Sponsorship is about image transfer, empowered by advertising messages e.g. on banners and other promotional items, with the aim to generate brand awareness and customer loyalty. However, with the advent of social media and community platforms that are interactive, formerly passive target consumer groups have now become active participants. From the sponsor’s perspective, this opens new opportunities to reach new consumers. Sponsorship is a business relationship between a provider of funds, resources or services and an individual, event or organization which offers in return some rights and associations that may be used for commercial advantage. Sponsorship allows a business to demonstrate its affiliation to the individual, event, or the organisation that it has chosen to associate with. The idea of sponsorship is to develop strong relationships between the business and its customers due to their common ties with the sponsored individual, event, sport, or the organisation.

About the Speaker

**Anja Janoschka** teaches social media and digital marketing in the Communication and Marketing Department at the Lucerne University of Applied Sciences and Arts. She has a doctoral degree in (new) Media Communication from the University of Zurich and is the author of the book “Web Advertising” published by John Benjamins, New York. Prof Janoschka has conducted interdisciplinary research in sports marketing; advertising and marketing strategies; brand and sponsored communities in sport and cultural environments; intercultural discourse and political and business communication, such as corporate weblogs, personalised communication, direct advertising discourse and integrated communication. Her previous career as a senior consultant in an international advertising agency allows her to combine practical knowledge with a scientific perspective. She is a board member of the Association of Swiss Advertisers (ASA), as well as jury member of the Swiss Sponsoring Award, Swiss Effie. She lives in Zurich, Switzerland.

**Date:** Thursday, 28 March 2019  
**Time:** 18:00  
**Venue:** Auditorium 1, NUST Lower Campus