
Editorial

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Biographical notes: Carlos Pestana Barros publishes regularly in sport economics and management and his research has appeared in several journals such as *European Journal of Operational Research*, *Journal of Productivity Analysis*, *Applied Economics*, *Economic Modelling*, *Journal of Sport Economics*, *International Journal of Sport Marketing and Management*, *International Journal of Sports Marketing and Sponsoring*, *Sport Marketing Quarterly*, *European Sport Management Review*, *Sport Management Review* and *Applied Economic Letters*. He also serves in the board of several sport journals.

This special issue presents several innovative papers submitted to a call for paper of the *International Journal of Sport Marketing and Management* on the topic ‘marketing and sponsorship in sport leagues’. Sport leagues publish regularly the clubs financial accounts, where marketing and sponsoring appears alongside other financial information. Research focusing on this data usually restricts the analysis to sport and economic variables, neglecting marketing and expenditures variables. With this special issue we analyse these reports, calling for the attention of the research community in analysing marketing and sponsoring variables in the income statements of leagues and clubs.

Seven papers were selected based in their adequacy to the special issue aims and quality of research and 11 papers were rejected. The number of papers submitted signifies that this is an attractive topic in sports research.

In the first paper, Teixeira and Correia analyse marketing and sponsorship in the French league with a quantile regression. They conclude that different patterns of differentiation on the relationship between production and covariates are observed in the league analysed, signifying that average regressions are unable to capture the non linear relationship that exists between the covariates and wins.

In a second paper, Scelles, Desbordes and Durand analyse marketing in sport French league 1 and Basketball Pro: optimising the product design with a new model called intra-championship competitive intensity which measures outcome uncertainty and reversals in the standings of a sport league. The results show that *Pro A* intra-championship competitive intensity surpassed *Ligue 1*'s, whereas the latter benefits from a better competitive balance. Finally, a product design which maximises intra-championship competitive intensity and marketing and sponsoring efficiency in the European context is presented, which needs to specific marketing actions to be optimised.

In a third paper, Margaret A. Johnston and Neil Paulsen test a model that examined the direct and mediated relationships between the motivations for club membership, perceptions of the club and sponsor, evaluations of club-sponsor image congruence, and

in turn, sponsor patronage, and satisfaction with club membership, aiming to analyse the congruence between a sports club and its main sponsor delivers. The results reveals that members who identified highly with the club, and who responded positively to efforts to maintain club traditions, were more likely to have a positive image of the sponsor and to report higher levels of sponsor patronage. Sponsor image partially mediated the relationship between club identification and traditions, and overall satisfaction with the club. A direct positive relationship between the congruence score and members' patronage of the sponsor's products was also observed.

In a fourth paper, Schlesinger and Güngerich examine the impact of fan identification with a sports club on consumers' attitudes toward the sponsor and consumers' purchase intentions. An empirical investigation was conducted with the SC Berne – a Swiss National League A ice hockey club and one of the largest ice hockey clubs in Europe – and two of its sponsors. The findings reveal that fan identity positively influences the attitude toward the club sponsor, but takes no direct effect on the purchase intention. In turn, the attitude toward the club sponsor correlates very strongly with the purchase intention. The results of this study support the assumption that highly identified fans are more likely to exhibit several positive effectiveness related to sponsorship

In a fifth paper, Choi and Yoh analyse Super Bowl XLII comparing the effect of communication channels when it has sole (e.g., TV) and dual channels (e.g., TV and internet) using three major dimensions of sponsorship effectiveness (e.g., brand awareness, event-sponsor fit, and purchase intention) in sport sponsorship activities as a way of evaluating sponsorship effectiveness, investigating if there were differences in the effectiveness of sponsorship by two status variables and identifying the factors influencing the customers' attitude (purchasing intention) towards sponsored brands. They conclude that all these effects are present in Super Bowl XLII.

In a sixth paper, Blakey and Chavan present an international comparative study analysing the sponsorship management practices applied to the new and innovative concept of Twenty20 cricket in UK and India and highlighted the capabilities of sponsorship as an aspect of the promotional section of the marketing mix. They concluded the need for changing dynamics of the global sponsorship industry and the factors that are propelling the development of sports sponsorship management practice through the most effective means of deriving greater returns on investments for sponsoring organisations.

In the seventh paper, JinBae Hong presents an analysis on whether the strength of the relationship between the sport property and its fans positively affects the fans' evaluation of the property's corporate sponsors using a SEM – structural equation model. The results of testing research hypotheses indicated that sport fans' overall satisfaction and the perceived communication effectiveness with a sport property resulted in fans' trust and commitment.

Overall all, these papers represent a fresh and novel view of the marketing and sponsorship in sport leagues, with innovative approaches and a clear focus on the research proposition, enabling and an innovative understanding of the marketing and sponsorship in sport leagues.