

# Constructing the sport sponsorship selection model of corporate sponsors

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## ABSTRACT

The study aims to analyze and summarize the literatures of sports sponsorship motivation for the operational perspective, and to construct the decision model for corporate sport sponsorship by using the Analytic Network Process method approach. This decision model consists of 3 selection factors, the establishment of public relations, enhancing the brand competitiveness and increasing brand sales rate, and 12 selection criteria. The 25 corporate sponsors with practical experience make the pairwise comparison for selection factors, criteria and alternatives. The study found that the most important selection factor for sponsoring is enhancing the brand competitiveness, second is increasing brand sales rate, and lastly is the establishment of public relations. In alternatives, the civil sport is the favorite sport event for sponsors, followed by the ball games, and individual sport. The study will help the contractor of the event as a reference when they raise sports sponsorship.

Keywords : sport sponsorship、 selection model、 Analytic Network Process

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