

Company Name:	IRIS Sport – Intelligent Research in Sponsoring https://www.iris.sport/
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Contact Name(s):	Daniyar Ali https://www.linkedin.com/in/daniyar-ali/
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Overview of the projects and proposed titles: To be defined with students depending on the chosen projects	
Context/background to this project: Projects of interest for IRIS Sport are related to: <ul style="list-style-type: none"> - International Expansion Strategy of Bundesliga clubs, evaluating which favorite holiday destinations fans of specific clubs have/ in which countries a particularly large number of people are interested in a respective club/ in which markets the growth in Bundesliga followers has been highest in recent years etc. - Development of sponsorship of female athletes, challenges of female athletes to acquire sponsorships. - Influence of many sponsors on an advertising medium on sponsor perception (e.g. information overload on formula 1 cars). - Strategies of less popular sports for acquiring sponsors. - Other projects suggested by the students are welcome. 	
Desired outcomes: Report and presentation	
Specified tasks during the project e.g. qualitative data collection (interviews, focus group interviews, observations, visual methods (i.e. photographic methods) etc.), quantitative data collection (survey research, content analysis etc.); data analysis (primary and/or secondary analysis); presentations: It depends on the chosen project.	
Desired students' skills e.g. survey design, creating interview schedules, Excel, SPSS, experience of project design, specific language requirements (these will be used as part of the matching process): It depends on the chosen project. To be discussed with the contact person of IRIS.	
<u>Student support</u> Preferred method of contact for Project Lead: email or LinkedIn message Periods Project Lead is unavailable from February – May: --- Secondary contact for Project: Johannes Buchholz, https://www.linkedin.com/in/johannes-buchholz-0287911a2/ , johannes.buchholz@iris.sport	
Other information which you think would be relevant to students completing the project. E.g. Access to data. ---	