

## **The Benefit of Sponsorship Program: A Systematic Literature Review**

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### **ABSTRACT**

*Sponsorship can be cost-effective in terms of reaching a particular audience. It allows access to specific audiences that otherwise might be difficult to achieve. All sectors of society can be targeted and gained through sponsorship. They are sports, the arts, education, community, and broadcast. Sponsorship can also achieve many different objectives, including increased awareness, image enhancement, and improved relationships with various publics. However, sponsorship also has disadvantages, so companies must prepare a risk mitigation plan. This research will reveal the benefits obtained by the company after implementing the sponsorship program. In detail, it will discuss which sectors are utilizing the sponsorship program, the purpose of conducting it, and the effects or benefits the company gets from implementing the sponsorship program. This study is based on a systematic literature review. The online research used the Google Scholar database by browsing titles, abstracts, and keywords to locate empirical research studies in peer-reviewed journals recently published in 2018-2022. They are 20 articles selected because of their rather relevance to the topic. The sports sector is the highest sector that utilizes sponsorship programs. Sponsorship of sports is not necessarily specific to sports; sponsorship has provided an opportunity for commercial advertising by corporations and businesses also represents the industrial component of the sport product and is manifested through commercial advertising of its industrial aspect. The majority of the researchers revealed how the effect of the sponsorship program. This is in line with the theory that one of the advantages of sponsorship programs is the results of sponsorship programs can be measured through surveys. Based on the analysis of selected articles, sponsorship programs provide many benefits for companies, such as increasing awareness and the credibility of companies and their products. Sponsorship programs provide shared value (engagement); for instance, in sports, this value is formed among sponsors, sports clubs, and athletes.*

**Keywords:** Sponsorship, Benefit Sponsorship, Integrated Marketing Communication, Systematic Literature Review

### **INTRODUCTION**

As defined by Kotler et al. (2006), marketing is a social and managerial process by which individuals and groups obtain what they need and want by creating and exchanging products and value with others. Identifying the wants and needs of the consumer is critical to the marketer's role. Marketing strategies must be based on known consumer needs (Shilbury, 2009). There are several specific tools to support communication efforts, including implementing marketing programs (Integrated Marketing and Communication), namely: selling and sales management (and Key Account Management), advertising, public relations, sponsorship, sales promotion,

direct mail, exhibitions (all online and offline), packaging, and finally, websites and social media.

According to Smith and Zook (2011), sponsorship can be cost-effective (compared to advertising) in terms of reaching a particular audience. It allows access to specific audiences that otherwise might be difficult to get. Sponsorship can achieve many different objectives, including increased awareness, image enhancement, improved relationships with various publics, increased sales, sampling, and database building, creating a platform for new promotional material, beating advertising bans, etc. It also offers creative opportunities, including an audience's engagement in a relaxed atmosphere of goodwill. Hospitality events open doors and create a dialogue that conventional media cannot match (Smith and Zook, 2011). Alan Mitchell (1997) also stated that sponsorship reaches the parts traditional advertising cannot. Sponsorship lends itself to integrated communications and the cost-effectiveness of integrated activities. Finally, the effects of a sponsorship program are measurable.

Sponsorship is not just about generosity. Each sponsorship program has specific objectives, including increasing awareness of a particular company/product/service, enhancing brand image, and maintaining relationships with specific customers. In addition, sponsorship programs can also be linked to how the companies sell their products/services to customers. According to Smith and Zook (2011), sponsorship is more than patronage, altruism, or benefaction. It can indeed help others while simultaneously achieving specifically defined communications objectives. Some sponsors see sponsorship as a form of enlightened self-interest, where a worthy activity is supported with cash and consideration in return for satisfying specific marketing or corporate objectives. As sponsorship matures, its diverse range of programs, goals, advantages, and disadvantages requires a sophisticated management understanding. The target audience must be researched in detail, crystal-clear qualitative and quantitative objectives must be set, and appropriate sponsorship vehicles must be agreed upon, considered, and selected. An integrated communications program has to be planned with precision, and sufficient budgets must be allocated to allow for leveraging, stretching, or maximizing the overall sponsorship impact.

All sectors of society can be targeted and reached through sponsorship. The range of sponsorship opportunities is limited only by one's imagination. The prominent areas are sports, the arts, education, community, and broadcast. For instance, sports marketing plays a crucial role in the sporting organization's overall planning efforts. This has not always been the case. The professionalization of sports during the past 20-30 years has raised the level of importance of the marketing function (Shilbury, 2009). He explains that sports marketing was first used in the United States by the Advertising Age in 1978. Since then, it has been used to describe various activities associated with sports promotion. Two distinct streams exist within the broad concept of sports marketing: marketing of sports and marketing through sports.

However, sponsorship also has disadvantages, so companies must prepare a risk mitigation plan. The following are some of the disadvantages of sponsorship programs, according to Smith and Zook (2011). In areas such as health and education, some feel that the issues involved are too important to be left to the whim of a corporation. Although sponsorship can deliver highly cost-effective benefits, it can be misunderstood as an excessive indulgence by employees if they are kept in the dark about it and if redundancies occur simultaneously. In both cases, sponsorship, particularly high-profile sponsorship, must be presented to the employees as a cost-effective business tool to help the business survive and thrive in the future. Sponsorship of a competitive activity, such as a football club, can alienate the company or product from the opposition fans, e.g., a national audience if the teams are involved in an international competition or an even larger audience if the team or player behaves badly. More than that, if the medium is the message (i.e., the sponsorship's choice reflects the sponsor's values), the message can become tarnished through its association with a socially unacceptable event.

This research will reveal the benefits obtained by the company after implementing the sponsorship program. In detail, it will discuss which sectors are utilizing the sponsorship program, the purpose of conducting it, and the effects or benefits the company gets from implementing the program. This study is based on a systematic literature review. The stages are (1) research scope review, (2) comprehensive online research, (3) journal quality assessment, (4) data extraction from journals, (5) journal synthesis, and (6) comprehensive report. The online research used the Google Scholar database by browsing titles, abstracts, and keywords to locate empirical research studies in peer-reviewed journals recently published in 2018-2022. The keywords set for the search were "benefit sponsorship" in the abstract, title, or keywords. The search is limited to articles published within the last five years focusing on relevant academic papers. In conclusion, twenty papers were selected because of their relevance to the topic.

## **DISCUSSION**

In general, This research will reveal the benefits obtained by the company after implementing the sponsorship program. This section is divided into three main ideas, first, discuss which sectors are utilizing the sponsorship program; second, what is the purpose of conducting the sponsorship program and third, what are the effects or benefits the company gets from implementing the program.

### **Summary of Selected Articles**

Seventy-five percent of the selected articles are researched using a quantitative empirical methodology, while the other 25 percent use a qualitative method concept, including a systematic theoretical review. In this quantitative research, as many as five studies focused on sponsorship on social media, explaining how sponsorship programs' impact was disclosed to social media users. Below is a summary of selected articles relevant to the research topic.

**Table 1. Summary of selected articles**

No.	Title, Author, Journal, Year	Type of Research & Methodology	Sector & Research Purpose	Finding/Contribution
1	AlShehabi, O. Policing labour in Empire: the modern origins of the Kafala labour sponsorship system in the Gulf Arab States. 2019	Conceptual/ Qualitative	Industry Oil And Gas /Traces the modern origins of the Kafala migrant labour sponsorship system in the Gulf Arab States.	Results show that adolescents accept sponsorships and show compassion toward the influencers instead of having a critical perspective. Moreover, disclosures are appreciated as long as they do not disturb the editorial-commercial balance of the sponsored video.
2	Belinda, Wheaton & Holly, Thorpe Action Sports Media Consumption Trends Across Generations: Exploring the OlympicAudience and the Impact of Action Sports Inclusion. 2018	Empirical/ Quantitative	Sport/To understand the attitudes and opinions of various groups involved within and across action sport cultures and industries, we employed	This research provides valuable information about the media preferences of action sports consumers and their attitudes to action sports inclusion in the Olympic Games. There is evident enthusiasm for various action sports media amongst Gen X, Y, and Z.
3	Christopher Bunn, Robin Ireland, Jonathan Minton, Daniel Holman, Matthew Philpott & Stephanie Chambers Shirt sponsorship by gambling companies in the English and	Empirical/ Quantitative	Sport/To explore apparent trends sponsored by gambling companies.	This increase occurred when the Gambling Act 2005, which liberalized rules, was introduced. We argue that current levels of gambling sponsorship in UK football, and the global visibility it provides to gambling brands, is a public

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	Scottish Premier Leagues: global reach and public health concerns, Soccer & Society. 2019			health concern that needs to be debated and addressed.  Recommend that legislators revisit the relationship between football in the UK and the sponsorship it receives from the gambling industry.
4	Do Yuon, Kim Hye & Young, Kim. Influencer advertising on social media: The multiple inference model on influencer-product congruence and sponsorship disclosure. 2021	Empirical/ Quantitative	Product/This study investigates the effects of influencer advertising attributes on consumer responses	Results suggest that influencer-product congruence can be used to enhance product attitude and reduce advertising recognition by generating a higher affective motive inference.  Sponsorship disclosure can also affect product attitude in a serial mediation of calculative motive inference and advertising recognition.
5	Lisa Kaida. The long-term economic integration of resettled refugees in Canada: a comparison of Privately	Empirical/ Quantitative	Social/Measure the effect of the sponsorship program on refugees	PSRs maintain higher employment rates and earnings than GARs up to 15 years after arrival.  The PSR advantage is particularly noticeable

No.	Title, Author, Journal, Year	Type of Research & Methodology	Sector & Research Purpose	Finding/Contribution
	Sponsored Refugees (PSR) and Government-Assisted Refugees (GAR) Journal of Ethnic and Migration Studies. 2020			among less educated refugees.  The findings suggest unmeasured factors (e.g., the effectiveness of settlement policies, refugee selection processes, and societal reception of refugees) may partly explain PSRs' long-term economic advantage.
6	Marcel Bogers, Jonathan Sims, Joel West. What Is an Ecosystem? Incorporating 25 Years of Ecosystem Research. 2019	Conceptual/Qualitative	Marketing Ecosystem	Based on an examination of this research, we propose a new definition that links the central goal of an ecosystem — joint value creation — to three constructs: goals of ecosystem members, the network of relations between these members, and the interdependence of their respective destinations. We show how the four components of this definition allow ecosystem researchers to incorporate insights across a wide range of previously excluded studies of ecosystems and related topics

No.	Title, Author, Journal, Year	Type of Research & Methodology	Sector & Research Purpose	Finding/Contribution
7	Marco Lerro, Maria Raimondo, Marcello Stanco, Concetta Nazzaro and Giuseppe Marotta. Cause Related Marketing among Millennial Consumers: The Role of Trust and Loyalty in the Food Industry. 2019	Empirical/ Quantitative	Food/The study uncovered the effects of loyalty towards the brand and trust in cause-related marketing on consumers' willingness to support different corporate social responsibility initiatives.	Both trust and loyalty played a crucial role in affecting consumers' willingness to support corporate social responsibility initiatives of food companies. Social and environmental concerns and socio-demographic aspects support cause-related marketing campaigns.  The study has shed light on consumers' preference towards corporate social responsibility and cause-related marketing.
8	Pöyry , E I , Pelkonen , M , Naumanen, E & Laaksonen. A Call for Authenticity: Audience Responses to Social Media Influencer Endorsements in Strategic Communication. 2019	Empirical/ Quantitative	Social Media/ Concepts of celebrity endorsement and authenticity, the effect of celebrity and content characteristics on followers' attitudes towards the content, and, in the case of sponsored content, purchase	Photos of social media influencers, people who have become famous through social media, increase purchase intentions more than photos of general celebrities. Congruence between the photo and the celebrity has the strongest positive effect on photo attitudes and purchase intentions. Sponsored photos are less favorably perceived than non-sponsored

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			intentions are scrutinized	<p>photos, but among sponsored photos, sponsor disclosure does not affect purchase intentions.</p> <p>The perceived authenticity of both the celebrity and her content is said to explain favorable audience perceptions. The findings imply that organizations should seek authentic matches between their message and the endorsing celebrity and that the content should align with the usual style of the celebrity.</p>
9	Ganga S. Dhanesh & Gaelle Duthler. Relationship management through social media influencers: Effects of followers' awareness of paid endorsement. 2019	Empirical/ Quantitative	Social Media/This study aimed to examine the effects of awareness of paid endorsements by social media influencers on followers' cognitive persuasion knowledge (ad recognition), attitudinal persuasion	<p>Awareness of paid endorsement relates to ad recognition, which is correlated with the purchase and eWOM intentions.</p> <p>Awareness of paid endorsement is correlated with the influencer-follower relationship, which is associated with the purchase and eWOM intentions. However, ad recognition does not affect influencer-follower relationships.</p>

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			knowledge (relationships with the influencer), and behavioral intentions, specifically eWOM intention and purchase intention.	
10	Reinhard Grohs, Verena E. Wieser & Matthias Pristach. Value co-creation at sports events. 2019	Empirical/ Quantitative	Sports/Sports events by themselves do not create value	We reveal the collaborative work of actor networks at sports events and their collective value co-creation processes. We show that (1) providing operand and operant resources, (2) recognizing resource dependencies, (3) understanding the types of value desired and (4) the practices deployed by different actors, and (5) fostering structural and role alignment processes stimulates and facilitates value co-creation processes at sports events. From the study, managers of sport event brands can learn what is needed to support collaboration and value co-creation to encourage (event,

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				sponsor, athlete, and place) brand engagement and generate consumption opportunities.
11	Roberta De Cicco , Serena Iacobucci & Stefano Pagliaro. The effect of influencer- product fit on advertising recognition and the role of an enhanced disclosure in increasing sponsorship transparency. 2020	Empirical/ Quantitative	The present study addresses a conceptual model in which the fit influencer- product unity and the role of a more prominent disclosure are explored concerning ad recognition, sponsorship transparency and influencer- related outcomes.	Findings from a 2 (disclosure prominence: high vs. low) 2 (influencer- product congruence: high vs. low) between participants' experimental design show a positive effect of influencer product fit on attitude, credibility, and continuance intention to follow the influencer. Moreover, a prominent disclosure enhances users' perceived sponsorship transparency when the higher congruence makes it harder to discern a genuine endorsement from a sponsored one. Finally, we disentangle the mediating effects of ad recognition and sponsorship transparency between influencer product congruence and influencer-related outcomes.

No.	Title, Author, Journal, Year	Type of Research & Methodology	Sector & Research Purpose	Finding/Contribution
12	Su Jung Kim, Ewa Maslowska, Ali Tamaddoni. The paradox of (dis)trust in sponsorship disclosure: The characteristics and The effects of sponsored online consumer reviews. 2018	Empirical/ Quantitative	Social Media/ Different characteristics and effects of sponsored and organic OCRs, and the mechanisms by which consumers recognize and process these two types of reviews	<p>The findings of a text mining analysis (Study 1) suggest that sponsored reviews provide more elaborate and evaluative content; however, they are perceived as less helpful than organic reviews.</p> <p>The findings of a randomized experiment (Study 2) suggest that sponsorship disclosure increases suspicions about the reviewer's ulterior motives and decreases consumers' attitudes and purchase intentions when a review is positive.</p> <p>Sponsorship disclosure does not hurt attitudes or purchase intentions when a review is negative.</p>
13	Susanna Lee & Eunice Kim. Influencer marketing on Instagram: How sponsorship disclosure,	Empirical/ Quantitative	Social Media/ To understand how influencer credibility combined with brand credibility	There are growing concerns about whether sponsorship disclosure on influencer promotional posts encourages consumers

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	influencer credibility, and brand credibility impact the effectiveness of Instagram promotional post. 2020		affects consumers' perception of the influencer promotional post	to process the advertising message critically.  Findings reveal that highly credible brands featured in Instagram posts positively impact message credibility, attitude toward the ad, purchase intention, and eWOM intention.
14	Tsan-MingChoi & Suyuan Luo. Data quality challenges for sustainable fashion supply chain operations in emerging markets: Roles of blockchain, government sponsors and environment taxes. 2019	Conceptual/ Qualitative	IT/ Government sponsor on blockchain	Explore the impacts brought by market data quality problems in emerging markets.  The use of blockchain as a potential candidate to help is investigated, and the role played by the government is highlighted  A government sponsor scheme as well as an environment taxation waiving procedure to help. We further extend the study to the centralized supply chain setting
15	T. Bettina Cornwell & Youngbum Kwon. Sponsorship-linked marketing: research	Conceptual/ Qualitative	SLR/ Research surpluses and shortages of sponsorship	The overarching conclusion is that there is a surplus of research examining audience responses to sponsorship-linked marketing but a

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No.	Title, Author, Journal, Year	Type of Research & Methodology	Sector & Research Purpose	Finding/Contribution
	surpluses and shortages. 2019			<p>shortage of research examining marketing management of the sponsorship process. This misalignment of research needs to research investments stems partly from a failure to consider the sponsorship process as a whole. Research has failed to account for the sponsorship-linked marketing ecosystem's complexity that influences audience response and management decision-making.</p> <p>The authors develop a sponsoring process model, generalizable to all sponsorship contexts, as an organizing frame for the review and a reorienting perspective for research and practice. To spur future work, they advance a series of research questions and, to support practice, provide managerial insights.</p>
16	T. Bettina Cornwell. Less	Empirical/ Quantitative	Sport/ Developing a	Sponsorship is an established marketing

No.	Title, Author, Journal, Year	Type of Research & Methodology	Sector & Research Purpose	Finding/Contribution
	"Sponsorship As Advertising" and More Sponsorship-Linked Marketing As Authentic Engagement. Journal of Advertising. 2019		sponsorship engagement model	communications platform that takes many forms.  In terms of objectives and measurement, sponsorship has functioned like advertising  Sponsorship to support consumer engagement for both the sponsor and sponsee (sponsorship engagement model)
17	Jonathan A, Jensen, T Bettina Cornwell. Assessing the dissolution of horizontal marketing relationships: The case of corporate sponsorship of sport panel. 2021	Empirical/ Quantitative	Sport/ Developing a relationship dissolution model	Research on the marketplace perception of sponsoring relationships suggests that relationships that share regional proximity, such as when the sponsoring firm's corporate headquarters is located in the same city as the sports team, would last longer  Regional proximity of the sponsor to the property is expected to decrease the probability of relationship dissolution

No.	Title, Author, Journal, Year	Type of Research & Methodology	Sector & Research Purpose	Finding/Contribution
				<p>The higher the prestige of the event, the lower the probability of relationship dissolution.</p> <p>A sponsor's name-as-title partnership will decrease the probability of relationship dissolution</p> <p>Congruence between the sponsor and the event will reduce the probability of dissolution.</p> <p>High brand equity on behalf of the sponsoring brand will reduce the probability of relationship dissolution.</p>
18	Van Dam, S., & Van Reijmersdal, E. A. Insights in adolescents' advertising literacy, perceptions, and responses regarding sponsored influencer videos and disclosures. 2019	FGD/ Qualitative	Social Media/ Investigated adolescents' awareness and understanding of the presence of persuasive content in influencer videos (i.e., conceptual advertising literacy), their	Results show that adolescents accept sponsorships and show compassion toward the influencers instead of having a critical perspective. Moreover, disclosures are appreciated as long as they do not disturb the editorial-commercial balance of the sponsored video.

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			moral and evaluative perceptions of this content (i.e., attitudinal and moral advertising literacy), their perceptions of disclosures, and the role of disclosures in their evaluations of the sponsoring brand and the influencer	
19	Woodcock, Jamie, and Johnson, Mark R. Live Streamers on Twitch Tv as Social Media Influencers: Chances and Challenges for Strategic Communication. 2019	Empirical/ Quantitative	Sport/ How the joint influences of related brands at different levels (league, team, and athlete) for understanding how athlete brands are built.	<p>Sponsorship is not the primary method of earning income on the platform: most successful streamers on Twitch make their primary revenue through subscriptions and donations facilitated through the platform architecture, as well as through a range of other monetization practices</p> <p>In particular, the combination of data-driven sponsorship and emotional engagement has a potential impact far outside Twitch.</p>

No.	Title, Author, Journal, Year	Type of Research & Methodology	Sector & Research Purpose	Finding/Contribution
20	Yiran Su, Bradley J. Baker, Jason P. Doyle, and Thilo Kunkel. The Rise of an Athlete Brand: Factors Influencing the Social Media Following of Athletes. 2020	Empirical/ Quantitative	Sport/ Factors Influencing the Social Media Following of Athletes	Results indicate examining multiple factors in the same model is essential for understanding the role each plays in building athlete brands. The league and team represent master brands into which an athlete brand is integrated, and consequently, athlete brands benefit from these new brand relationships. Results further demonstrate network effects, highlighting the importance of possessing a strong brand before a high-profile event.

### Sectors that Utilizing The Sponsorship Programme

In the articles that used a quantitative methodology, 87% disclosed which sectors or products were studied, and the other 13% did not include the types of sectors or products. There are four sectors/products that are researched for sponsorship programs; they are the social sector related to sponsorship in employment/refugee programs, sports, consumer products, and information technology products. The sports sector is the most highly used sponsorship program (46%), then daily consumption products are 31%. About 15% are related to the employment sponsorship program, and 8% are related to information technology products. Sport is the sector that most utilizes the sponsorship program.

According to Mullin (1985), there are five unique characteristics of sports marketing; in examining these characteristics, he noted that almost every marketing element requires significantly different approaches when the product being marketed is a sport. Predictably, the critical differences lie in the unique aspects of the sport product and the unusual market conditions facing sports marketers. In addition, he

explained that sponsorship of sports is also a unique feature of the sports economy. While not necessarily specific to sports, sponsorship has provided and continues to provide an opportunity for commercial advertising by corporations and businesses. Sponsorship represents the 'industrial' component of the sport product and is manifested through commercial advertising of its industrial aspect.

There are several research objectives presented in the selected articles, including how to identify the target audience for the sponsorship program (11%) and the impact or result of endorsers/influencers' involvement in the sponsorship program (23%). Likewise, the effect that occurs after the implementation of the sponsorship program (28%), the value to be achieved from implementing the sponsorship program (17%), and finally, the implementation model optimal sponsorship program (11%). The effect of sponsorship programs is a topic that is mostly taken up by researchers. This is in line with the theory that one of the advantages of sponsorship programs, besides being low cost and being able to reach specific targets, is that the results of sponsorship programs can be measured, one of which is through surveys. Smith and Zook (2011) state that the results can be compared with predetermined targets. Once results are measured, the company will take further analysis to develop future program sponsors. The main objectives of the sponsorship program are to create awareness and brand image and maintain the relationships between the company and its customer.

In the selected articles, the researcher examines the sponsorship program's effects, including the level of awareness, audience responses, and purchase interest. Smith and Zook (2011) explained that a sponsorship program could satisfy many objectives simultaneously. The range of objectives is varied: to increase awareness, to build an image - this can help to reposition or strengthen a brand or corporate image through association with particular types of sponsorship activities, e.g., a caring image, improve or maintain relations with customers, the trade, employees and even investors through hospitality and entertainment at a sponsored event and to increase sales and open closed markets.

### **Benefits of the Sponsorship Programs**

Based on the results of an analysis of selected articles, sponsorship programs provide many benefits for companies, including it can increase awareness for companies and also increasing the credibility of companies and their products. In addition, it can improve people's buying interest. Sponsorship programs provide shared value (engagement); for instance, in sports, this value is formed among sponsors, sports clubs, and athletes. Moreover, the sponsorship program provides earnings/income for each party economically. According to Smith and Zook (2011), a sponsorship program also offers creative opportunities, including an audience's engagement in a relaxed atmosphere of goodwill.

Some companies use endorsers/influencers who promote the sponsorship program through social media. Sponsor disclosure on social media does not have a negative impact on the sponsor when there are lots of criticisms or negative reviews

from the public who see the promotion. In implementing sponsorship programs, companies must pay attention to several things, such as compliance with regulations in each country or region. Companies with good performance in implementing corporate social responsibility can add positive value to the program.

## **CONCLUSION**

The sports sector is the highest sector that utilizes sponsorship programs. Sponsorship has provided opportunities for commercial advertising by corporations and businesses, representing the industrial component of the sport product and manifested through commercial advertising of its industrial aspect. In the selected articles, most of the researchers revealed how the effect of the sponsorship program. This is in line with the theory that one of the advantages of sponsorship programs is the results of sponsorship programs can be measured through surveys. Sponsorship programs provide many benefits for companies, such as increasing companies' awareness and the credibility of companies and their products. Sponsorship programs provide shared value (engagement); for instance, this value is formed among sponsors, sports clubs, and athletes in sports.

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