**Moral judgements of junior sports sponsorships: an emerging mediator of sponsor goodwill**

Appendix: Literature Review Table

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Author(s) Year** | **Discipline** | **Junior Sport Context** | **Sponsor-property fit** | **Sponsor altruism** | **Moral Judgements** | **Sponsorship Goodwill** |
| **Current Study** | **Sport Sponsorship Research** | **Checkmark** | **Checkmark** | **Checkmark** | **Checkmark** | **Checkmark** |
| Alguacil, Sánchez-García, and Valantine (2019) | Sport Management | Close | **Checkmark** | Close | Close | Close |
| Angell, Gorton, Bottomley, and White (2016) | Sport Management | Close | **Checkmark** | Close | Close | Close |
| Batty and Gee (2019) | Sport Management | **Checkmark** | **Checkmark** | Close | **Checkmark** | Close |
| Bigné-Alcañiz, Currás-Pérez, Ruiz-Mafé, and Sanz-Blas (2012) | Cause Related Marketing | Close | **Checkmark** | Close | Close | Close |
| Carrillat, d'Astous, and Bellavance (2015) | Sport Sponsorship | Close | **Checkmark** | Close | Close | Close |
| Chapman and Kelly (2016) | Community Health | **Checkmark** | Close | Close | **Checkmark** | Close |
| Chernev and Blair (2015) | Corporate Social Responsibility | Close | Close | **Checkmark** | **Checkmark** | Close |
| Cornwell, Weeks, and Roy (2005) | Sponsorship-linked Marketing | Close | **Checkmark** | Close | Close | **Checkmark** |
| Crompton (2014) | Sports Management & Sponsorship | **Checkmark** | Close | Close | **Checkmark** | Close |
| Day (2010) | Grassroots Sponsorship | **Checkmark** | Close | Close | Close | **Checkmark** |
| Dean (2002) | Charitable Event Sponsorship | Close | **Checkmark** | **Checkmark** | Close | **Checkmark** |
| Eddy and Cork (2019) | Sport Management & Sponsorship | Close | Close | **Checkmark** | Close | **Checkmark** |
| Fleck and Quester (2007) | Sponsorship Marketing | Close | **Checkmark** | Close | Close | Close |
| Gonzalez et al. (2020) | Public Health | **Checkmark** | Close | Close | Close | Close |
| Grohs, Wagner, and Steiner (2012) | Sponsorship Marketing (targeting children) | Close | **Checkmark** | Close | Close | Close |
| Herrmann, Kacha, and Derbaix (2016) | Sponsorship | Close | **Checkmark** | **Checkmark** | Close | Close |
| Kelly, Ireland, and Mangan (2017) | Alcohol in Sports Sponsorship | Close | Close | Close | Close | Close |
| Lin and Bruning (2020) | Sponsorship Research | Close | **Checkmark** | Close | Close | Close |
| Meenaghan (2001) | Sponsorship Marketing | Close | **Checkmark** | Close | Close | **Checkmark** |
| Nufer (2019) | Sport Management | Close | **Checkmark** | Close | Close | Close |
| Olson (2010) | Sponsorship Research | Close | **Checkmark** | Close | Close | Close |
| Pappu and Cornwell (2014) | Sponsorship Marketing | Close | **Checkmark** | **Checkmark** | Close | **Checkmark** |
| Peluso, Rizzo, and Pino (2019) | Sports sponsorship | Close | Close | Close | **Checkmark** | Close |
| Pettigrew, Pescud, Rosenberg, Ferguson, and Houghton (2012) | Public Health | Close | Close | Close | **Checkmark** | Close |
| Plewa, Carrillat, Mazodier, and Quester (2016) | Sponsorship and Corporate Social Responsibility | Close | **Checkmark** | **Checkmark** | Close | **Checkmark** |
| Polonsky and Speed (2001) | Sponsorship and Cause Related Marketing | Close | **Checkmark** | **Checkmark** | Close | **Checkmark** |
| Pritchard and Burton (2014) | Sports Marketing | Close | Close | **Checkmark** | **Checkmark** | **Checkmark** |
| Rifon, Choi, Trimble, and Li (2004) | Cause-related Sponsorship | Close | **Checkmark** | **Checkmark** | **Checkmark** | **Checkmark** |
| Scully, Wakefield, Pettigrew, Kelly, and Dixon (2020) | Public Health | **Checkmark** | **Checkmark** | Close | **Checkmark** | Close |
| Vyravene and Rabbanee (2016) | Cause Related Marketing | Close | **Checkmark** | **Checkmark** | **Checkmark** | Close |
| Woisetschläger, Backhaus, and Cornwell (2017) | Sports Sponsorship | Close | **Checkmark** | **Checkmark** | Close | **Checkmark** |
| Xie, Bagozzi, and Gronhaug (2019) | Corporate Social Responsibility | Close | Close | **Checkmark** | **Checkmark** | Close |