

Charlotte Albright
Sponsorship Analysis
Dr. Beth Barnes
April 25th, 2021

McDonald's

Ronald McDonald House

1. One of McDonald's biggest sponsorships is the Ronald McDonald house. "In total in 2019, McDonald's, our Franchisees and customers donated around over \$126 million to RMHC, helping provide approximately 1.6 million overnight stays for RMHC families around the world" (McDonald's Corporation, 2019). The first Ronald McDonald house opened in 1974 in Philadelphia (RHMC.org, 2021). McDonald's has been the original sponsor for the Ronald McDonald House charities from the beginning, the RMHC is a community event. McDonalds gets advertising out of this sponsorship is advertising for the fast-food chain. This builds brand awareness for McDonald's and drives sales up. Especially in stores when customers can donate while purchasing meals from the store itself making it easy for people to donate to RMHC.
2. Positioning and image for McDonald's sponsoring the RMHC has a strong consistency with the brands image. McDonalds brand image and mission are to make delicious feel-good moments easy for everyone. They also want to make sure their meals are cheap enough for people to afford and are very strong family-oriented store with their kid's meals and toys and play places. This connects to the Ronald McDonalds House charity because it also is very family oriented trying to keep sick children as close to their families as possible and make it easy on them for costs such as food.

McDonald's audience reach and appeal is very strong for their sponsorship with RHMC because it targets the right people and fits the brands key points. By developing the right

target like families with RMHC and McDonald's it gives the brand a more effective marketing communication strategy. A family in the hospital needs McDonalds to support them in any way they can while trying to stay close to their sick children gives them a good fit in McDonald's values as well.

While McDonald's sponsors RMHC its marketing and sales objectives are very strong. McDonald's generates awareness for Ronald McDonald House as much as RMHC generates awareness for McDonald's stores. At the RMHC they get lots of donations not only in the form of money but also McDonalds donates meals to the families in their homes. This advertises McDonalds and how they support the RMHC by giving them food donations and donations for the RMHC as a whole to the charity. This also enhances the distribution of McDonald's products because it advertises them to the public when they see the RMHC logo they know it is also the McDonald's logo.

All-American Basketball Game

1. McDonald's has been sponsoring the All-American, all-star basketball games for American and Canadian boys and girls since 1978 (KemperLesnik, 2020). These games consist of recent high school graduates who are the top players in basketball. There is one exhibition game played and then the rest is a slam dunk contest and a three-point shooting competition. All of the teams are sponsored by McDonald's which gives them a lot of brand exposure. For their sponsorship they have their logo on all of the team's jersey's, the stadium that they play in and it is broadcasted everywhere that it is the McDonald's All-American game. The proceeds from this annual event go to the Ronald McDonald House and their Ronald McDonald House programs (mcdonaldsallamerican.com, 2020). Every year they switch the proceeds to a different

Ronald McDonald house, in 2018 it went to the Atlanta Ronald McDonald House charities, and each year they change it. To watch the game in person it usually sells out and the average attendance is 16,000 (KemperLesnik, 2020). Since it is one of the largest crowds in game history, it is improving game operations, fan experience and McDonald's brand presence (KemperLesnik, 2020). This also increases the annual proceeds to the Ronald McDonald charities.

2. For McDonalds audience reach and appeal with the All-American basketball game they do a very good job an acceptable reach and frequency. The All-American game is a big reach for all the players, and viewers who are watching and seeing in person the McDonald's logo to know who is sponsoring the event. The measure of people viewing and seeing that McDonald's is a sponsor raises the number of potential new customers. McDonald's has an acceptable reach because they get across McDonald's brand throughout the event. The event has a high frequency as well because the number of times the customers are being exposed to the McDonald's logos and Ronald McDonald House charity donations are high. It is also the right target because there is a wide range of people who watch the All-American games as well. A bunch of different kinds of people watch the games and see McDonalds giving them another reason to buy their brand.

McDonald's positioning and image is strong in some points but weaker in others. It does not necessarily have a consistency with the brands image because it is a fast-food restaurant sponsoring an athletic event. It does go along with the support McDonalds gives to the Ronald McDonald charities. The Ronald McDonald charities give to local families in need of living supplies while family members are in the hospital. This could

affect anyone at the All-American games, even some of the players. The image McDonald's gives to the public about who they support gives them a very good image for the public and their customers knowing they give back to the community. McDonald stores at the end of the game when they pick an All-American MVP, they also put that winner on the side of their large cups. Getting their brand's image out there even more to let others who did not know before they sponsor the All-American game.

I think that McDonald's marketing and sales objectives are very strong when it comes to the All-American game. During the game, every player has a jersey with the McDonald's logo and on the court, it is in big letters, so everyone clearly knows who is sponsoring the event. This puts McDonald's in the viewers' head while watching the game and wanting to buy products from that fast food restaurant over others. It generates awareness about the Ronald McDonald House as well because the proceeds go to one of the houses that year to help out the charities and families involved with the program.

3. McDonald's overall approach to sponsorship is one of the strongest in brands today. McDonald's knows how to put their brand out there and put it into the correct sponsors. McDonald's makes sure to put their brand everywhere when they are sponsoring, and it makes it prominent enough when advertising themselves to consumers. The impression of McDonald's approach brings more sales to the company and more potential new customers. The sponsorships both reinforce the brand's overall image very well, the Ronald McDonald House sponsorship is directly connected to McDonald's and they were the ones who originally started it. They have similar images because it is for the families and they want to promote easy meals for everyone just like RMHC they want to help people as well. The All-American basketball game reinforces the McDonald's image by

making sure they give back to the community they host the game in and that goes along with the Ronald McDonald house as well. These sponsorships helped reach audiences they may have not reached before because their sponsorships grab a broader range of people.

On McDonald's home page they always have their most recent deals and new items. At the top they also have a section where you can press to find careers through their business. Under all their most recent deals is where people can find where they donate money and help their community. From there anyone can see what they do to give back to the community. McDonald's represents itself on its homepage with everything that is important to them, including having affordable meals for everyone and giving back to the community that helps them everyday as well.

References

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