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Sport Management. Sponsoring in General

By Thorsten Reichelt

GRIN Verlag Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2003 in the subject Sport - Miscellaneous, Comenius University in Bratislava, language: English, abstract: The beginning of the sponsoring as it is used today is from the many hundred years ago. The first sponsor were rich people who sponsored poets to write poems for them. So e.g. sponsored Gaius Clinius Maesenas the poets Horaz, Vergil and Properz. With these money these poets could write their important works that are known all over the world. The beginning of the sponsoring is near the word 'mazenatentum'. A definition of this word is the following: 'Patronage, by both definition and usage, is essentially an altruistic activity carried out with no expectation or return other than the satisfaction of knowing that is being done.' (Diggle 1975, 14). Later in time the rich people also sponsored other people, but the kind of people changed over time. In the beginning poets were sponsored, but in the mid age only scientist and artist were sponsored. In the end of the mid age there was also a new social class...



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