

**Stock Price vs Professional Baseball Games: An Exploration Study of the Relationship Between Sponsor's Stock Price and Professional Baseball in Taiwan**

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The performance of professional sport teams and spectators support can increase sponsor's visibility and enhance marketing results. In the past, most of the studies were focused on sponsor's exposure opportunities, spectators' awareness, and the recognition of the company. Stock price is one of the important elements in assessing corporate value. Due to limited literature in this subject and the need to explore other aspects of the sponsorship evaluation, the purpose of the study was to examine the stock price of the professional baseball sponsors in Taiwan during regular season, play-offs, and the championship. The samples of the study were taken from the eleven sponsors and their respective stock prices between 2005 and 2006.

Documentary analysis was utilized to analyze the stock price at four different timeframes in the beginning of the first half season, in the beginning of the second half season, the playoffs, and the championship.

After data analysis, the results showed that:

- 1) the sponsor's stock price performed better when the teams ranked higher (played in the play-off and advanced to the championship)
- 2) During the five days before and after the opening game of the first and the second half of the regular season, sponsors' stock prices were not influenced significantly. The insufficient promotional campaign of the teams and the league might be a contributing factor
- 3) During the playoffs and the championship games, there were more marketing campaigns and more media exposure. As a result, the sponsors' stock prices are higher than those from the opening days of the first and second halves of the season
- 4) During the baseball season, sponsors' stock prices were influenced by the game schedule. Their stock performed better than the average market. However, after the baseball season was finished, the stock price performance returned to the regular market mechanism.

This is the first study to evaluate sponsorship during the baseball season from the aspect of the sponsor's stock price. The results and discoveries are unique. By knowing the relationships between sponsorship and the company's stock price, sport organizations can utilize the findings to initiate marketing proposals. Sponsors can also use this unique vehicle to generate better corporate gains. More studies need to be done to follow up on this special subject of the sport sponsorship.