



Sports Team Branding through Corporate Social Responsibility in North America

Marcus Grosche

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Sports Team Branding through Corporate Social Responsibility in North America Marcus Grosche Bachelor Thesis from the year 2011 in the subject Sport - Sport Economics, Sport Management, grade: 1,7, University of Applied Sciences Braunschweig / Wolfenbüttel; Salzgitter (Sportmanagement), language: English, abstract: Corporate Social Responsibility is gaining importance as a marketing and communication tool for professional sports organizations nowadays. In societies packed with different possibilities and alternatives to professional sports, organizations get involved more socially and community-based, aiming to enlarge their fan base and to build a favourable reputation. By coining vitally important bonds and creating valuable content by raising awareness for social needs, sports teams enhance awareness and ingrain themselves into a city or region. It is not unusual that professional sports organizations nowadays follow the device: 'doing what is expected by the society'. Indeed, societies expect proximity and demand that professional sports franchises 'pay back' the society for being a loyal supporter through donations, creating awareness for charitable causes or player appearances. The example of the Toronto Marlies Hockey Club demonstrates that not only large or global business enterprises have a broad CSR scheme in place, but also sports franchises deal with socially responsible acting in different areas. Representing an unique example due to the ownership situation and geographical placement of the franchise the Marlies accomplish all five areas CSR is served in today, although only the area 'community activities' is served by the Marlies organization semi-independently. As property of the MLSE, the Toronto Marlies moreover contribute mainly to the activities of the 'MLSE TeamUp Foundation' and execute the overridden MLSE CSR scheme. According the results of the SWOT-analysis, improvements regarding their social activities scheme suggest to consider females within scope of support as well as following politically addressed community activities. In a

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