Visual persuasion through signage is a crucial element in a sport sponsorship program. Key issues exist, however, regarding the size of signs at a venue, their location, their quantity, and whether the signs are actually present or are computer-generated. Sponsors want to maximize their signage while minimizing clutter (Fullerton, 2007). As a result, negotiations regarding signage can be quite contentious. Signage is one medium that can be expanded and enhanced via new technologies and media (Mullin, Hardy, and Sutton, 2007). This paper serves to examine the potential value through visual persuasion that sports signage provides as a component of a marketers’ sponsorship package.