

# The Effects of Sport Sponsorship on Brand Equity-Taking MAXXIS Sponsoring Small Race Tracks as an Example

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## ABSTRACT

Brand is an important invisible asset of a corporation. Therefore, the construction of brand equity has become a significant management issue of a corporation. Sports sponsorship is a commonly used marketing strategy among corporations in the world. This research discussed the influence of sports sponsorship on brand equity through the concept of sports sponsorship on brand equity.

This research constructed a model of the influence of sports sponsorship on brand equity through the consumers of a small-scale K1 karting center in Hsihu, Changhua County from September 25, 2008 to October 25, 2008, and discussed the relationship between each variable through regression analysis. This research was based on questionnaire survey. A total of 160 questionnaires were distributed, among which 150 were valid. The result and suggestions of this research are as follows:

1. Sports sponsorship has a positive influence on brand equity.
2. Among all types of sports sponsorship, “ consumers ’ attitude towards sponsors ” and “ consumers ’ attitude towards sponsorships ” have significant influence on the following types of brand equity: “ brand loyalty ” , “ perceived quality ” and “ brand associations ” .
3. Among all types of sports sponsorship, “ the fitness of sponsors and sponsorships ” has the most significant influence on “ brand awareness ” .

Based on the above findings, this research concluded that the sponsorship of MAXXIS on small racing cars could help to promote the brand equity of MAXXIS because it could efficiently enhance the brand awareness and brand image of MAXXIS.

Keywords : brand、 sports sponsorship、 brand equity

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