Currently, companies should look for creative strategies to position themselves in the consumer's mind. In this context, sports sponsorship presents itself as an extremely efficient strategy as it associates sports values with brand (Beech & Chadwick, 2007). At the same time, sports organizations are increasingly seeking recipes to achieve their goals. Sponsorship is characterized as a way of guaranteeing a budget for a medium-long-term planning (Ferrand; Camps & Torrigiani, 2007). And no less important, for the main players of the sports industry (sponsors and sponsored) to achieve their goals, it is imperative to recognize the needs of other partners, that is, communication vehicles and advertising agencies. As for vehicles, both sponsors and sponsored, depend, directly or indirectly, on significant media exposure (Traquina, 2005). Advertising agencies are increasingly involved in sports sponsorship, both in the decision-making process and in the development of strategies (Sampaio, 2013). The city of Brasília, despite being the capital of Brazil, concentrating the main state-owned companies, communication vehicles and advertising agencies of the country, historically lacks sports entities that dispute the main divisions of the national sports championships, even more in soccer modality. Among the causes pointed out by the Brazilian sports leaders is the lack of resources to set up competitive teams, mainly originated from sponsorships. The present work has the objective of analyzing the relationship between investing companies, sports entities, communication vehicles and advertising agencies to carry out sports sponsorship in Brasília, Federal Capital of Brazil. For this, the decision-making process, strategies developed, and the return obtained by companies and sports entities in the federal capital were verified. The determining factors for the insertion of sports news in the media, as well as the relationship between advertising agencies and sports sponsorship, also constitute the goals of this work. Starting at a mapping conducted from available documents, websites, social media and non-participant observation, all sponsoring companies, sports entities (committees, federations, clubs), communication vehicles (digital, print and electronics) and advertising agencies in Brasilia became part of the study goal. Characterized as a qualitative (Hagette, 1995) and quantitative research (Mattar, 2001), the data collection was based on electronic questionnaires with the professionals responsible for the sponsorship of the players. This study was approved by the Ethics Committee of the University of Brasilia - Opinion: 2.598.700 - 04/13/2018. Data indicates that sponsoring companies join to sports through personal relationships and identification with the sporting modality (potential), aiming, in most cases, to return media and image. As for sports entities, much of them shape their projects based on their needs and not on potential sponsor expectations. The communication vehicles of Brasilia take into account the modality with greater penetration in their region of coverage for insertion in their programs. Finally, advertising agencies took a leading role in the decision to invest in sponsoring sports, especially when taken into account medium-size companies.