

**Multi-Sponsored Events: Should I Sponsor if they are?
The Multi-Dimensionality of Fit and its Effect on Brand
Judgments.**

Dissertation by
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Certification

This is to certify that the work presented in this dissertation is to the best of my knowledge and belief, original, except as acknowledged in the text, and that the work has not been previously submitted for a degree or diploma at Bond University or any other institution.

Signed:

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Abstract

Over the past decade sponsorship has shown high growth as a promotional vehicle. Research has found that positive fit between the event and the sponsor assists in information transference. Using current sponsorship literature this research extends current theory by; 1) identifying three dimensions determining fit; and 2) testing for the effect of sponsor-sponsor fit on brand judgments. Results suggest two dimensions primarily determine fit though both are not found together in either event-sponsor or sponsor-sponsor fit. It was also observed that this fit between sponsors did have an effect on brand attitudes and to be stronger than event-sponsor fit. Managerial implications and directions for future research are advanced in the conclusions.

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