

# THE ROLE OF SPONSORING PROFESSIONAL CLUBS ALGERIAN IN PROMOTING THE IMAGE OF THE BRAND IN THE MIND OF THE CONSUMER

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## المخلص:

تهدف هذه الدراسة لإظهار أهمية ودور الرعاية الرياضية في تحقيق الأهداف المختلفة من خلال دعم الشركات الراعية للأندية المحترفة، والمساهمة من جهة أخرى في الاحتضان كوسيلة اتصالية معاصرة، ولصيرورته يتضمن الاحتضان كل السياسات الاتصالية التقليدية والحديثة، وتؤدي عملية الاحتضان إلى تحسين صورة المؤسسة عموماً وعلامتها التجارية خصوصاً وتغيير اتجاهات المستهلكين نحو أكثر تفضيل للمؤسسة وبناء شهرة المؤسسة وعلامتها التجارية وزيادتها.

**الكلمات الدالة:** الرعاية الرياضية، التسويق، الاحتضان، الأندية، العلامة التجارية، المستهلك.

## Abstract:

This study is designed to show the importance of the role of sports care in achieving various objectives through support to the companies sponsoring professional clubs, and on the other hand, in the incubation as a means of connecting contemporary, and to ensure that the objectives of the health care process find swaddling too be employing all the traditional and modern communication policies, and placement process to improve the image of the institution in general and branding, especially changing consumer trends toward more preference for the foundation and building the brand and increase the fame.

**Keywords:** Sponsorship, marketing, incubation, professional clubs, commercial brand, consumer.

## I. Introduction:

Became propaganda sport branches giant economic growth based on case studies and detailed methodology by specialists in the field, and the institutions to give absolute priority to install its international standing, and marketing of goods, linking the consumer preferences of viewers sports game or sports clubs or one of the stars he favored, its monocultural automatically to the company which

accompanied its name those revocation and sports athletes, those viewers who, according to most psychological studies in the best case, for thus turnout, but rightful "sport" Meanwhile, ranked first among other fields of economic propaganda throughout the world, and the volume of propaganda expenditure associated with global sport equivalent to 1.3 billion dollars per year, an amount of approximately twice what was spent for propaganda in the culture of books, Theaters, cinema industry and other, five times the expenses of propaganda in the sectors of science The environment.

Both tools of sports marketing importance incubation, publicity and sports marketing tools advanced seeks to consolidate the image of the trademarks and therefore the image of the institution in the minds of consumers through various sports events for which attract the largest number of viewers (Football World Cup Championship for example), because the link commercial products players or famous clubs have a much greater impact than a means of traditional media.

Despite the achievements in the sports incubation but it remains a wide scope for exploration and drawing on the latest references (due to the novelty of the subject in the field of marketing) we are trying in this intervention to shed light on the incubation, publicity and sports and communications in sporting events (the exploitation of occasions and sporting events) and the consolidation of the mark in the minds of consumers through the problem:

- **To any extent contribute to placement in establishing the image of the mark in the minds of consumers?**

By attempting to exposure to the following points:

- Marketing sports marketing and Incubation publicity Stadium (the concept and importance).

- Prepare, department and activating the incubation sports.
- Objectives and the effectiveness of incubation.
- The role of sports incubation in strengthening the image of the mark and the enterprise.

## II. Marketing sports marketing:

### A. . Definition of marketing:

Marketing known in two respects:

On the one hand builds to go governance: "the marketing department is aware of the art of the selection of target markets, to attract the preservation and development of customers the establishment and handing over the delivery of value"[1].

Meanwhile builds social orientation is defined as: "The process of planning and implementing the vision for the pricing of the promotion and distribution of ideas and goods and services to create the exchange operation to satisfy the needs of individuals and installations"[2].

Inferred from the former definitions that marketing is the administrative process aimed at the implementation of the exchange operations, including in the interests of the consumer and the SEF in all fields and areas: economic, social, cultural...etc.

It is in this spirit that sees "Kotler" that marketing not only interested in goods and services, but also to the following [3]:

- **Marketing experiences:** range from huge activities game room "Disneyland" famous and marketing of their experiences in the European capitals, to the activities of the artisans and professionals and marketing of their experiences and their activities on the pages of newspapers and magazines.
- **Marketing persons:** propaganda artists, lawyers, and candidates for election and here Tuesday afternoon political marketing mix (price: promises, promotion: electoral campaign, distribution: visits, product: The candidate).
- **Marketing places:** cities, departments, respect, and increased competition to attract: new residents, tourists, institutions, factories, foreign and local investments.....
- **Marketing properties:** which is the same marketing places a single squads is that it is not tangible, as long as the property is sold and bought it needs marketing efforts, such as real estate needs customers as individuals, investment institutions or

commercial banks to search for value to these agencies.

- **Marketing information:** may treat information real producer and marketed: encyclopedias, dictionaries, specialized magazines (Auto Plus, 01informatique), since it considered productive fully in their own markets, it produced, processed and distributed and sold, it has become the information of the activity of the full and independent investigation itself, as well as the institutions to sell concrete products to add value to their products through the richness of the information.
- **Marketing organizations:** institutions to strengthen its image in the minds of the public through communication campaigns to increase its fame and improving the image of the direction of the public, potential investors, candidates for recruitment, and all the parties concerned, embodies the especially strengthening the image of the mark.
- **Marketing ideas:** Each view is linked to the basic idea, heading for the consumption of environmentally friendly products, ideas anti-smoking, the ideas of globalization, which was consistent with the objectives of the Organization.
- **Marketing events:** the Football World Cup, the Olympic Games, celebrations, demonstrations and exhibitions... and the latter started the relationship between sports and marketing to appear.

### B. The relationship of the sports marketing:

Trade linked the sport as a relatively new and particularly at the local level, and the mathematics social phenomenon of civilization was still reflect the evolution and sophistication and values in the communities is one of the most prominent of the pillars of the overall development of the because it means the most important elements of a human rights thought lead a dignified, if sport practitioners of amateurs who cannot afford the costs of the exercise of individual sport, organize sports activities at the local level and international levels requires a lot of money, so the idea of marketing in the sports field, which witnesses during recent years steady growth and proportionate with an attempt to producing companies to expand their markets in the world

market has become free companies around the world to share good sports marketing of its budget to the General Assembly.

Dating from the beginning of the relationship between sports and trade ideas only in 1870m when the tobacco companies in the United States of America print for months cards baseball players and introducing them in cigarette boxes for the promotion of the bulk of cigarettes, indeed increased sales of cigarettes, this was the beginning of cards sports promotion of industry, then caused these cards chewing gum ( Bubble ) the prestigious and with the development of sports marketing and widen the relationship between sports and the economy connective relation after sports became the economic process in the Foundation and the growth of sports marketing and its spread and competing companies to care for sports events have become productive facilities is the main financier of most sporting large and small, in particular in the developed countries and many other countries of the world, above, the Organization sporting events posted Fairy tale because of the increasing value of these facilities from the funds for the care of the sports event in the propaganda of their products, especially with the spread of satellite television, which help spread the name of the companies' products across all countries of the world and thus comes a common interest between the organizers and sponsors of the media where that each of them to reap profits of the moral and material damage as a result of the reorganization of the sports event[4].

Despite notes sports link trade, but he was not there is something called marketing relationship and sports, but such relationship is a commercial activities in the field of sports, and marketing in itself did not know the first definition only in 1947 by the Assembly of America for marketing and then started around research in the area of sport with the beginning of the 1980[5].

### 3. Marketing in the sports field:

The sports fields which means of marketing in the following[6]:

- Embrace the care and sports events.
- The license to use the signs and slogans on products and services.
- The Declaration on the clothes of the tools and the players.
- The Declaration of sports facilities.

- Investment facilities and services in the sports bodies.

The proceeds of marketing in the sports field the following proceeds of tickets preliminaries of the irrigation events[7].

- Subsidies and voluntary contributions and donations.
- Proceeds of transfer of players.
- Member contributions and contributions.
- Investment human and publicity.
- Rights of radio and television broadcasting activities and sports events.
- Declaration in publications, special programs for sports activities.

As can be seen from the foregoing that the most important area of athletes means marketing is sports incubation or care, sponsoring) because of the geographical coverage of the large affected by type of event.

### III. Incubation publicity Stadium (the concept and importance).

#### A. The concept of incubation.

In general impassively incubation that give value to an enterprise, institution, trademark, a product or a social case through a sporting event, cultural, humanitarian or any other kind [8].

Through the previous definition, it is clear that the incubation is one of the forms of communication through the events [9].

Also known as marketing on the basis of reciprocity, the incubation permission is also known as a balanced sharing of an economic nature between business investor and midfielder or sporting club wants to develop it [10].

Also known as on the basis of the exchange between the shepherd or hotel our and which was co-sponsored by or Surat, follow-up to the goals of the communications and the adoption of their participation [11].

The communication technology aimed at the definition of public follower of sports event of the company, its products and markings, with the requirement that there is a link between this event and the institution concerned.

Financial assistance or similar to one of the activities by the enterprise for the purpose of obtaining commercial objectives [12].

Is a means of publicity focus on financing the activity (cultural and sports,...), to bring the trademark of the minds of the public through this activity [13].

It is clear from the previous definitions that incubation form of commercial exchanges

normal because the economic nature and being in the form of an exchange between two or more parties want in the development of income, and the party statute is the institution that seeks to improve its image in the minds of consumers.

The Sports publicity his definition as the definition of a normal publicity but it is linked to the process of the sports events.

### **B. The importance of the incubation:**

The incubation is not a substitute for publicity or public relations or campaigns promoting sales, multiplied by the advantages of incubation and expand if used as a complement to the efforts of the Marketing Communications (integrated within the framework of the use of all roads marketing), there are many reasons for this incubation recall the most important [14]:

#### ❖ **Increase the possibility of its vision:**

According to the geographical coverage of the affected by the event on, through communication opportunities: Traditional media (television) or modern (Internet) for many of the institutions the purchase costs of the television coverage and public information for sponsorship.

#### ❖ **Change consumer trends:** here favors the institutions linked to the scars lifestyle consumers heats the event, which was co-sponsored by, to sensitize the impact the values derived from the event to its image and the image of the brand and thus to increase sales.

### **C. Demonstration of commitment to the pattern of private life:**

Moved the institution with the beginning of the twentieth century of collective marketing for Special Programs [15], personalised voicemail messages.

Measured and targeting the smallest slideshow, thus incubation has become an effective means in this type of diagnosed communications, has been the division of opportunities by: age, gender, income, and geographical region, which allows organizations to segment the market according to geographical lines, ethnic, demographic, as well as be allowed to integration in the gaps in the markets (marche niche) least costs.

### **D. To stimulate business through marketing (B to B):**

Embraces many of the institutions of the car races, for example, offer many advantages, such as pictures of drivers inside stores for example,

tickets for the theatrical and cinematic displays, and generally used incubation to push forward and move the traders (Inter cryptographic), distributors and intermediaries in the distribution services.

### **E. Product differentiation competitors:**

Derived institutions incubation many commercial advantages of competitiveness for access exclusive chips used as the establishment of exchanges with customers, as well as use incubation operating rights associated with partner and operation of event consumer to help them to meet their needs and objectives, then the promotion of entrance tickets for car race for example is the promotion has added value, as it could not readily be competitors.

### **F. Entertainment conversion of consumers (divertir):**

The incubation for many source of public relations, embracing the session in golf, for example, shows the older customers large areas which gives the enterprise nestled opportunities to spend long hours with the most important clients and to strengthen trade relations, where considered such sports events good areas to strengthen informal relations where they are more gentle from the procedures and administrative instructions, which supports the professional relations.

#### ❖ **Expansion of trade:** officials see that marketing most consumer decisions being taken at the level of the score of sale, so seek to stir up emotions in the places of the event and points of sale toward promotional campaigns, and to continue the sale for weeks after that.

#### ❖ **Sports events facade of quality products:** Allows incubation of attracting attention on the benefits of the product or score measuring, producers of tires for example embrace the car races to prove their products on the ground and this is what is known as the "proof manual.

#### ❖ **Matching the large budget allocated by the rivals of publicity:** that the profitability of incubation compared to traditional publicity allow small enterprises to enter the competition against giant companies in the same industrial and commercial activity.

#### ❖ **Sales Development:** incubation what is only a tool to increase sales, ultimately become consumer views: no value if it did

not lead to increase sales additionally, Southwest Airlines America used the opportunity of the presence of State Fair of Texas to increase the volume of sales of tickets through the declaration of the exhibition on tickets.

- One of the reasons that led to the attention to embrace sports events [16]:
  - Market saturation traditional declaration.
  - Convergence until the degree of coexistence between the foster ship and the general public through the event.
  - Low commercial orientation compared the declaration because the incubation before everything caused by entertainment.
  - Advantage of segmentation and multiplexing, any access to all slideshow (fragmented and separate) at one time.
  - Avoid legal restrictions on publicity.

#### **IV. The preparation of the management and operations of the sports incubation:**

A decision on investment in the incubation taking into account the obstacles the following[17]:

- A. Hindrance cost:** because the enterprise sought to select the best sports events requires it to choose the best means of communication which increases in the cost of the preparation of care and requires a large budget may not be available, especially with the presence of the budgets of other competition within the institution.
- B. The hindrance time:** the need for registration in the sports event as a calendar Enterprise (the formation of new products, the launching of a new product or renewal of old, expand the mark) poses an obstacle before the time of institutions and the difficulty of reconciling a calendar event an institution.
- C. The hindrance of competition:** Of course will not be the foundation (any institution) only looking for the best sports events possible or difference capable of winning, is open to many enterprises, which seeks to seize such opportunities.

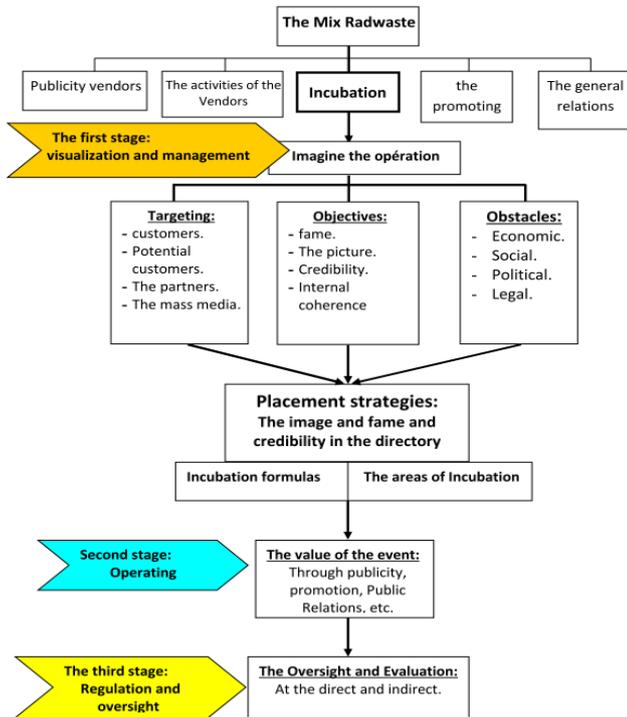
This is the most important obstacles, as well as obstacles to social, economic, political, legal.....

- **The draft incubation three stages[18]:**

- 1. The first stage:** focus on linking the draft incubation marketing strategy (marketing mix radwaste mix) to determine the effectiveness of targeting (number of customers targeted, cost, profit expected), communicative objectives, the identification of impediments, select the mark and values to be delivery, here the incubation linked to brand, identifying areas of incubation its feasibility[19], the determination of expected results and how to be measured.
- 2. Second stage:** contain many operations focused on linking public sports event and allow the partnership involving the event with all parties to help promote the mark: distributors, customers statutes, the press, all of this is through the establishment of a program that allows the enterprise to clarify its role in the event.
- 3. The third stage:** focus on the operation of the event to prolong the duration of time, either by the establishment of the slogan for the event remains with the passage of the event, the invitation of the persons concerned the event and record TV quotas with them, for example, the usefulness of this stage is the awakening of the feeling of accompanying the event and keep it continues across the time despite the expiry, monitoring the extent to which the objectives of the incubation.

Can be represented the previous stages in the following format:

**The form of No. 01: Shows the stages of decision for placement process.**



<http://unifr.ch/marketing/download/fr/commbase0607/SponsoringCS.pdf> P03.

Among the international events that bring to the attention of the institutions nestled[20]:

- Happened in one country and are covered by the international media (Football World Cup).
- Happened in several countries and are covered by the international media (race vehicles).
- Player or artist be covered universally travels (Messe, Ronaldo, Nadal).
- Happened does not broadcast globally mobile but between countries in the limited time (chapiteau).
- Global Issues (racial discrimination).
- Film or television broadcast globally... Etc.

**V. Objectives and the effectiveness of incubation:**

The incubation, publicity and sports complementary elements of a strategy for the integrated communication as sharing the same objectives partly for fame and the picture (mark and/or institution) and when using the foster or sponsor declarative boards or similar means, and also in the promotional tools and audio-

visual materials accompanying the events and sports activities, although sometimes seamless accordance only propagate sends a different way[21]:

- ✓ Declarative communications are often direct and open more easily in terms of the possibility of monitored.
- ✓ Either embrace the contrary: has the capacity to overcome some of the impediments to contact the sunshine, and the possibility of determining the targeting customers who do not affect them declarative messages, it does not follow the means of publicity and the Universal declaration only through sporting events.

**A. The objectives of the incubation:**

Among the traditional objectives of the mission was to improve the image and fame (mark the foundation)[22], although there is great diversity in the objectives of the incubation[23]:

- Create the experiences of the senses and gradually the event to mark the establishment of emotional convergence with the public.
- Establishment and strengthening understanding of customers of the characteristics and the benefits that reflected in the mark.
- Definition of Mark target market or pattern of private life (can be targeting customers identified through the geographical characteristics, demography, psychological or behavioral as the event).
- Expression of the commitment of the institution of the issues of general interest (Stag to donate...).
- Incubation gives strong image of the institution as credible and respected and committed to the promises.
- Increase the famous institution or product.
- Opportunities promotional operations and trade.
- Events of media coverage and strong and giving a chance to the press to raise the image of the mark and/or institution.
- In the view of the (BERNASCONI) that the objectives of the institution of the incubation involving under two types:
  - Directly as prestige, increase the vision, identity, the picture, the intention of the

commitment, the relationship, stimulation, entertainment individuals.

- The second type indirectly such as sales, market shares and the development of the distribution outlets[24].

## B. The effectiveness of the incubation:

Among the indicators of the effectiveness of the incubation[25]:

- That public participation in the event chosen by themselves is considered desirable in time in his life, sees merit in the approach of the publicity for a moment.
- Requires humanitarian contacts include the participation of the public who adopt certain values (challenge, the efficiency).
- Feeds the public of the content of the event on the level of the senses and experiences.
- Public live an important event for him and feels the values related to the event for example concerned the feeling that he found its assets when follow the match in which he encourages his favorite team, can actually say it consumes event and in line with the values of the mark to participate in the event.
- The existence of solidarity between the public and the foundation nestled to reach a common goal and the event is a social occasion to live in the center of the entertainment and community self-defense.

And measuring the effectiveness of incubation through direct technologies and techniques of indirectly[26]:

### 1. Direct techniques:

- Direct measurement of the number of attendance at the event (the number of tickets sold, the number of invitations to be sent).
- Direct measurement of remembrance, fame and the picture (which related to three elements: the presence of strongly foster ship helps to remember, the importance of the event for the general public, the former fame mark).

- Echoes media results: the use of the media is an essential factor of success (readable media, the audiovisual media, the Internet).
- Comparison between the target audience, who attended the event and other who did not attend the event...etc.

### 2. The techniques of indirect:

Analysis of the development of the sales through No. business results during and after the event, and the extent to increasing market shares distribution outlets.

### VI. The role of the incubation publicity stadium in strengthening the image of the Mark:

The incubation sports positioning element is important for the popularity of the trademark, the primary concern of the Marketing officials to enter the twenty-first century is to improve the image of the mark and increase its fame, if we take the example of the nestled or large sponsor such as Coca-Cola are known by 90% of the population of the world, and its goal now is not fame but of approaching the customers and create an emotional connection with the mark as a strategic objective of communication[27].

The role of publicity in the Reenter definition while beyond the role of incubation to reenter attachment for the emotional level, through increased visibility of the Mark more and increase its fame, for example, an institution (LG) developed since April 2013 the system to invest 70% of the communications budget in embracing the sports events (football, car race, and Olympic Games...) only for the image of the mark and the remaining 30% in the mass media, where occupy football sport in France is ranked first in terms of attracting the public, followed the sport of table tennis and then U.S. Soccer (rugby) fourthly the car races[28].

The success of the institution in the incubation period of remember consumers to trademark, after the passage of the foster event, there are several variables affecting the Remember Hotelour; involving under three groups[29].

- Measurement conditions: the longer period of time, for example for the event as the number of pastoralists who are reminders of the greater of the period between the message at the time of the

fatherly hotel our whenever the least rate of remembrance and the relationship of the grown exponentially, and here we can conclude that the incubation has strong influence on remember but time;

- Characteristics of a message and timeliness of value: whenever the label of the fostership high fame whenever the Remember the mark after the event.
- Characteristics of the target audience: affecting the personal characteristics of the target audience to remember: age, sex, have proved to be one of the studies on remember the sponsoring institutions of the World Cup Soccer Brazil session 2014, is that the more the interest rates of the activity of the fostership whenever the public from young people whenever the rate to remember, as well as the rate of remembrance when more men than women.

I have focused most of the Studies (62 study between the years 2006 and 2016) that the incubation largely affect the fame and the picture (mark the Foundation) and partially on the intention of the Purchase and some other effects.

- ✓ **The most famous mark (or the institution):** measure toward customers toward martyrdom and recalls the mark in various circumstances, whether automatically when he mentioned the type of product (a drink - Coca-Cola), or addressed or assistance with reference to the far (is the official sponsor of the championship, for example)[30].
- ✓ **Image of the mark (or the institution):** total views : consumer convictions on the marked what appear through links to the mentality of stored in memory.
- ✓ **Procurement intention and some other effects:** Despite the fact that the image of the mark (or the institution) and fame are the largest and the results of the impact of the incubation but there are other results of the intention of the purchase preference linked to the extent of follow the event and level of education.

## VII. Incubation constraints:

May Face placement process various constraints diminish its effectiveness, including:

- Placement as promotional tool only it gives the image of the aunt of the trademark but does not enter into the details of the products which is the mission of other means of communication.
- Requires in preparation for a strong media during and after the (one third of the *budget of care arrangement information centers*) to express the full effects.
- *Inadequacies of the event with the mark (tobacco companies to embrace sports).*

## VIII. Conclusion:

It is clear to us that the foregoing incubation importance as a means of modern communications, I have found businesses to the best means of advertising is through sports media through the incubation, where they found a link commercial products famous athletes or the famous clubs, for example, have a much greater impact from the media and traditional despite the difference of care on marketing methods and traditional communications of the Declaration and the promotion of public relations, but in the end the words of an integrated mix of these methods to be in the end to the achievement of the objectives of the Foundation, which is the most important of which is the increase of the famous brand and improve their image (where fame does not mean a good picture) as well as the prolongation of the event as possible and keep it in the minds of consumers as well as to the objectives of the other minor procurement nickname and commitment.

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