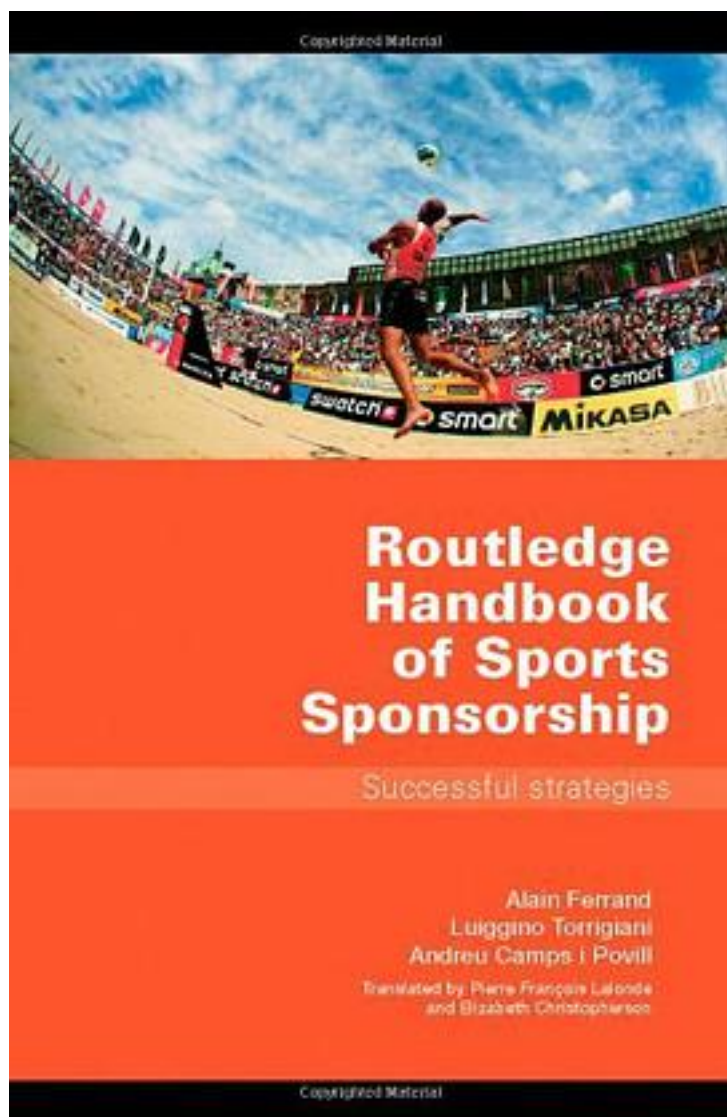


# Routledge Handbook of Sports Sponsorship



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Sports sponsorship has exploded in value over the last decades, and is now a multi-million pound industry. As such it has become a core topic on sports management, sports marketing and general business courses. With little else available on this subject on the market, our text provides a must have, detailed guide to the successful management of sports sponsorship. It explores the development of a sponsorship strategy as well as the practical implementation of sponsorship operations including targeting and negotiating with sponsors, signing a deal, and providing a quality service to sponsors. Illustrated throughout with sport specific case studies, "Strategic Approaches to Sports Sponsorship" presents a wide range of perspectives on sports sponsorship including that of the sports organization, the event manager, the athlete and the commercial sponsor. A unique quality of this book is its clear guide to the legal issues associated with marketing, copyright, and contracts in print, television and radio sponsorship.

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