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BACHELOR OF BUSINESS ADMINISTRATION
(B.Sc Sports Management) (770)
EXAMINATION : DECEMBER-2025
SEMESTER - III

Sub: - Funding And Sponsorship in Sports (BSC24-S314)

Date: 17/12/2025	Total marks: 60	Time: 2.00 pm To 4.30 pm
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Q. 1. Answer in Detail (30)

1. A national-level swimming championship is facing financial constraints. The organizing committee wants to build a strong sponsorship plan but is unsure which brands to target, how to structure the sponsorship tiers, and how to showcase value to sponsors. Using your understanding of sponsorship planning, explain how you would prepare a complete sponsorship strategy for the event. Include sponsorship types, deliverables, and steps to approach sponsors.
2. A newly established sports academy offering football and athletics wants to expand its turf facility, buy new training equipment, and conduct district-level tournaments. They currently depend only on student fees. Identify various sources of funding available to them and explain how each source can practically be used to support their expansion plans.
3. Explain how proper *expense planning* and *cash flow management* can ensure financial stability for a sports league. Use a hypothetical example of a 3-month tournament and describe how cash inflow and outflow should be planned to avoid financial risk.

Q. 2. Write Short Notes(Any Two) (10)

1. Importance of sponsorship in modern sports events
2. Revenue streams for sports academies
3. In-kind sponsorships
4. Role of government funding in sports

Q. 3. Answer in Short (10)

1. Identify any two types of sponsorships used in ISST Sports League 5.0.
2. Name two sources of public funding in sports.
3. What is a title sponsor?
4. What is Licensing?
5. What is Funding?

Q. 4. Case Study: (10)

A 2-day multisport school event is planned with a budget of ₹3.5 lakhs. Expected inflow sources include registration fees, one main sponsor, and two co-sponsors. Midway, one co-sponsor backs out, creating a ₹60,000 deficit.

As the event manager, explain how you would:

- Manage the cash flow
- Re-negotiate with existing sponsors
- Create emergency revenue streams
- Adjust expense planning without reducing event quality