

## Is Golf Tournament Sponsorship an Effective Form of Advertising?

[golf](#) tournaments have become a very popular [way](#) for charity to raise money. Probably the number one reason why most companies support a [tournament](#) is an affinity for the cause. But in addition to supporting a worthy cause, [golf tournament](#) sponsorship represents an opportunity for effective advertising. [this](#) article contains some anecdotal evidence to support [this](#) theory.

At a [golf tournament](#) a while ago, I happened to be on the same foursome and share a [cart](#) with one of that tournaments major sponsors. [this](#) fellow was a marketing manager for a [car](#) dealership. His rather enviable job description included playing in tournaments that the company sponsored, which through the summer months amounted to about [two](#) or three a week. Of [course](#), he had some other responsibilities like making sure the cars from the dealership were displayed properly and the gift bags his company sponsored got to every [golfer](#). So it was a long day for him, showing up well before the [tournament](#) started and leaving long after the last after dinner speech was [made](#). But even so, he still got to [golf](#) as major [part](#) of his job. He had a [hard](#) time garnering any sympathy from [our](#) group.

As we talked throughout the day, I learned that his job of playing [golf](#) had not come about by accident. A few [years](#) earlier, he had done some extensive research and analysis of the companys advertising budgets, their media exposure and the cost effectiveness of the various types of promotion they were undertaking at the time. [this](#) analysis resulted in the very conscious and deliberate decision to [drop](#) their media advertising and focus their budget on event sponsorship.

In other words, they found that the caps and shirts they gave away at each [golf tournament](#), the cars they had on [display](#) at hole-in-one and other contest holes, their logo on the program and on signs located around the [golf tournament](#), and their name on the sponsor list in the paper and on the [tournament](#) website, and so on, resulted in more exposure and more [people](#) showing up at the dealership when [shopping](#) for a [car](#), than the ads they [used](#) to [run](#) in the paper and on radio and television.

He would not divulge any numbers, but I can imagine what a major [car](#) dealership in a city of over a million would spend on advertising in a year. It would be millions of dollars. To divert [this](#) budget to sponsorships was a major decision. Given the money involved, I believe him when he talked about the homework they did before making the decision and the research they did on an ongoing basis to monitor the effectiveness of their expenditure.

He believed the strategy of sponsoring [golf](#) tournaments and other events was effective for a number of reasons. They appeared to be more a [part](#) of the community if they were associated with local causes and organizations. [this](#) elevated the perception of trust in the minds of consumers. The prizes and gifts they gave away, like caps and shirts, displayed their company logo to far more [people](#) for far longer, with that positive association, than any form of media advertising. And they could [target](#) their audience very carefully and specifically.

So when a charity calls asking your company for sponsorship of its [golf tournament](#), think about supporting the cause, but also think about the win-win that can be accomplished by strategic placement of some of your promotion budget into [golf tournament](#) sponsorship.

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