

## ***ABSTRACT***

*Sponsorship is one of the most ogled marketing communication mixes and is often used by companies, especially for several sporting events that often bring in massive audiences. This is what BRI then did by becoming a Title Sponsor for a Football Competition as big as the Indonesian League, which will create a huge opportunity to strengthen the Brand and also Brand Awareness of BRI Bank and BRImo Application products. The purpose of this research is to find out how big the influence of BRI Sponsorship in LIGA-1 on Brand Awareness of Brimo Application. This study uses quantitative methods. Sampling was done by non-probability sampling method, with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and simple linear regression analysis. Testing the hypothesis in this study using the t test. Because the value of tcount (10.587) > ttable (1.660), then H0 is rejected and H1 is accepted. This means that there is a significant influence between BRI Sponsorship in the 2021/2022 LIGA-1 Football Event on Brand Awareness. The value indicated by the coefficient of determination indicates that the magnitude of the result is 53.3%. So that BRI Sponsorship in Liga-1 2021/2022 has an influence of 54.46% on increasing the Brand Awareness of the BRImo application and the remaining 46.7% is a contribution that is influenced by other factors not examined.*

**Keyword :** *Sponsorship, Brand, Brand Awareness*