

# Sponsorships & Endorsements

**Media Type:** Microsoft® PowerPoint® Presentation  
**Duration:** 65 slides

**Goal:** To learn about sports sponsorships and endorsements

**Description:** This presentation will introduce students to both sponsorships and endorsements. Students will be shown how sponsorships and endorsements are used in sports marketing, and analyze past and present trends in sports sponsorships and endorsements. Lastly, students will discuss the future of sports sponsorships and endorsements.

**Objectives:**

1. To explain sports sponsorships and endorsements.
2. To discover the relationship between sports sponsorship and endorsements.
3. To analyze the evaluation of sports sponsorships and endorsements.
4. To assess the future of sports sponsorships and endorsements.

## Horizontal Alignment

| Core-Subject Area | Foundation Concept                                  | Basic Understanding  |
|-------------------|---|--|
| Math              | <i>Logical Skills</i>                               | reasoning; real-life applications; probability and statistics  |
| Language Arts     | <i>Application of Writing Skills</i>                | informative, descriptive and creative writing; vocabulary enhancement; organizing logical arguments; analyzing audiences; utilizing reference materials  |
|                   | <i>Analysis of Text, Literature and Information</i> | drawing inferences and generalizations; correlating information with personal experiences; critical thinking; interpersonal skills; values and ethics; expression of thoughts and ideas; communication skills; creating visual representations |
|                   | <i>Technology Applications in Literature</i>        | utilizing document and presentation processing software; internet-based researched   |
| Social Studies    | <i>Impact of History and Government</i>             | describe cause/effect relationships  |
| Science           | <i>Scientific Thinking and Investigating</i>        | analytical skills; evaluating conclusions; real-world applications; organizational skills; compare/contrast findings   |
|                   | <i>Scientific Laws and Principles</i>               | structures and processes; human development  |

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## Lesson Plan

Student and Teacher Notes are available to print in outline format. You can access these documents under the "Printable Resources" section. If student licenses have been purchased, an interactive version of the Student Notes is available in the "Interactive Activities" section. If printing the full PowerPoint® is desired, you may download the file and print the handouts as needed.

**Class 1:** Begin class by distributing the *Sponsorships & Endorsements Vocabulary Handout* to be used as a references during the presentation. Show *Sponsorships & Endorsements - Introduction* and follow with its *Assessment*. Have the students use the Internet to identify sports agencies, sports agents, the services they offer, and the athletes which utilize them. If time allows, discuss students' findings as a class.



Slides  
1-11

**Class 2:** Begin class by asking students to name some examples of sports sponsorships. Ask them why they believe companies would be interested in sports sponsorship. Remind students to continue using the *Vocabulary Handout*. Show slides 12 to 30 of the *Sponsorship & Endorsements - Sponsorships* segment.



Slides  
12-30

**Class 3:** Remind students to continue using the *Vocabulary Handout*. Show slides 31 to 43 of the *Sponsorships & Endorsements - Sponsorships* and follow with its *Assessment*. Introduce the *Sponsorship Proposal Project* to the students.



Slides  
31-43

**Class 4:** Remind students to continue using the *Vocabulary Handout*. Show *Sponsorships & Endorsements - Endorsements* and follow with its *Assessment*. Students should continue to work on the *Sponsorship Proposal Project*. Introduce both the *Endorsement Contracts* and *Endorsement Discussion Activities* for students to begin as homework.



Slides  
44-65

**Class 5:** Administer the *Final Assessment*. Students should turn in and present their *Sponsorship Proposal Projects* to the class. Introduce the *Apple® iPhone® Endorsement Project* and allow students to begin working on it.

**Class 6:** Distribute the *Crossword* for students to complete as a review. Allow the remainder of the class for students to work on the *Apple® iPhone® Endorsement Project*.

**Class 7:** Have students present their *Apple® iPhone® Endorsement Projects*.



## Lesson Links

### Sports Management

- <http://www.sports-sponsorship.co.uk>
- IEG
- <http://www.sponsorship.com>



## Career & Technical Student Organizations

### BPA

- Small Business Management Team

### FBLA

- Introduction to Business
- Marketing



## Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50485 Maria Peden, Associate Director of Athletics, Student Athletics Services, University of Houston
- iCEV50387 Jim Thomas, Middle School Coach, Frenship ISD
- iCEV50450 Tahnee Truitt, HR Manager, South Plains Coop

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## Lab Activities

### Endorsement Contracts

#### Directions:

Students will look up an endorsement contract or template online. Students should print out the contract and identify and label the components which make up an endorsement contract.

### Endorsement Discussion

#### Directions:

Students will consider the components of an endorsement contract to have a class discussion. The students should identify the pros and cons of a contract. The students should include issues with celebrity behaviors and why businesses would want to engage in this type of business.



## Projects

### Sponsorship Proposal

#### Directions:

Students will work in groups to complete this *Project*. Each group will imagine they are planning an event and need a sponsorship. The groups will write a sponsorship proposal to a potential sponsor and create a Microsoft® PowerPoint® to display their proposals. See *Project* handout for more details.

### Apple® iPhone® Endorsement

#### Directions:

Students will choose a sports figure to endorse the Apple® iPhone®. Students can work individually or in groups. Students will imagine the class is the management department at Apple® and will give a professional presentation on their idea for the endorsement. The students should wear business attire and create visual aids for the presentation. Allow the class to ask questions and critique their peers as if they were in a professional situation. Have the students turn in a five-page report on their endorsement idea once they have finished their presentation.