

Qualcomm stadium sponsorship



Qualcomm Stadium Sponsorship I travelled to Qualcomm Stadium, which is the home of the NFL's San Diego Chargers and the San Diego Aztecs college football team. Until 2003, the stadium served as the home of the MLB's San Diego Padres. Qualcomm Stadium is a multi-purpose stadium in the Mission Valley area in San Diego, California. The stadium's current naming rights are owned by Qualcomm (NASDAQ: QCOM), which is an American global semiconductor company that designs, manufactures, and markets digital wireless telecommunications products and services. The organization has its headquarters located in San Diego, California and is currently in 157 locations worldwide.

Describe all spots in the facility that where sponsorship is apparent?

On entry to the stadium parking lots, Qualcomm signs can be seen at top of the stadium on the east and west sides of the stadium. Also on top of the stadium next to Qualcomm, but on a smaller scale, is a sponsorship sign for Union Bank, which is one of the official sponsors of the stadium and of the Chargers team. When entering the main gates of the stadium, the entrance ways have Qualcomm signs and showcase another stadium sponsor, Bud Light. These signs are on top of the pathway. The ticket office also has Qualcomm signs. On first entrance into the stadium, wall sponsorship of Sycuan, which is a San Diego Casino, greets fans. At the concession area, Bud Light signs grace the places to buy drinks; there are no other sponsors for food concessions. Inside the playing arena of the stadium, many different sponsorship signs can be found. The Jumbo-tron has Qualcomm Stadium on the top of it. Further down the Jumbo-tron there is a big Bud Light sign that is lighted. On the sides of the Jumbo-tron, Pepsi has small signs. On one side there is an advertisement for Toyota, while Union Bank is on the other side.

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On the opposite side of the stadium there is a smaller Jumbo-tron with a Qualcomm sign on top and a Bud Light sign underneath.

The stadium has electronic ribbons on the second level that flash and scroll advertisements during the game. Toyota, Union Bank, Qualcomm, Sycuan are the main companies advertised on the ribbons.

List all the potential opportunities for sponsorship that are not being used.

There is a trolley system that brings fans back and forth from the city to the stadium that has no sponsorship signage. On the outside and inside walls of the stadium there are statues and plaques of the San Diego Padres baseball team all over the stadium. This takes up most of the inside and outside space. These are prime areas for sponsorship; however, they are being used to remember the MLB baseball team that is no longer using the stadium. The San Diego Padres moved to their own brand new stadium a few years back. The Padre statues and plates could be taken down and used more constructively for sponsorship purposes. At the top of the stadium and completely around the stadium, the Chargers have the flags of all of the other NFL teams in the league. This space could potentially be used for sponsorship as well.

Explain why or why not you believe this facility has acknowledged sponsors in a tasteful manner?

I believe that this facility has acknowledged sponsors in a tasteful manner with good placement and proper sizing. Signs are clean and placed in a manner that can be viewed, but they are not overdone. There is no overkill or clutter with sponsorship at this stadium.

Do you believe this facility is maximizing its sponsorship potential?

Yes, I believe that this facility is maximizing its sponsorship potential both

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inside and outside of the stadium. Signs are present in the best areas possible without looking cluttered. The video ribbon is a great way to advertise and get additional revenues through rotating sponsorships. Not much more could be done in terms of adding sponsorship to this facility because the current sponsorship signs are evenly placed throughout the stadium.