Sponsering og individets behov for anerkendelse
- En analyse af sponsorteoriens økonomiske præmisser

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The objective of this master thesis is to discuss the economic premises of the current sponsorship theory. The case study is KasiGroups sponsorship with Brøndby. In 2007 KasiGroup and Brøndby IF announced that the parties had agreed terms for a sponsorship deal that would become the biggest in Danish sports history. KasiGroup received the rights to the stadium name, the shirt sponsorship and a range of other rights including three skyboxes at Brøndby Stadium. The sponsorship deal is interesting because KasiGroup as part of the deal, choose to maintain the stadium name as a gift for the supporters and donate the shirt sponsorship and a skybox to Unicef.

According to the current sponsorship theory a sponsor is supposed to take advantage of their obtained rights to exploit the commercial opportunities and generate economic value for the sponsor. KasiGroup chose to use the obtained rights in an alternative way, which by the look of it does not create economic value for the sponsor. Consequently KasiGroups sponsorship deal breaks the economic premise of the current sponsorship theory, which makes it hard to come to an understanding of KasiGroups motivation for using the rights in an alternative way. The sociological theories *exchange theory* and *the struggle for recognition* has been the foundation for analysing the sponsorship from an alternative perspective.

The analysis based on the struggle for recognition show that an individual's need for recognition can have an effect on the decisions regarding sponsorship. Sport has the potential to create personal recognition and the influence of sponsorship deals in sport, makes them objects for gaining personal recognition. The influence can affect the sponsor by choosing less valuable sponsorship deals or missing out on potential valuable sponsorships. The rights owner can also use the knowledge of the individual's need for recognition to widen the search for sponsors by looking beyond an economic motivation.

The conclusion of this master thesis is that the economic premise of the current sponsorship theory has its advantages in documenting the economic motivation for the main part of sponsors but limits the overall understanding of sponsorship as a phenomenon and especially the non-economic aspects.