This study surveys professional niche sports sponsors in an effort to empirically understand what selection criteria these companies deem important when evaluating professional niche sports sponsorship proposals. Findings suggest that professional niche sports properties may possess unique attributes on which sponsors place very high levels of importance, such as cost effectiveness, flexibility in assisting sponsors achieve their objectives, a more targeted fan-base and decreased sponsorship clutter. Pragmatically, findings provide professional niche sports managers with tools that may be useful when competing for sponsorship funding against more established mainstream sports properties. Theoretically, the current study begins to fill a gap in the sports sponsorship literature which has primarily focused on mainstream professional sports, major intercollegiate sports and elite amateur sports such as the Olympic Games.

**Journal:** International Journal of Sports Marketing and Sponsorship, 14(2)

**Year:** 2013

**Key Words:** Sports Properties, Sponsorship Criteria, Niche Sports