

# Dissertation Hypothesis

Student's Name

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Sport sponsorship is one of the most popular and commercially attractive industries for patronage in the current course of time due to its incremental growth and high profitability rates. Types of sponsors vary from famous corporations to banks. Banking regulations assist in management and simultaneously impose particular dilemmas, controversies and hazards to the level of efficiency and profitability of sponsorship sport events of different types. Mdekazi underlines that success in sponsorship should be based on relevant values which are promoted via a sponsored product, event or personality. It means that sports sponsorship and banking regulations are a significant challenge in practice. Hence, research of major tendencies and strategies in the area of banking regulations and sports sponsorship is topical and potentially useful. The direction of the research is as follows: the researcher will focus on seven core rules about banking regulation and financing a sport event in order to identify main drawbacks, hazards, dilemmas, and potential adjustments in banking regulations.

The research will be based on extensive literature review aimed to provide sufficient theoretical background and reveal major controversies and problems in the field of concern. One of the fundamental studies for this goal is the research conducted by Neokosmidi, Theofilou, Neokosmidis, and Theodorou. The scholars investigate activity of banks' sponsorship and its consequent outcomes. Results presented by Piotrowski, Cassab, and in "Bank of America still Prominent in Sports Sponsorships Despite Spending Reductions" will also be used as a

background for further research. Hypothesis of the study will be as follows: if main rules of banking regulation are met, sponsorship in sports sector will attract new customers, retain the current ones and result in high rates of awareness among the target audience and profits.