

# Awareness for Sponsors of a Global Mega Event: Measurement Matters

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## **Abstract**

Global brands seeking to reach potential consumers around the world often utilize a sponsorship-linked marketing platform, however, sponsorship of mega events such as the Olympics and FIFA World Cup are controversial and expensive. If brands are to continue to support global mega events, there needs to be clear evidence of program effectiveness. The current work examines how sponsorship is measured in the mega event context. A recognition study was conducted following the 2018 World Cup. Participants from the US (509) and India (400) responded to an online questionnaire regarding their recall of sponsors. The study focuses on the presence and position of foils and shows a differential impact on recognition based on the design of the research instrument. Implications for theory and practice are discussed.

**Keywords:** *Sponsorship; Advertising; Marketing*

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