

Reklam Aracı Olarak Sponsorluk

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Özet: Sponsorluk, bir kuruluşun ticari avantajlar edinmesi amacıyla bir aktiviteyi veya aktiviteyi gerçekleştiren kurumu maddi ya da manevi olarak destekleme işlemine denilmektedir. Sponsorlukta, sponsorluk yapan ve sponsor olunan iki tarafın olduğu söz konusudur. Bu kurumlar karşılıklı çıkar sağlama amacıyla hareket ederek hedeflerine ulaşma konusunda karşılıklı destek almaktadırlar. İletişim konusunda oldukça güçlü bir yapıya sahip olan sponsorluk, iş ilişkisi konusunda taraflardan birinin diğerine ticari avantajlar kazanmak için hak ve ortaklık perspektifinde finansal destek sağlama özelliği taşımaktadır.

Özellikle reklam yasaklı sektörlerde oldukça önemli olan sponsorluk kavramı bu nedenle çalışmanın ana konusu olarak seçilmiştir. Bu bağlamda iki bölümden oluşan çalışmanın ilk bölümünde sponsorluğun amaçları, ikinci bölümünde ise sponsorluk türleri ele alınmıştır.

Anahtar Kelimeler: Sponsorluk, Reklam

Sponsorship As An Advertisement Tool

Abstract: Sponsorship is the process of financially or morally supporting an activity or the institution that carries out the activity in order to gain commercial advantages. In sponsorship, it is possible that there are two parties, sponsor and sponsored. These institutions take mutual support in achieving their goals by acting for mutual benefit. Sponsorship, which has a very strong structure in communication, has the feature of providing financial support from the perspective of rights and partnerships in order to gain commercial advantages from one of the parties to the other.

The concept of sponsorship, which is very important especially in the advertising-prohibited sectors, has therefore been chosen as the main subject of the study. In this context, the study consists of two parts, the aims of sponsorship are discussed in the first part of the study, and the types of sponsorship in the second part.

Key Words: Sponsorship Advertising

1. INTRODUCTION

By targeting the interests of the institution, sponsorship is the process of promoting itself in social media or in the media. It is expressed as working, programming, realizing and controlling the objectives of the activity and the aid provided such as material, tools and equipment or services in the operation of an individual or organization (Peltekoğlu 1998, 177). Sponsorship can be defined as a course that will be beneficial in the direction of certain strategic goals, not from the practices in the ongoing activities of the organization. The sponsorship to be defined here is described as mutually benefiting each other for financial or service purposes. In today's world, where the opportunity to promote more and more, especially by reaching more masses through media channels, powerful organizations take part in sports, arts and similar arrangements that can draw the attention and appreciation of the target audience and financially support these activities (Karadeniz 2009: 63). The support of the sponsor and sponsored parties to each other should be beneficial. Thus, the sponsorship that has been planned and organized together is realized (Yılmaz, 2007: 2003, 588).

2. CONCEPT OF LEADERSHIP

Önal (1997: 58) stated that sponsorship allows the sponsor organization to do it not only in a specific area, but also in the fields desired. In this case, by reaching more audiences it enables targeted advertising to be made. For example, by looking at the increase in sponsorship activities of IEG (International Evaluation Group), which works under the World Bank and conducts world sponsorship organizations; that the methods of marketing activities reach the target audience differ and people should be able to express that they are uncomfortable with advertisements. Accordingly, it is in an important place and helps to present the advertisement to the target audience in the best way. However, it should be considered that a negative result will occur therefore it cannot show the desired effect when applied alone. However, it increases its effectiveness by providing support to sponsorship and using it more efficiently with the means of communication it yields (VanWyk, 1996, 35). Therefore, a planned sponsorship process, together with the sponsorship area and organization selected in a significant way, can bring the targeted benefit, and the opposite sponsorship activity may remain only an unnecessary and non-

beneficial expenditure for the sponsor. Sponsorship has come to the fore with different topics and different paths throughout history (Haywood 1991, 106). Sponsorship for commercial activities covers the processes such as programming, organizing, activity and target of activities in order to achieve predetermined goals (Okay 1998, 29).

3. OBJECTIVES OF SPONSORSHIP

3.1. Research Model

It is not correct to say that the sponsorship is made only to promote the product and the brand to the target audience. In addition, actions such as organizing the internal customer bond of sponsorship, providing current markets and targeted audiences for the brand or organization and increasing the level of awareness for permanent customers are carried out (Okay, 1997: 30). Sponsorship activities are among the aims of organizing and developing sales, improving the brand, gaining recognition and promoting itself by taking its necessary place in the media, as well as making memorable and entertaining activities for the targeted audiences. Apart from these, it is necessary to mention other purposes. The appearance of the institution, the distinctness of the institution, the improvement of sales, new product advertisement, social relations, differentiation and many other issues can be counted among the goals of the sponsorship (Koçyiğit and Küçükçivil, 2018: 115).

3.1. Advertising Purposes of Sponsorship

Advertising by definition can be explained as the preparation of visually or aurally targeted messages in order to ensure that consumers mention a good and service or brand and get a positive return for the advertisement, and the publication of these advertisements in paid ways. The content of the advertisement includes the purposes of announcing the features, benefits and positive aspects of the product or service to the targeted audience, providing information and advertising (Okay 1997, 33).

Another advantage of advertising is to protect the present ad. This situation completes the behaviors. When the brands are advertised, if the target audience notices this in the ad, they will be more creative in brand choices. Successful and accurate advertising provides the target audience with the tools to choose the right brand preferences (Sutherland and Sylvester 2004, 77). Creating liking and awareness about the product or service is one of the important functions of advertising. Advertising professionals try to measure the impact of promotion, reminder and target audience

changes for awareness. Sponsorship, just like advertisement, is carried out to create appreciation and awareness. Therefore, there is an important relationship between advertising and sponsorship and common goals. Sponsorship is all about strategy. Correct and regularly prepared and targeted sponsorship is less costly than advertising (Yüksel, 2018: 113). In addition, sponsorship activities can be used instead of the following advertising activities:

Announcement of Products with Banned Advertising in the Media

The ban of cigarette and tobacco advertisements in some countries (eg Spain, France, England) is one of the reasons for the companies producing in this sector to prefer sponsorship. In our country, the decision to prohibit advertising on tobacco started in 1996 with the law numbered 4297, and then the ban was extended with the articles of law. The ban of cigarette and alcohol advertisements in the media leads to the judgment that sponsorship should be used instead of advertising (<https://www.resmigazete.gov.tr/arsiv/14500.pdf> E.T. 24.09.2020). Organizations producing alcohol and tobacco products whose advertisements are banned on the media needed new channels for the advertisement of their products and turned to sponsorship. Thus, they acquired a new channel to advertise prohibited products in the media. (Mutlu and Seyidoğulları, 2017: 33).

Supporting Advertised Products

Organizations that start to produce goods or services in different fields can present their new products to the targeted audience and inform the mass for this product by using sponsorship. For example; With its sports advertising, Canon shows that it is not only a camera manufacturer, but also produces office products (Canöz and Doğan, 2015: 27). It is possible to use the brand in movie scenes or product placement. Especially in movie scenes, visual of the brand or product as sponsorship, is called hidden advertising. The advertisement of the Aston Martin brand with the vehicle shown in the James Bond movies and the recognition of this brand with James Bond can be given as an example (Evrin, 2014, 161).

Using Other Advertising Opportunities

It shows the activities carried out to promote a product in different stadiums. For example; Daihatsu takes advantage of introducing the car they have produced by giving the players a newly produced golf cart in a golf competition. The sponsor of a new car produced by a different company, in order to be seen on television, give

certain messages and passwords during the race and to reward those who know them, attract the audience to the screen. This behavior increases the number of people who hear about the brand and product of the organization (Elden and Ulukök, 2017, 65).

4. SPONSORSHIP TYPES

This completely differs according to the sponsorship situation. In this case, sponsorships in areas such as events, culture and arts activities, travel programs, environmental events and sports activities are also mentioned with these areas.

4.1. Event Sponsorship

The majority of sponsorships are made with celebrities. Some event carried out with known people are included in social responsibility activities. However, some events are excluded from this scope and are formed entirely by the planning of a sponsor and no financial income is expected (Aksoy 2018: 53). For example; Çanakkale Martyrs' Commemoration Events in March 2018 are free events held by many municipalities. Istanbul Metropolitan Municipality also organizes these activities and the food and beverage and bus fees of the participants are allocated by the municipality. Financial element is not considered in the activity here

(<https://www.ibb.istanbul/News/Detail/33836> E.T. 24.09.2020).

4.2. Culture and Art Sponsorship

The most common sponsorship activity after sports is culture and arts sponsorship. Although it appeals to a more limited audience than sports sponsorship, its cost is also lower. It focuses on certain audiences under culture and arts sponsorship, and the artistic side of the sponsor is emphasized by being included in the arts organizations (Okay, 1998: 25). Culture and arts sponsorship generally comes to the fore with financial problems due to the insufficient support provided as a service. In such sponsorships, the organization is interested in art, reaching target audiences in order to generate a long-term commercial income, and highlighting the goodwill variable in social thought (Evrin, 2014: 65).

Depending on the budget of the institution, the culture and arts events to be organized with a large or small budget will gather the sympathy, trust and support of the society. The message to be given here is to show that the institution is intertwined with culture and art. However, it is desired to combine the concept of art and its name in public opinion. Thanks to culture and art, it is desired to convey the message to the target audience,

especially the youth, how contemporary and forward-looking the institution is (Okay, 2020: 1101).

4.3. Travel and Adventure Sponsorship

Supporting climbing, world tour with balloons, crossing oceans with small boats, long-distance trips, record trials, one-person world tour and similar activities are called adventure and travel sponsorship (Tedarikçi and Baş, 2018: 293). In travel and adventure sponsorship, there can be a single sponsor as well as sponsorship of more than one organization. These organizations also contribute directly and materially. The support of such events varies according to the image of the sponsor and the message they want to give. Yapı Kredi Bank is one of the best examples of adventure and travel sponsorship. Yapı Kredi Bank sponsors the climbing of Mount Everest, which was first performed by Turkish climber Nasuh Mahruki. Due to the fact that it will be performed by a Turkish mountaineer for the first time and because of its features demanding help from the international climbing organizations, this climbing event is supported under the leadership of Yapı Kredi Bank, as it is found in line with the idea of moving towards international targets and valuing young people (Akyürek 1998, 18). (Akyürek 1998, 18).

This project ensures that the name of Yapı Kredi bank and the banks top executives are featured in the media for a long time. Although the risk of failure is great, the important thing here is the positive effects of this support on the target audience. The organization can use successful events in advertising activities in accordance with the agreements made (Okay 1998, 290-291).

4.4. Environmental Sponsorship

Due to the regulation of environmental awareness, environmental sponsorship is becoming more widespread nowadays and draws attention to the social responsibility of the institution. Depending on the size of the environment, organizations conduct large or small-scale sponsorships. What is meant is to give a message of sensitivity and apprehensiveness to the environment (Peltekoğlu 1998, 86). Due to the fact that the society is more conscious and responsible for the environment, this sponsorship is becoming more recognized day by day and takes its place in the market (Karadeniz, 2009: 67). By conducting environment sponsorship, organizations convey the importance they give to the environment and people. In this case, the targeted audience gets the message and their sympathy towards the organizations comes to the fore. In addition, the projects to be made for the

society and the environment are shown in the media to raise the awareness of the mass. In this case, people see the value that institutions give to the environment and are interested (Peltekoğlu 1998, 88).

4.5. Social Responsibility Sponsorship

Although companies are not purely for-profit commercial organizations, they also have a responsibility to the society they live in. Social sponsorship is important for companies or individuals to fulfill their responsibilities to society in a timely manner. This type of sponsorship, which allows companies to think that they are the institutions that fulfill the social responsibility project for their target audience, should be carried out in a professional structure that is suitable for the targeted result, without emotional thinking, and should be concluded with the goals of the institution (Özüpek, 2013: 55). With the effect of globalization; projects and plans on social issues are expected by the people. This situation is closely related to the image of the institution (Sargın, 2011: 88).

4.6. Sports Sponsorship

It is the sponsorship that has the biggest place in sponsorship costs. A lot of financial support is required compared to other sponsorships. Sponsorships made in the direction of sports usually include large materiality and famous people. As a result of the researches, they make sports sponsorships instead of others in order to improve the image of institutions and to make their own advertisement better (Odabaşı and Oyman 2007, 369). In order to reach more target audiences, sponsorship in the direction of sports is preferred (Sargın, 2011: 88).

Today, healthy nutrition is included in sports sponsorship. While promoting healthy products, it is done through well-known people in the field of sports. In this case, the desired message is given to the consumer (Peltekoğlu 1998, 91). Sports sponsorship can occur as sponsorship of individual athletes, sports teams, sports organizations. Promotions are made through athletes and sports fields. The names of the sponsoring organizations, i.e. their advertisements, are displayed on the clothes worn by the athletes. Therewithal, during sports, the names or brands of all sponsored organizations are written throughout the stadium until the end of the match (Baş, 2008: 113).

Nowadays, it is known that companies that are sponsors in the field of sports come to the fore in order to promote their brands and increase their sales rate, to respond to the demands of the target

audience, to communicate with the target audience, and to show that they have social responsibility (Peltekoğlu 1998, 204). For the first time in Turkey, sponsorship in the field of sports begins with Eczacıbaşı Sports Club, which was established by Eczacıbaşı Holding in 1966. The reason why Eczacıbaşı Holding started its sponsorship in the field of sports in these years is shown to lead the way in improving the living conditions of sports and athletes and to improve their image. Another of the first sports sponsors was Efes Pilsen. In order to contribute to the development of sports in the country, they founded the Efes Pilsen Sports Club in 1976 and this club has achieved many successes in the field of basketball. Sponsorship is a concept that has developed in the last 20-30 years (<http://www.eczacibasisportkulubu.org.tr/Kurulus> E.T. 24.09.2020).

5. CONCLUSION

Sponsorship can be among the short or long term plans of the organization, and the ongoing activities can be directed among these plans. The advertisement to be made in terms of supporting the activities as well as the activities themselves and increasing the recognition of the sponsoring organization among the people, can increase the effectiveness of promotion and similar activities. Recognition of sponsorship between the two parties is very important. There will be dozens of organizations willing to sponsor an organization that is well known in the public. Organizations that intend to conduct sponsorships desire to introduce themselves to the public by making more advertisements on their names. In this case, by using a well-known organization, they find space for themselves in the media.

For a healthy execution of sponsorship, the corporate culture should not be in contrast with the planned sponsorship. It should be in the same way and deliver the message to the target audience. If this is not paid attention to, it will be difficult to reach the desired result as the activities' effects will expire immediately.

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