



**ASSIGNMENT 1<sup>ST</sup> SEMESTER : SPONSORSHIP MANAGEMENT (SPM001)**

**STUDY UNITS COVERED : 1, 2 and 3**

**DUE DATE : 3:00 p.m. 20 MARCH 2012**

**TOTAL MARKS : 100**

### **INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS**

The complete 'Instructions to Students for Completing and Submitting Assignments' must be collected from any IMM GSM office, the relevant Student Support Centre or can be downloaded from the IMM GSM website. It is essential that the complete instructions be studied prior to commencing your assignment. The following points highlight only a few important notes.

1. You are required to submit ONE assignment per subject.
2. The assignment will contribute 20% towards the final examination mark, and the other 80% will be made up from the examination, however, the examination papers will count out of 100%.
3. Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
4. Number all the pages of your assignment (e.g. page 1 of 4) and write your name and surname, student number and subject at the top of **each** page.
5. The IMM GSM requires assignments to be presented in a typed format, on plain A4 paper. Unless otherwise specified, this assignment must be completed within a limit of 1500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.
6. A separate assignment cover, which is provided by the IMM GSM, must be attached to the front of each assignment.
7. Retain a copy of each assignment before submitting, in case the original does not reach the IMM GSM.
8. The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 3:00 p.m. on 20 March 2012. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 20 March 2012 and up to 5:00 p.m. the following day, after which no assignments will be accepted.
9. If you fail to follow these instructions carefully, the IMM Graduate School of Marketing cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IMM GSM website, [www.immgsm.ac.za](http://www.immgsm.ac.za), on Friday, 4 May 2012.

**Read attached case study and answer ALL the questions.**

**QUESTION 1 [20]**

- 1.1 Briefly describe the main objectives of why any company would consider becoming a sponsor of the Australian Open. **(10)**
- 1.2 The case study refers to the history of the Australian Tennis Open. Use this information and describe the history/trends/phases of sponsorships by referring to the time frames in the case study. **(10)**

**QUESTION 2 [20]**

You are tasked to evaluate this sponsorship (Australian Tennis Open) with the intention to become a potential sponsor. What selection criteria would you apply to evaluate the sponsorship and why would you apply those specific criteria?

**QUESTION 3 [25]**

- 3.1 You are approached by an NGO to help support them to secure a sponsorship for them. You have to explain whether this action that you are applying is a sponsorship or a donation. Explain your answer by means of an example. **(5)**
- 3.2 What process is involved in attracting sponsorships? **(10)**
- 3.3 You have been successful in attracting the sponsorship. Explain the process that you would apply during the implementation of the sponsorship. **(10)**

**QUESTION 4 [25]**

All marketing and communication plans are dependent on research information to assist with the development of a marketing strategy and plan. Explain how you would apply segmentation, target markets and positioning in the development of your sponsorship marketing plan and strategy. It is important to also show how you will access all the data sources.

**PRESENTATION [10]**

**ASSIGNMENT TOTAL: 100**

## THE IMPACT AND CONSUMPTION OF THE AUSTRALIAN TENNIS OPEN

There is no doubt that sport events are one of the fastest-growing sectors of today's leisure and tourism industry, and Australia has capitalised on this with the Formula One Grand Prix, the MotoGP, the Indy Car Series, the 2000 Olympic Games in Sydney and the 2006 Commonwealth Games in Melbourne. However, one stand-out international event that returns to Australia annually is the first Tennis Grand Slam of the year, the Australian Open. The Australian Tennis Open dates back to 1905, when the Australasian Championships was held at what is now the Albert Ground on St Kilda Road, Melbourne. Since 1905, the event has been held every year, except during the world wars and in 1986, when the date was shifted from December to January. In 1972 the event found a permanent home at Kooyong Courts, but when it became obvious that this venue was too small the Victorian state government began the construction of what is now known as Melbourne Park.

The first event was held at the new facility in 1988 and was an instant success, with a more than 80 per cent increase in attendance over the previous staging at Kooyong. The Australian Open is a world-class competitive tennis event, and is one of the four international tennis events that constitute the Grand Slam (the other three being the US Open, the French Open and Wimbledon).

In 2004, a total of 521 691 spectators passed through the gates of Melbourne Park, the fifth consecutive year attendance had exceeded 500 000. Forty-three per cent of patrons came from outside Melbourne, with 7.4 per cent from overseas, 20.4 per cent interstate, and 15.2 per cent from elsewhere in Victoria. The number of overseas visitors was up 43 per cent from 1999, while the number of interstate visitors rose 83 per cent from 1999. International visitors were also found to be staying increasingly longer—an average of 15.8 nights as opposed to fourteen in 2002. Amongst international and interstate patrons, the Australian Open was often the primary motivation for coming to Australia.

Sixty-five per cent of interstate visitors and 35 per cent of overseas attendees indicated that they had come to Melbourne primarily for the purpose of attending the Australian Open. The 2004 tournament brought a gross economic benefit of over \$203 million to the Victorian economy, up from 97.1 million in 1999. In addition, the event generated 325 000 additional visitor nights, which represents a 49 per cent increase from 1999. Furthermore, the event created 3 760 permanent employment positions, up 79 per cent from 1999.

The point is well made that the Australian Open is an event which serves as a destination promoter and enhances the image of a host place. As such, the acquisition of special events should be a policy of cities which are trying to enhance the domestic and international profile of their location.

Source: Adapted from [www.victoria.org.au](http://www.victoria.org.au).