The impact of sponsoring large-scale events on brand marketing -- an case of Guangzhou marathon

Lu Zhang
The aim of the study was to identify the factors that can change and enhance the impact of corporate branding in sponsoring large sporting events. Sponsorship is one of the factors that influences corporate branding.

This study is based on a large number of past cases of sports sponsorship, learning to summarize the profitability, relevance and inter-relatedness of corporate sponsorship sports events. This study investigates Toyota’s sponsorship of the Guangzhou Marathon as an example. The study also uses a questionnaire to find out who have been involved in major sporting events.

Finally, the conclusions and recommendations are illustrated in the last stage associated with the whole study process. The enterprise in sponsorship is likely to choose suitable objects and sponsors form, creative advertising and invite athletes related to the events. The suggestion that can give is further study would be needed on the corporate sponsorship of events, particularly mega-sports events.

Keywords
Sports sponsorship, sponsorship, brand marketing, marketing value
# Table of Content

1 Introduction.........................................................................................................................1

1.1 Rationale..........................................................................................................................1

1.2 Research Aims and Objectives........................................................................................1

1.3 Research Question...........................................................................................................2

1.4 Scope and Definition........................................................................................................2

1.5 Basic concepts ..................................................................................................................3
  1.5.1 Sponsorship ................................................................................................................3
  1.5.2 Sport Sponsorship......................................................................................................3
  1.5.3 Brand Marketing ......................................................................................................3
  1.5.4 Sport Brand Marketing.............................................................................................4

2 Framework..................................................................................................................................6

2.1 Origin of sponsorship.........................................................................................................6
  2.1.1 History of Chinese sports sponsorship.................................................................7

2.2 Form of sports sponsorship..............................................................................................7
  2.2.1 Classification by specific sponsorship content....................................................7
  2.2.2 Type of sponsorship.................................................................................................8
  2.2.3 On-time day span classification...........................................................................9
  2.2.4 Categories of sponsorship.....................................................................................10

2.3 Characteristics of brand Sponsorship on sports events....................................................10
  2.3.1 Profitability .............................................................................................................10
  2.3.2 Relevance ...............................................................................................................11
  2.3.3 Indirection ...............................................................................................................12
  2.3.4 Emotion ..................................................................................................................12
  2.3.5 Persistence ..............................................................................................................12
  2.3.6 Risk .........................................................................................................................13
3 Empirical case .......................................................................................................................... 14

3.1 Toyota sponsors Guangzhou Marathon ................................................................................. 14
   3.1.1 The relationship between Toyota’s sponsorship of Guangzhou Marathon.............. 14
   3.1.2 Marketing features of Toyota sponsored Guangzhou Marathon.......................... 15

3.2 Increase visibility through the title of the contest................................................................. 15

3.3 Develop brand preference through interactive .................................................................. 16

3.4 The means of raising the rate of brand .............................................................................. 17
   3.4.1 Collaborate with live streaming platforms.............................................................. 17
   3.4.2 Advertisement and identifier.................................................................................. 18

4. Research Method .................................................................................................................. 19

4.1 Conception of theoretical research...................................................................................... 19

4.2 Questionnaire Design ........................................................................................................ 19
   4.2.1 Definition of the scope of the study.......................................................................... 19
   4.2.2 Questionnaire Design ............................................................................................ 20
   4.2.3 Definition of the subject of investigation .................................................................. 20
   4.2.4 Description of the issuance of the questionnaire .................................................... 20

4.3 Questionnaire statistical analysis ....................................................................................... 21
   4.3.1 Analytical methods .................................................................................................. 21
   4.3.2 Sample description .................................................................................................. 21

5 Analysis .................................................................................................................................. 25

5.1 Improve brand exposure....................................................................................................... 25

5.2 Enhance brand awareness and reputation........................................................................... 26

5.3 Create brand image and brand value.................................................................................. 26

5.4 Marketing value of sports events sponsorship ................................................................... 27
   5.4.1 The marketing value of event sponsorship from the perspective of brand equity.......................... 27
   5.4.2 The marketing value of the event sponsorship from the perspective of the target audience........................................... 28
5.4.3 The marketing value of the event sponsorship from the perspective of differentiated competition..............................................................................................................28

6 Conclusion.................................................................................................................................................................30

6.1 Conclusion................................................................................................................................................................30

6.1.1 Brand marketing and sponsorship of large-scale sporting events.................................................................30

6.1.2 Analysis................................................................................................................................................................30

6.2 Recommendation........................................................................................................................................................31

6.3 Encountered problems..................................................................................................................................................31

6.4 Recommendation for further study..........................................................................................................................32

6.5 Personal evaluation.....................................................................................................................................................32

Reference.............................................................................................................................................................................34

Appendices........................................................................................................................................................................37

questionnaire survey.........................................................................................................................................................37
1 Introduction

1.1 Rationale

As we can see, today's society is no longer a mere food and clothing of the society, as we improve the standard of living, we began to care about health problems, however, sports gradually become a part of life. According to the global sports market income statistics, by 2017, the global sports market is expected to generate revenue of around $1 trillion. (U.S. dollars) in China, there are also obvious ascensions. (Tableau, 2018) By 2020, sports sector will be worth 1.5 trillion yuan, and could even reach to 5 trillion yuan by 2025. Therefore, from the commercial point of view, enterprises are likely to pay more attention on the direction of sports, through sports sponsorship, in-depth consumer life, imperceptibly improve brand value.

Business competition seems intensifying today, according to PWC2010 forecast, the global sports industry will reach 145.34 billion U.S. dollars in 2015, and among them, sports sponsorship accounted for 30.15%. (Yutang sport, 2015) Corporate sponsorship makes the value and role of the brand more obvious, many companies choose to do sponsorship and other forms to enhance brand awareness to promote product sales, but sponsorship can bring enterprises to promote product sales so simple. Corporate sponsorship, which is a more common marketing behavior. Some of the official activities, corporate sponsorship involved also many, such as Alibaba Group sponsored the Pingchang Olympic Games.

Enterprises in the provision of sponsorship, mostly follow the following principles: the object of sponsorship is non-profitable, sponsored activities or groups, to be conducive to the survival and development of enterprises, depending on the business situation, the amount of money to pay sponsorship fees and scope. In China, there are some enterprises involved as a sponsor, and to participate in social welfare activities in order to enhancing its brand value.

1.2 Research Aims and Objectives

Through investigation and study, firstly, the paper expounds the characteristics of enterprise brand sponsoring big sports events, and secondly how to enhance the brand awareness in the process of sponsorship and visibility, Thirdly how to increase enterprise
economic benefits, and highlight the problem of enterprise competitiveness. Finally, through analyzing the marketing value of sponsorship from different angles, one can give the suggestions for enterprises to choose the sponsoring events. Therefore, the main objectives of this study are the following ones:

1. Making a clear definition of sports sponsorship.
2. Defining brand sponsorship of sports events.
3. Analyzing specific case of Guangzhou Marathon.
4. Assessing the influence of large-scale events and different perspectives on sponsorship marketing value.
5. Giving out some suggestions on sponsoring the events.

1.3 Research questions

So, according to the purposes of the paper, the main research questions are the following ones:

1. Why do companies choose to sponsor big sporting events?
2. How do companies choose sponsorship?

1.4 Scope and Definition

The scope of research is mainly to sponsor the impact of large-scale events on brand marketing, including the sale of brand products, the impact of brand culture and social influence, but it does not discuss the impact of different events on the selection of sponsorship. We will use the large-scale events and brand sponsorship to support the theoretical background, and analyze the case of the Toyota marathon in Guangzhou. This study will also investigate consumers’ feelings about sponsoring brands by means of questionnaires. However, this is not an extensive research project. The number of participants in the questionnaire is 73, which is a subjective fact that reflects this part of people and does not represent everyone.

1.5 Basic concepts
1.5.1 Sponsorship Concepts

The word sponsor means "help, support". Sponsorship is used in one of the important means of communication in modern marketing, it is a kind of by the sponsor (much) for the enterprise and sponsors (social institution) to support and reward "equivalent exchange" as the center, equality and cooperation, by promoting the development of social public welfare undertakings and make the sponsor a business behavior of mutual benefit.

Among them, the means of support include financial support, physical support, technical support or labor support, etc. the means of return include advertising, patent, naming or promotion, etc. (ShenJia, 2012)

1.5.2 Sport Sponsorship Concepts

Sports sponsorship is the object of sports, refers to the Enterprise (sponsor) and Sports organizations (sponsored) marriage, enterprises to sports organizations to provide money, in-kind or labor support, sports organizations to advertising, naming, patents and other intangible assets in return, so that both equality and mutual benefit of the business activities. (Williagese, 2003) The basic function of sports sponsorship mainly manifests in two aspects: for sponsoring enterprises, there are functions such as enlarging enterprise and brand awareness, promoting corporate image, stimulating the morale of enterprise employees, facilitating the formation of commodity differentiation, and communicating with target customers. For the sponsored party, there is the expansion of funding sources, improve the social awareness of sports, Activate sports competition market, promote the steady promotion of athletic competition level, meet people's demand for sports appreciation, and enlarge the coverage of nationwide fitness project.

1.5.3 Brand Marketing

Brand marketing, through marketing to enable customers to form the corporate brand and product of the cognitive process, is to continue to obtain and maintain competitive advantage, must build high-grade marketing concept. The most advanced marketing is not the establishment of a huge marketing network, but the use of brand symbols, the intangible marketing Network paved to the public heart, the product delivered to the heart of consumers. So that consumers choose to consume the product, investors choose to
recognize the company when they cooperate. This is brand marketing. (David A Aaker 1996.)

Building a brand requires going through a process.

First step: Analyze industry environment (Brand awareness). The concept of Distinction and division is not only the establishment of brand concept. You need to start with competitors in the market, find out where they are in the minds of the consumers, identify competitive advantages and disadvantages, and find a concept to differentiate them from competitors.

Step two: Develop and manage. A brand's image is the way it is represented in the minds of consumers. For example, do you believe that it stands for reliability, luxury, adventure or excitement? Organization that sponsor sporting event are especially interested in strengthening of maintaining the image of their product through associate with a sports that reflects the desired image. (Osmo & Risto & Douglas 2015, 52)

The third Step: Excellent quality support (develop brand equity). Brand equity is the value that the brand contributes to a product in the marketplace. (Osmo & Risto & Douglas 2015, 52-53) This must be based on the quality of the fundamental image. Here refers to the quality, is a comprehensive quality concept, which includes project quality, cultural quality and property management quality, throughout the brand building process.

The forth step: Integration, continuous dissemination and application (develop brand loyalty). The enterprise must rely on the dissemination to be able to implant the brand into the consumer heart, and establishes oneself in the application. Enterprises in every aspect of the dissemination of activities, are trying to reflect the concept of the brand. (Aaron C. T. Smith & Bob Stewart 2015)

**1.5.4 Sport Brand Marketing**

It is not difficult for us to find that modern sports in the sustained economic and social development and completion of the process is gradually sound and perfect, this booming sports industry has a strong economic effect and market potential. Through the production and operation of sports products, access to the sports products market, and then to enhance the Enterprise brand, the realization of enterprise production and operation efficiency purposes.
Zhang Wei that sports brand marketing is a kind of products, characters, events and activities related to sports as the medium, to sports products production and sales enterprises and sports goods consumers as the main body and object, between the two to establish a sports cultural activities as the core of the brand culture system. (Zhang Wei 2012.) In other words, sports brand marketing enterprises need to build sports products and sports services and other ways, and gradually establish in line with the enterprise's own development of the actual brand interests, sports culture and brand users positioning.
2 Theoretical framework

2.1 Origin of sponsorship

About sponsoring activity, it has a long history. It began in ancient Greece and Rome. There were rich people sponsoring art and sports. But for a long period of time, this kind of sponsorship was a non-commercial "good deed".

The earliest definition of the document came from the British Sports Advisory Board in 1971: "Sponsorship is a material or money gift in return for convenience and privilege, for the purpose of publicity."

Then Watt in 1977 proposed a more comprehensive definition:

1) The business Organization (patron) provides resources for an entertainment activity (sponsored).
2) Sponsors expect to gain some commercially valuable benefits through this move.
3) in exchange, the sponsor agrees to provide some convenience to the sponsor.

Simkins in 1977, the following definitions have been widely circulated, often cited by people:

1) Sponsors provide money, in-kind – and sometimes services and experts – to entertainment and leisure activities in the sports or literature category.
2) Sponsored activities do not provide the sponsor with a direct return on important business functions as the direct commercial effect of other promotions is better than this.
3) The rewards the sponsors expect are the limelight.

The German Intercityhotel Dresden introduced a new definition in 1989: "The sponsor provides money, kind or service to its chosen sponsor and obtains an agreed return from the sponsor in order to achieve some of the most commercial purposes." (Cai Junwu 1999, 14)

This concept is indeed highly concise and relatively complete, but the biggest disadvantage is that the sponsorship is understood and defined only from the patron's point of view, and the sponsorship is the most important feature of equal co-operation and mutual benefit between the sponsors and the sponsors.

The United States Mackaville and Copeland in 1994: "Sponsorship should be an exchange process, which includes tangible resources (such as money, material, etc.)"
and intangible resources (such as status, technology, services, etc.). The relationship between the sponsor and the sponsor is mutually beneficial, both active and passive in the sponsorship process, which is a winning combination." (Cai Junwu 1999, 14)

To sum up, people's understanding of sponsorship has a gradual process, although gradually deepening, but does not completely compound the current definition of the standard. Today's sponsorship refers to business practices in which businesses (sponsors) and public interest units (sponsored persons) support the exchange of equivalent (money, physical, technical or service) and return (title, advertising, patents and promotions) as the center of equal cooperation and mutual benefit.

2.1.1 History of sports sponsorship

Sports sponsorship originated in the west. According to the ancient Roman period, a noble, in order to please the emperor, volunteered to pay the arena for a day of reward costs. The modern real sense of sports sponsorship originated in 19th century, the United States is the first country to open sports sponsorship, transportation is the earliest sponsor of sports industry. In the the 1960s, in order to open up new advertising methods, the tobacco industry began to plan, large-scale implementation of sports sponsorship. By 1984, when American Ueberroth held the Olympic Games in a completely commercialized fashion, it was the era of sports sponsorship that brought sports and business enterprises closer together. (Rewards for Sports Sponsors, 2017)

In China, sports sponsorship is a new thing appearing under transition in the background of social transformation and economic system, and it is the product of sports socialization and industrialization. (Liu Honglei & Wang Efang, 2009) With the improvement of people's life, sports consumption has become a new hot spot in social life, the sports market has been expanding, all kinds of sports organizations have appeared successively, more and more enterprises have strengthened the sponsorship of sports and sports teams at all levels. With the development of the 2008 Beijing Olympic Games, the sports industry has been developing rapidly, and China's sports sponsorship has also entered a period of rapid development.

2.2. Form of sports sponsorship

2.2.1 Classification by specific sponsorship content

Classification by specific sponsorship content can be divided into in-kind sponsorship, cash sponsorship and technical sponsorship. In the FIFA World Cup in 2018, Chinese
companies " Hisense " sponsored 100 million dollars to become the biggest sponsor of the 2018 World Cup tournament. Hisense mainly sponsors the advanced display technology and multimedia technology , ( by staff writer 2017 , pars 3-6 )can make the depth technology development to the event video presentation way and so on, enhances the audience to watch the experience . In the marketing way , Hisense is carrying on the " preliminary research " , after the successful sponsorship , Hisense will take the science and Technology Service as the main way to enter the competition . In view of this, Hisense offers in-kind sponsorship , cash sponsorship and technical sponsorship , which covers a wide range of areas .

As we look at many major sporting events , it's not hard to see the famous drinks Coca-Cola Company sponsoring the sponsorship . The cross-border marketing cooperation between Coca-Cola Company and Olympic Games is a classic case of world sports history and marketing history . From 1928 to 1960 , the Coca-Cola Company's cooperation with the Olympic Games is basically in a preliminary and shallow stage . Coca-Cola entered the Olympic Games in a way that was sponsored in kind .

Coca-Cola's sponsorship of the Olympics mainly rests on the supply of beverages . The 9th Olympic Games , held in Amsterdam in 1928 , was a milestone in the modern Olympic Games , where the tradition of passing the torch was restored and women were allowed to compete on behalf of their motherland for the first time . The Olympic Games for the Coca-Cola Company is also very memorable , Coca-Cola to sponsor 1000 boxes of drinks in the form of the first official entry into the Olympic Games , the brand's own Olympic journey opened . ( Qin Yaoda 2015 , 1 )

2.2.2 By type of sponsorship

According to the nature of sponsorship can be divided into title sponsorship , exclusive sponsorship , designated sponsorship and Joint sponsorship .

The Guangzhou Marathon is sponsored by the Toyota Crown name . Toyota has sponsored the Guangzhou Marathon for 5 consecutive years and has ensured that no special circumstances will continue to sponsor the annual Guangzhou Marathon . Guangzhou Marathon gives Toyota the benefit is clear , intuitive , this sponsorship to the people is a pro-people experience , it is easier to accept such brand implantation .

Razer which is one of the world's top gaming equipment brands lands exclusive sponsorship with esports power KSV . " It's a big partnership because it cuts across all of
our teams and any new ones we bring aboard," Wakeford said. "Our goal is to create category exclusives with sponsors across all of our teams, so we have fewer partners and larger partnerships."

(Dean Takahashi 2018, pars 8) Razer to E-sports sponsorship is in the form of exclusive sponsorship, although the esports brand has lost the links of other sponsoring partners, but in recent years, the rapid development of e-sports, Razer and e-sports sponsorship relationship will be a stable cooperation, And the commercial progress brought to Razer is also huge.

Officially sponsored by the association of American football associations, there are 10 official sponsors of the American football association, of which Coca-Cola provides soft drinks, AT&T provides communications services and Johnson & Johnson provides healthcare, and so on. Coca-Cola, AT&T, and Johnson & Johnson sponsored the American Football Association in the form of co-sponsorship, they co-sponsored the same event, each sponsor of different things, such sponsorship can give the organizers more resources, And sponsors can also highlight their strengths in their own right areas.

2.2.3 On-time day span classification

According to the length of time to classify. Can be divided into short-term sports sponsorship and long-term sports sponsorship.

Ali baba reached its deadline in January 2017 with the IOC until 2028, officially joined the Olympic Global partner (top) Sponsorship program, became the official partner of "cloud services" and "e-commerce platform services", as well as the founding partner of the Olympic channel. At the beginning of February this year, Alibaba released the Olympic propaganda, called the great faith in small, to tell the value of small by restoring the story of Kenya's amateur hockey team and the Australian kayak athlete Pierce. The Coca-Cola Company, which we are more familiar with, has been the sponsor of the Olympic Games since 1928 and the longest-working partner of the IOC. (Anonymity 2018, pars 1)

Like Alibaba and Coca-Cola's sponsorship of the IOC is long-term sponsorship, in fact, many brands in order to be relatively competitive in the market, they will be with the continued large-scale competition to maintain cooperation, so that not only to maintain a relatively good relationship with the organizer, but also to improve their brand efficiency stability.

2.2.4 Categories by sponsorship
According to the object of sponsorship, there are sponsoring sports events, sponsoring Olympic Games, sponsoring sports stars, sponsoring sports venues and sponsoring sports public welfare undertakings.

As the recognized sports big-name Nike, in addition to long-term sponsorship of large and small sports events and the Olympic Movement, will also choose to sponsor a number of star athletes, sponsorship athletes must use a sponsor of the game equipment, that is, to help sponsor advertising, similar to endorsement. For example, Nike sponsors Chinese star track and field athlete Liu Xiang, regularly to Liu Xiang Fee, Liu Xiang every time wearing Nike clothes and shoes. The same is true of other athletes with sponsors. Barcelona, for example, have Audi in their sponsors, so their cars are sponsored by Audi, and Lionel Messi prefers Mercedes, but because of the sponsors, they have to use Audi every time in public.

Sponsorship of public figures through the image of public figures influence to establish a brand image, of course, there are risks, if public figures have negative news, will also affect the image of the enterprise.

2.3 Characteristics of brand Sponsorship sports events

2.3.1 Profitability

Corporate sponsorship of sports events the most direct benefit is to increase product sales, especially the international large-scale sports events, not only can expand the visibility, but also may bring a significant increase in sales.

Quarterly earnings for TOP Sponsor Samsung show a surge in profits, even as the company is embroiled in domestic turmoil. The Samsung Rio 2016 special edition phone (ATR) Latest investor data reported shows that Samsung earned $54.8 billion in revenue and $12.6 billion in profit from Apr.1-June 30. Reports say the jump in profit is driven by memory chips, which accounted for $7.2 billion (57 percent) of the quarterly profit. Further profits are expected for Samsung with "a meaningful revenue increase" coming from sales of display panels, writes Daiwa Capital Markets analyst SK Kim in an investor note. (Aaron Bauer 2017. pars 2-3)

2018 Pingchang Olympic sponsors have Alibaba, Coca-Cola, VISA, Atos, Intel, etc., these enterprises in the Olympic Games and after the closure of all without exception to gain huge economic benefits.
It is obvious that sponsorship helps the profitability of the business. Sponsorship allows most people to connect the corporate brand and culture, improve corporate visibility, so that the brand repeatedly appeared in the eyes of the eye, can more intuitively show the brand effect, so in the selection of products, it is easy to associate with the brand.

![Figure 1. (n=73)](image)

As the chart shows, we can see from 73 people who have participated in large-scale competitions or through the media to find out that 36.99% of the people think that the company has fully reached the sales target, 46.58% of the people think that better to achieve the goal, A 16.44% of people think that the goal is basically achieved and no one thinks the business has failed to achieve its goals. The survey shows that most people believe that sponsorship events can achieve the goal of promoting business sales.

### 2.3.2 Relevance

Relevance is another major feature of sports sponsorship, sponsors of sports events are often sports brands, health food, electronic products, beverages and so on, the consumer groups of these products are mostly teenagers or sports enthusiasts, such enterprises brand culture is also more "youth" "vitality" "positive" "upward", And the spirit of sports is very fit, this is the relevance of sports sponsorship. There are some seemingly unrelated sponsors, but there are potential links. For example: 2017 long-term sponsor of the Guangzhou Marathon the sponsorship link of Toyota Motor Company is to build Low-carbon car color environmental trend brought to the Guangzhou marathon.
When choosing sponsorship, companies will choose to have more links to the event or event to sponsor, because this can further reflect its product significance. Of course, even if some companies do not have the direct connection with the sports products company sponsored events, they will choose some of the most relevant things, and the concept of the company closer to the corporate culture or product features to reflect the relevance of their sponsorship. Because of this, customers will be more receptive.

2.3.3 Indirection

Sponsorship enterprises in sports events in the promotional means flexible and diverse, corporate information can appear in the athletes equipment, the stadium in the large kanban, but also in the sports reporter to report the events of the process inadvertently revealed. Because in the course of the competition, consumers can not avoid other information in the field, such as the curtain wall Kanban in the stadium, the scrolling subtitles on TV, and these become the platform of sponsoring enterprises to display brand information.

Whether it is the ads in the event, the Kanban in the arena, or the logo on the athlete's clothing, are more natural and more easily accepted by the consumers. In contrast to the blunt advertising of a promotional TV magazine, consumers often have no resistance to such indirect and invisible propaganda.

2.3.4 Emotion

Consumers who are accustomed to watching sports are mostly sports enthusiasts, who are passionate about a sport or a favorite sport athlete. Enterprises in the sponsorship and sports closely combined or to invite athletes as spokesmen, Coca-Cola for the Pingchang Winter Olympics, please come to the Korean ice skater Na son, male star Park as spokesperson, took a series of "one" (together as one) as the theme of the advertising film. (Anonymity 2018. pars 4)

It is the use of people's emotional tendencies, the choice of consumers more acceptable way to promote brand information, by the people of a sport or an athlete's recognition, and thus to the brand recognition of the enterprise.

2.3.5 Persistence
The advertising cycle of TV newspapers and magazines is usually short, while the promotion cycle of sports sponsorship is long and the effect is durable. For example, before sponsoring the Seoul Olympic Games, Samsung Electronics in the well-known technical level and other aspects are not the international first-class brand, and in the sponsorship of the Seoul Olympic Games quickly rise, and still enjoy a very high visibility and reputation. Another example: some enterprises through the name sponsorship such as "Coca-Cola Cup three-person football match", (Riya Bhattacharjee 2012.) "Red Bull Cup City Badminton Open" and so on, after the game, mention the past game, people will still think of the sponsor brand, this form of brand publicity than the traditional TV newspaper ads have a lasting advantage.

2.3.6 Risk

Because of the complicated factors involved in the sponsorship activities, there are many uncertain factors, but the decisive factor is the marketing strategy, which requires the enterprises to carry out accurate market positioning, grasp the appropriate publicity methods and media choices. At the same time, because sports competitions are subject to venues, athletes, contractors, policies and regulations, such as factors, such as the temporary cancellation due to the site, the conditions of the competition is limited to promote poor publicity, athletes, such as doping, fan riots and other vicious events, will bring economic losses to enterprises, and even affect the reputation of enterprises.
3 Empirical park

3.1 Toyota sponsors Guangzhou Marathon

Running brings people health and perfect figure, but also to marketers to create a vast market blue sea, which produces attention to the economy and sports economy, will profoundly affect enterprise development and brand appreciation. Then the Marathon project is a project with a wide range of business market opportunities, Guangzhou International Marathon long-term partner GAC Toyota really saw this, can give Toyota a new brand vision.

3.1.1 The relationship between Toyota’s sponsorship of Guangzhou Marathon

Marathon Marketing is the vehicle to promote brand reputation and loyalty of the sharp weapon. Marathon and the automobile enterprise's brand character natural match, the outstanding marathon athlete knows how to use the speed and the energy effectively, the automobile also is so, the speed is the automobile has been the pursuit and the challenge, the endurance is the quality automobile and the automobile enterprise essential quality, the marathon advocates surmounting limits, surpasses the ego spirit, Undoubtedly very suitable for the character of the car brand, car companies through marathon marketing, the brand spirit and sports spirit of integration, in imperceptible to make their own brand more users of the identity, thereby enhancing brand reputation. (Anonymity 1982. pars2-4)

The marathon symbolizes the pursuit of a healthy life and a positive mindset, not only in line with the social backbone of the middle class life philosophy, but also with the current automotive enterprises to promote energy-saving, environmental protection, and product rejuvenation of the idea, marathon as a communication carrier, through the output of healthy living concept, the automotive products and potential consumer groups are closely linked, Enhance customer loyalty to the car brand.

Toyota's sponsorship of the Guangzhou Marathon also looked for a number of related points. The marathon runner's image shows speed, explosion, longevity, health and so on, then Toyota's products also want to show such characteristics, they advocate the concept of energy saving and environmental protection and product revitalization and the symbol of the marathon match. So sponsorship would be more appropriate and consumers would be more receptive to such sponsorship links.
3.1.2 Marketing features of Toyota sponsored Guangzhou Marathon

Guangzhou auto Toyota 2016 from the media marketing work deep brand and model big event marketing, adhere to hot marketing, content innovation and style on the continuous search for diversification, and quickly adapt to the 2016 media trends, and constantly optimize their own production quality from the media, exquisite quality content to create a communication with the Audience brand social platform, Continue to export brand spirit, establish strong relationship between brand and consumers.

Guangzhou auto Toyota Trans-border brand marketing canton automobile Toyota for four consecutive years to devote to the marathon, enthusiastic sports marketing car companies are not a few, and such as Guangzhou Toyota so special feelings, six years as a day is rare. At the October 20, 2016 Guangzhou Marathon press conference, the Canton Horse Organizing committee officially announced that Guangzhou auto Toyota became the 2016 Canton Marathon naming sponsor, which is the fourth consecutive Guangzhou Honda Marathon. " Run out Better yourself !" As Toyota's marathon slogan, the number of applicants in 2016 is the first super 100,000, helping the marathon movement. ( Anonymity 2016. pars 3-6 ) In fact, By 2018, it's been the sixth year in a row.

The sponsorship of the Toyota and Guangzhou Marathon is long-term, and it seems that the benefits of sponsoring the Guangzhou Marathon are mutual, and Toyota's sponsorship of the Guangzhou Marathon not only makes the event efficient and orderly, but also highlights Toyota's earnings. The Guangzhou Marathon is held once a year, the participation is high, the competition area covers wide, such long-term cooperation can stabilize the Toyota in the regional competition position.

3.2 Increase visibility through the title of the contest

Guangzhou Auto Toyota has been the title of the Canton Marathon sponsor, Guangzhou Marathon in the wisdom of the United States sports polished, only three years to upgrade to a gold tournament. As a crown sponsor of the Guangzhou auto Toyota benefited a lot, especially during the spread of the Canton Motor cycle, Guangzhou auto Toyota in the South China region, the brand effect and sales volume is rising, and according to statistics, the range of foreign players accounted for as much as 40%, the impact of its national run friends can be seen.
Sponsorship can make events better, and a well-rated tournament is mostly determined by the feelings of the contestants and spectators. Sponsors therefore pay more attention to the customer experience. The Guangzhou Marathon won the honor of the gold medal event, raising the popularity of the Guangzhou marathon, while the name sponsored by Toyota is also a revenue side, making mention of the Guangzhou Marathon will be reminiscent of Toyota.

Guangzhou Toyota deputy general manager Huangyongqiang said: " Guangzhou auto Toyota three years of in-depth participation in the Canton Marathon, a profound understanding of the operation of the Canton Horse style and brand connotation, we also incarnate one of the children, many forms of participation in activities, meticulous, professional service runner and audience, in this process, the Toyota brand image of Guangzhou is really landing, Let consumers feel the brand's temperature " . Let the product implanted " temperature " , and then fermentation in the crowd, is undoubtedly the effective way of brand advanced. (ZhangHan 2016. pars10-11)

Sponsorship of large-scale sports events, so that the brand into the eyes of consumers, not only through the use of products, more and more is the brand to give customers Lenovo and brand culture, so let the brand implanted " temperature " , so that customers feel the superiority of the brand, such a way to seize the hearts of customers, to achieve the purpose of brand marketing.

### 3.3 Develop brand preference through interactive

Marathon provides a huge consumer scenario for car companies to achieve sales. Marathon to achieve the purification of sports people, formed a middle-aged and middle class group, and car buyers highly consistent, they have a certain consumption capacity and willing to pay for their own needs. Cars are just needed in a marathon, contestants before and after the race need to use the car, marathon this consumption scene, for the car companies to provide a display of products and opportunities, while cleverly bypassed the head-on confrontation with the competition, and the target group of no distance interaction, and increased the target user drainage.

During Toyota's campaign to sponsor the Guangzhou Marathon, Toyota allowed potential consumers to truly experience products and to aggregate various marketing tools, effectively making the industry chain more active. Toyota's understanding of track arrangements and race routes is also needed for the marketing process. Test-driven activities are specially prepared at the game site, lead a runner to understand the track,
so not only to enhance the target customer's product experience, while maintaining active contact in the 4S store, so as to increase the potential consumer's shopping rate, Toyota's brand communication and sales impulse to improve the two links to achieve sales goals.

The real product experience in the field is the interpretation of the new sponsorship concept. Sponsorship is no longer defined as a one-way definition of "donation", "Charity", and more like the relationship of equal cooperation. The Guangzhou Marathon needs the support of sponsors to show a better game now. However, behind the scenes, around the contest site the sponsor's experience area has been set up. It is enable for the sponsors to show their products. Therefore, it proves that sponsoring nowadays is no longer one sided, it is clearly showed that the positive impact of sponsoring large-scale sporting events on both enterprises and events itself.

3.4. The means of raising the rate of brand

3.4.1 Collaborate with live streaming platforms.

Guangzhou Auto Toyota also hand in YY live, the first live through the network, to live cars, sports and many other angles with the player interaction, a full range of events, so that each consumer experience marathon 42.195 km schedule every minute. A full range of live live atmosphere, people who failed to participate in the event can also watch the game process, from the consumption target to the contestants and viewers to the online customers, so that expand the audience, so that more people focus on the event and focus on the non-corner sponsor. During the live broadcast, the host will keep mentioning the name of the sponsor, making the sponsor brand appear more frequently.

Four years, Guangzhou auto Toyota has conveyed the "young and energetic" brand image to the public. At the time of the live broadcast, insert "Global Infinity" creative poster with the Highlander Global brand, the city's outdoor both high quality products, the poster Highlander ripped off the city road, into the outdoor, highlighting the products of different sections of the all-round adaptability. Take the snow, the mountainous area special ground as the example, directly echoes the topic "The whole domain is unbounded".

In the live platform to insert sponsor ads, each user at the point of opening the live platform, they will see the implanted sponsorship ads, advertising prominent content combined with the characteristics of the Guangzhou Marathon, can give the audience a
positive, courageous feeling. The sponsor will seek to communicate with the event in all aspects to achieve the purpose of conveying the brand "temperature" to the customer.

3.4.2 Advertisement and identifier

Watching the Guangzhou Toyota Marathon live broadcast online, the audience was surprised to find that the LCD billboards around the stadium will occasionally appear in Chinese or English advertisements of Toyota cars, when you open the Guangdong Sports TV station, you will also see the Toyota car for the marathon special theme ads, advertisers pushed the Low-carbon environmental models, to give oil a fashion, Enjoy, comfort, environmental protection and a sense of happiness. The characteristics of Toyota car deeply reflected in the hearts of the audience. In addition, we will also see the streets covered with Toyota car ads on the scene. Because of such advertising in the game during the layout, not only to make the sports atmosphere more intense, while the brand image into the hearts of people.
4. Research Method

4.1 Conception of theoretical research

Above we have made an analysis of the attributes of corporate sponsorship of large-scale sporting events and the case of Toyota's sponsorship of the Guangzhou Marathon, and have made an in-depth description and induction of sponsoring large-scale sports events as the characteristics of corporate brand marketing.

In conjunction with the above description of the characteristics of corporate sponsorship of large-scale sports events and customer relationship research, it can be obtained, the customer perceived value is a perception of the product or service, is linked to the product and service, it is based on the customer's personal subjective judgment. Since it is a personal subjective judgment, it should be through a questionnaire survey, by the interviewees according to their own participation in large and tournament personal feelings to answer, and then through the data analysis, to draw conclusions.

Because in the limited time to investigate the same type of tournament participants individual hobby characteristics are different, participate in different situations of the project, if the same type of participants are less, the result error is large, so this paper is considered to be a large range of large-scale sports events, research in the statistical sense. The responses of different types of large sporting events to participants' perceptions on the same survey issue can be discussed in the same sense. Considering the limited conditions, the questionnaire concluded that all participants were involved in the activity, regardless of the factors influencing the other participants' activities, such as: psychological factors, environmental factors and so on.

4.2 Questionnaire Design

4.2.1 Definition of the scope of the study

At present, China's enterprises sponsor large-scale sports events according to the number of items, can be divided into individual sports events and a number of sports events. The design questionnaire is intended to provide reference for the construction of a goal-oriented sponsorship evaluation system for large individual sporting events, and to understand the goals and needs of participants and customer groups in sponsoring sporting events. In particular, this questionnaire is aimed at corporate surveys of a single
sponsored sporting event (such as Coca-Cola sponsorship of the 2007 Women's World Cup), so if your business sponsors a number of sporting events, the people involved in the survey need to fill out the corresponding questionnaire for each event sponsorship. If Coca-Cola sponsored both the Women's World Cup and the World Youth Tournament, participants took part in each other and needed to fill out 2 questionnaires. In addition, the survey targeted large individual sporting events, excluding comprehensive games and sports leagues.

4.2.2 Questionnaire Design

The questionnaire for this study is broadly divided into three parts:

The first part is mainly a brief introduction to the competition in which the interviewees participate, including the sponsor name, the full name of the sporting event, and the sponsor category. This part is filled in by means of a reply from the interviewee.

The second part is the participants' intuitive experience of sponsoring events, which is partly based on the interviewees' own personal feelings of participating in the event.

The third part is the subject part of the questionnaire, the participant or the customer's perceived value component of the investigation, this part needs the customer to stand in the enterprise's angle to answer (if the enterprise personnel can answer according to the data), this part according to the personal feeling to answer.

4.2.3 Definition of the subject of investigation

The survey was aimed at people who had participated in major sporting events, and the questionnaire did not take into account the impact of the age division and educational attainment of the population on the results of the survey. Obviously, the people involved in the event are relatively youthful characteristics, they are the main players involved in the event. In order to ensure that the sample is more comprehensive, persuasive and the data is easy to collect, the survey was targeted at major events, including competitors, volunteers, tourists and staff.

4.2.4 Description of the issuance of the questionnaire

The sample of this study originated from people who have participated in large-scale events, the issuance of questionnaires in the form of network surveys, in the
questionnaire to screen the survey subjects, so that eligible objects to fill out the questionnaire. Since the page Submission function button only allows the completion of the complete questionnaire submission, so the data collected are complete, in theory, are valid questionnaires. A total of 73 samples were counted.

4.3 Questionnaire statistical analysis

4.3.1 Analytical methods

The Questionnaire Star website provides a statistical map of the results of the survey, which can be used to visualize the results of the survey. Each questionnaire is reviewed to ensure the authenticity and reliability of the results of the survey and to minimize errors caused by human factors. Therefore, the use of the site's statistical map, combined with the attempt to shop online, the results of the survey analysis.

Before data processing, the logical relationship between the values of variables and variables in the data. Quotas, etc., were checked, the unqualified samples were checked, deleted and supplemented, and some variables were encoded after the fact.

In the third part of the questionnaire, a large number of quantitative problems were used in the survey on the composition of perceived value factors of online shopping customers, and in the statistics, if the respondents' options "Very satisfied" and "fairly satisfied" proportion accounted for more than half, the consumer perception of it is greater, Can be considered a factor of influence.

4.3.2 Sample description

The first part of the questionnaire was to allow respondents to fill in basic information about the game, including the full name of the event, the sponsor, the sponsor category, and so on.

The fifth problem of the questionnaire begins with the choice of questions, and the specific proportion of options can be formed in the statistical results of the "questionnaire Star", which can be clearly seen in the participants' tendency.

The specific contents of the questionnaire will be shown in the attached page of the study, and below we give a specific table for analysis.
According to the survey results, the 3+ option is considered to sponsor the event to achieve the company's goal of raising brand awareness, believing that the target of 98.63% of the total participants.

The results of the survey show that participants believe that the goal of corporate sponsorship of the tournament to convey brand value and culture is 93.16%, but still 6.85% of the participants feel that enterprises in sponsoring the large sporting event did not achieve the purpose of transmitting corporate brand and culture.

It is clear from the table that the number of participants who believe that the sponsorship event reached the target of promoting corporate sales accounted for 100% of the total...
survey, and that all those involved in the survey agreed that corporate sponsorship of large sporting events could meet the sales targets of the company.

**QUESTION 8:** What is the significance of the sponsor logo during the event?

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Very clear</td>
<td>51</td>
<td>69.86%</td>
</tr>
<tr>
<td>B. Fairly clear</td>
<td>13</td>
<td>17.81%</td>
</tr>
<tr>
<td>C. Neither clear nor small</td>
<td>8</td>
<td>10.96%</td>
</tr>
<tr>
<td>D. Fairly small</td>
<td>1</td>
<td>1.37%</td>
</tr>
<tr>
<td>E. Very small</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Number of valid entries</td>
<td>73</td>
<td></td>
</tr>
</tbody>
</table>

(Table 4, n = 73)

There are forms to show that when companies sponsor large events, they will pay attention to the significance of brand logos. More than 85% of people participate in the event to observe the sponsor’s brand logo, and significantly up to 69.86%, while feeling very brand logo is very inconspicuous less than 2% of the total number of respondents. Therefore, it can be judged that when enterprises sponsor large-scale brand events, the corporate brand logo will almost always be obvious.

**QUESTION 9:** What do you think is the role of sponsoring this event in establishing an enterprise’s position in the industry (1-5 from low to high)

<table>
<thead>
<tr>
<th>Options</th>
<th>Subtotal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. 5</td>
<td>35</td>
<td>47.95%</td>
</tr>
<tr>
<td>B. 4</td>
<td>22</td>
<td>30.14%</td>
</tr>
<tr>
<td>C. 3</td>
<td>12</td>
<td>16.44%</td>
</tr>
<tr>
<td>D. 2</td>
<td>3</td>
<td>4.11%</td>
</tr>
<tr>
<td>E. 1</td>
<td>1</td>
<td>1.37%</td>
</tr>
<tr>
<td>Number of valid entries</td>
<td>73</td>
<td></td>
</tr>
</tbody>
</table>

(Table 5, n = 73)

In the 73 respondents, 35 thought that the corporate image of sponsoring large sporting events was in perfect agreement with the event, and that there were 1.37% of the corporate image that did not match at all. Overall, the company that sponsors the sports tutor will be the corporate image close to the tournament, and the tournament to reach the affinity.

In the second part of the thesis we learned that sponsoring large sporting events companies will look for more relevant points with the event, then the corporate brand image is a little, the enterprise's brand image and culture and competition, will give participants and customers a closer feeling.
From the table display can be seen, that enterprises sponsor large-scale sports events for the establishment of enterprises in the industry position is very effective is 46.58%, think the most useful degree of the majority, so it can be inferred that enterprises sponsor large-scale sports events in the industry competitiveness will be significantly improved.

In this chapter, several representative tables are listed, but the data of the questionnaire will be used in the following paragraphs and shown in an obvious graph.
5 Analysis

5.1 Improve brand exposure

In terms of marketing, different companies have different means, but the use of large sporting events to enhance corporate brand exposure and mention rate, the minimum occupation of the market is the ultimate sponsorship of all sponsors. From this point of view, large sporting events provide sponsors with a branding, a good platform to build brand equity using secondary brand knowledge, as David A. Aaker & Erich Joachimsthaler in their brand leadership book, "sponsorship plays a potential role in many ways in branding, such as increasing brand exposure and recommending new products," in the target group to develop brand association, mobilize the enthusiasm of organizations." (David A. Aaker & Erich Joachimsthaler 2000)

The successful development of many international famous brands has proved the ideal "snowball effect" brought by the marketing means through the large-scale sports events, and this effect is not easily realized by other marketing means such as advertising. Famous brands such as Coca-Cola and Samsung, which are familiar with the consumer, have expanded the global market by sponsoring major sporting events such as the Olympic Games and football World Cup, and the Jetta sponsored the international car rally to bring a strong and durable brand image of Chinese cars to consumers and to occupy a certain market.

![What is the significance of sponsoring trademarks in the course of this tournament?](image)

Figure 2 (n=73)
Through research, in the 73 of participants in the large-scale competitions, each game's sponsor logo has appeared, in the position will be easy to see up to 87.67%. Therefore, it can be seen that the sponsorship of large events brand exposure is larger.

Toyota sponsored the Guangzhou Marathon for 6 consecutive years, won not only the regional recognition harvest, with the Guangzhou marathon in the United States as a gold medal event, more and more outsiders concerned about this event, even the contestants and spectators to come from afar. This brand-name event has grown from a regional influence to a larger one. In addition to the increased impact of the event, the brand response will also be improved.

5.2 Enhance brand awareness and reputation

Corporate sponsorship of sports events, the company's information will run through the beginning and end of sports competitions, consumers can not avoid. Since 2015, Opus Energy, the British electricity and power supplier, has decided to enter the field of football, announcing the sponsorship of the local Northampton Football Club for 2 consecutive seasons. Lynn Morrison, head of the company's business development department, said their management team had always believed that sports sponsorship was an opportunity to invest in local communities, as well as to support employees' favorite sports in their leisure time. She added that while traditional sponsorship activities have increased business clout through exposure, sports sponsorship is also a way to promote local visibility.

"We've been looking at a lot of day and weekend events in the region, but in the end we want to get a broader impact through long-term community sponsorship," he said. "She explained. "We have chosen to sponsor the back of the jersey and have achieved a high rate of coverage in the field, in the media and in the news." Our brand is also mentioned on the club's website and we also have a logo on the pitch." (Anonymity 2016.) This series of marketing activities in the hearts of consumers to establish a good social image, greatly increased the reputation of Opus Energy brand.

5.3 Create brand image and brand value

In the increasingly competitive market today, as consumers our choice of products are not only satisfied with the quality of products, prices and other factors, enterprises in quality, price options are not big. In the process of making a purchase decision, in addition to the corporate brand image conveyed to them in addition to quality. More
important is the emotional, psychological reflection and other factors. Therefore, the Enterprise brand image shaping is extremely important, and corporate sponsorship is an effective means to shape the brand image of enterprises.

Corporate sponsorship is also part of an enterprise's social service, they create more life experience for us, we feel more complete and perfect game because of this, as consumers we felt the value of enterprise enthusiasm and responsibility, the brand is more profound, thus virtually enhance their brand value. (M. G. Parameswaran, 2008)

![Graph: Does the competition achieve the goal of delivering brand value and culture to the enterprise?](image)

**Figure 3 (n=73)**

In the questionnaire, respondents believe that the sponsors of a large event are not only for the purpose of product sales, but also for the delivery of corporate brand value and culture. In the survey, consumers believe that the sponsorship of the event to achieve the transfer of brand value and culture accounted for 93.16%, from this point of view, in the consumer perspective, the choice of products in addition to consider the nature of the product itself, more important is the brand emotional contact.

5.4 Marketing value of sports events sponsorship

5.4.1 The marketing value of event sponsorship from the perspective of brand equity
Each year there will be some relevant institutions for the global well-known brand value assessment, "Apple" in 2017 with $184.2 billion brand value at the top, it shows good brand in fact is the intangible asset of an enterprise. (Anonymity 2017.) Sports events, especially the Olympic Games, the World Cup, world championships such a big event in the world with a big supporters and advocates, its positive, healthy and upward characteristics and the principle of fair, fair and open. Therefore, the enterprise must set up the health, the good brand image, large-scale sports event marketing can yet be regarded as a perfect means, on the one hand, rely on its own halo effect make the enterprise brand value, on the other hand, provides a good platform for the display and sales, to promote a strong brand building, and brand sales miracle.

5.4.2 The marketing value of the event sponsorship from the perspective of the target audience

Customer value is not determined by supply enterprise, customer value is actually customer perceived value. Therefore, the enterprise should start from the target customer's standpoint, in the marketing activity takes into account the target customer's benefit. A target customer group is one in which buyers behave in a similar manner. Defining exactly who in your target, customer group is a marketer's first key step. (Don Debelak, 2000) In real life, many consumers believe that the sponsorship of the Olympic Games, the World Cup, such enterprises, must be recognized by the government, praised by the industry's large enterprises, their product quality can be believed and guaranteed. In the eyes of consumers, compared to similar enterprises they are more willing to choose through the title or sponsorship and other ways to carry out sports marketing corporate brand, even if the large-scale sporting events marketing enterprise products in the price is relatively high, this is the customer perceived value makes the enterprise brand value to enhance the performance.

5.4.3 The marketing value of the event sponsorship from the perspective of differentiated competition

In the market competition is so fierce today, enterprises to occupy a place in the market, the implementation of a differentiated strategy is undoubtedly a way, and sports events marketing is a proven differentiated marketing. Sports events spread a wide range of targeted, healthy and upward, representing a fair and just, is the current trend of activities. Michael E. Porter is known as "the father of competitive strategy", in the competition strategy puts forward the difference competition in the intense market role, specifically lies in the target customer's difference: the product and the brand localization...
difference, the product quality and the packaging difference, the key sales area difference, the market promotion difference, The difference of terminal sales. (Michael E. porter. 1998)

The differentiation of marketing can be realized by sponsoring large sports events.

The 2014 Brazil World Cup final, more than 100,000 spectators in the prestigious Maracana Stadium to watch the game, and hundreds of millions of fans around the world in front of the television or computer watching the game, which for the vast number of businesses, is undoubtedly a great platform for brand promotion. Secondly, sports have unparalleled spiritual connotation, taking the World Cup as an example, we can see the spirit of tenacious struggle here, defying the courage of the enemy and the principle of fairness and impartiality, enterprises to build the brand's external image and strengthen the intrinsic quality, the best of both worlds.
6 Conclusion

6.1 Conclusion

In the last chapter, all the points raised in the previous phases are combined. To summarize the results of the research on the impact of large sports events on the brands and value of enterprises, and to refer to other literature, analyze the benefits and risks of corporate sponsorship, and give the enterprise sponsorship options.

6.1.1 Brand marketing and sponsorship of large-scale sporting events.

The purpose of this study is to study the impact of sponsorship of large-scale sports events on corporate brand marketing, to deliver the benefits of sponsorship of large-scale events and to give companies the advice of sponsoring large-scale events. Studying the emergence and development of sports sponsorship and the study of the characteristics of sports sponsorship has, brand marketing to do the research foundation for sponsoring big tournament, again through the Toyota marathon in Guangzhou as an example to study, can draw sponsoring big sports events have many positive affect on corporate brand marketing.

6.1.2 Analysis

Preliminary analysis of international large-scale events and the sponsorship of some major events in our country. In addition, the main data were obtained by means of the adjustment questionnaire, indicating that different respondents participated in the feedback of the sponsorship of different large-scale events. To consolidate and analyze the result of the questionnaire of this study, the results of the study explains the different sponsors after big events, on the brand marketing strategy to be able to achieve the sales target, improve the brand awareness and brand value.

According to the results of the research, it can be found that the corporate brand sponsorship of large-scale sports events can not only achieve the sales target, but also increase the popularity and exposure rate through the competition. In the survey we can know, consumers think brand, except can profit by sponsoring some brands and events have been associated, more is the brand and the consumer mood, through the way of sponsored events, cultivating the brand preferences of consumers. In contrast to traditional AD placement, consumers will be more receptive to such ads.
For the masses. In this way, the masses think the brand is more approachable and enhance the emotional connection between the brand and consumers. For competitors, occupying a position in the market is a differentiated marketing model, and more pressing pressure. Sponsorship helps enterprises to participate in social affairs and enhance their sense of honor. Building brand image and delivering brand concept is also a way to bear social responsibility, which conveys more profound brand value.

6.2 Recommendation

On the basis of the investigation results, several Suggestions can be obtained. With the rapid development of sports industry, the market increasingly competitive, companies choose differentiation competitive strategy, and consumer appropriate choice of the mode of sponsorship, in turn, on the basis of investigation and study result, thus can draw a few Suggestions about brand marketing in sponsor events.

i. Be different from competitors, Choosing the differential competition mode.

ii. Sponsorship needs to be related to target customers and cultivate emotional connection with consumers.

iii. The choice of sponsorship deals with more social responsibility, which not only enhances the brand image, but also has more emotional connection with consumers.

6.3 Encountered problems

The encountered problems had been illustrated in this stage, so that it helps to promote the complement of research background. Throughout the whole study process many problems were encountered, the main of which had been described below.

During the process of literature review, it is hard to get the current data in terms of the sponsorship. But in earlier time, such as the 2015 has obvious literature summary, so he wrote in the sponsorship status, although said that there are obvious changes, but most are case proves that the data analysis of the literature at present stage are hard to find. Taking into account the possibility of different periods of sponsorship, the research lacked of a specific standard which had been further developed to relay on.

In the process of looking up Chinese data, the main problem is that the same Web page is different from Chinese and English versions, there is a phenomenon that English
version lacks several paragraphs in Chinese version, that is, only part of the content is displayed in English. Therefore, this will affect the preparation of the literature.

The questionnaire surveyed 73 people who had participated in or experienced major events, because of the limitation of time and space, It led to the risk that opinions gained from users might be a little personal and unilateral. The research data cannot reflect the whole situation of one country. In addition, some of the people surveyed were away from the game for some time, reflecting the error in the data, so the lack of comprehensive data to support the analysis.

6.4 Recommendation for further study

In this study, the major objective is to give companies the advice to choose to sponsor large events, so as to raise the awareness of sponsoring large sports events. However, because of the research limitation, the study is not comprehensive enough. Considered for the further study, the recommendations of this report have been presented below.

To feedback more direct and more accurate data, can choose the form of interview, real-time investigation to the scene of the game, the contestants the spot investigation, the crowd, or staff, or even host, from the perspective of different consumer to analysis more accurate. Of course, there are more competition sites, different research studies, and these results are classified and summarized, so that the credibility of the research can be reflected.

More importantly, this research can be refined to other aspects, given the expansion of the sponsorship of large events to brand marketing. For example, understand and investigate the characteristics of a consumer or target customer, such as age, gender, or even personal interests. With the development of personalized demand, sponsorship advertising model can also be targeted at different groups.

6.5 Personal evaluation

Throughout the whole study, personal strengths and weaknesses are reflected in the process, the study is through reading books, news, newspaper documents and other data collection, and through the questionnaire survey method, the final summary and analysis of the completion. In research projects, it is not difficult to find useful information through libraries looking for books and reading e-books through the Internet. However, to further improve the core information of the summary and reporting capacity should be
improved. In order to achieve a higher level of academic standard, the academic writing skill should also be trained. In general, lots of knowledge has been obtained by this study and kinds of the personal skills have been trained.
Reference

Tableau 2018. Global sports market - total revenue from 2005 to 2017 (in billion U.S. dollars) URL:

Yutang sport 2015 . Sportcal Interview : Insights on the world’s sports sponsorship industry. URL:
http://www.ytsports.cn/news-8247.html


Osmo & Risto & Douglas , 2015 . 52-53 , Sport Business Intelligence,JAMK UNIXERSITY OF APPLIED SCIENCES.


Zhang Wei , 2012 . URL:
https://wenku.baidu.com/view/0dfb4a8a760bf78a6529647d27284b73f3423601.html


Dean Takahashi , 2018 . Razer lands exclusive sponsorship with esports power KSV . [Online] Available from :

Anonymity 2018 . The worldwide olympic partners. [Online] Available from :

http://aroundtherings.com/site/A__61044/Title__Olympic-Sponsor-Samsung-Profits-Soar/292/Articles


Anonymity 2016 . GAC-TOYOTA • 2016 Guangzhou Marathon.[Online] Available from :
http://en.guangzhou-marathon.com


Appendices

Questionnaire survey

The design of this questionnaire is an important reference for the construction of the goal-oriented large-scale individual sports event sponsorship evaluation system, and to understand the different goals and needs of the enterprises in sponsoring sports events. It is particularly necessary to note that this questionnaire is targeted at a single event sponsored by the company, such as Coca-Cola sponsorship for the 2007 Women's World Cup, so if you sponsor a number of sporting events, you need to fill out a corresponding questionnaire for each event sponsorship, such as Coca-Cola also sponsored the Women's World Cup and the World Youth Tournament, 2 questionnaires should be completed. In addition, the survey targets a large individual sporting event, excluding the comprehensive games (except for the title of individual items) and sports leagues. Finally, this topic only uses the questionnaire to carry on the widespread phenomenon and the factor research, to the enterprise's concrete information will strictly carry on the secrecy, the topic group thanks again you spends the massive time and the energy to fill out this questionnaire!

<table>
<thead>
<tr>
<th>1. Sponsor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Full name of sporting events (such as the 2nd National Badminton Championships)</td>
</tr>
<tr>
<td>3. Sponsor category (e.g. name sponsor, partner, etc.)</td>
</tr>
<tr>
<td>4. The goal of corporate sponsorship of sporting events is, please sort: A. Improve brand awareness; B. Deliver brand value and culture; c. Promoting business sales; d. Others (please specify)</td>
</tr>
<tr>
<td>5. Do you think sponsorship of this tournament has reached the goal of raising brand awareness?</td>
</tr>
<tr>
<td>Question</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>6. Do you think sponsorship of this tournament has reached the goal of</td>
</tr>
<tr>
<td>delivering brand value and culture to the enterprise?</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>7. Do you think sponsorship of this tournament has reached the goal of</td>
</tr>
<tr>
<td>promoting sales?</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>8. What is the significance of the sponsor logo during the event?</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>9. What do you think is the role of sponsoring this event in establishing</td>
</tr>
<tr>
<td>an enterprise's position in the industry (1~5 from low to high)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>10. Tournament Help for Enterprise to build customer database</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>11. What do you think of the alignment of the corporate image with the</td>
</tr>
<tr>
<td>event? (1~5 represents a low to high degree of alignment)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>12. What do you think of the alignment of corporate products and services</td>
</tr>
<tr>
<td>with events? (1~5 represents a low to high degree of alignment)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>13. What do you think of the alignment of the corporate target market with the event audience? (1~5 represents a low to high degree of alignment)</td>
</tr>
<tr>
<td>A. 5</td>
</tr>
<tr>
<td>D. 2</td>
</tr>
<tr>
<td>14. Corporate sponsorship of the event's promotional theme</td>
</tr>
<tr>
<td>15. How effective is it for businesses to engage and interact with consumers during the event? (1~5 sub-representative effect from low to high)</td>
</tr>
<tr>
<td>C. 3</td>
</tr>
<tr>
<td>16. How effective is the company's live experience or trial activity in the event venue?</td>
</tr>
<tr>
<td>C. 3</td>
</tr>
</tbody>
</table>
| 17. How effective are the indirect sales opportunities that events provide to businesses. | display of products, the theme is clear, the atmosphere in the site of all sponsor activities are the most active.  
B.4 points, venues for enterprises to provide a central area of the event venue, experience activities have a good design and implementation, a good atmosphere of activity.  
C.3 points, the venue for enterprises to provide a more central event venue, experience activities have a certain design but lack of characteristics, the atmosphere of the event is better.  
D.2 points, the venue for enterprises to provide relatively remote event venues, experience activities lack of overall design, live activity atmosphere is relatively cold.  
E.1 points, no experience or trial event held at the venue.  
A.5 points, through the sponsorship of events, enterprises and important customers to establish a close and good relationship, to achieve a considerable sales revenue.  
B.4 points, through the sponsorship of events, enterprises and important potential customers to establish a good relationship, for the future sales to lay a good foundation.  
C.3 points, by sponsoring events, businesses have established links with potential customers to lay the foundation for further foundation.  
D.2 points, by sponsoring events, companies fail to connect with potential customers, but sell well for individual |
| consumers on site. E.1 points, by sponsoring events, companies failed to establish business ties and failed to achieve indirect sales revenue. |