

Sports Property Sponsorship Proposal Analysis

Property: San Francisco 49ers

Sponsor: JinkoSolar

Background

During the 2011-2012 season, JinkoSolar became the executive solar sponsor for the San Francisco 49ers. The sponsorship includes multiple signage locations for JinkoSolar throughout Candlestick Park and branding rights to one of the stadium entrance gates. The proposal also allows branding opportunities on the radio, on the team website, and team Facebook page.

Primary Values Offered

The most important value that the 49ers offer JinkoSolar is an enhanced company image. By aligning itself with a successful franchise such as San Francisco, the sponsor is highlighting its perceived image of sustainability and high-performance ideology. Furthermore, the 49ers are offering JinkoSolar direct contact with a target market that is eco-friendly in the bay area.

More basically, the 49ers are offering JinkoSolar expansive exposure and media coverage. With JinkoSolar's logo and colors being bright green, it is easy to spot the company on television, at the game, and online. This is a significant value for the sponsor after it recently opened offices in San Francisco and is looking to gain exposure on the west Coast. Also, the 49ers are offering the possibility of teaming up with JinkoSolar in the near future when building a new stadium in Santa Clara.

Usefulness of Values

The values offered by the 49ers to the sponsor are very much useful because it could be huge in helping the company grow throughout the bay area. The values are accessible because of JinkoSolar's extensive signage throughout Candlestick Park. In terms of measurement, the best way to evaluate the sponsorship is by counting the number of impressions of JinkoSolar signage throughout each game and use a formula to relate how big of an audience attends a game or watches it on television.

Future

One of the biggest topics to consider is that JinkoSolar could be attempting to align itself for a new stadium that could become one of the greenest and solar friendly stadiums in the country. There have been issues recently, however, that include JinkoSolar being exposed for polluting local rivers and farmland in its country of origin, China. This could be a major factor in the 49ers doing business with the company in the future.