



Routledge Handbook of Sports Sponsorship: Successful Strategies

Alain Ferrand, Luigino Torrigiani, Andreu Camps i Povill

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The *Routledge Handbook of Sports Sponsorship* provides a comprehensive guide to the successful management of sport sponsorship. From the development of an appropriate strategy to the implementation of the sponsorship operation through to post-event analysis, this book offers an authoritative reference for large and small events.

The text also provides an accessible review of the legal issues associated with marketing, copyright and contracts in print, television and radio sponsorship, illustrated with a wealth of case studies. Includes:

- Sports marketing and sports management theory.
- Stage by stage analysis of the sponsorship process
- The roles of different key stakeholders in the process
- Thorough explanation of copyright and contract law for sports sponsorship
- Major international sports sponsorship case-studies examined from concept stage through to post-event analysis.

The *Routledge Handbook of Sports Sponsorship* is essential reading for students and a valuable reference for professionals in sports law, sports management, sports marketing and brand management.

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