



Sports Management

Sports Sponsorship Portfolio Guidelines

Directions: Read the guidelines in the left column, and list your responses in the right column. These will help you prepare for your portfolio project.

Element	Notes
Introduction: Introduce the company and/or event.	
Overall impact of the company/event: Elaborate more on the company, what they do, and who their general audience is.	
Marketing impressions or activity of the company/event: Potential target audience	
Levels of sponsorship: Level, type, and price of sponsorship	
Marketing plan: How will the sponsorship be promoted?	
Other benefits to sponsor: Summary of all or other benefits associated with the sponsorship (may or may not be tied to revenue)	