

HBL 獲得企業贊助效益之研究

2008 年 6 月

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摘要

企業贊助運動已成為全球化的行銷趨勢，而企業與運動賽會兩者之間的關係則需要長期的經營與培養，其中贊助效益的評估更是延續此關係重要的參考指標。本研究即以 HBL 為研究主體，瞭解企業為何贊助 HBL 的原因，以及 HBL 在獲得企業贊助後對賽會發展之效益，並運用研究所得之具體結論供學生賽會尋求企業贊助合作之參考，以降低官方補助經費之需求，且提升賽會品質，達到得以永續經營發展。本研究以 HBL 賽會於各階段之發展及企業贊助之內容，研究範圍由 1996 年至 2005 年間所發生之效益與影響。但因此研究是以 HBL 為主，研究結果無法類推至其它類型賽會，為本研究限制之一；而在文獻資料之搜集方面，或因商業機密限制，或因年代久遠官方文件及資料保存缺失，導致研究結果不夠完整乃本研究限制之二。

本研究主要結論為企業資源的挹注可使 HBL 賽會舉辦的更加完善，也使參賽學校獲得更充分的球隊資源與訓練技巧，進而搭配企業廣告行銷的手法和經費的挹注得以宣傳賽事本身，也藉由企業所提供的資源回饋於參賽學校，同時也提供了更多的廣告行銷及產品試用的機會，大幅強化了贊助企業商品的親和力和形象。最後，經由企業贊助的 HBL 賽會於觀賞人數、參賽隊伍年年增加，比賽活動水準也提高（參賽學校水準提高），而 HBL 賽會、學校與企業因良性的互動，發展出「夥伴關係」，達到了「三贏」局面。

本研究建議：

1. 政府機關應該營造學生參與運動的機會，並輔導健全的學生運動組織，並公平的分配經費，且利用提高運動組織的經費來達到降低醫療健保的支出。
2. 運動賽會希望得到企業贊助，其活動必須符合企業精神。
3. 相關體育科系應結合運動組織，增加學生實務經驗。

關鍵詞：高中籃球聯賽(HBL)、運動贊助、贊助效益

The Study of High School Basketball League Attained Enterprise's Sponsorship Benefit

June, 2008

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Abstract

Corporate sponsors patronize movements that have become the making trend of globalization. Therefore, the corporate sponsors and movements need to operate and foster the relationship between each other for the long time. The assessment of benefits in the sponsoring is a more important indicator to continue this relationship. This study uses HBL for the main study, and understands reasons why corporate sponsors patronize HBL, and effects and benefits for the development in movements after HBL accepts the sponsors from corporate sponsors. Thus, using the specific conclusions from the study for students movements seek cooperation with corporate sponsors to reduce official funding, enhance the quality of movements, and achieve sustainable development. In this study, HBL movements at all stages of development and the content of corporate sponsors patronizing is from 1996 to 2005 and focus on the effectiveness and impact. However, one of the limitations of this study is based HBL, the results can not be analogy to other types movements. In the documentation of the collection, commercial confidential restrictions, the age of official documents, or the missing information lead to incomplete results of this study that is the second limitation.

The main conclusion for corporate resource sponsors can organize HBL movements to be more complete, so the schools that join the movements get more resources and team training skills. More, corporate advertising and marketing promote to advertise the movements. At the same time, with the resources provided by the companies for the movements can feedback to the schools that join the movements, and provide more advertising and marketing opportunities for product trials that will substantially strengthen the affinity and image of the corporate sponsors. Finally, the HBL movements with corporate sponsors will increase the number of audiences and participating teams every year. In addition, the competitions are also increased (schools that join the games raise the standards). HBL movements, schools and businesses due to the benign interaction and develop to a "partnership" for achieved a "win-win-win" situation.

The study recommends:

1. Government agencies should create opportunities for students to participate sport movements, and guide the student sport groups, and equitably distribute funds to improve the funds in the movements to achieve lower health care expenditures.
2. Movements want to get corporate sponsors, and their activities must be consistent with the spirit of enterprises.
3. Related departments should integrate with sport movements and increase the practical experiences of students.

Key words: High-school basketball league, sport sponsorship, sponsorship benefit

