



## Editorial

Welcome to the second issue of 2002. As ever, I am pleased to be able to acknowledge the eclectic nature of the current set of contributions. The Interview features Alycen McAuley, Director of Corporate Sponsorship for Charles Schwab. In a discussion with Dr. James Gladden of the University of Massachusetts – Amherst, McAuley reflects on the current state of the sponsorship industry and a career that has evolved to encompass dealings with some of the major players on both sides of the fence. McAuley's arrival at Charles Schwab to help start up a Corporate Sponsorship Group has allowed her to provide insights into some of the significant changes that have taken place in the industry, such as the increasing sophistication of sponsorship evaluation tools, and the opportunities and challenges facing a Fortune 500 financial services firm.

The first research paper, by Alain d'Astous and Karim Chnaoui from HEC in Montréal, investigates how usage, brand name, price and store name interact to affect purchasing decisions of sport equipment. The findings presented have some significant ramifications for the ways in which different products are marketed in different types of store. In the second paper, Arch Woodside of Boston College and his colleagues from the University of New South Wales in Sydney present some of the results from a major survey that examined the behaviours of individuals that travelled to Australia at the time of the 2000 Olympics. The study suggests that while hosting major international events may result in substantial increases in activities and expenditures, such

impacts are moderated by the availability of destination information. The final research paper represents one of the few attempts to examine changes in sponsorship recall over the duration of a season, in this case, an American collegiate football season. The authors, Jennifer Slattery of Florida State University and Brenda Pitts of Georgia State University, showed that while sponsorship awareness did increase over the course of the season for eight of the nine major sponsors included in the study, these increases were often only marginal.

The Industry Analysis piece is provided by British consultant Richard Cordiner. Cordiner examines the much-maligned boxing industry and considers its usage and potential as a marketing tool. As, at the time of writing, Memphis prepares to host the upcoming heavyweight title fight between Lennox Lewis and Mike Tyson, and the recent controversies over boxers using their bodies as advertising billboards still resonate in the United States, Cordiner's comments are both interesting and timely.

Enjoy the issue.

**John Amis, PhD**

Editor

The University of Memphis

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NB: In "Sponsorship of Intercollegiate Athletics: The Importance of Image Matching" that appeared in the March/April 2001 (Volume Three, Number One) issue of IJSM, it should have been noted that authors James M. Gladden and Richard Wolfe contributed equally to the paper.