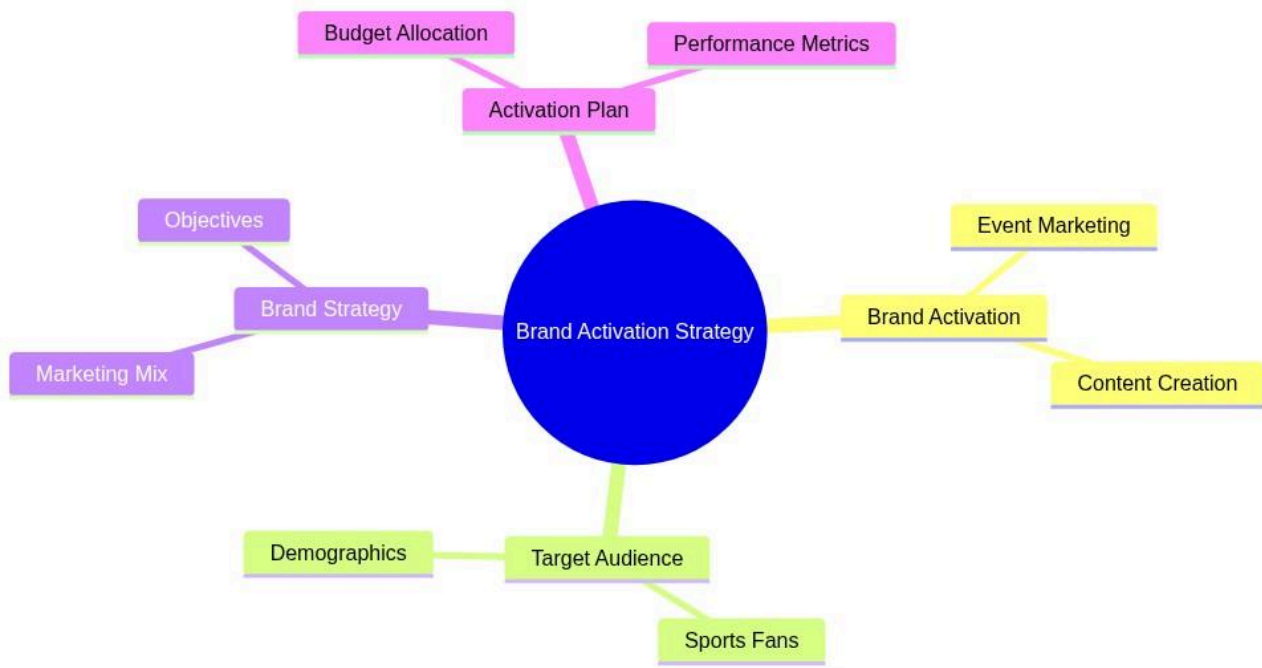


Sports Sponsorship

Brand Activation Strategy



mindmap

```
root((Brand Activation Strategy))
  Brand Activation
    Event Marketing
    Content Creation
  Target Audience
    Sports Fans
    Demographics
  Brand Strategy
    Marketing Mix
    Objectives
  Activation Plan
    Budget Allocation
    Performance Metrics
```