

Sport sponsorship - rich with innovation, creativity and best practice

With the Discovery Sport Industry Awards being awarded on 11 February 2016, the element of sports sponsorship is under the limelight. The relationship between sports and sponsorship ROIs becomes a little more interesting when those sponsorships contain an element of CSI. In South Africa, CSI is seen as an integral part of doing business; not just a beneficial afterthought.



"When executed well, sponsorship is arguably the most powerful marketing tool. Unfortunately, its potential is seldom appreciated or realised. The Discovery Sports Industry Awards provide this discipline with both the platform and incentive to showcase what an effective asset to a marketer, it can be," says Rob Fleming, chief market officer for Blue Label Telecoms and judge for this year's Awards.

Ingrid Lotze, VP of PRISA and judge on this year's panel, says, "Sponsorship in the sports industry is rich with innovation, creativity and best practice. There is often a strong link to CSI in sponsorship due to the natural ability of sports to reach those in need.

"The power of corporate social investment in this industry is significant and it makes perfect sense to link CSI to sponsorship. The link is not about gaining additional coverage and momentum for the campaign (although this can be an added bonus if managed properly) it is about making an impact in a community through sports. Those brands that do link the two, not only build brand equity and loyalty, they also impact many lives and build the future of our country."

Current trends call for a move away from a bottom-line focused model of sponsorship and towards a more value-based partnership. Marketing activity is more thematically driven, more authentic and more interested in engaging targeted communities; a greater focus on CSI and creative engagements follow.

Shortlist

The following have been shortlisted for 2016 Sport Development Program category:

- South African Rugby Legends Association with SARLA Vuka Rugby Development Programme which encourages participation in a weekly extra-mural sport programme which is run in disadvantaged areas;
- Connect NPC for CONNECT Sports Academy based in Khayelitsha giving children and young adults the opportunity to regularly compete in rugby, boxing and chess - with a view to expand to cricket in the near future;
- Nashua with Nashua Art of Fast Bowling an initiative which helped develop young cricketers in under-served areas;
- The Sports Trust and its program Multipurpose Sport Courts with the installation of courts in rural schools to create a 'sporting hub' for other schools in the surrounding area as well as the community, impacting the lives of learners and communities as a whole;
- SuperSport International with its Let's Play Physical Education Challenge to reinforce the instruction of curriculum-oriented physical education and to promote physical activity in all primary schools and to address social issues such

as anti-bullying;

- Forwardzone's: KNVB WorldCoaches Program South Africa which aims to educate and train coaches in all South African provinces and has the core values of fun, integrity, teamwork, learning and a balanced active lifestyle

To view the 2016 Discovery Sports Industry Awards entries shortlist and for more formation visit www.sportindustry.co.za or follow the event on Twitter [@SportIndustrySA](https://twitter.com/SportIndustrySA) #DSIA

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