

SPORTS SPONSORSHIP IN SPORTS MARKETING: CASES FROM GLOBAL BRANDS

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Abstract: *Marketing through sports flourished in the 1990s and continues to represent a key strategic domain for marketers today. From hosting a special event during the Super Bowl to officially sponsoring an Olympic team to underwriting a local tennis tournament, sports marketing has grown over the past ten years to a crowded, billion-dollar global industry (DeVous, 1994). Sports marketing is the specific application of marketing principles and processes to sport products and to the marketing of non-sports products through association with sport (Shank, 2005:3). Sport marketing is a subdivision of [marketing](#) which focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams. It is a service in which the element promoted can be a physical product or a brand name. The goal is to provide the client with strategies to promote the sport or to promote something other than sport through sports. Sport marketing is also designed to meet the needs and wants of the consumer through exchange processes (Lovelock, et al, 2004).*

Key Words: *Sports Marketing, Sponsorship, Sports Sponsorship.*

The effective method of marketing to reach such purposes is sponsorship.

Sponsorship strategies feature a greater level of integration of sports into the marketing strategy. The sponsorship is a type of communication and marketing strategy that institutions and well-known trademarks employ for the purpose of fulfilling their marketing and public relation aims very often (Yılmaz, 2007). Sponsorship is to provide the resources diverted into an event or an activity by an organization instead of a direct institution for an event or an activity.

Sports sponsorship is used to support marketing and corporate objectives, such as improving a company or brand image and increasing consumers' intention to purchase a company' product or service (Pope and Voges, 2000). Sport sponsorship supports many organizational objectives. Generally, these objectives can be placed into three categories (Sandler and Shani, 1993): a)Media objectives (e.g., achieving cost effectiveness or reaching target markets) b)Marketing objectives (such as brand promotion, generating purchase intention or generating a sales increase), c) broader corporate objectives (which are principally image based).

In an effort to increase brand use, firms have frequently sponsored sporting events to communicate with targeted consumers via demographic and psychographic variables (Bennett et al. 2009). This article highlights the sports sponsorship activities cases from global brands in sports marketing with concrete examples.

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1. Introduction

This exploration of documented cases establishes a framework for further empirical research on the effectiveness of sports sponsorship. This article analyzes four global cases and identifies consumer response to sponsorship. The generation of

key sponsorship outcomes (brand awareness, the promotion of brand images, and the stimulation of product trial) is illustrated by contemporary sports sponsorship cases. This chapter tries to give a description beginning from the concrete global brands' sports sponsorship in sports marketing. First, it describes the sports marketing. Secondly, it describes the sponsorship and third, it sheds light on the sports sponsorship of global brands with concrete case analyses will be examined in terms of the sports sponsorship.

Today's market uses many products which are presented with a similar technology, similar service price and quality. The enterprises of strategic marketing, from the height of strategy, based on corporate overall goals and plans, in order to seek corporate survival and development, make global long-term plans about their competition in the field of industrial market, so as to gain long-term competitive advantages and sustainable market concepts, methods and processes (Hongquan and Houzhong, 2011).

Although the traditional elements of the promotional mix have long been used to market products through sports and special events, it is evident that sponsorship has emerged as a key strategic initiative for many marketers today. The practice has become so common place that many marketers have begun to stress the need for sponsorship to be incorporated with all of the firms' promotional effort (Fullerton, 2007:50). Corporate sponsorship of sports, the arts, community events, and causes has been recognized as a marketing communications tool. Corporations and organizations have embraced sponsorship as a vital component of their marketing strategy (Kuzma and Kuzma, 2009).

2. Sports Marketing

According to Mullin et al. (2007:11), "sports marketing consists of all the activities designed to meet the needs and wants of sport consumers through Exchange processes. Sports marketing has developed two major thrusts: the marketing of sports products and services directly to consumers of sport, and the marketing of other consumer and industrial products or services through the use of sports promotions".

Sport marketing is divided into three sectors, with the first being about sports in general (examples: NFL, MLS, Olympics). When sports marketers are promoting sports, the strategy behind such practices is usually referred to as simply, the marketing of sports. Secondly, sporting events, teams, and professional athletes can be utilized to promote various products within the industry, which is generally called marketing through sports. Finally, the third type of sports marketing promotion is to increase public participation, which is commonly deemed grassroots sports marketing (www.sportsnetworker.com).

Define why your company is considering sports marketing as part of its marketing mix. There are as many possible objectives as there are sports. DeVous (1994) reported some of the common objectives, these are; "Motivate your sales staff with event perks", "Offer event travel incentives to dealers and distributors", "Deliver a positive image about your company or product", "Create brand image locally, nationally, internationally", "Associate your product with values you want your product to represent, such as fitness and excellence", "Gain high visibility to a target consumer group".

Branding strategies may differ among companies depending on their situations. Some brands are highly recognized by people, while others are very new to the market. For low-profile companies or brands, sports marketing offers a very effective tool since it instantly enhances brand recognition. Nevertheless, sports marketing should not

remain confined to simply increasing recognition, but upgraded in a way that it creates associations that are favorable and unique (Dong-Hun, 2010).

3. Sponsorship

Almost every major company and many associations now give to good causes, and PR can help management to get more benefit from sponsorships by guiding management to projects that will produce massive national or worldwide media coverage and the most heartfelt public gratitude (Levy, 2004). While sponsorships takes many forms, the International Event Group (IEG) has defined sponsorship as a relationship between a marketer and a property in which the marketer pays a cash or in-kind fee in return for access to the exploitable commercial potential associated with the property (Horrovitz, 2000).

Sandler and Shani (1993:39) defined sponsorship as "... the provision of resources (money, people, or equipment) by an organization directly to an event or activity in exchange for a direct association to the event or activity". IEG (2000) defined sponsorship as "a cash and/or in kind fee paid to a property (typically a sports, entertainment, non-profit event or organization) in return for access to the exploitable commercial potential associated with that property".

Firms enter into sponsorship arrangements for a variety of reasons, two of the most common are: (1) to increase brand awareness, and (2) to establish, strengthen, or change brand image (Gwinner and Eaton, 2013). In general, sponsorship can be expected to influence future cash flows for a number of reasons as chronicled by Mishra et al. (1997). On the positive side, sponsorship may improve esprit de corps among employees, build image and awareness with consumers, facilitate channel member acceptance and promote goodwill. On the negative side, Mishra et al. (1997) point out the potential of agency problems and the challenges of intraorganizational coordination. Some aspects of sponsorship may sway one way or another depending on context; sponsorship activities might protect the firm from ambush marketing if well-executed but could leave them open to attack if not. Similarly, sponsor-event fit can bring consumer acceptance but poor fit can lead to confusion and possibly attributions of commercialization.

There are five recognized categories of sponsorship available to marketers. These are; 1) Sports, 2) Entertainment, tours, and attractions. 3) Cause related marketing, 5) Arts. Fullerton (2007:53-54) emphasizes superior of the sponsorship are; credibility, image, prestige, internal morale, sales opportunities, Access to a live audience. Sports represent the most common sponsorship category; examples of this type of include that of Süper Toto sponsorship of Turkey Super League, Garanti Bank sponsorship of Turkish National Team. The category that represents the second largest aggregate sponsorship investment is that of entertainment, tours, and attractions. This category has grown to 10 percents of the market on the strength of several high-budget music deals. Typical of this category are Ameriquet Mortgage Company's sponsorship of the 2005 Rolling Stone Concert tour, Nokia's status as the presenting sponsor of Hard Rock Live. Category three is represented bu cause-related marketing (CRM) endeavors. This may be done on a large scale basis for major health care providers, educational institutions, animal welfare funds, and public broadcasting. However, many marketers view local causes as an opportunity to become involved in their communities for modest investments. Because of their local nature, these relationships are often referred to as grassroots sponsorships. Examples of high profile sponsorships of CRM efforts include Delta Airlines' association with the Elton John AIDS Foundation, Whirlpool's sponsorship of Habitat for Humanity. Festivals, fairs and annual events comprise the fourth category,

generally these events are recurring in that they are staged each year. Events such as Mardi Gras in New Orleans and Carnival in Rio de Janeiro are examples of annual events. The smallest category is the arts. This involves sponsorships that focus on the visual or performing arts such as a symphony orchestra concert series or a museum exhibit.

4. Sports Sponsorship

The world of sport and commerce are merged inextricably. Sponsorship is one of the intrinsic elements of business involvement with sport. The role of sponsor and sponsee is a true joint venture. Each scenario, each sponsor, and each brand has very different requirements. The specifics of the relationship are determined by the requirement of the commercial entity and its marketing strategy. Sponsorship is now big business. A contract should enable not restrict or prohibit. Each party's requirements should be fulfilled. Contract monitoring is necessary to make sure this happens. In the future, there will be an increase in joint ventures in sport (Glynn and Warren, 1995).

Sponsorship support has been provided to a number of different activities including sporting events, concerts, festivals, dance programs, theater performances, museum exhibitions, charitable events, public television programs, and community events. In a survey of sponsors from Fortune 1000 firms, Kuzma, Shanklin and McCally (1993) identified the following ranking of objectives, from most to least important, of why companies get involved in sponsorship: increase awareness of company, improve company image, demonstrate community responsibility, increase awareness of corporate products, provide a forum for customer entertainment, improve product image, increase short-term sales revenue, increase long-term sales revenues, and foster employee pride and motivation.

Business and sports are competitive entities in their own respective fields, but when the two join forces in the area of sports marketing, a company may find that a tie-in to any type of sporting event is the best way to promote a product, service or image.

The sponsorship of mega-sports events has become a marketing tool of choice for corporations seeking reach and branding impact both globally, nationally, and locally within the host city and country. Megaspports events are capable of transmitting promotional messages to billions of people via television and other developments in telecommunications. In particular, the Olympic Games, and the global sponsorship program known as "The Olympic Programme" (TOP), has become a widely regarded sport marketing initiative (Macintosh et al., 2012).

5. Sport Sponsorship Cases From Global Brands

Sports is a universal language. It is clear and easy to understand, and it can bring people together, transcending the social, cultural, and ideological differences. It is drama without a script and captures the hearts of the people. People are touched by movies, musicals, and plays, often being brought to tears or to the edge of their seats even if the plot is obvious. But sports deliver unexpected results and upsets and such drama and excitement often go beyond what written stories can offer. Sports attract wide attention. The 2006 World Cup games in Germany had 32 participating countries and 26.2 billion viewers (cumulative figure), while the 2008 Beijing Olympics had 205 participating countries and 49 billion viewers. With the development of various forms of media including the Internet and the distribution of IPTVs and 3D TVs, the actual viewing rate is likely to increase further (Dong-Hun, 2010).

Football and Formula 1 racing together account for more than half of all sports sponsorship spending in a market otherwise fragmented across dozens of sports,

each offering sponsorship opportunities for leagues, cups, teams, individuals or even stadium sponsorships.

Clearly marketers have had to develop different ways to reach the consumer. Sponsorship offers marketers an opportunity to create an interactive, or two-way, form of communication that allows them to connect and deepen relationships with customers (Meenaghan, 2001). Corporate sponsors are not just self seekers but do enormous good. Our universities, hospitals and museums are largely supported by sponsors. Industry now sponsors 62% of all biomedical research, 32% more than in 1980. When the family member of a corporate leader dies or is narrowly saved, a multi-million dollar sponsorship to combat the disease may soon start helping to protect the lives of millions (Levy, 2004).

Various marketing communications methods have recently emerged, among which social network services such as Facebook and Twitter as well as digital signage are becoming undoubtedly promising tool Yet there are not many methods like sports marketing that have such a powerful impact on the mass public. In particular, the Olympic Games and World Cup are very effective in advertising corporate logos and brands to many people in a short period of time. This is due to the unique experiences that international sporting events offer. Get to know more about some of the most popular sport sponsorships of four global brand:

Turkish Airlines

Turkish Airlines, one of the fastest growing carriers in the world, has achieved another worldwide success with this sponsorship deal. Turkish Airlines, one of the most powerfully developing airline in Europe, signed two major sponsorship deals, with two of the best European football teams: FC Barcelona and Manchester United.

According to the terms of this “Official Sponsor” sponsorship contract, all the advertising materials and logos of Turkish Airlines displayed on the internal screens of the Nou Camp Stadium in Barcelona and all other locations of the team, Turkish Airlines will make commercial films with the players of the Barcelona Club and carry out the promotion of this sponsorship deal in all the arenas of advertising and mass media. As the result of this sponsorship Turkish Airlines will transported the players of Barcelona to all the tournaments and training camps as well. This will either mean a special, ever-changing schedule of their Barcelona flights, or using a separate aircraft for this task, like a special charter plane.

Just a few days after FC Barcelona, Turkish Airlines announced a new partnership, with Manchester United (MU). based on the new deal, Turkish Airlines replaced Malaysian Air Asia as the official carrier of the Manchester team, for three and a half years. According to the contract, the same deal will be in place with MU as with FC Barcelona – all the advertising materials and logos of Turkish Airlines will be displayed on the internal screens of the Old Trafford Stadium in Manchester and all other locations of the team, commercial films will be made with the players of Manchester United Club. With title of “the official sponsor of Manchester United” Turkish Airlines will transport the players of the club to the tournaments and training camps as the team’s official carrier.

Turkish Airlines, which operates flights both from Barcelona and Manchester Airport, carried 25.1 million passengers in 2012. It employs more than 12,000 people, and flies to 159 destinations around the world. Given that both football teams have fans on a truly global level, the brand awareness of Turkish Airlines will certainly grow in the next few years (<http://www.eturbonews.com>). With title of “the official sponsor” Turkish Airlines will also have the title of “the 3rd international official sponsor” of

Barcelona, the football giant made history by winning 6 trophies in one single season (2008-2009), outside Spain (<http://www.turkishairlines.com/tr>).

Beko

Beko is a brand that believes sport is an important part of life. Having always supported sports since its establishment, Beko shares the enthusiasm and excitement of sport fans by its sponsorships in Turkey and all around the world. Beko commenced supporting basketball platform in 2006 with the sponsorship of the Turkish Basketball League.

Beko has enhanced its commercial partnership with Erebus Motorsport to become title sponsor of Will Davison's 9 Mercedes-Benz AMG E63 V8 Supercar on a multi-event agreement for the Clipsal 500 and the upcoming Australian Grand Prix. Beko recognises this partnership as a fantastic opportunity to receive extra exposure at two of Australia's great sporting events, the Clipsal 500 and Australian Grand Prix.

With the star players and the most challenging games, Beko Basketball League is known as one of the 5 most significant leagues of Europe starting in 2006/2007 season. The first sponsorship within the scope of carrying basketball investments to the international platform was actualized in 2009 by becoming the title sponsor of Beko Basketball Bundesliga of Germany, one of the most important basketball leagues in the world.

Beko undertook the main sponsorship of the FIBA Asian Basketball Championship held in China in 2009. Beko became the main sponsor of the FIBA European Basketball Championship held in Poland in 2009. 2010 FIBA Basketball World Championship's presenting sponsor was Beko. One of the greatest sports organizations held in Turkey, the championship was played in 4 different cities of Turkey. Following the World Basketball Championship, Beko became the sponsor of another important basketball organization, the European Basketball Championship.

One of the most significant basketball countries in the world, that is, Russia's most important basketball organization restructured as of 2010/2011 is named Beko Basketball League (<http://www.beko.com.au>).

Nike

Nike pays top athletes in many sports to use their products and [promote](#) and advertise their technology and design. Nike's first professional athlete endorser was Romanian tennis player [Ilie Năstase](#). Nike has also sponsored many other successful [track and field](#) athletes over the years, such as [Carl Lewis](#), [Jackie Joyner-Kersey](#) and [Sebastian Coe](#). The signing of basketball player [Michael Jordan](#) in 1984, with his subsequent promotion of Nike over the course of his career, with [Spike Lee](#) as [Mars Blackmon](#), proved to be one of the biggest boosts to Nike's publicity and sales.

Nike has been the official kit sponsor for the [Indian cricket team](#) since 2005. Nike also sponsored soccer players such as [Ronaldinho](#), [Ronaldo](#), [Cristiano Ronaldo](#), [Didier Drogha](#) among others.

In January 2013, Nike signed [Rory McIlroy](#), the then No 1 golfer in the world to a 10-year sponsorship deal worth \$250 million. In January 2014, it was widely reported that Nike had entered negotiations with [Manchester United F.C.](#) over a "billion dollar" kit manufacturing deal, extending their current contract beyond 2015 (www.nike.com).

Coca-Cola

The Coca-Cola Company have a long history of sponsoring major events, organizations and projects around the World, which over the years have included [Major](#)

[League Baseball](#), the [National Football League](#), the [National Basketball Association](#), and the [National Hockey League](#), as well as with many teams within those leagues. Coca-Cola has had a longtime relationship with the NFL's [Pittsburgh Steelers](#), due in part to the now-famous [1979 television commercial](#) featuring "[Mean Joe](#)" [Greene](#), leading to the two opening the Coca-Cola Great Hall at [Heinz Field](#) in 2001 and a more recent [Coca-Cola Zero](#) commercial featuring [Troy Polamalu](#).

The Coca-Cola Company maintains its social responsibility through various sports sponsorships within the local community. Since 2000 Coca-Cola supports all the efforts of the Cyprus Sports Writers Union (CSWU) which is a professional group of more than 135 journalist, authors, photographers, filmmakers and broadcasters who report sport news, information and features throughout Cyprus. The Union provides services to every national and regional daily newspaper, major broadcasters, online publishers and a wide range of commercial organizations.

Among most well known sponsorships are American Idol, Apple iTunes, BET Network, NASCAR, NBA, NCAA, and the Olympic Games. Coca-Cola has been involved with stock car racing for more than 50 years and has been the official sparkling beverage of NASCAR since 1998. Its long-term partnership with NASCAR runs through the 2017 season.

Coca-Cola was the first commercial [sponsor](#) of the Olympic games, at the [1928 games](#) in Amsterdam, and has been an Olympics sponsor ever since. This corporate sponsorship included the [1996 Summer Olympics](#) hosted in [Atlanta](#), which allowed Coca-Cola to spotlight its hometown. Most recently, Coca-Cola has released localized commercials for the [2010 Winter Olympics](#) in Vancouver; Since [1978](#), Coca-Cola has sponsored the [FIFA World Cup](#), and other competitions organised by FIFA.

Coca-Cola was one of the official sponsors of the [1996 Cricket World Cup](#) held on the [Indian subcontinent](#). Coca Cola is also one of the associate sponsor of [Delhi Daredevils](#) in [Indian Premier League](#). In England, Coca-Cola was the main sponsor of [The Football League](#) between 2004 and 2010, a name given to the three professional divisions below the [Premier League](#) in [football](#) (soccer). Introduced March 1, 2010, in Canada, to celebrate the [2010 Winter Olympics](#), Coca Cola sold gold colored cans in packs of 12 355 mL each, in select stores (<http://www.coca-colacompany.com>).

6. Conclusion

Sponsorship is a global phenomenon with a significant presence in every region of the world. Sponsorships are selected, in part, on the basis of their linkages to target markets. Sponsorship involves far more than simply paying a fee to be associated with a property. Marketers have many options and must select the opportunity that represents the best fit.

Sports sponsorship is the most effective marketing tool in the business, it reaches into people's lives in a way nothing else does. Branding strategies may differ among companies depending on their situations. Some brands are highly recognized by people, while others are very new to the market. Clearly marketers have had to develop different ways to reach the consumer. Sponsorship offers marketers an opportunity to create an interactive, or two-way, form of communication that allows them to connect and deepen relationships with customers (Meenaghan, 2001).

The communication effectiveness of marketing activities is greatly enhanced by the degree to which consumers are familiar with a brand's name, image, and commercial interest (Keller, 1993). Global brands applications of marketing practices as sports sponsorship were examined. For instance, activity followers who are familiar with the sponsor's brand name and logo are more likely to recognize and recall a promotional

message placed in the activity environment than those unfamiliar with the sponsoring brand. Similarly, how easily an image association transfers from the sponsored activity to the sponsoring brand is in part a function of the existing information linked to the brand in memory.

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**ФИНАНСОВИ ИНСТРУМЕНТИ,
СЧЕТОВОДНА ОТЧЕТНОСТ
И КОНТРОЛ
И ПРАВНИ АСПЕКТИ
НА БИЗНЕСА**

