

**THE IMPACT OF SPONSORSHIP ON  
COMPANY PERFORMANCE IN SPORT  
INDUSTRY**

(CASE STUDY OF PERSIJAP JEPARA)



**THESIS**

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Diponegoro University

Written by:

**NIZAM ASSADEL**  
**NIM. 12010120190106**

**FACULTY OF ECONOMIC AND BUSINESS  
DIPONEGORO UNIVERSITY  
SEMARANG  
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