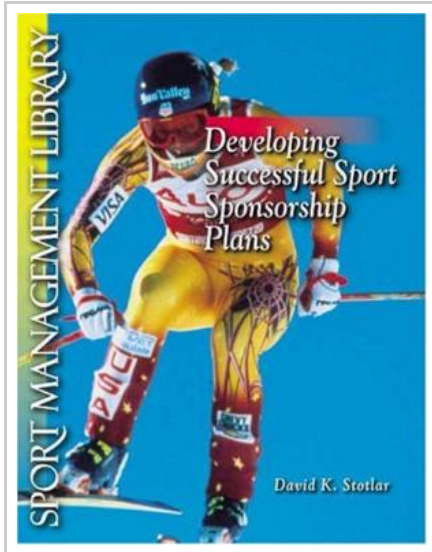




Developing Successful Sport Sponsorship Plans (Sport Management Library)

By Stotlar, David K.

Fitness Information Technology, 2000. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Spending on sport sponsorship was projected to achieve 8.7 billion in the first year of the new millennium, up over 14% over 1999. From high school sports, to college programs, to the professional leagues, everyone seems to want to be involved in sports sponsorship.



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