

Sponsorship cost. Consider the dollar value of the exclusivity that you are offering. Some companies may insist on being the only sponsor of the event. This carries with it a higher dollar value in sponsorship fees. Companies typically demand this to create a very strong association of their name with the event. It is normal to expect that, after the second or third year, the company may then ask that sub-sponsorships be offered to other companies in non-competing industries. This is done to share some of the costs of sponsorship and/or program extensions that have been developed (see marketing extensions in this section). For example, in Years I and II of the Coca-Cola Classic Futures Stars Hockey Program, Coke maintains sole sponsorship rights; for Year III Coke will offer sub-sponsorships within both Canada and the U.S. as a means to lay-off costs now that their name, "Coca-Cola", is synonymous with the event.