caprabo Lleida:

Sponsor's name in T-shirts: 2 minutes and 9 seconds

Sponsor's name in billboards:

Inserts on TV: 28 seconds

Total exposure time: 2 minutes and 37 seconds

Alicante against Caprabo Lleida (play-offs):

Sponsor's name in T-shirts: 1 minute 38 seconds

Sponsor's name in billboards:

Inserts on TV:

Total exposure time: 1 minute 38 seconds

Alicante against Caprabo Lleida (play-offs):

Sponsor's name in T-shirts: 3 minutes and 7 seconds

Sponsor's name in billboards:

Inserts on TV:

Total exposure time: 3 minutes and 7 seconds

Caprabo Lleida against Alicante (play-offs):

Sponsor's name in T-shirts: 3 minutes and 1 second

Sponsor's name in billboards: 10 minutes and 51 seconds

Inserts on TV: 1 minute and 58 seconds

Total exposure time: 15 minutes and 50 seconds

APPENDIX 3

1 Statistical results

PROF profession * TOPMIND Top of mind awareness Cross tabulation Count

		TOPMIND Top of mind awareness		Total
		0 yes	1 no	
PROF profession	0 teacher	8		8
	1 shop assistant	3		3
	2 secretary	11	2	13
	3 student	18	5	23
	4 manager	16		16
	5 engineer	6		6
	6 retired	7		7
	7 others	23	1	24
Total		92	8	100

Table 15 Cross tabulation between the profession and the top mind awareness

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.820(a)	7	.147
Likelihood Ratio	12.193	7	.094
Linear-by-Linear Association	1.063	1	.302
N of Valid Cases	100		

a 9 cells (56.3%) have expected count less than 5. The minimum expected count is .24.

Table 16 Result of the Chi-Square Test of the cross tabulation between profession and top mind awareness variables

GENDER * TOPMIND Top of mind awareness Cross tabulation Count

		TOPMIND Top of mind awareness		Total
		0 yes	1 no	
GENDER	0	51	4	55
	1	41	4	45
Total		92	8	100

Table 17 Cross tabulation between gender and top mind awareness variables

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.088(b)	1	.767		
Continuity Correction(a)	.000	1	1.000		
Likelihood Ratio	.087	1	.767		
Fisher's Exact Test				1.000	.525
Linear-by-Linear Association	.087	1	.768		
N of Valid Cases	100				
a Computed only for a 2x2 table					
b 2 cells (50.0%) have expected count less than 5. The minimum expected count is 3.60.					

Table 18 Result from the Chi-Square Test of the cross tabulation gender and top mind awareness variables

GENDER * CLIENT Are you client of the supermarket Cross tabulation Count

		CLIENT Are you client of the supermarket		Total
		0 yes	1 no	
GENDER	0	25	30	55
	1	27	18	45
Total		52	48	100

Table 19 Cross tabulation between gender and client of the supermarket variables

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.098(b)	1	.148		
Continuity Correction(a)	1.556	1	.212		
Likelihood Ratio	2.107	1	.147		
Fisher's Exact Test				.164	.106
Linear-by-Linear Association	2.077	1	.150		
N of Valid Cases	100				
a Computed only for a 2x2 table					
b 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.60.					

Table 20 Result from the Chi-Square Test of the cross tabulation gender and client of the supermarket variables

GENDER * ASSIST Assisted awareness Cross tabulation Count

		ASSIST Assisted awareness		Total
		0 yes	1 no	
GENDER	0	51	4	55
	1	43	2	45
Total		94	6	100

Table 21 Cross tabulation between gender and assisted awareness variables

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.351(b)	1	.554		
Continuity Correction(a)	.029	1	.866		
Likelihood Ratio	.360	1	.549		
Fisher's Exact Test				.688	.439
Linear-by-Linear Association	.348	1	.556		
N of Valid Cases	100				
a Computed only for a 2x2 table					
b 2 cells (50.0%) have expected count less than 5. The minimum expected count is 2.70.					

Table 22 Result from Chi-Square Test of the cross tabulation of gender and assisted awareness variables

PROF profession * CLIENT Are you client of the supermarket Cross tabulation
Count

		CLIENT Are you client of the supermarket		Total
		0 yes	1 no	
PROF profession	0 teacher	4	4	8
	1 shop assistant	2	1	3
	2 secretary	11	2	13
	3 student	10	13	23
	4 manager	7	9	16
	5 engineer	1	5	6
	6 retired	3	4	7
	7 others	14	10	24
Total		52	48	100

Table 23 Cross tabulation between profession and client of the supermarket variables

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.538(a)	7	.160
Likelihood Ratio	11.406	7	.122
Linear-by-Linear Association	.301	1	.583
N of Valid Cases	100		
a 8 cells (50.0%) have expected count less than 5. The minimum expected count is 1.44.			

Table 24 Results from Chi-Square Test of the cross tabulation of the profession and client of the supermarket

**CLIENT Are you client of the supermarket * PREVKNOW Previous
knowledge Crosstabulation
Count**

		PREVKNOW Previous knowledge		Total
		0 yes	1 no	
CLIENT Are you client of the supermarket	0 yes	51	1	52
	1 no	40	8	48
Total		91	9	100

Table 25 Cross tabulation of client of the supermarket and previous knowledge about the sponsor variables

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.625(b)	1	.010		
Continuity Correction(a)	4.947	1	.026		
Likelihood Ratio	7.371	1	.007		
Fisher's Exact Test				.013	.011
Linear-by-Linear Association	6.558	1	.010		
N of Valid Cases	100				
a Computed only for a 2x2 table					
b 2 cells (50.0%) have expected count less than 5. The minimum expected count is 4.32.					

Table 26 Results of the Chi-Square Test of the cross tabulation of client of the supermarket and previous knowledge about the sponsor variables

PREVKNOW Previous knowledge * HOW How did you know it Cross tabulation
Count

		HOW How did you know it					Total
		0 television	1 publicity	2 basketball	3 friends	4 others	
PREVKNOW Previous knowledge	0 yes	54	19	6	4	8	91
	1 no	1		8			9
Total		55	19	14	4	8	100

Table 27 Cross tabulation of previous knowledge about the sponsor and how did they know the sponsor variables

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.149(a)	4	.000
Likelihood Ratio	31.390	4	.000
Linear-by-Linear Association	4.721	1	.030
N of Valid Cases	100		
a 6 cells (60.0%) have expected count less than 5. The minimum expected count is .36.			

Table 28 Results from the Chi-Square Test of the cross tabulation of previous knowledge about the sponsor and how did they know the sponsor variables

APPENDIX 4

4.1 List of tables

Table 1 Number of spectators live in the games played as local team from Sep'99 to Oct'99 by Caprabo Lleida.	Page 24
Table 2 Number of spectators live in games played as local team from Sep'99 to Oct'99 by Caprabo Lleida.	Page 25
Table 3 Number of spectators live in games played as visiting team from Sep'99 to Oct'99 by Caprabo Lleida.	Page 26
Table 4 Sponsor's name impact on published news on Diari Segre.	Page 35
Table 5 Sponsor's name impact on published news on Diari la mañana.	Page 36
Table 6 Number of spectators live in the games played as local team from Nov'99 to Feb'00 by Caprabo Lleida.	Page 38
Table 7 Number of spectators live in the games played as local team from Nov'99 to Feb'00 by Caprabo Lleida.	Page 39
Table 8 Number of spectators live in games played as visiting team from Nov'00 to Feb'00 by Caprabo Lleida.	Page 40
Table 9 Sponsor's name impact on broadcast games on TV from March'00 to June'00.	Page 42
Table 10 Sponsor's name impact on published news in Diari Segre.	Page 50
Table 11 Sponsor's name impact on published news in Diari la Mañana.	Page 51
Table 12 Number of spectators live in the games played as local team from March'00 to June'00 by Caprabo Lleida.	Page 53
Table 13 Number of spectators live in the games played as local team from March'00 to June'00 by Caprabo Lleida.	Page 54
Table 14 Number of spectators live in games played as visiting team from March'00 to June'00 by Caprabo Lleida.	Page 55
Table 15 Cross tabulation between the profession and the top mind awareness.	Page 90
Table 16 Result of the Chi-Square Test of the cross tabulation between profession and top mind awareness variables.	Page 90

Table 17 Cross tabulation between gender and top mind awareness variables.	Page 90
Table 18 Result from the Chi-Square Test of the cross tabulation gender and top mind awareness variables.	Page 91
Table 19 Cross tabulation between gender and client of the supermarket variables.	Page 91
Table 20 Result from the Chi-Square Test of the cross tabulation gender and client of the supermarket variables.	Page 92
Table 21 Cross tabulation between gender and assisted awareness variables.	Page 92
Table 22 Result from Chi-Square Test of the cross tabulation of gender and assisted awareness variables.	Page 92
Table 23 Cross tabulation between profession and client of the supermarket variables.	Page 93
Table 24 Results from Chi-Square Test of the cross tabulation of the profession and client of the supermarket.	Page 93
Table 25 Cross tabulation of client of the supermarket and previous knowledge about the sponsor variables.	Page 94
Table 26 Results of the Chi-Square Test of the cross tabulation of client of the supermarket and previous knowledge about the sponsor variables.	Page 94
Table 27 Cross tabulation of previous knowledge about the sponsor and how did they know the sponsor variables.	Page 95
Table 28 Results from the Chi-Square Test of the cross tabulation of previous knowledge about the sponsor and how did they know the sponsor variables.	Page 95

4.2 List of figures

Figure 1 Sponsor's name background exposition time on TV from Nov'99 to Feb'00.	Page 28
Figure 2 Sponsor's name foreground exposition time on TV from Nov'99 to Feb'00.	Page 29
Figure 3 Sponsor's name exposition on TV from Nov'99 to Feb'00.	Page 30
Figure 4 Sponsor's name impacts as CAPRABO on the radio retransmissions from Nov'99 to Feb'00.	Page 31
Figure 5 Sponsor's name impacts as CAPRABO Lleida on the radio retransmissions from Nov'99 to Feb'00.	Page 32
Figure 6 Comparison between sponsor's name impact on playing and non-playing periods of the game.	Page 33
Figure 7 Total number of spectators live from Nov'99 to Feb'00.	Page 41
Figure 8 Sponsor's name background exposition time on TV from March'00 to June'00.	Page 43
Figure 9 Sponsor's name foreground exposition time on TV from March'00 to June'00.	Page 44
Figure 10 Sponsor's name exposition on TV from March'00 to June'00.	Page 45
Figure 11 Sponsor's name impacts as CAPRABO on the radio retransmissions from March'99 to June'00.	Page 46
Figure 12 Sponsor's name impacts as CAPRABO Lleida on the radio retransmissions from March'00 to June'00.	Page 47
Figure 13 Comparison between sponsor's name impact on playing and non-playing periods of the game.	Page 48
Figure 14 Spectators live during the season 1999-2000.	Page 56
Figure 15 Total sponsor's name exposition time on TV during the season 1999-2000.	Page 60
Figure 16 Sponsor's name impact on radio retransmitted games during the season 1999-2000.	Page 62

Figure 17 Sponsor's name impact on different periods of the game during the radio retransmission.	Page 64
Figure 18 Published pictures on the local newspapers during the season 1999-2000.	Page 66
Figure 19 Average size of the published pictures related to Caprabo Lleida during the season 1999-2000.	Page 67
Figure 20 Sponsor's name impact on published news during the season 1999-2000.	Page 69
Figure 21 Sponsor's name impact on spectators live during the season 1999-2000.	Page 74

REFERENCES

- ABRATT, R. & GROBLER, S. (1989). The evaluation of sports sponsorships. *International Journal of Advertising*, vol. 8, num. 4, pp.351-361.
- ANNE, F. (1992). La mesure de l'efficacité du sponsoring. *Revue Française du Marketing*, num. 138.
- BUSBY, R. & WATERMAN, C. (1989). The fine art of sponsorship. *International Journal of Physical Distribution and Material Management*, vol. 19, num. 3, pp. 19-23.
- COPELAND, R., FRISBY, W. & McARVILLE, R. (1996). Understanding the sport sponsorship process from a corporate perspective. *Journal of Sport Management*, vol. 10, num. 1, pp. 32-48.
- CUNNINGHAM, M. & TAYLOR, S. (1995). Event marketing: State of the industry and research agenda. *Festival Management and Event Tourism*, vol. 2, num. 3, pp. 123-138.
- DAVIDSON, A. (1984). The chance to score. *Marketing*, num. 17, pp. 33-35.
- EASTON, S. & MACKIE, P. (1998). When football came home: a case history of the sponsorship activity at Euro'96. *International Journal of Advertising*, vol. 17, num. 1, pp. 99-114.
- FERRAND, A. (1999). Sponsorship as reinforcement factor of sponsor brand image. *European Journal of Sport Management*, vol. 6, num. 2, pp. 49-66.
- FERRAND, A. (1992). La communication par l'événement sportif: entre emotion et rationalité within the information of the Master Europeen de Management des Organisations Sportives, module 5.
- FERRAND, A. & PAGÈS, M. (1996). Image sponsoring: a methodology to match event and sponsor. *European Journal of Sport Management*, vol. 10, pp. 278-291.
- HANSEN, F. & SCOTWIN, L. (1995). An experimental enquiry into sponsoring: what effects can be measured?. *Marketing Research Today*, pp. 173-181.
- HEFFLER, M. (1994). Making sure sponsorship meet all the parameters. *Brandweek*, pp. 16.
- KOMOROSKI, L. & BIEMOND, H. (1996). Sponsor accountability: Designing and utilizing an evaluation system. *Sport Marketing Quarterly*, vol. 5, num. 2, pp. 35-39.
- KUZMA, JR, SHANKLIN, JR & McCALLY JF (1992). Make corporate sponsorship more effective with promotional support. *Journal of Promotion Management*, vol. 1, pp. 95-103.
- LARDINOIT, T, GERARD, P., & OBSOMER, R. (1998). Recall and recognition of sport sponsorship stimuli: a study of the effectiveness of field and television sponsorship. *European Journal of Sport Management* vol. 5, num. 1, pp. 59-79.

- LUDWING, S. (1999). Objectives and evaluation processes utilized by sponsors of the 1996 Olympic Games. *Sport Marketing Quarterly*, vol. 8, num. 1.
- MARSHALL, D. & COOK, G. (1992). The corporate (sports) sponsor. *International Journal of Advertising*, num. 11, pp. 307-324.
- MEENAGHAN, T. (1991). The role of sponsorship in the marketing communication mix. *International Journal of Advertising* vol. 10, pp. 35-47.
- MEENAGHAN, T. (1998). Current developments & future directions in sponsorship. *International Journal of Advertising*, vol. 17, num. 1, pp. 3-25.
- POPE, N. & VOGES, K. (1994). Sponsorship evaluation: does it match the motive and the mechanism? *Sport Marketing Quarterly*, vol. 3, pp. 38-45.
- POPE, N. & VOGES, K. (2000). The impact of sport sponsorship activities, corporate image, and prior use on consumer purchase intention. *Sport Marketing Quarterly*, vol. 9, num. 2.
- THWAITIES, D., AGUILAR-MANJARREZ, R. & KIDD, C. (1998). Sports sponsorship development in leading Canadian companies: issues and trends. *International Journal of Advertising*, vol. 17, num. 1, pp. 29-49.
- THWAITIES, D., BLACK, A., & AGUILAR-MANJARREZ, R. (1997). Corporate sponsorship of UK horse racing: theory and practice. *European Journal of Sport Management*, vol. 4, num. 1, pp. 27-48.
- SANDLER, D. & SHANI, D. (1989). Olympic sponsorship vs "ambush" marketing: who gets the gold?. *Journal of Advertising Research*, pp. 9-14.
- UKMAN, L. (1993). Compassionate commitment with cash. *Marketing*, pp. 7.