

## Promotional value of motorsport

Sports. Broad variety of them depending on a sport field, equipment or for example expenditures. If we sort them according to costs, one of those costly will definitely be motorsport(s) as it usually takes substantial amounts of money to participate. Taking closer look at rallysport, it takes about lesser tens of thousands of CZK just to participate in lower tier championship in a vehicle of some entry-level category. And with more powerful machinery and more prestigious championships it gets more and more expensive and for example to participate in a whole season of European Rally Championship you need several millions of CZK.

And it is not only participating, even organising a rally event is quite costly, according to organisers of Barum Czech Rally Zlín (we must have in mind that this is the longest, the toughest and the most prestigious rally event in CZ) it took lower tens of millions of CZK to run the event. And you have to get this money annually as this rally is held each year. As an organiser of such an event you face a problem, where to get all that funds. Here comes the commercial sponsoring which is (with smaller or bigger exception of public subsidies) one of a few ways for organisers how to fill the budget.

When we are speaking about sponsoring, we have to bear in mind, that commercial sponsoring, as Ulkman (1995) says has one key difference from philanthropy, as the goal of commercial sponsor is to seek some kind of commercial incentive and sponsoring also aims on various commercial objectives such as promoting some brand, spreading knowledge of some product, etc. Thus sport (in this example rallying event) works as a promotional vehicle for commercial sponsor and its interests and this relationship is becoming more and more interrelated as new forms of cooperation between event and sponsor emerges (Whitson, 1998).

How efficient this promotion of brand via commercial sponsoring will be is still influenced by various factors but one of the most important is fit in with what is sponsored. Rifon et. al. (2004) found out that congruence between sponsor and event plays very important role and people see sponsors with higher level of congruence as more altruist and more credible. Another important factor is level of involvement of each individual as was stressed by Koo & Lee (2019) and the more involved fan is the higher probability that he would be aware of sponsor's brand and also there is bigger chance that he would buy sponsor's products.

This whole issue of sponsoring, promotion of brand etc. could be effectively studied via levels of brands awareness of sponsors and this could be done in two ways. First approach is to study brand recall, which is two step memory process when individual has to retrieve brand from memory without any given aid whereas brand recognition consists just of checking out brands which respondent links with event. Both approaches are valid for testing respondent memory of brands but naturally there is higher number of enumerated sponsors in brand recognition as you don't have to retrieve brand from memory (Walch, Kim & Ross, 2008).

If we look into previous researches in this field connected with motorsport, there would be just a handful of results as there were a few studies focused on NASCAR which were researching role of commercial sponsoring of this series onto brand loyalty and another studies were focused on Formula One and its impact on brand promotion. This kind of research in rallysport is rare and one of a few works is book by Naess (2014) which in several chapters studies role of rallysport on promoting hosting countries of each rally and also role of this sport on building image of car manufacturer and its cars.

To be continued with methodology and results but those are yet to be written...

## References

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