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Abstract
The sport sponsorship of enterprise is the relationship of win-win. The successful sponsorship is based on the benefit between sports organization and enterprise. Therefore, the enterprise sponsor the sport events is not simple the competition for money, but the connection with event and brand. Besides, sponsorship focuses on the target group that enterprise want to deliver the message, so it must consider not only the effect of sponsorship but also the sponsor and sport event match-up and the influence of the strategies of sponsor managing event on consumers before deciding the strategy of sponsor.

Therefore, this paper use the experimental design method with the consumer perceptions and take the independent variables of sponsor and sport event match-up and promotion types to discuss the influence on consumer attitudes, and the moderated variables are the consumers' knowledge and involvement of baseball team to explore the influencing effect of the connection of match-up and promotion types with consumer attitudes.

The study finding shows the model of the influence of sponsor and sport event match-up on consumer attitudes reach the significant level. The finding also points out that the difference of consumers' attitude on match-up. Moreover, it is found that the construct of the awareness and image on sponsor shows that the effect of the image-based similarity is better than function-based similarity. And it is not significant difference in whether the sponsor has the promotion types or not. In addition, the different degree of involvement has significant influence on consumer attitudes, and the different construct of knowledge doesn't have the expect effect on consumer attitudes.
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