

Leveraging cooperative strategy- the case of sports and arts sponsorship

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Purpose

The purpose is to analyze how sports and arts organizations co-create value with sponsors. It applies an analytical framework based on relationship marketing and a network approach.

Design/methodology/approach

The study is based on qualitative in-depth interviews with two large scale organizations in sports and performing arts and five corporate sponsors. The study applied a process approach and the interviews took place over a four year period. Also action research was used to generate part of the empirical data.

Findings

There are both direct and indirect benefits associated with cooperative sponsorship relationships. In addition to financial contributions, sports and arts organizations can benefit from market functions, innovation functions and scouting functions associated with sponsorship relationships. The study identifies different types of sponsorship relationships and presents factors that influence the value creation process.

Originality/value

Sponsorship has become an important marketing tool and financial source for sports and arts. There is a lack of understanding about how value is co-created in sponsorship relationships. This study introduces new concepts to the literature on sports and arts sponsorship from a relationship marketing and network perspective.

Key words: sponsorship, sports, arts, relationships, networks, co-creation