



SPORTSBIZ MADNESS 2022: CASE STUDY TOURNAMENT

CASE STUDY #3: MARCH MADNESS SPONSORSHIP

INSTRUCTIONS

- 1) Read/review the case study with your team (student group or class).
- 2) Review the evaluation criteria.
- 3) Create a response to case study.
- 4) Submit your response **to your teacher**.
- 5) Be sure to include a team name, the names of team members, your school and class period.
- 6) Reminder: Your entries are limited to **no more than two pages!**

IMPORTANT: If you send something via Google Docs, please remember to make sure you turn on permission to review/edit the document!

GOOD LUCK!

BACKGROUND

Sponsorship can be one of the most effective ways for brands to connect with sports and entertainment fans. With the visibility the platform provides, brands can boost levels of awareness and engagement. The most successful sponsorships can even help build meaningful relationships with consumers.

What makes for successful sponsorship? Several factors influence the effectiveness of a sponsorship, all discussed in unit eight of your textbook. For example, if a sponsor wants to encourage consumers to visit their place of business, they might create sales promotions surrounding the event or property they are sponsoring. To boost brand awareness, on-site signage at venues along with media promotion would be key. And perhaps the most critical component to any successful sponsorship campaign is an effective activation strategy.

SCENARIO

You are the head of the sports marketing team at Coca-Cola, an official NCAA corporate partner. With March Madness right around the corner, you are tasked with the development of an activation plan that will maximize the brand's investment as an official sponsor of the NCAA Men's Basketball Tournament.

With the recent [launch](#) of a new flavor ("Starlight"), the company hopes to leverage the excitement surrounding March Madness to boost awareness for the new product. The brand's position as official sponsor presents a great opportunity to get Starlight Coca-Cola in front of basketball fans everywhere.

YOUR CHALLENGE:

The company president has asked you to create a sponsorship strategy for the March Madness that will provide Coca-Cola with a return on its sponsorship investment.

You are to create a sponsorship activation plan that addresses the following:

- * Explain sponsorship and why brands invest in sponsorship strategies
- * Communicate how Coca-Cola's sponsorship will maximize brand awareness for the introduction of the Starlight product, including various elements of the brand's NCAA sponsorship (signage etc.)
- * Describe activation strategies that will help with the launch of Starlight
- * Describe activation strategies that will create opportunities for fans to sample Starlight Coca-Cola throughout March Madness
- * Describe activation strategies that will engage fans through social media during the tournament
- * Explain how this sponsorship strategy will, ultimately, boost sales of Starlight Coca-Cola

BEFORE YOU BEGIN:

We would recommend a brief review of unit eight in SCC's textbook to make sure you have a firm grasp on the sports business concepts most applicable to this case study, including lesson 4.5, Lesson 5.1, lesson 7.6, lesson 8.1 and lesson 8.3. This will also help with your explanation of the importance of positioning and why brands invest in sponsorship strategies.

You might also consider doing some additional research online to learn more about the new product and see what else Coca-Cola might be doing to promote the "Starlight" flavor.