

## **BLOCKING COMPETITION**

**To prevent the competition from obtaining entry into a key marketing vehicle.**

An event such as the Olympics stresses quality and leadership. It is common that the leader within most industries will want to be recognised as "number one" and will not let the competition obtain this position by purchasing sponsorship to the event.

### **Tactics for Blockage Objectives**

In this particular instance, a corporation will invest money in a sponsorship for this sole purpose of blocking out the competition. In this case, additional spending around the event is not necessary as the objective is achieved with the sponsorship purchase.