

It is important to understand that, while these corporations had a defined rationale for sponsoring a particular event and a specified expected return on their investment, the understanding and commitment to obtaining that return was not as sophisticated as it is today in the 1990's. In the face of a recession, increased competition both domestically and internationally, corporations today are reluctant to spend where there is no solid return. The impact of this changing attitude on sponsorship (straight donation and marginal return for sponsorship dollars and event marketing sophistication) is such that corporations are demanding higher and higher returns on their investment. The sponsorship dollar no longer comes out of the donation budget but rather the marketing or communications budget where there is a predetermined and expected ROI consistent with the corporation's marketing strategy.