

Analysis of Factors Influencing Sponsorship of Exhibition Projects by Sponsors

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Abstract: As one of the vital forms of modern commercial activities, exhibition projects are receiving more and more attention and participation from sponsors. This paper aims to analyze the factors that influence sponsorship of exhibition projects, and gain a deeper understanding of the key factors that sponsors consider when choosing sponsorship for exhibition projects. By analyzing the target audience, brand value, industry relevance, project content and theme, expected returns, as well as cost and resource investment, the core goals of sponsoring exhibition projects are revealed. The research results can serve as a reference for sponsors, exhibition organizers, and relevant practitioners, providing a theoretical basis for improving the sponsorship effect of exhibition activities.

Keywords: Sponsor; Sponsorship; Exhibition Projects; Influence Factor

1. Introduction

As one of the prominent channels for connecting enterprises and markets, showcasing products and services, exhibition projects require significant investment to organize and implement [1]. In this process, the funding and resource support of sponsors play an important role [2]. Therefore, understanding the factors behind sponsors sponsoring exhibition projects is of great significance for the planning and successful hosting of exhibition events.

2. Connotation of Sponsors

Generally speaking, sponsors refer to enterprises, organizations or individuals who provide funds, resources and support in commercial activities [3]. They support activities, projects or individuals in various ways and establish cooperative relationships

with sponsors. Here are some connotations of sponsors.

The first connotation is financial support. Sponsors offer funding to support the preparation and implementation of activities or projects. They can supply funding for exhibitions, cultural and artistic activities, sports events, or other community projects [4].

The second one is resource assistance. Sponsors are able to serve material resources, such as venues, equipment, products, human resources, etc., to support sponsored activities or projects.

The third one is brand promotion. Sponsors use sponsorship activities to increase their brand exposure and awareness. By collaborating with the sponsored party, sponsors are in a position to spread their brand and values to a wider audience.

The fourth one is business cooperation. Sponsorship activities furnish sponsors with the opportunity to cooperate with the sponsored party. They can build up a mutually beneficial relationship with the sponsored party, jointly carry out marketing activities, commercial cooperation, or other forms of partnership.

The last one is social responsibility. Sponsors demonstrate their sense of responsibility and participation in society through sponsorship activities [5]. They pay attention to social issues, environmental protection, public welfare undertakings, and pass on their social values through sponsorship activities.

In short, sponsors to certain degree indicate companies, organizations or individuals establish a cooperative relationship with the sponsored party through funds, resources or support in commercial activities to achieve mutual benefit and win-win results. They enhance their brand image, expand the market, achieve business goals, and demonstrate their social responsibility and participation through sponsorship activities.

3. The Goals of Sponsors Sponsoring Exhibition Projects

As for sponsors, there are several main goals in sponsoring exhibition projects:

- 1) Brand Promotion and Exposure: Sponsors hope to enhance their brand awareness, establish brand image, increase brand exposure opportunities, and enable more target audiences to understand and recognize the brand by sponsoring exhibition projects.
- 2) Market Promotion and Sales Growth: Sponsors wish to promote their products or services by sponsoring exhibition projects, and stimulate potential customers' purchasing interest, thereby increasing sales and expanding market share.
- 3) Business Cooperation Opportunities: Sponsors desire to set up connections with other exhibitors, partners, or key individuals in the similar industry through sponsoring exhibition projects, seek business cooperation opportunities, carry out business cooperation, or seek common development.
- 4) Emotional Influence of the Masses: Sponsors yearn for creating a good corporate and social image among the general audience by sponsoring exhibition projects, and strengthen the public's liking and recognition of their enterprises.
- 5) Brand Differentiation and Competitive Advantage: Sponsors long to compete with competitors through sponsoring exhibition projects, showcase their unique brand characteristics and competitive advantages, and shape the unique image of the brand.

In a word, the foremost goal of sponsors sponsoring exhibition projects is to achieve their business goals and corporate development needs by enhancing brand promotion and exposure, market promotion and sales growth, business cooperation opportunities, public emotional influence, and brand differentiation and competitive advantages. As a matter of fact, different sponsors may choose different sponsorship projects and strategies based on their own positioning and goals.

4. Analysis of Influencing Factors of Sponsors Sponsoring Exhibition Projects

The factors that influence sponsors' sponsorship of exhibition projects mainly include the following aspects.

4.1 Target Audience

Normally speaking, sponsors pay much attention to whether the target audience of exhibition projects is consistent with their target customer group, and through sponsorship, they can achieve better market promotion effects and expand brand influence. In other words, sponsors focus on the target audience of exhibition projects because the target audience is a key factor determining the effectiveness of sponsorship and market promotion [6].

First, sponsors have clear target markets and audience groups, and they hope to reach their target customer groups through sponsoring exhibition projects, expand market share, and increase sales. Therefore, understanding the target audience of exhibition projects can help sponsors establish better connections and communication with the target audience, and achieve precise marketing.

Second, exhibition projects usually attract a large number of target audiences to participate, such as potential customers, industry professionals, media representatives, etc. Sponsors need to obtain more opportunities to interact with audiences and increase brand exposure and awareness by sponsoring exhibition projects.

Third, sponsors long for promoting their products, services, or brands to target audiences that match their needs. Perceiving the target audience of exhibition projects will undoubtedly help sponsors determine whether they share common interests, needs, or values with the target audience, thereby achieving more accurate marketing communication.

Fourth, sponsors are able to acquire the opportunities to interact with target audiences and provide valuable experiences by sponsoring exhibition projects. Sponsors' focus on the target audience are beneficial for them to understand the audiences' preferences, needs, and feedback, thereby better optimizing products or services, enhancing customer satisfaction and loyalty.

In summary, sponsors emphasize the target audience of exhibition projects in order to achieve precision marketing, increase brand exposure, gain opportunities to interact with audiences, and provide valuable customer experiences. Grasping the target audience can to some degree help sponsors to better position their market, establish good relationships with the target audience, and achieve business goals

and brand promotion results.

4.2 Brand Value

In practice, the sponsor will evaluate the ability of exhibition projects to shape and convey its brand image, including exhibition scale, brand exposure, display effect and other aspects. After all, sponsors are eager to enhance their brand awareness and image by sponsoring exhibition projects [7].

On one hand, exhibition projects typically attract a large number of participants and audiences, all of whom are relevant individuals in specific industries or fields. Sponsors can establish brand awareness and image through direct contact with the target audience through exhibition projects. Meanwhile, exhibition projects provide a platform for showcasing products, services, or concepts. Sponsors are able to use booths, exhibits, speeches, or demonstrations to display their brand, products, and stories, thereby enhancing the shaping and communication ability of the brand image.

On the other hand, exhibition projects usually receive widespread media attention and coverage, offering additional exposure opportunities for sponsors. By being reported by the media and shared on social media, sponsors can expand the brand influence and increase brand awareness.

On the whole, before sponsors start to supply the sponsorship, they often evaluate the shaping and transmission ability of exhibition projects on their brand image, as exhibition projects can provide direct contact with target audiences, showcase the brand, establish connections, and expand brand influence through media exposure.

4.3 Industry Relevance

Before making the sponsorship, the sponsor will carry out the evaluation upon the relevance of exhibition projects to their industry, and whether collaborating with exhibition projects in related industries can bring more business opportunities and cooperation opportunities, helping enhance the business development of enterprises.

In the first place, exhibitions typically attract professionals and participants from specific industries, who are mostly the target audience for sponsors. That is, exhibition projects related to their industry can better attract and attract target audiences, making the sponsor's brand

and business more targeted.

In the second place, sponsoring exhibitions related to the industry attribute to boosting the influence and recognition of sponsors in the industry. By collaborating with industry-related exhibitions, sponsors can establish connections with key figures and institutes in the industry, showcase their professional knowledge and leadership position.

In the third place, sponsors hope to convey their brand values and core messages through activities and content related to exhibition projects. Exhibitions related to their industry are able to provide a more appropriate platform for sponsors to communicate with target audiences in the topics of their industry, improving the value transmission effect of the brand.

In the fourth place, sponsoring exhibitions related to the industry can help sponsors develop their business and find partners. By showcasing products or services at industry-related exhibitions, sponsors can attract the attention of potential customers and partners and facilitate further cooperation opportunities.

All in all, sponsors evaluate the relevance of exhibition projects to their industry to ensure that the sponsored projects align with their brand and business positioning, attract target audiences, enhance brand influence, convey brand value, and explore business and cooperation opportunities.

4.4 Project Content and Theme

More often than not, sponsors lay more emphases on whether the content and theme of exhibition projects are consistent with their product, service, or brand positioning, so as to ensure that the sponsored projects stay same or similar with their core business and receive better attention and recognition.

For one thing, sponsors expect to make full use of exhibition projects to convey the core values and positioning of their products, services, or brands to their target audience. If the content and theme of an exhibition project are consistent with the sponsor's brand, then the sponsor can more effectively showcase its uniqueness, advantages, and professional knowledge, and strengthen brand shaping and recognition. At the same time, by collaborating with exhibition projects related to their products, services, or brands, sponsors can

establish a professional image and industry-leading position among their target audience.

For another, the content and theme of exhibition projects are related to the sponsor's products, services, or brands, and can provide a more targeted information delivery platform. Sponsors can enhance brand and product awareness and understanding by participating in exhibition projects that align with their brand positioning, conveying more accurate, specific, and valuable information to the target audience. In brief, sponsors concentrate on whether the content and theme of exhibition projects are consistent with their product, service, or brand positioning in order to attract target audiences, showcase brand consistency, establish a professional image, and improve the effectiveness of information transmission. All these factors are definitely conducive to increasing the sponsors' brand awareness, attractiveness, and market share.

4.5 Expected Return

Generally, sponsors need to assess the commercial value and returns that sponsoring exhibition projects can bring, including the expected effects of increasing brand awareness, scaling up sales, and expanding market share, for the purpose of making sure that the return on sponsorship investment meets the expectations.

Firstly, sponsoring exhibition projects can provide sponsors with a wide range of brand exposure opportunities, allowing more people to understand and recognize the sponsor's brand. Through the promotion and participation of exhibition projects, sponsors can elevate brand awareness and increase brand exposure among target audiences.

Secondly, sponsoring exhibition projects in related industries helps sponsors establish industry influence and professional recognition. By collaborating with key figures, professional organizations, and media within the industry, sponsors can raise their visibility and reputation within the industry, and upgrade professional recognition.

Thirdly, by means of sponsoring exhibition projects, sponsors can make sense of industry trends, competitors, and the needs of target audiences, which will offer valuable market research data for sponsors to perfect their product, service, and brand positioning, and

uplift market competitiveness.

Fourthly, sponsors can conduct a simple and detailed ROI (Return On Investment) analysis on sponsored exhibition projects. This kind of analysis will help sponsors figure out the impact of investment on returns and make corresponding adjustments and decisions to maximize business value and returns.

To sum up, sponsors will evaluate the commercial value and returns that sponsoring exhibition projects can yield in order to ensure the effectiveness and sustainability of investment. Through evaluation, sponsors are able to better understand the impact of sponsoring exhibition projects on brand exposure, customer relationships, industry influence, and market competitiveness, and make corresponding business decisions based on these evaluation results.

4.6 Cost and Resource Investment

When it comes to sponsoring exhibition projects, sponsors have to comprehensively consider the costs and resources required to sponsorship, including sponsorship quotas, booth fees, human resources, material costs, and other factors, for the sake of determining whether to invest in sponsorship and ensure that the invested resources are effectively utilized.

First of all, sponsors need to make certain that the expenses and resources invested can generate good returns. Taking into account the cost and resources invested, which can help sponsors evaluate the potential return on sponsoring exhibition projects and determine whether they are worth investing.

Then, sponsors usually have certain budget constraints and need to make choices and decisions within limited resources. Considering the costs and resources comprehensively is favorable for sponsors to plan and allocate budgets reasonably, ensuring that project goals are achieved within an acceptable range.

Furthermore, by comprehensively reflecting on the costs and resources, sponsors can determine whether they have sufficient funds and resources to support the project, and guarantee that the project can effectively convey brand value and support brand strategy.

What is more, a comprehensive consideration of costs and resources can help sponsors evaluate and manage potential project risks. Sponsors need to assess whether they have

sufficient resources to address potential issues and challenges, and develop corresponding risk management strategies.

By and large, sponsors holistically consider the costs and resources required to sponsor exhibition projects in order to ensure the feasibility and sustainability of the investment, and make wise decisions to make the best commercial benefits be accomplished within a controllable scope.

5. Conclusion

Through a comprehensive analysis of the factors that influence sponsors' sponsorship of exhibition projects, it is found that the decision of sponsors to choose exhibition project sponsorship is based on an overall consideration of multiple factors, such as target audience, brand value, industry relevance, project content and theme, expected return, cost and resource investment, and so forth. In fact, to promote sponsorship effectiveness, exhibition organizers should closely monitor and understand the needs of sponsors and provide appropriate opportunities that align with their goals. Similarly, sponsors need to optimize their sponsorship decisions by clarifying their target audience, enhancing brand value, finding exhibition projects with high industry relevance, selecting project content and themes in accord with their positioning, evaluating expected returns, and reasonably controlling costs and resource investment.

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