

Sponsorship Strategy, Its Visibility, and Return: A Case Study on Brazilian Olympic Games

Authors : Elizabeth F. Rodrigues, Julia da R. Mattos, Naira Q. Leitão, Roberta T. da Cunha

Abstract : The business strategy of many companies has two factors in common: the search for the competitive edge and its long term maintenance. The thing that differentiates the companies' performance in their abilities to set the right strategy, which depends on their capacity to analyze and apply all sort of management support tools. In this context, the sponsorship of events stands out as an important way to increase brand awareness, especially when it is a worldwide event, such as Rio 2016 Olympic and Paralympic Games. This paper will present the case of a car maker company, which chose to invest on sponsorship as a way to reach its goals and grow in the brazilian market.

Keywords : strategy, sponsorship, events, management

Conference Title : ICMBSE 2015 : International Conference on Management, Behavioral Sciences and Economics

Conference Location : Lisbon, Portugal

Conference Dates : April 16-17, 2015