

Sponsorship

Marketing

Buying association with something people already care about.

Making sponsorship work.

Conditions for success

Genuine fit between brand and property

Activation budget beyond the rights fee

Long enough to build the association

Exclusivity in the category

Clear measurement against objectives

Risks

Reputational events at the property

Ambush marketing by rivals

Rights fee with no activation left

Association fading when it ends

A common rule of thumb is to budget at least as much for activation as for the rights themselves.