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My grandfather once told me that there are two kinds of people: those who work and those who take the credit. He told me to try to be in the first group; there was less competition there. Indira Gandhi.

## 1. AMBUSH MARKETING

### 1.1. Background

In the last decades, sponsoring an event<sup>2</sup> has become a very profitable activity. It is a practice to reach consumers' minds and, consequently, gain market advantage. The most interesting fields aimed at by companies are sports<sup>3</sup>, music and fashion markets. In order to improve the knowledge of trademarks and drawings, the sponsors of official events have been increasing the efforts in an unlimited basis<sup>4</sup>.

The framework of these events needs preparation, time, money invested and the interest of the target public. For these reasons, the best and most popular events must always have the presence of the most skilled athletes, as well as famous performers and actors, and also a certain public willing to pay and stay in the specific event<sup>5</sup>. Considering that the best events are also the most viewed around the world, a particular interest emerges, corresponding to the "magic" of sponsorship<sup>6</sup>.

It is not a recent phenomenon. The sponsorship of huge events, with worldwide broadcasting coverage, began in the 1970's. Huge amounts of money are being invested through sponsorship in these events and the more you pay, the

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<sup>2</sup> According to one of the available definition, adopted by the Merchandise Marks Amendment Act, 2002, of South Africa, event means any conference, exhibition, show or competition of a cultural, religious, sporting, recreational or entertainment nature which is (a) held or to be held in public; (b) likely to attract the attention of the public or to be newsworthy; and (c) financed or subsidised by commercial sponsorship, and includes any broadcast of such conference, exhibition, show or competition.

<sup>3</sup> "Sport is just war minus the shooting." George Orwell

<sup>4</sup> A. CHAUDRI, *London Olympics 2012: the race is on.* (2006), pag. 89. Also informs that, in the particular case of Olympic Games, the official sponsors of the 1996 Atlanta paid over USD 40 million and the total sponsorship fees for the Sydney Olympics 2000 were in the region of USD 700 million.

<sup>5</sup> According to WIPO Magazine, no. 04, 2006, pag.13, almost a quarter of all South Korea's TV viewers got up at 4pm to watch their team play against France in Soccer World Cup 2006.

<sup>6</sup> *Idem*, pag.13: Official Sponsor of Soccer World Cup 2006, Philips' PCT-patented, radio frequency identification (RFID) technology was brought on to tackle ticket fraud. All 3.2 million tickets contained tiny electronic data-processing chips, plus an antenna to receive and broadcast radio signals, allowing contact-free scanning at venue gates.