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

Thursday, June 21
7:30 a.m. - 8:00 a.m. - Conference Registration outside entrance to 142 White Stag

Welcome and Continental Breakfast: 8:00 a.m. - 9:00 a.m. - (142 & 144 White Stag)
Paul Swangard, Managing Director, Warsaw Sports Marketing Center

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

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

Session 2 (142 & 144 White Stag)
10:15 a.m. - 11:00 a.m.
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 a.m. - 11:45 a.m.
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: TB

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

Session 4 (142 & 144 White Stag)
1:00 p.m. - 2:00 p.m.
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 p.m. - 3:00 p.m.  
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 p.m. - 3:00 p.m.  
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 p.m. - 3:45 p.m.  
Joe Cobbs, Northern Kentucky University  
David Tyler, Western Carolina University  
Kwong Chan, Nielsen Worldwide  
“Survival via Sponsorship Alliances: Not all Exchanged Resources are Equal”

**Session 8** (150 White Stag)  
3:00 p.m. - 3:45 p.m.  
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 p.m. - 4:45 p.m.  
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”

**Session 10** (150 White Stag)  
4:00 p.m. - 4:45 p.m.  
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

**CONFERENCE DINNER: 6:30 P.M. - VINTAGE PLAZA HOTEL**

**Friday, June 22, 2012**

**Session 10** (302 Wayne Morris Suite, White Stag)  
9:00 a.m. – 9:45 a.m.  
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 a.m. – 9:45 a.m.
Patrick O’Rourke, Methodist University
Lance Kinney, University of Alabama
“NASCAR-related Philanthropy and the Distilled Spirits Sponsor Category”
Discussant: TBA

Session 12 (302 Wayne Morris Suite, White Stag)
9:45 a.m. - 10:30 a.m.
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 a.m. - 10:30 a.m.
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 A.M.-10:45 A.M. (350 Turnbull Center, White Stag)

Session 14 (302 Wayne Morris Suite, White Stag)
10:45 a.m. - 11:30 a.m.
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: Ravi Pappu, University of Queensland

Session 15 (346 Turnbull, White Stag)
10:45 a.m. - 11:30 a.m.
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 Morris Suite, White Stag)
11:30 a.m.-12:15 p.m.
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: TBA

Session 17 (346 Turnbull, White Stag)
11:30 a.m. - 12:15 p.m.
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 Morris Suite, White Stag)  
1:15 p.m. - 2:00 p.m.  
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 : TBA

Session 19 (346 Turnbull, White Stag)  
1:15 p.m. - 2:00 p.m.  
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 p.m. - Bus to Nike Campus, return to Vintage Plaza approximately 6:00 p.m.