Evolution of The Number of Sponsors of Brazilian Sports Administration Entities in The Period 2014-2018

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Marketing - Sponsorship (Olympic Sport)  
10-minute lightning talk (including questions)  
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The scenario of sponsorship to Brazilian sports entities has changed a lot after the end of the Rio 2016 Olympic/Paralympic cycle (Conde, 2017). Given the preparation for the Rio 2016 Games, there was an increase in general investment and the number of sponsorships (public or private) to sports entities. However, the decrease in the country's economic activity (Cury & Silveira, 2017) affected both public and private financing for sport (Baibich, 2017), and the withdrawal of sponsorship from sports entities proved to be one of the major spending cuts by companies (Mazzei & Rocco Júnior, 2017). This study aimed to survey the number of public and private sponsors of Brazilian sports administration entities in the 2014-2018 period, to analyze the evolution before and after Rio 2016.

This study is exploratory, with a quantitative approach, using the document analysis method (Li, Pitts, & Quarterman, 2008). The values were identified through the financial statements of the 30 confederations participating in the Rio 2016 Olympic cycle, in addition to the Brazilian Olympic Committee (COB) and the Brazilian Paralympic Committee (CPB).

Of the 30 Confederations, 33.3% did not have any sponsorship. In at least one of the years in the period, 21 Confederations were sponsored by a company, twelve of which ended the period without any sponsorship. At the end of the analyzed period, 73.3% of the Confederations did not have any sponsorship (22 entities). Only two Confederations managed to sign new sponsorship contracts after 2016. The COB had a gradual increase in the number of sponsors, reaching Rio 2016 with five sponsorships. From 2017 onwards, three companies stopped sponsoring the entity, and another three new ones started. All sponsorships destined to the COB were private. In the CPB, there were four sponsorships in 2014 and 5 in 2015. In 2016, there were only two sponsorships to the CPB, causing a drop in the amount contributed by the companies, maintained in the following years. Adding the sponsorship values to the COB and CPB, the year with the lowest contribution value is precisely that of Rio 2016 (R$ 30.1 million).

In most entities, there was a clear drop in the number of sponsorships after the Rio 2016 Games. It is assumed that the Olympic/Paralympic Games generate a peak of visibility for sponsors. Hence, contributions may have been made at the beginning of the Olympic/Paralympic cycle in favour of companies enjoying this visibility, mainly because the event took place in Brazil. Therefore, this pre-event peak and consequent fall can be characterized as a natural movement by the sponsors. As limitations of the research, some financial statements were not possible to identify the different sponsoring companies and their values of sponsorship. As theoretical implications, the research provides Brazilian sports administration entities with an alert on how to anticipate future events in terms of obtaining and retaining sponsorships. As a practical implication, it instigates that other studies address the movement that companies adopt in relation to highly visible sporting events.