



**DO BADMINTON EVENTS AFFECT SPONSORSHIP'S STOCK PRICES?**

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## **Abstract**

The theory of investor sentiment and marketing strategy were used in this study. It has been proven by many studies on its significant and non-significant towards their study. Primary focus on this study is to examine the effect of badminton tournaments on the sponsor's stock prices. This study focus on 10 days event window where 6 days is the event date and 2 days before and after (-2, +2). The data comprise from only one Sponsor Company which cover the year of 2012 until 2015. The result shows that the tournaments has no significant relationship with the sponsor's stock price while for the games result attained from the badminton's tournaments have shows some significant results on sponsor's stock price.