

# **Corporate Sponsorship as a Marketing Strategy—The Case of National College Basketball Tournament in Taiwan**

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## **ABSTRACT**

Sports sponsorship has been utilized as a marketing tool to achieve the marketing and financial objectives of corporations, such as increasing brand awareness, strengthening corporate image, modifying consumer attitudes, and communicating with current and potential customers. Numerous statistics have demonstrated that sports sponsorships have reached a huge proportion of revenues generated in the sport industry. Although the issue of corporate sponsorship has been highly investigated in the literature, limited studies have focused on the college-level sponsorship in Taiwan. As a result, the purpose of the current study was to explore the personal information of staff in charge of sponsorship plans and to investigate the motivations to engage in the corporate sponsorships for the National College Basketball Tournaments. The qualitative research approach of case study along with in-depth interviews was used in the current study. Several participants who take charge of corporate sponsorships were recruited for in-depth interviews using purposive sampling in the study. Results showed that practitioners in this current study were male, and most of them had bachelors' degree in non-sport related field. It was the department of sales and marketing in corporations that take the responsibility for sport sponsorships. The motives for corporations to sponsor National College Basketball Tournaments were to promote products, to attractive young people, and to take the social responsibility. Most of corporations indicated that the effectiveness of sponsorship was hard to evaluate. Additionally, more managerial implications were provided.