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# Corporate Sponsorship and University Campuses: Determining the Effectiveness of University Sponsorship Efforts at Pittsburg State University

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University Sponsorship Efforts at Pittsburg  
State University

Michaela Joines

# Research Questions and Hypotheses

**RQ1:** What sponsors of PSU can stakeholders most easily recognize?

**RQ2:** Does a sponsor's perceived local presence or national reach affect stakeholders' perception of the benefits of the sponsor?

**RQ3:** What are factors that determine a high level of fit between a university and a sponsor?

**H1:** University stakeholders will rate the community involvement of local sponsors higher than national sponsors.

**H2:** Recognition of on-campus activity will result in positive attitudes toward sponsors.

# Phases of Study

## Phase 1

Interviews with a total of 8 students, faculty, alumni, and community members associated with Pittsburg State University

## Phase 2

Survey completed by 156 alumni, students, and faculty.

# Findings | Sponsor Recall

Select sponsor awareness of **national** beverage and food vendors and sports apparel companies, and 5-7 high-visibility **local** sponsors.

32 sponsors recalled by multiple respondents.

15 sponsors recalled 5+ times.

- 5 national sponsors – Coca-Cola, Pepsi, Adidas, Nike, Barnes and Noble
- 10 local sponsors – Ron’s Supermarket, Labette Bank, Pitsco, Watco, Crossland Construction, Millers Professional Imaging, National Pizza Company, Names and Numbers

# Findings | National vs. Local Benefits

## **National Sponsors**

Financial resources

Promote a sense of national relevance

## **Local Sponsors**

Strong community relationships

# Findings | Factors of Congruity

## **Pittsburg State associations**

Gorilla Mascot | Athletics | Education | College student lifestyle

## **Congruent Companies**

Athletic apparel brands | Education services | Health care systems | Banks |

Affordable restaurants

# Findings | Community Involvement

**Local sponsors** rated higher than national sponsors in terms of community involvement ( $t=10.557$ ,  $p=.000$ ).

Local sponsors considered more beneficial for contributing to the economic health of the community.

Partnerships with local sponsors function as catalysts for positive energy among businesses and residents.



# Findings | Sponsor Activity On Campus

The more active a sponsor on campus, the more positively stakeholders rated their attitudes towards that sponsor ( $r=.401$ ,  $p=.000$ ).

## Recognized methods of sponsor activity

Internships

Scholarships

High-visibility promotions

# Usefulness of Research

Improves understanding of how to access and harness the marketing potential of sponsorship.

## **For Universities**

Better understanding of how to offer the best experience for partnering companies.

Draw companies to higher levels of sponsorship based on empirically-shown benefits.

Improve and manage stakeholder perception of sponsorship activities.

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