Research Conference in Sports Marketing: Focus on Sponsorship
Warsaw Sports Marketing Center, Lundquist College of Business
University of Oregon, Portland, Oregon
June 21 and 22, 2012

Wednesday, June 20
Conference Registration 4:00-6:00 at Vintage Plaza Hotel (Lobby)

Thursday, June 21
Conference Registration 7:30-8:00 outside entrance to 142 White Stag
Welcome and Continental Breakfast 8:00-9:00 (142 & 144 White Stag)
David Boush, Associate Dean, Lundquist College of Business
Paul Swangard, Managing Director, Warsaw Sports Marketing Center

Session 1 (142 & 144 White Stag)
9:00–10:00
Keynote Speaker: Anders Sundt Jensen
Vice President Brand Communications, Mercedes-Benz Cars
Sponsoring: A Strategic Pillar for Mercedes-Benz Brand Communications

Break: 10:00-10:15 (142 & 144 White Stag)

Session 2 (142 & 144 White Stag)
10:15-11:00
Francois Carrillat, HEC Montréal
Alain d’Astous, HEC Montréal
Francois Bellavance, HEC Montréal
Francois Eid, HEC Montréal
On ‘Being There’: The Effectiveness of Sporting Event Sponsorship in On-Site versus Media Environments
Discussant: Christopher Lee, University of Oregon

Session 3 (142 & 144 White Stag)
11:00-11:45
Karen Palmer, University of Adelaide
Carolin Plewa, University of Adelaide
Pascale Quester, University of Adelaide
Marc Mazodier, University of South Australia
Being a Good Sport: Can Sponsors Use CSR to Build Their Brand?
Discussant: Eric Olson, University of Colorado at Colorado Springs

Lunch 12:00-1:00 (142 & 144 White Stag)

Session 4 (142 & 144 White Stag)
1:00-2:00
Plenary Session Speaker: Jim Andrews
Senior Vice President, Content Strategy IEG, LLC
Baby Steps: Developments in Corporate Marketers' Approach to Sponsorship Measurement

Break 2:00-2:15 (142 White Stag)
Session 5 (144 White Stag)
2:15-3:00
Debra Laverie, Texas Tech University
William Humphrey, Texas Tech University
**The Social Sports Influencer: Driving Fan eWord of Mouth and Loyalty via Influence Targeting**
Discussant: Steve Andrews, Roger Williams University

Session 6 (150 White Stag)
2:15-3:00
Christopher Rumpf, Deutsche Sporthochschule Köln
**Predicting Sponsorship Outcomes with Artificial Neuronal Networks**
Discussant: Joe Cobbs, Northern Kentucky University

Session 7 (144 White Stag)
3:00-3:45
Joe Cobbs, Northern Kentucky University
David Tyler, Western Carolina University
Kwong Chan, Nielsen Worldwide
**Survival via Sponsorship Alliances: Not all Exchanged Resources are Equal**
Discussant: Dennis Howard, University of Oregon

Session 8 (150 White Stag)
3:00-3:45
Sebastian Uhrich, University of Rostock
**Leveraging Sponsorship with Corporate Social Responsibility**
Discussant: Lance Kinney, University of Alabama

Break 3:45-4:00 (142 White Stag)

Session 9 (144 White Stag)
4:00-4:45
Angeline Close, Texas at Austin
Russ Lacey, Xavier University
T. Bettina Cornwell, University of Oregon
**Courting Sponsors: The Importance of Seeing and Thinking in Evaluating Tennis Event Sponsorships**
Discussant: David Boush, University of Oregon

Session 10 (150 White Stag)
4:00-4:45
Elisabeth Wolfsteiner, University of Vienna
Reinhart Grohs, University of Innsbruck
Udo Wagner, University of Vienna
**An Experimental Investigation of Sponsorship Effectiveness in the Presence of Ambush Marketing**
Discussant: Tatjana Konig, HTW Saarland – University of Applied Sciences

6:30 Conference Dinner- Vintage Plaza Hotel
Friday, June 22, 2012

Continental Breakfast 8:00-9:00 (350 Turnbull Center, White Stag)
Plenary Breakfast Discussion: T. Bettina Cornwell
**Sponsorship-Linked Marketing 2.0**

Session 10 (302 Wayne Morse Suite, White Stag)
9:00–9:45
Tatjana Konig, HTW Saarland – University of Applied Sciences
**Drivers of Event Sponsor Recognition and Image Transfer: Evidence from Seven Corporate Runs in Germany**
Discussant : Don Roy, Middle Tennessee State University

Session 11 (346 Turnbull, White Stag)
9:00–9:45
Patrick O’Rourke, Methodist University
Lance Kinney, University of Alabama
**NASCAR - Related Philanthropy and the Distilled Spirits Sponsor Category**
Discussant : Whitney Wagoner, University of Oregon

Session 12 (302 Wayne Morse Suite, White Stag)
9:45-10:30
Damon Aiken, Eastern Washington University
Lynn Kahle, University of Oregon
**Old School Values in Men’s Collegiate Basketball: Exploring Relationships with Fan Identification and Sponsor Recognition**
Discussant : Matthew Lamont, Southern Cross University

Session 13 (346 Turnbull, White Stag)
9:45-10:30
David Nickell, University of West Georgia
**The Role of Attitude Toward the Sponsor as a Mediator of Sponsorship Effectiveness: Applying the 1986 MacKenzie, Lutz, and Belch Study to Sponsorship-Linked Marketing**
Discussant : Bob Madrigal, University of Oregon

Break 10:30-10:45 (350 Turnbull Center, White Stag)

Session 14 (302 Wayne Morse Suit, White Stag)
10:45-11:30
Frank Veltri, Metro State College Denver
Vish Iyers, University of Northern Colorado
John Miller, Troy University
**Consumer Recognition of Product Endorsement by Professional Athletes: A Revisit after 15 years...**
Discussant : Russ Lacey, Xavier University

Session 15 (346 Turnbull, White Stag)
10:45-11:30
Bob Madrigal, University of Oregon
Jesse King, Oregon State University
**Oh, Now I Get It: Making Sense of Incongruent Sponsor-Event Partnerships**
Discussant : Jan Drengner, Chemnitz University of Technology
Session 16 (302 Wayne Morse Suite, White Stag)
11:30-12:15
Dan Hall, Samford University
Darin White, Samford University
Winning Isn't Everything, It's the only thing: The Role of Team Performance and Fan Avidity in Sports Sponsorship Success
Discussant: Stephen Greyser, Harvard Business School

Session 17 (346 Turnbull, White Stag)
11:30-12:15
Marilyn Giroux, Concordia University
Frank Pons, Laval University
François Carrillat, HEC Montréal
Is Hyperactivity Always Good for Sponsors?: Role of Sponsor Ubiquity in Sponsorship Evaluation
Discussant: Lynn Kahle, University of Oregon

Lunch 12:15-1:15 (350 Turnbull Center, White Stag)

Session 18 (302 Wayne Morse Suite, White Stag)
1:15-2:00
Jan Drenger, Chemnitz University of Technology
Steffen Jahn, Chemnitz University of Technology
Sponsorship as Value Propositions: Investigating the Effects of Direct and Indirect Value Co-Creation on Sponsor Brand Relationships and Purchase Intentions
Discussant: Dae-Hee Kwak, University of Michigan

Session 19 (346 Turnbull, White Stag)
1:15-2:00
Monic Chien, University of Queensland
Ravi Pappu, University of Queensland
T. Bettina Cornwell, University of Oregon
Framing Brand Evaluations Through Communication for Sponsorship
Discussant: Shiro Yamaguchi, University of Oregon

2:00 Bus to Nike Campus walking tour, return to Vintage Plaza approximately 6:00