

ABSTRACT

According to Roy & Cornwell (2003) stated that by making him a sponsor in an event, of course, it is hoped that brand awareness or brand / corporate image will increase in the eyes of consumers. In order for consumers to know more about the products being marketed, companies should pay more attention to the community by doing Corporate Social Responsibility (CSR). The purpose of this research is to find out how much influence Euro 2020 Sponsorship has on Coca-Cola's Brand Image. Because this research is oriented to determine the relationship between the independent variable and the dependent variable. This study uses quantitative methods. Sampling was carried out using a non-probability sampling method with purposive sampling type, this study used an error rate of 10%. The number of respondents 100 people discussed sponsorship at Euro 2020 to increase the brand image of Coca-Cola products in the calculation above. The data analysis technique used is descriptive analysis and simple linear regression analysis. Based on the results of the hypothesis test, Sponsorship of Euro 2020 on the Coca-Cola Brand Image has a significant effect on audience response with a t value of 19.268. Because tcount (19.268) t table (1.660), then H0 is rejected where this value meets the requirements of hypothesis testing. It can be concluded that Sponsorship, Sponsorship of Euro 2020 on the Coca-Cola Brand Image has an influence of 79.03% on increasing brand image and the remaining 20.97% is a contribution that is influenced by other factors. audience but were not included in this study.

Keyword : *Brand Image, Sponsorship, Brand*