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## SPONSORSHIP MARKETING OF EUROPEAN COUNTRIES IN THE CONDITIONS OF MARTIAL LAW IN UKRAINE

## СПОНСОРСЬКИЙ МАРКЕТИНГ ЄВРОПЕЙСЬКИХ КРАЇН ЗА ВОЄННОГО СТАНУ В УКРАЇНІ

**Introduction.** *In the conditions of war in Ukraine, the assistance of European states is invaluable. The sponsorship, being a synthetic marketing communication, becomes a key means of ensuring the image of states and positioning in the global marketing environment.*

**Problem.** *The methodology of the functioning of sponsorship marketing and sponsorship mechanisms in all spheres of social life has been studied by many scientists. However, there are no scientific researches that reveal the specifics of the implementation of sponsorship marketing by European states in wartime and justify sponsorship as a marketing communication capable of creating a positive image of states and ensuring their strategic positioning in the global marketing environment.*

**Вступ.** *В умовах війни в Україні неоціненною є допомога європейських держав. Спонсорство, як синтетична маркетингова комунікація, стає ключовим засобом забезпечення іміджу держав та позиціонування в глобальному маркетинговому середовищі.*

**Проблема.** *Наразі відсутні наукові праці, що розкривають особливості реалізації спонсорського маркетингу європейськими державами в умовах війни та обґрунтовують спонсорство як маркетингову комунікацію, що спроможна створити позитивний імідж держав та забезпечити їх стратегічне позиціонування у глобальному маркетинговому середовищі.*

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**The aim** of the article is to substantiate the peculiarities of the sponsorship marketing implementation by European countries in the conditions of war in Ukraine, to prove a significant role in the formation of the state's image and brand in the global marketing environment.

**Methods.** Methods of analysis and synthesis, system and structural analysis, comparison, logical generalization, hypothetical and deductive method are applied.

**Results.** Sponsorship marketing trends in the global marketing environment are identified and innovative ways of encouraging people to change their behavior under the influence of social factors are identified. It has been proven that in the conditions of war, sponsorship, being a synthetic marketing communication, becomes the main tool for meeting public needs. A hypothesis was put forward that the level of preservation of social values correlates with the toolkit of sponsorship marketing.

**Conclusions.** In the conditions of war in Ukraine, which has had a significant impact on the economy of European countries, sponsorship marketing and sponsorship are becoming the main tools for forming the image of the state, strengthening brand loyalty and positioning in the global marketing environment. European states that form a socially responsible image and brand based on the use of effective sponsorship marketing tools have significant opportunities for recognition by the world community, strengthening the loyalty of citizens of various states, which is important for effective social and economic development and preservation of public values.

**Keywords:** sponsorship marketing, sponsorship, marketing tools, state image, state brand, social values, hypothesis.

**Метою** статті є обґрунтування особливостей реалізації спонсорського маркетингу європейськими країнами в умовах війни в Україні, доведення його значущості у формуванні іміджу та бренду держави у глобальному маркетинговому середовищі.

**Методи.** Застосовано методи аналізу та синтезу, системно-структурного аналізу, порівняння, логічного узагальнення, гіпотетично-дедуктивний метод.

**Результати дослідження.** Виявлено тенденції спонсорського маркетингу в глобальному маркетинговому середовищі та визначено інноваційні способи спонукання людей до змін поведінки під впливом соціальних чинників. Доведено, що в умовах війни спонсорство стає основним інструментом задоволення суспільних потреб. Висунуто гіпотезу про те, що рівень збереження суспільних цінностей корелює з інструментарієм спонсорського маркетингу.

**Висновки.** Війна в Україні суттєво впливає на економіку європейській країн. Спонсорський маркетинг та спонсорство стають основними інструментами формування іміджу держави, посилюється лояльність до бренду та позиціонування в глобальному маркетинговому середовищі. Європейські держави, які формують соціально-відповідальний імідж і бренд на основі використання дієвого інструментарію спонсорського маркетингу, мають значні можливості визнання світовою спільнотою, посилення лояльності громадян різних держав, що є важливим для ефективного соціально-економічного розвитку та збереження суспільних цінностей.

**Ключові слова:** спонсорський маркетинг, спонсорство, маркетинговий інструментарій, імідж держави, бренд держави, суспільні цінності, гіпотеза.

**JEL Classification:** D11, D21, F01, H10

**Introduction.** In the conditions of increasing informational and interstate conflicts, the ability of states to act socially and responsibly to preserve the lives of people and society is the basis of successful image formation, brand strengthening, and the choice of positioning methods. This is confirmed by the rapid decline of Russia's brand and image after the beginning of war with Ukraine. Konrad Jagodzinski, Place Branding Director, notes that "Russia is now paying a heavy economic price for its

decision to start this war. This is demonstrated by the self-inflicted damage to Russia's nation brand, which is now worth less than that of Belgium – a country with a population 12 times smaller. The decision to go to war appears to have undermined Russia's economic standing, as evidenced by the stark nation brand value decline from USD 786 billion last year to USD 642 billion in 2022. This reflects the damage to commercial brands associated with Russia, to the country's ability to access capital, as well as to its potential to influence perceptions across the world" [1].

In the conditions of war, sponsorship, being a synthetic marketing communication, becomes a key means of ensuring the image of states and its positioning in the global marketing environment, so sponsorship marketing acquires new impulses for development.

**Problem.** The methodology of the functioning of sponsorship marketing and sponsorship mechanisms in all spheres of social life has been studied by many scientists. However, there are no scientific researches that reveal the specifics of the implementation of sponsorship marketing by European states in wartime and justify sponsorship as a marketing communication capable of creating a positive image of states and ensuring their strategic positioning in the global marketing environment.

**Analysis of recent research and publications.** The methodology of the functioning of sponsorship marketing and sponsorship mechanisms in the system of socially responsible marketing of companies has been studied by such scientists as R. Biscaia, P. Bitz, A. D'Astous, D. Yadin, G. Deitz, T. Cornwell, F. Jefkins, C. Fill, G. Spais, G. Hughes, M. Koren, Y. Kwon, M. Johnston, T. Meenaghan, S. Myers, I. Montrin, G. Trail. In researchers' studies sponsorship marketing is mostly revealed from the standpoint of ensuring the development of companies by increasing brand awareness, expanding the target audience, and generally conducting marketing intelligence. Sponsorship is analyzed as a means of marketing communications or charity, which determines the directions of the development of companies due to the financing of sports games, performances, conferences, TV programs, charity events, and other events aimed to strengthen consumer loyalty to the brand [2–5]. T. Cornwell, Y. Kwon (2020) have been investigating sponsorship marketing from 1996 to 2017. The overarching conclusion is that there is a surplus of research that examines audience responses to sponsorship marketing but a shortage of research that examines marketing management of the sponsorship process [6]. Some researchers have emphasized that "... systematic approach has not been developed to integrate both the approaches in the consumer context, in order to give a holistic knowledge of the determinants influencing sponsorship's efficacy" [7]. Only some researchers consider separate aspects of the implementation of sponsorship marketing as part of state regulation and ensuring the development of a democratic society [8]. Spais and Johnston (2014) have suggested that we know little about the

strategic practices that support organizations making the transition from sponsoring in domestic markets to sponsoring in international markets [9]. Indeed, sponsorship marketing and sponsorship are most common in sports, cultural and theatrical events, charity and education, health care, cultural heritage, ecology, scientific activities. This is due to the fact that sponsored events are directly related to a specific consumer and the way it functions, due to which the sponsor's contacts with target segments and markets are expanded and deepened. One of the most attractive aspects of sponsorship marketing is the possibility of joining the image of the sponsoring object to the image of one's own brand [10]. The issues of implementation of sponsorship marketing and sponsorship mechanisms in the global marketing environment, its impact on the satisfaction of public needs and interests, the use of public potential in the direction of preserving public values are required further theoretical justification and practical implementation.

**The aim** of the article is to substantiate the peculiarities of the sponsorship marketing implementation by European countries in the conditions of war in Ukraine, to prove a significant role in the formation of the state's image and brand in the global marketing environment, to present a hypothesis about the existence of a correlational dependence between the level of preservation of social values and the tools of sponsorship marketing.

**Methods.** Methods of analysis and synthesis, system and structural analysis, comparison, logical generalization, hypothetical and deductive method are applied.

**Results.** In the global marketing environment, the alignment of national interests with the interests of society is the ideal foundation for the successful implementation of image formation and brand development strategies by European states. Therefore, sponsorship marketing has become the main component of the state's marketing policy, it acquires the importance of a tool for effective promotion and positioning of the national brand and it is implemented through various marketing channels and means of communication on the international market. This situation has increased the interest of public authorities in scientific and practical marketing tools. Its successful implementation is able to identify the real needs of citizens, streamline the activities of public management and optimize social interactions between state and society. As a result, conditions for effective social dialogue between the subjects of service provision, consumption and effective implementation of sustainable development goals have been created [11].

Revealing different levels of functioning of marketing mechanisms, modern experts do not have a single point of view regarding the definition of the concepts of sponsorship marketing and sponsorship in general. Some researchers highlight the methods and tools of sponsorship marketing within the framework of the implementation of the social marketing sponsorship tasks [12]. Other authors define only some aspects of this concept and reveal

the content of virtuous (charitable) marketing along with sponsorship marketing [13]. Sponsorship reflects the relationship between the sponsor and the recipient in order for the sponsor to achieve certain communication goals. The sponsorship is the support used to achieve certain marketing objectives. The sponsorship is the endorsing of an uncommon occasion to help corporate goals by improving corporate image, expanding attention to brands, or straightforwardly stimulating sales of products and services that can be personal or joint; the occasion can be a one-time affair or a continuing series of activities [8]. In the research work "Complete Guide to Sponsorship" L.Ukman has underlined that "Sponsorship should not be confused with advertising. Advertising is considered a quantitative method, while sponsorship is observed as a qualitative medium" [14]. Sponsorship refers to a synthetic type of marketing communications, as it includes various components of marketing communications. F. Jefkins and D. Yadin [15] highlight such areas of sponsorship as sports, cultural events, publications, exhibitions, education, charity and local events.

The prevalence of sponsorship marketing in recent years determines achievements in medicine, engineering, nanotechnology, environmental protection, promotion of a healthy lifestyle, and opens up new opportunities for conveying valuable information to target audiences and society. In Ukraine, under the Law of Ukraine "On Advertising" [16] the following definition is provided: "Sponsorship is voluntary material, financial, organizational and other support by individuals and legal entities for any activity with the aim of promoting exclusively their name, designation, and brand for goods and services". It is worth noting that the current Law of Ukraine "On Charitable Activities and Charitable Organizations" [17] does not define the subject of sponsorship regulation. Therefore, most Ukrainian scientists believe that sponsorship cannot be charity. This approach once again proves that scientists and practitioners pay considerable attention to sponsorship, which contributes to the support of a certain activity or PR of a legal entity or individual.

Modern world trends, which have both a positive and a negative impact on the functioning of the global marketing environment, make it necessary to assert that sponsorship should play a significant role at the state level. The mechanism of its implementation should be developed and regulated by the state marketing policy through the development and support of various marketing tools. Today, the directions of sponsorship should include:

- promoting the implementation of international, national, regional and local programs;
- improvement of the material and moral situation of people who need help;
- provision of assistance to citizens affected by natural disasters, ecological, man-made and other disasters;
- providing support to people affected by social conflicts and accidents;

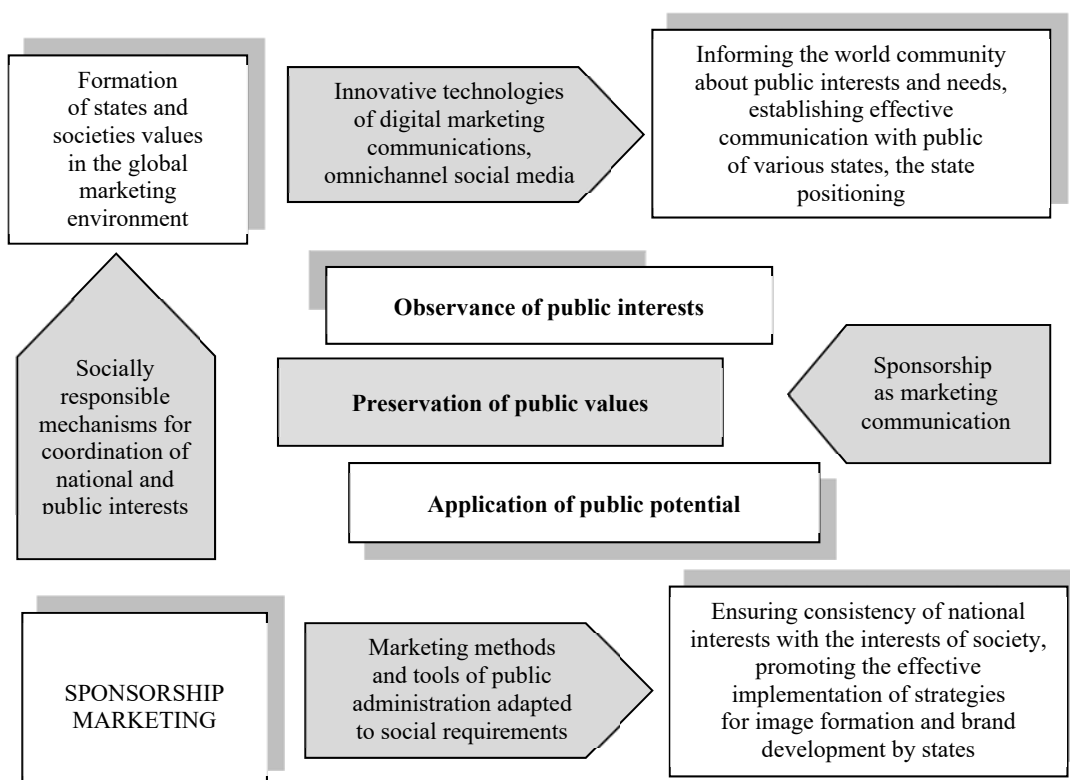
- promotion of the development of science and education, implementation of scientific and educational programs, provision of assistance to lecturers, teachers, scientists, students, students;
- implementation of social and cultural development programs;
- support of talented and creative youth;
- creation of protection, protection and preservation of cultural heritage;
- providing assistance in the development of publishing, mass media, and information infrastructure;
- promoting the development of health care, mass physical culture, sports and tourism;
- promotion of protection of motherhood and childhood;
- ensuring the formation of the image of the state and the development of the brand;
- observance of public interests, preservation of public values, formation of public potential.

The main reason and purpose of sponsorship in the global marketing environment is the communication component, which helps in understanding and strengthening the image and reputation of sponsors, both individuals and legal entities, as well as states. Sponsorship helps to strengthen positive associations and images with the brand, and also adds to the authority of the sponsor in the perception of consumers. The main values of sponsorship can be called the formation of awareness among the target audience of a specific situation and the highlighting of social responsibility. This forms and strengthens a socially responsible attitude, maintains a reputation in a defined target audience and ensures increased loyalty in a potentially new one. The communicative effect of sponsorship at the level of states aims to "break through" the inertia of perception, protective information barriers and increase the level of awareness of the image of states through association with an event, a prominent figure, expert opinion, activities related to charitable intentions and compliance social value.

Innovative sponsorship marketing tools play an important role in informing and motivating people to change their behavior in a global marketing environment under the influence of various factors. In the conditions of war, social factors become the main factors, which reveal the understanding of the consumer as a member of society with communicative features, determine new ways of forming and meeting needs with effective methods, under the condition of increasing the welfare of all members of society. That is why we can talk about the tendency to adapt the traditional marketing tools to the innovative trends of sponsorship marketing, its importance for the development of socially responsible states in the conditions of war and the acquisition of a new purpose in the global marketing environment (*Figure*).

In the conditions of war, the possibilities of meeting the public needs of consumers are realized by the tools of sponsorship marketing. In the digital

society, sponsorship marketing creates a number of tools and mechanisms that ensure the implementation of sponsorship programs. As elsewhere in business and in society at large, the advent of digital has significant implications for sponsorship. New media provide focused channels of communications to achieve traditional sponsorship objectives [18]. Other results show acceptable model fit and confirm the usefulness of understanding the effects of content marketing on sponsorship favorability [19]. At the same time, the right of each individual to decide whether to accept or reject changes is deeply respected. Ph. Kotler, H. Kartajaya, Setiawan I. rightly point out in their 'Marketing 5.0: Technology for Humanity' study that marketers should choose rational ways of symbiosis between themselves and digital technologies, focusing on ensuring important social interactions and preserving society's values [20, p. 10]. Today, marketing technologies play the role of a generator of communication flows between governments, citizens of different countries, and other parties interested in. Being a strategic resource of the state, they ensure the harmonization of communications and free entry into the external communication space. Their use in the global marketing environment should be provided by marketing strategies for the development of states and society as a whole [21].



**Innovative trends of socially responsible states in sponsorship marketing in the conditions of war**

*Source:* developed by the authors.

The purpose of sponsorship marketing should be interpreted as achieving social harmony in society by satisfying people's needs with traditional and digital marketing technologies. Within the framework of sponsorship marketing, states, companies, institutions, and individual citizens can become both a sponsor and a recipient. In this case, all participants in the communication process should take care of social responsibility, that is, the duty to strengthen positive results for society and weaken negative ones. Social responsibility sometimes puts them in front of a difficult choice that contradicts their own interests and motives. Thus, in the conditions of the war in Ukraine, citizens of various states began to perform the functions of both sponsors and recipients of public services. They began to realize the importance of coordinated, targeted and effective assistance in the application of new behavioral skills and to determine the strategic importance of sponsorship programs to meet societal needs. Their socially responsible behavior in the global marketing environment creates conditions for effective positioning of the state, formation of brand attitudes and strengthening of loyalty of citizens of different countries.

Sponsorship marketing acquires special importance in the direction of development, implementation and control of specific sponsorship programs for the provision of social services to citizens of different countries with the aim of forming new social attitudes and achieving a social effect. Within sponsorship marketing, the social effect is considered in relation to the social needs of specific potential recipients of services, and sponsorship is the most rapidly growing type of synthetic marketing communications. By implementing sponsorship programs, the government is concerned about the well-being of citizens, ensures the economic development of society, increases loyalty to the state, forms an image, and ensures the positioning of the state brand. That is, sponsorship marketing and sponsorship allow you to achieve several goals at the same time and it is an effective tool for integration in the global marketing environment.

Today, sponsorship marketing is implemented by all European countries in the process of supporting the economy of Ukraine. In accordance with the tasks of sponsorship marketing, social requirements of the state are growing, guarantees of human rights and freedoms are being strengthened, communication networks are being formed for feedback with citizens of other countries, and various social needs are forecast. As one of the promising directions, sponsorship marketing contributes to optimization, rationalization, and increasing the efficiency of the functioning of social institutions thanks to the implementation of marketing methods and procedures. Various sponsorship programs are being developed for this purpose [22].

The types of sponsorship programs for Ukrainians that have been opened by European countries since the beginning of the war are presented in the *Table*.



Table

**The main criteria of sponsorship programs of partner countries for Ukrainians in the condition of war**

Country	Title of the program	Basic criteria	Social support and interaction	Financial support	Level of property support
Great Britain	Homes for Ukraine	Presuppose obtaining an entry permit in an online format. Allow to live and work in the country for three years	The country accepts everyone for whom there are sponsors. The recipient and the sponsor must find and understand each other. Allow to receive social assistance, medical care, and get a job. Allow free access to heritage sites managed by the National Trust	One-time benefit in amount of GBP 200. In future, the size of the universal loan through the job center is determined, taking into account family members and income. Adult may get from GBP 334.91, child may get from GBP 290. Certain types of financial assistance from Reganal counsel are provided (for food, free school meals, others). For sponsors, compensation for utility costs is GBP 350 per month	Provision of housing for 6 months, and its extension up to 12 months upon agreement of the parties. Filling out an application for social housing through regional counsel
	Ukraine Family Scheme	Presuppose obtaining an entry permit in an online format. Allow to join your family members and live in the country for three years	Provide opportunities for reunification or cohabitation with a family member. Allow to receive social assistance, medical care, and get a job	The size of the universal credit through the job center is determined, taking into account the family members and income	Living with a family member for up to 3 years
Latvia	Ukraine to Latvia	Allow to stay in the country for 9 days without a visa. Provide free accommodation and meals for 12 days to those who has received services before May 24, and 12 days of accommodation and 3 days of free meals to those who has been receiving services since May 25. A long-term visa is issued for one year, the possibility of extension depends on the situation in Ukraine	Allow to receive health care services at the expense of the state, Employment is allowed after obtaining a long-term visa. Upon employment, a citizen has the right to a one-time cash allowance in amount of EUR 500. Allow to visit all state museums in Latvia for free and use hubs with computers and Internet connection in libraries.	One-time help in a crisis situation is EUR 272 per adult and EUR 190 per child. In future, a monthly allowance is EUR 109 per family member and EUR 76 for each subsequent family member. It is possible to obtain the right to other material support or social services if there is a certificate from the city social service. Residents of Latvia, who accommodate Ukrainian citizens in their homes free of charge, receive compensation of EUR 100 per month for the first resident and EUR 50 for each subsequent person, but no more than EUR 300 per month. If there are several residential premises, compensation can be received for each dwelling	Municipalities provide housing for up to 60 days or up to 120 days. For persons who, for objective reasons, may have difficulties with providing housing after the end of the period of provision of housing by the state, a housing subsidy is provided after the end of the 120-day period, but no longer than until December 31 of the current year

*Continuation of the table*

Country	Title of the program	Basic criteria	Social support and interaction	Financial support	Level of property support
Germany	-	Allow to stay in the country for 9 days without a visa. After obtaining a temporary residence permit, you can stay in the country for 2 years	Allow to get a job, use medical services, receive monthly social benefits, housing at the expense of the state, the right to work, free school education, free training, study on integrated courses. Available social packages for transport and food, depending on the place of residence	Payments are established through the job center, taking into account family members and income. In 2022, from EUR 409 to EUR 449 for an adult, from EUR 285 to EUR 376 for a child. There is permission to exchange up to UAH 10 000 in German banks participating in the program	The state provides free housing. It is possible to live with a family, then the state compensates German families for utility costs
Canada	Canada-Ukraine authorization for emergency travel, CUAET	Provide for the free issuance of a guest visa and allow to stay in the country for 3 years	You need to contact the owners, who can provide accommodation for 90 days free of charge, but they are not responsible for additional accommodation costs. Provide permission to work, receive medical services, educate children in schools, financial assistance, volunteer support	A one-time payment of USD 3 000 (UAH 110 620) per adult and USD 1 500 (UAH 55 310) per child. There is no other financial support, only individual provinces offer additional support	You can live with families or relatives, and also get free social housing
USA	Uniting for Ukraine	Provide for the issuance of a guest visa and allow to stay in the country during the two-year period of validity of the humanitarian passport	Beneficiaries must have a supporter who agrees to provide financial support during their stay. Citizenship and Immigration Services check creditworthiness and financial status. After a beneficiary is paroled into the United States, they may apply for discretionary employment authorization and an Employment Authorization Document. Duty payment is USD 410	Supporter undertakes all financial obligations for moving to the USA, bears full legal responsibility for financial support. The sponsor's income level can be at least 125 % of the federal poverty level. Any payments are not provided for supporters	Supporter provides housing and guarantees non-application for social assistance from the state

*End of the table*

Country	Title of the program	Basic criteria	Social support and interaction	Financial support	Level of property support
Poland	–	Allow to stay in the country without a visa for 18 months. After obtaining a temporary residence permit, you can stay in the country for 3 years.	After receiving a PESEL (identifier code of a natural person) official employment, medical care, social assistance, free registration of children in kindergartens and schools, admission to higher education institutions, opening a business are allowed	One-time payment is PLN 300 per person is intended for maintenance. Additional support for upbringing is provided to PLN 500 per month per child. Assistance is provided for families that have provided housing in the amount of PLN 1 200 per month	Residence in the family can be extended by agreement of the parties. The Habitat for Humanity Poland Foundation implements a social housing rental program for families from Ukraine
Switzerland	Temporary protection status “Status S”	Allow to stay on the territory of the country for 90 days without a visa and ensure obtaining the right of residence for a period of 1 year (with the possibility continued), without having to go through the standard asylum procedure	Allow to receive health insurance, monthly social benefits, housing at the expense of the state, the right to work, free school education, free study at three levels of German language courses. Allow to get a job after obtaining the S status and register with the state employment service	Monthly social benefits are determined by the canton and city to which the state has allocated. Payments range from CHF 170 to CHF 436 per person. A tax of 7 % must be deducted from the amount of payments. From June 27, 2022, adults with protection status S can exchange up to UAH 10 000 at the appropriate bank once	Housing is provided by the state
France	France for Ukraine	Allow to stay in the country for 90 days without a visa and acquire the status of temporary protection for one year, which can be extended up to 3 years	It is necessary to contact the owners who can provide housing for 90 days free of charge. After receiving temporary protection, a permit for employment, medical services, and temporary housing is provided	The benefit is EUR 6.8 per day per person or EUR 14.2 if the state has not been able to find accommodation. It is possible to get transport solidarity, which allows you to get a discount on travel from 50 to 100 %	Temporary protection status allows to apply to the prefecture for free accommodation. Housing is provided for at least three months

*Source:* summarized and adapted by the authors based on [23–32].

Sponsorship programs strengthen the image of states, raise awareness of public regulation mechanisms, the brand of states, and they are a powerful tool for supplementing marketing activities in the global marketing environment. Emotional ties that arise between participants of sponsorship programs and public opinion are the basis for creating sufficient loyalty to governments and brands of different states. The presented sponsorship programs show that the social protection and support of every person is an absolute priority of the government of every country in the direction of public interests and preservation of public values. At the same time, the limitation of budget funds, the need to preserve the well-being of its citizens, overcome poverty, environmental safety, develop health care, education, science, and culture, determine different levels of financial support, meeting the primary needs of consumers, and providing other services. Mitigation impact of financial dependence on public interests and values in the global marketing environment can be ensured by the effectiveness of the sponsorship marketing tools. It is able to activate the attraction of additional budgetary funds, in particular private capital, funds of business entities and residents of countries based on adaptive methods of conveying information about the principles of social justice, social security, social partnership, social solidarity, methods of influencing the behavior of citizens, strengthening loyalty to the proposed programs. As a result, we can make an assumption that social values in the global marketing environment are formed by sponsorship marketing tools, that is, there is a functional dependence between the level of preservation of social values and sponsorship marketing tools.

**Conclusions.** Sponsorship marketing is an integral part of international marketing practice, and sponsorship is the main tool for realizing the goals of states according to the defined components of the marketing mix model. It is designed to ensure the preservation of social values for current and future generations. Effective sponsor marketing affects various aspects of social life, since social harmony and social activity of the population are the first priority of the functioning of states in the global marketing environment. The purpose of sponsorship marketing should be interpreted as meeting the needs of people to achieve social harmony in society. Within its limits, states, companies, institutions, and individual citizens can become both producers and consumers. In the strategic period, sponsorship marketing is an effective tool for promoting social ideas and specific sponsorship programs in the direction of ensuring the formation of the state's image and brand in the global marketing environment.

Today, sponsorship marketing of European countries is a complex and multifaceted system that requires completely new methods, tools, and strategies. Sponsorship is a powerful, rapidly developing synthetic marketing communication, which provides strengthening of the reputation and improvement of the image of states, an opportunity to express a position in society regarding current issues. Through the implementation of sponsorship

programs, the government maintains a socially responsible positioning in the global marketing environment. Sponsorship in the conditions of war ensures the emergence of innovative methods of forming interstate relations and is capable of contributing to the rapid recovery and development of the economy of Ukraine in future. The communicative effect of sponsorship is aimed at breaking through the inertia of perception and protective informational barriers of society and increasing the degree of recognition of the state's brand through association with the event or sponsorship program.

The realities of the functioning of the global marketing environment predetermine the legislative regulation of sponsor marketing and sponsorship. The effective toolkit of sponsorship marketing is able to ensure the effectiveness of the state mechanism of formation and use of financial resources to satisfy public interests, preserve public values and eliminate disproportions of sustainable development. Its tools should be original creative techniques and situational behavior of people, which are able to attract the attention of society and significantly increase awareness of the real state of affairs. In turn, the sponsoring states will be able to intensify their efforts to comply with and fulfill the global goals of sustainable development.

Today, in the theory and practice of marketing, there are many studies that reveal the behavior of consumers under the influence of sponsorship marketing tools, but there are practically no studies of the process of marketing sponsorship management at the level of European countries and under conditions of force majeure in the global marketing environment. Such situation requires investments in the research of sponsorship marketing and sponsorship by scientists from different countries. Our further research will be aimed at conducting a statistical analysis and proving, by means of mathematical modeling, the hypothesis of the existence of a correlation between the level of preservation of social values and the tools of sponsorship marketing.

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