

# Determinants of Sport Sponsorship Effectiveness : The Case of Spalding Basketball

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## ABSTRACT

In 2012 “Linsanity” makes a sensation in the whole world. It pushes more people to pay attention on the basketball news, creating huge business. Since Spalding founded in 1876, it has been the leader of innovation and high quality. Besides sponsoring the basketball games, Spalding actively cultivates the Taiwan basketball seeds. Now, the brand Spalding is the most big-scale, historical and reputable. This research was applied to analyze the sponsorship effectiveness and the determinants perceived by the participants of JHBL which was sponsored by Spalding. In addition, this research was also to discuss the influence of determinants related to sponsorship effectiveness. A total of 314 questionnaires were collected from participants of JHBL in Taichung City. Data were analyzed by descriptive statistics and regression analysis. Results show that Spalding's sponsoring for JHBL was positive. Participants perceived mid-high level of the determinants. The most important determinant perceived by the participants was company sincerity, followed by sponsor image, sponsor-event fit, company image, and personal liking. Sponsor effectiveness was multiply influenced by company sincerity, sponsor image, company image, and personal liking. The findings may provide practical implications for sponsors.

Keywords : Sport sponsorship, sponsorship effectiveness, JHBL, Spalding

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