

The relationship between sport sponsorships and corporate financial returns in South Africa

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Presented by Sonja Fourie

How effective is Sport Sponsorship in South Africa?

- Sport unions are critically dependent on these funds
- Companies are questioning returns
- Scale of investment is significant

The research establishes the difference between JSE companies that sponsored sport for at least a two year period between 2000 and 2015, and those that did not, in terms of:

- Share price
- Revenue
- Earnings per share

Taking into consideration the adoption...

#2019CADA
2-6 September - Zimbali Resort, Durban

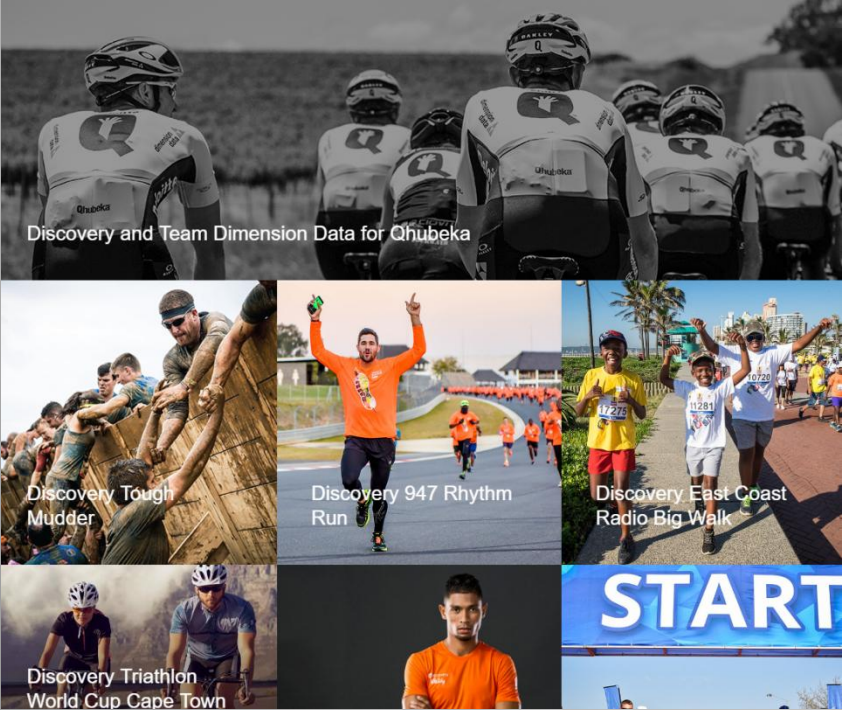


Springbok players showing off the new jersey – image: MTN



Lions captain Warren Whiteley

Taking into consideration the scale of adoption...



And significant investment...

FNB pours R40m into local football

14 Dec 2010



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14 December 2010

First National Bank, one of South Africa's four major banks, is to invest R40-million (US\$5.8-million) in developing the country's young footballers over the next few years.

SPRINGBOKS

MTN set to sponsor Springboks

Published on May 26, 2017 |



MTN is set to sign a four-year Springbok sponsorship deal with SA Rugby, worth between R40-million and R50-million a year. **SIMON BORCHARDT** reports.

The South Africa-based multinational mobile telecommunications company will become the official team sponsor, with the MTN logo appearing on the front of the jersey.

SAFA announces new sponsor worth R50 million

2018-09-11 12:55

sport24

Cape Town - The **South African Football Association (SAFA)** has announced a new five-year sponsorship deal with **OUTsurance** worth R50 million, the soccer body announced at SAFA House on Tuesday.



With research indicating mixed results...

- Share price growth – no difference
- EPS growth greater for companies involved in sport sponsoring than those companies not involved in sports sponsorship.
- Enhanced revenue growth was found in the consumer services sector where sport sponsorships existed.

Indicating more is at play...

- Multitude of differing objectives
- Broad spectrum of outcomes
- Opportunity for innovation

Measurement is not the issue. Your objectives are.

BY: REECE JACOBSEN. ISSUED BY: LEVERGY

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**An embellished account of a real-life meeting at sports and entertainment marketing agency, Levergy.*



I found myself in a meeting that was taking place far too early in the morning. My head still groggy from a distinct lack of sleep. I grabbed a muffin, some coffee, and sat down to take notes of what was being presented so that I could refer back to them when my brain decided to join the party. On today's agenda - campaign measurement.

We got about five minutes into the presentation before it was mentioned for the first time. Not trusting my sleepy brain enough yet, I decided to keep a low profile in the back of the room.

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SPONSORSHIPS

At Sasol we pursue sponsorships that enhance our brand, inspire creativity and innovation, and create unique opportunities to build stakeholder relationships.

As well as innovation...

Overview

Nedbank has earned the reputation of being a leader in South African sponsorship marketing, based on its innovative partnerships and its ability to bring a strong social dimension to sponsorship.



Thank you!