



Call for Papers

Sport Marketing and Sponsorship Conference

Wednesday, April 1st – Friday, April 3rd 2020 in Cologne (Germany)

Conference Co-chairs:

Christoph Breuer

Sebastian Uhrich

German Sport University

German Sport University

We invite you to participate in the 2020 Sport Marketing and Sponsorship Conference at the German Sport University in Cologne. The conference follows the tradition of past sport marketing and sponsorship conferences (i.e., Portland in 2012, Salzburg in 2016, and San Diego in 2018).

Conference Information

The conference offers a friendly, international atmosphere and encourages in-depth discussion through its relatively small size. It has a strong focus on research related to sponsorship-linked marketing and other forms of non-traditional communications in the field of sports.

Topics of past contributions have included, for example, attention effects; implicit sponsorship effects; brand image transfer; sponsorship activation effects; sponsorship and fans; ambush marketing and sponsorship; social media marketing in sport; sponsorship and employees; and effects of sponsorship partnerships on sales.

Program committee

Christof Backhaus (Aston University), Colleen Bee (Oregon State University), Christoph Breuer (German Sport University), Francois Carrillat (University of Technology Sydney), T. Bettina Cornwell (University of Oregon), Vassilis Dalakas (California State University San Marcos), Claas Christian Germelmann (University of Bayreuth), Reinhard Grohs (Seeburg Castle University), Jesse King (Weber State University), Jörg Königstorfer (Technische Universität München), Marc Mazodier (Zayed University), Sebastian Uhrich (German Sport University), David M. Woisetschläger (Technische Universität Braunschweig).

Organizing team

Felix Boronczyk, Elisa Herold, Odile Bressat, Sonja Telkmann



Guidelines for authors

We invite you to submit extended abstracts that give readers an impression about your research project. The body of the manuscript should be at least three pages long and not exceed five pages, including figures and tables but excluding references (single-spaced, Times New Roman 12 pt, 2.5 cm margins). Please also include a cover page, full references, and a short abstract for the inclusion into the conference program (100 words). On the cover page, please include the title of the paper, names and affiliations of all authors, and complete contact information of the corresponding author (postal mailing address, e-mail-address, and phone number). Submit your paper to smc2020@dshs-koeln.de by October 1, 2019. Acceptance of the paper implies that at least one of the authors will attend the conference and present the paper.

Deadlines

Submission of extended abstracts via conference website	October 1, 2019
Notification of authors	November 15, 2019

Registration Fees

	Until January 10, 2020	After January 10, 2020
Regular Fee	230 €	280 €
Doctoral Student Fee	190 €	220 €

Conference registration fees include Wednesday evening reception, coffee breaks, lunches on Thursday and Friday, Conference Dinner, and (short abstract) proceedings.

Contact

Conference website: www.dshs-koeln.de/smc2020

Organizing team: smc2020@dshs-koeln.de