



Sponsoring im Profifußball. Das Beispiel adidas (German Edition)

Andreas Heiden

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Bachelorarbeit aus dem Jahr 2013 im Fachbereich Sport - Sportökonomie, Sportmanagement, Note: 1,5, Hochschule für Gesundheit und Sport, Berlin, Sprache: Deutsch, Abstract: Fragen, die in diese Arbeit beantwortet werden sollen:

Welche Rolle nimmt adidas als Sportartikelhersteller im Sponsoring ein?

Welche Sponsoringaktivitäten unternimmt das Unternehmen im Fußball?

Was ist das Besondere an den Sponsoringaktivitäten von adidas im Fußball?

Welche Ziele verfolgt das Unternehmen mit seinen Sponsoringaktivitäten?

Sind die Sponsoringaktivitäten von adidas erfolgreich?

Um diese Fragen beantworten zu können, werden im theoretischen Teil der Arbeit die Begrifflichkeiten und verschiedenen Facetten des Sponsorings erklärt. Dazu gehören die verschiedenen Sponsoringformen, die Sponsoringwirkung und natürlich der allgemeine Sponsoringprozess. Der empirische Teil beginnt mit einer kurzen Historie von adidas. In diesem Zusammenhang wird auch auf die verschiedenen Markenlogos von adidas Bezug genommen. Im Anschluss werden die Sponsoringaktivitäten von adidas im Fußball auf den allgemeinen Sponsoringprozess bezogen. Hier wird dargestellt, inwiefern dieser allgemeine Prozess für adidas Gültigkeit besitzt und worin die Besonderheiten des Sponsors adidas liegen. Abschließend werden die Ergebnisse im Schlusskapitel zusammengefasst, und es wird ein Resümee gezogen.

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