



USR CNRS-UB 3516



MAISON
DES SCIENCES
DE L'HOMME
DE DIJON



FTX, Gazprom & Co : How do (global) crises affect the discourse around sponsorship in sport?

Laurent Gautier, Matthieu Llorca, Florian Koch, Daniel Sebin, Afef Selmi

DISCLOSE - Research group



Matthieu BACH



Javier
FERNANDEZ-
CRUZ



Laurent GAUTIER



Florian KOCH



Matthieu Llorca



Afef SELMI

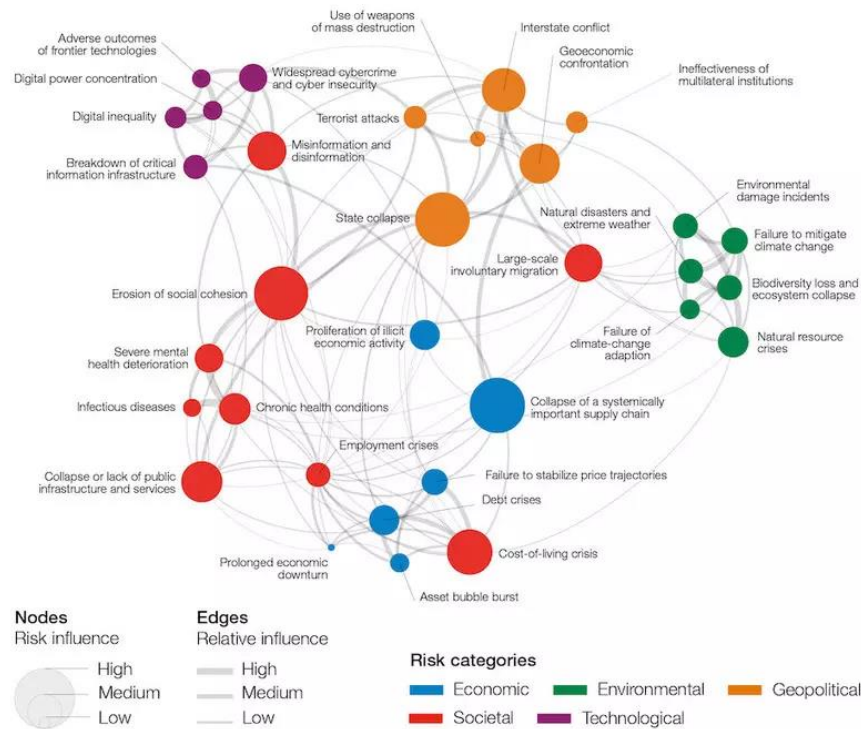


Daniel SEBIN

Research idea

Global Risks Report 2023

Global risks landscape: an interconnections map



Source: World Economic Forum, Global Risks Perception Survey 2022-2023

Selected crises and their impact



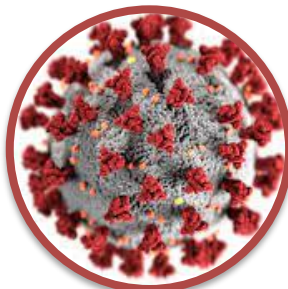
FTX bankruptcy

- 11th November 2022
- Economic sector crisis
- Naming / Jersey sponsor



War in Ukraine

- 24th February 2022
- Geopolitical armed conflict
- Aeroflot, Gazprom, Tree etc. (Official carrier / Jersey sponsor)



COVID-19 pandemic

- December 2019 – May 2023 (WHO)
- Worldwide health crisis

Table of contents

1 Theoretical framework

2 Research questions

3 Methodology

4 Preliminary results

5 Conclusion & Outlook

Theoretical framework



Theoretical framework



Theoretical framework



Theoretical framework

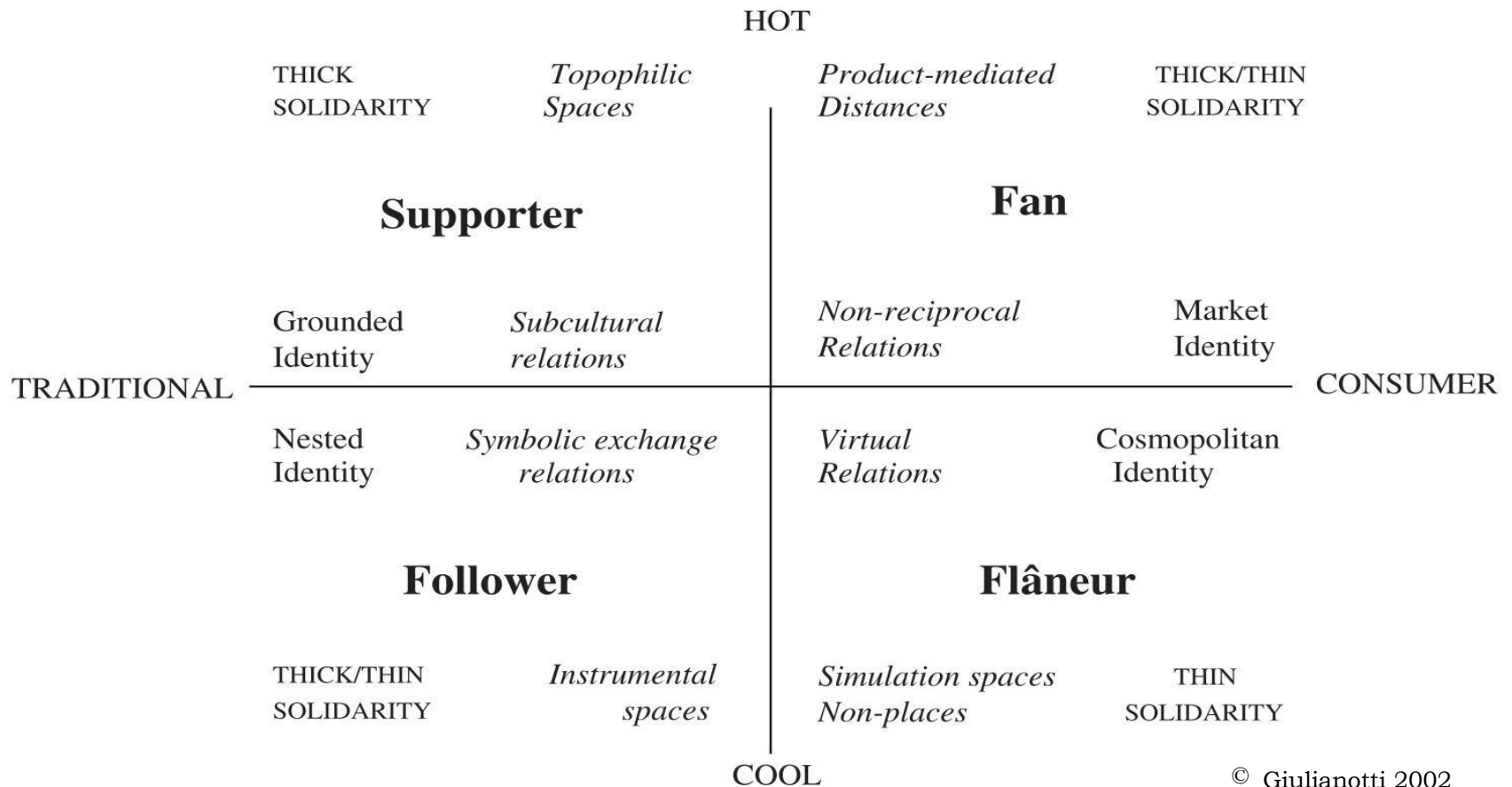


Figure 1

Research questions

- ▶ 1st: Do crises affect the sponsorship in sport as such?
- ▶ 2nd : To what extent does the nature of the crises affect the ‘sponsorship-fit’, i.e. to what extent the image of the sponsor is subject to a re-evaluation by the consumer?
- ▶ 3rd : To what extent the linguistic categories of sponsorship names change due to a crisis (and thus a reassessment of the ‘sponsorship fit’)?



Economic assessment

- Various crises and their (economic) impact on sport sponsorships

Discourse Analysis

- Press articles
- Tweets / posts / hashtags
- Football message board

Semi-structured in-depth Interviews

- Amateur football players

Preliminary results



Preliminary results



2021

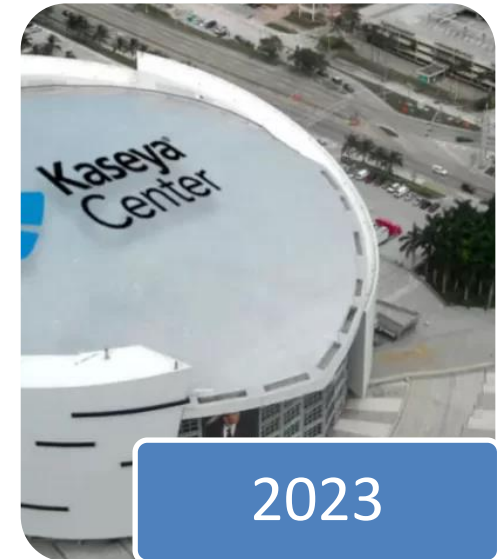
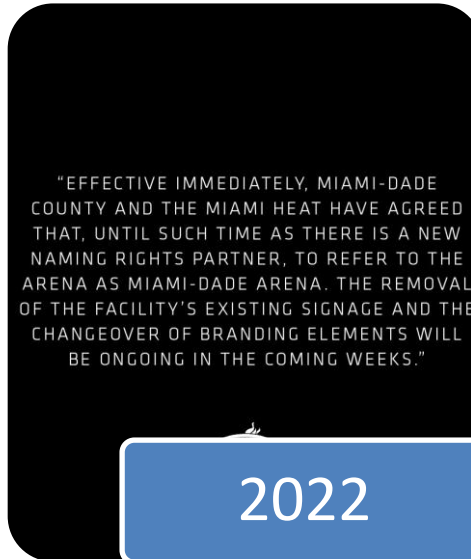


2022



2023

Preliminary results



Preliminary results



- ▶ 1st : Crises normally have a big impact on sport sponsorship...
- ▶ 2nd : However, nature of the crisis determines whether, and to what extent, the ‘sponsorship-fit’ is affected.
- ▶ 3rd : Unacceptable commercial names are pragmatically substituted by new sponsor names.
- ▶ Further research questions to explore ...
 - ▶ To what extent does the institutional country context matter? (public subsidies)
 - ▶ How different types of (global) supporters react to different crises? (US vs. Europe)
 - ▶ Do (social value) conflicts (related to major events) provoke more (controversial) discussions than (unpredictable) crises (e. g. World Championships 2022 in Qatar)?

Questions ? Suggestions ?

Thanks for your attention

CENTRE INTERLANGUES
TEXTE, IMAGE, LANGAGE (EA 4182)

<https://til.u-bourgogne.fr/>

DISCLOSE

<https://disclose.u-bourgogne.fr/>

florian.koch@u-bourgogne.fr