ABSTRACT

According to T Bettina Cornwell in Sponsorship In Marketing Sponsorship in sports, arts, or events can be a powerful form of marketing communication for businesses and organizations. As time goes by, technology is getting more sophisticated, the media is growing. One proof of this development is the presence of Youtube which is one of the platforms used by many people. Realfood is one of the brands that take advantage of this by becoming the main sponsor of the Cabriolet Challenge which is uploaded on youtube starting on January 16, 2021. The purpose of this research is to find out how much influence the Sponsorship of Cabriolet Challenge 2021 has on the Realfood Brand Image. The research used is a causal relationship. Because this research is oriented to determine the relationship between the independent variable and the dependent variable. This study uses quantitative methods. Sampling was done by non-probability sampling method purposive sampling type, with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and simple linear regression analysis. Based on the results of hypothesis testing, Sponsorship Cabriolet Challenge 2021 on Realfood's Brand Image has a significant effect on audience response with count (19.357) > ttable (1.660) where this value meets the requirements for hypothesis testing. It can be concluded that the Sponsorship Cabriolet Challenge 2021 on Realfood's Brand Image has an influence of 79.21% on increasing brand image and the remaining 20.79% is a contribution that is influenced by other factors. included in this study.

Keywords: Sponsorship, Brand Image