

Abstract

Referring to the integrated communication mix, studies have shown that during the last years companies have recognized that the classic promotion strategies have been overtaken by the IMC, which focuses on creating relationships with the market. Events and sponsorship are one element of the IMC, as these new communication tools are a great opportunity to increase brand awareness and brand-image improvements. The purpose of this study was to examine sponsorship brand effects based on the relationships between event-image, sponsoring brand-image and visitors' self-image. Using a sample of 65 participants of the Viennese Police Ball sponsored by Ströck (Austria), correlation analyses and t-Tests were used to investigate the hypotheses. The results indicated that self-congruity influenced the sponsoring brand attitude. Moreover, the outcome of the t-Tests demonstrated that attendees who have visited the event before developed a positive attitude towards the sponsored brand. Awareness of the sponsorship developed not only a more favorable attitude towards the brand but also increased brand loyalty.