

Social responsibility of sponsors

Improving sponsorship impact by creating a strong social purpose



The changing role of sponsors in the sports industry

In the 20th century, as sports sponsorships emerged, the primary focus of companies was to display company logos to create a favourable connection between the business and the sport in question. Influenced by globalisation, the development of digital and social media, the sports sponsorship industry has evolved into a multi billion dollar business. As companies become more socially conscious, they seek opportunities to raise public awareness about social issues. The popularity and wide reach of sports make them an attractive platform for brands to show their social engagement through sponsorships.

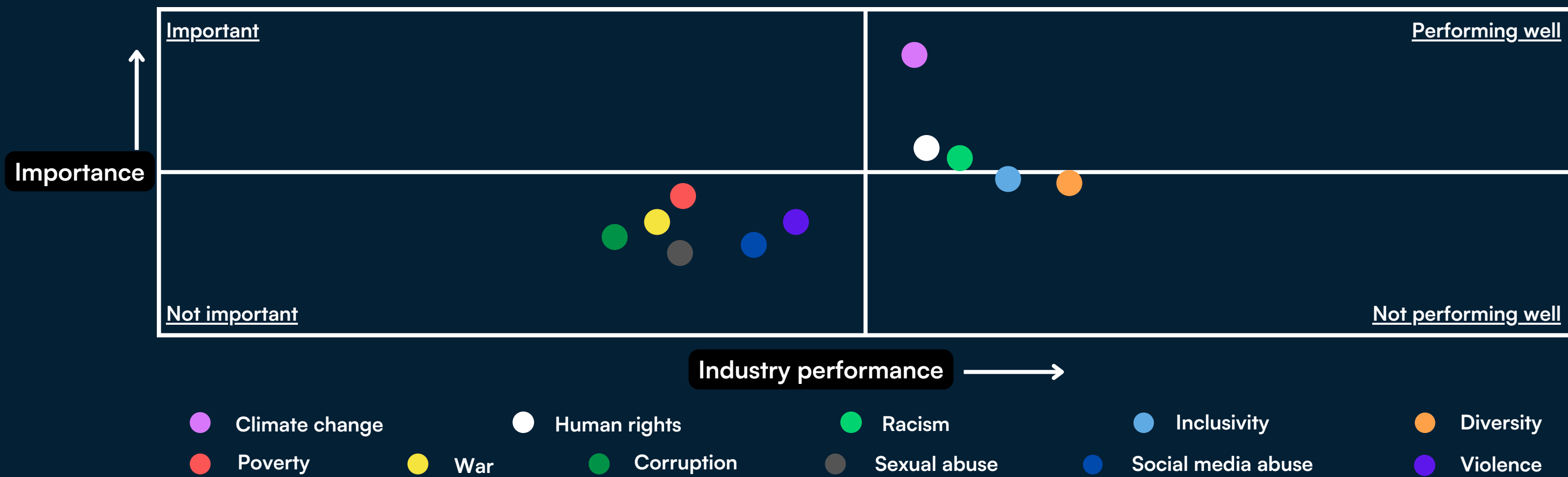
In addition, consumers have increasingly high expectations from sponsors when it comes to the brands' concern with social issues. Sponsors should not only voice their opinions but also take action on topics like equality, inclusion and climate change. Consumers will more easily open their heart to brands who are genuinely involved in making this world a better place. And thus sponsors who have a strong social purpose, will be more successful in achieving brand impact.

In order to provide context for these developments, Blauw Sponsorship Impact analysed **which societal issues sports sponsors** should **engage** with and evaluated the degree to which they are currently **effective in addressing** these issues.

Social purpose of sponsorships: topics to prioritise

Our global sponsorship research shows which social issues sponsors should be concerned with according to consumers. The analysis also shows to what extent the sponsorship industry is currently effective in addressing these issues. We have included 11 topics, primarily related to either social inclusion or environmental sustainability.

In the matrix below the horizontal axis indicates the public perception of how well the sponsorship industry as a whole addresses a particular issue (performance), while the vertical axis represents the perceived importance of sponsors addressing that issue (importance). The higher up the more important an issue is, while the farther to the right the better the industry addresses that issue in sponsorships.



Social responsibility of sponsors: consumers' expectations

Increased responsibility for sponsors

In our global sponsorship research we measure the expectations of the audience regarding social responsibility of sponsors.

In 2021, 28% believed sponsors should both speak out and act on social issues, which increased to 31% within a year and a half, signaling a growing expectation for sponsor involvement in addressing societal problems.



Climate change is increasingly important

Over the past year and a half, the importance of climate change as a topic for social responsibility has grown significantly. In 2021, 20% considered it the top priority out of 11 themes, while now this is 29%.

Below are the most important topics, with flags indicating whether they are in the country's top 3 priorities.



Get in touch

Wondering what social topic fits well with your sponsorship?

Eva Gerritse

→ +31 6 113 550 95

→ eva@blauwsponsorshipimpact.com

→ [linkedin.com/in/evagerritse](https://www.linkedin.com/in/evagerritse)



E-mail

info@blauwsponsorshipimpact.com



Website

www.blauwsponsorshipimpact.com