

Sponsorship: Lasting Impact

Closely related to advertising is the notion of sponsorship. Companies and organizations sponsor events that they believe will produce a positive association in the eyes of the public. They hope this positive association will transfer over to their company. The Olympic Games pull huge sponsorships – companies pay big money to get their name and products associated with the Olympics. What company wouldn't want to be associated with peace, unity, perseverance, determination, success, and winning the gold? The affiliations that companies create for us are very strong and memorable.

Let's try an experiment: Think about the following beverages and pay attention to the images that come to your mind while you do so.

- Dr. Pepper™ •Pepsi™ •Budweiser™ •Schlitz™ •Heineker™ •7-up™
- Coke™ •Coors™

Try doing the same thing with the following cars:

- Volvo™ •Toyota™
- Mercedes™ •Rolls Royce™
- Hyundai™ •Chevy™
- Ford™ •Porsche™

Now try it with these companies and institutions:

- Welfare Department •IRS •American Red Cross •DMV
- Microsoft® •Enron®
- Exxon® •FBI

The companies themselves created these images and aroused feelings in you. Of course, we are affected by our environment and our experience, but we are also affected by the images these companies create. Everything we buy symbolizes something.