

**Title:** Sports Event Sponsorship on Audience's Brand Cognition and Purchase Intention; Rolex Sponsorship of F1 Case

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## ABSTRACT

After years of development and precipitation, various sports gradually occupied more and more time for everyone to watch and even participate in, in the context of national fitness, there is even a saying that “Competitive sports are war in peacetime”. With more and more attention being paid to various sports events, these events have also become the battleground for sports brands to compete, and brand sponsorship of sports events has become a way to improve brand awareness, an important way to increase consumers' purchasing intention. As the highest level of motor racing on the planet, the F1 race is second to none in terms of both the number of fans and the global influence. Rolex is the largest official sponsor of F1, the study focuses on the impact of sponsorship on audience's brand awareness and purchase intention. After the study of this article can bring two benefits, for the audience, we can sponsor the event through a more matching brand, so that the audience will have a better viewing experience, for the event and the brand, can strengthen the relevance of brand sponsorship to the event and further improve the income of brand sponsorship. In this paper, it can bring two benefits. For the audience, we can sponsor the event through more matching brands, so as to bring better watching experience to the audience. For the event and the brand, we can strengthen the relevance of brand

sponsorship to the event and further improve the revenue of brand sponsorship.

The research method of this paper uses the literature data method, questionnaire survey method, mathematical statistical method, and logical analysis method, taking the audience's brand recognition and purchase intention after seeing the brand sponsorship as the research object, to research and analyze the brand satisfaction degree, brand recognition and purchase intention of different spectators.

This study yielded the following main conclusions:

(1) Sponsoring large sports events has a positive impact on corporate brand assets and can effectively improve the popularity and audience acceptance of sponsored products.

(2) In this study, the male audience was significantly larger than the female audience and ranged in age from the mid-50s to the early teens. Most of the audience liked the F1 event, while a small percentage had heard of it but did not know about it.

(3) In the study of the degree of satisfaction, brand cognition and purchase intention of different audience, the ratings of the three were from high to low in order of brand cognition, brand satisfaction and purchase intention.

(4) In the sponsorship of various sports events, different levels of sponsorship have different impacts on the sponsorship brand, the higher the level of sponsorship, the greater the impact of the brand.

(5) Through investigation and research, we found that in the past, our default sponsorship of sports events would improve the influence of the sponsor brand, but we neglected the brand's feedback to the popularity of the sponsor events. There were also instances in the study where people didn't know much about F1, but they did know a lot about the Rolex brand.

(6) In the sponsorship of F1 events, there are many sponsorship brands, especially watch brands, and the attention of the event is positively related to the understanding and love of watches.

**Keywords:** sports sponsorship, brand recognition, brand satisfaction, purchase intention.

