Accessing and exploiting organizational resources are essential capabilities for competitive sport organizations, particularly those engaged in motorsports, where teams lacking resources frequently dissolve. Corporate sponsorship represents a common method for resource acquisition, yet not all sponsorships equally benefit the sponsored organization. Sponsorship utility can be dependent on institutional dynamics such as league governance that produces competitive disparities. Through this study we extend the resource-based view to assert that sponsorships vary in their propensity to contribute to team survival, warranting prioritization in sponsorship strategy based on access to different sponsor resources. To empirically investigate the influence of a variety of sponsorships, survival analysis modeling was used to examine 40 years of corporate sponsorship of Formula One racing teams. One finding from the longitudinal analysis was that sponsorships offering financial or performance-based resources enhance team survival to a greater degree than operational sponsorships. However, such prioritization is subject to team experience, changes in institutional monetary allocation, and diminishing returns.

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Formula One, also known as Formula 1 or F1, and currently officially referred to as the FIA F1 World Championship, is the highest class of auto racing sanctioned by the Fédération Internationale de l’Automobile (FIA). It is also the highest TV rating sport in the World. F1 in Malaysia was inaugurated at Sepang International Circuit (SIC) on March 9, 1999 by the country’s 4th Prime Minister, Tun Dr. Mahathir Mohammad. Among the main findings are F1 Malaysia has strong government support and sponsorship, one of world best circuit and cheapest ticket price among all the GP organizers. The main weakness is there in no entertainment, amusements and nightlife at the race location. Formula 1 Racing originated during the 1920-30s in Europe from other similar racing competitions. In 1946, the FIA standardized racing rules and this formed the basis of Formula One racing. The inaugural Formula One World Drivers’ championship was then held in 1950, the first world championship series. Formula One - Champion of Champions. In Formula One racing up to 4 drivers can be used by teams in a season. Following are some of the charismatic and fastest drivers of all times in the history of F1 racing. World Drivers’ Championship Award. Keywords: Formula One Motor Racing, competitive balance, empirical industry study, sports economics. JEL-Codes: Z20, Z21, L83, C01, L13, M21. * Professor of Economic Theory, Institute of Economics, Ilmenau University of Technology, Ehrenbergstr. Since non-teams sports differ from typical team sports, the analysis of competitive balance in non-teams sports requires an adaptation and evolution of competitive balance measuring methods. Furthermore, different non-team sports differ considerably from each other, so the features of the sports in question. One finding from the longitudinal analysis was that sponsorships offering financial or performance-based resources enhance team survival to a greater degree than operational sponsorships. However, such prioritization is subject to team experience, changes in institutional monetary allocation, and diminishing returns. Keywords: motorsports, survival analysis, marketing strategy, resource-based view, resource priority, competitive advantage. Joe Cobbs, B. David Tyler, Jonathan A. Jensen, Kwong Chan. Prioritizing Sponsorship Resources in Formula One Racing: A Longitudinal Analysis (2017). Journal of Sport Management, 31(1), 96-110, 2017., Available at SSRN: https://ssrn.com/abstract=3158550. Joe Cobbs (Contact Author). A Formula One race event is an automobile race using open wheel cars. The race takes place over an entire weekend. There are two practice sessions on Friday. On Saturday, there is one more practice session and then the qualifying session. The race itself takes place on Sunday. Formula One races are run under the rules and control of the FIA. Typically, a FIA support series, such as the GP2 Series, also runs during a race weekend.