

Toward the mid to late 1980's, marketers of companies within highly concentrated Canadian retail industries (i.e., grocery, banking, petroleum) turned to a more sophisticated integrated form of sponsorship to develop niche/ownership positionings and draw on its target consumers' emotions to create interest. In markets where location and price are key variables for purchase, the challenge has become how to drive volume without relying totally on price cutting and reduced margins.

Thus, the last decade has seen tremendous sophistication not only in product marketing, but in service marketing as well. The communication clutter has forced corporations to scrutinise their spending and obtain a stronger return on their sponsorship investment.

The leveraging of these sponsorship investments has become a recognised industry in its own right and this is known as *event marketing*, i.e., *what is done "around" the sponsorship to leverage the investment.*

TREND	TYPICAL SPONSORS	FOCUS OF SPONSORSHIP	EXPECTED RETURN ON INVESTMENT
1960's Donation "Sponsorship"	Tobacco Manufacturers - Players - Rothmans Liquor Manufacturers - Molsons	Tennis - Players Challenge Auto Racing - Molson Indy	- awareness
1970' and 1980's Increasingly Integrated Sponsorship	Packaged Food Companies - Pepsi/Coke - Procter & Gamble Retail Service Industries - Banking (Royal Bank, CIBC) - Grocery (A&P, Loblaws) - Petroleum (Petro- Canada, Shell, Texaco)	Athletes/Sport - Ben Johnson auto racing baseball hockey Olympics Music - orchestra series concerts	- awareness <i>and</i> image - create a point of difference in a cluttered retail environment - create ownership and niche marketing
1990's Event Marketing	Retailers - banking, grocery, trade, petroleum industries Manufacturers - Reebok	Art Community/ Grassroots Sport Academic	- makes good business sense - strong ROI leading to sales