

**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 Urich, 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