

INFLUENCE OF CORPORATE BODIES' SPONSORSHIP OF SPORTS COMPETITIONS TOWARDS DEVELOPING SPORTS IN JIGAWA STATE

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Abstract

Sports programs nowadays has grown beyond the sole responsibility of government alone due to huge financial commitment attached. As corporate bodies now are involved in providing the necessary support in some places, this study investigated corporate organization's sports sponsorship on the development of sports competitions in Jigawa State. One research question and one hypothesis were raised and formulated for the study. The study was delimited to organizing of sports competition in various sports zones of Jigawa State by corporate bodies. A descriptive survey research design was used for the study and the population were 2,450 stakeholders of sports including employees of Jigawa State Sports Council, Corporate Organizations employees, Proprietors of Sports Clubs and registered Cub Managers in the State. A sample of three hundred and forty (340) were selected through multi-stage sampling technique. A questionnaire titled corporate organization's sports sponsorship on the development of sports competitions in Jigawa State questionnaire (QCOSSDSCJS) was used as an instrument for data collection and was validated by Sports Management Experts in the Department of Physical and Health Education. It was later pilot tested and a co-efficient of 0.73 was established. Three hundred and fifteen (315) copies of the questionnaire were retrieved and used for the analysis. Descriptive statistics of frequency counts and percentages were used to organize and describe the demographic data of the respondents while chi-square was used to test the generated hypothesis at 0.05 level of significance. The findings of the study revealed that corporate organizations sports sponsorship significantly contributes to the development of sports competition in Jigawa State. It is therefore recommended that corporate bodies should be encouraged to extend their sponsorship to other segments of sports development like provision of sports facilities and equipment.

Key Words: Corporate Organization, Sponsorship, sports competitions.

Introduction

Sports development refers to the process of continuous improvement of the sports structure, institutions and programmes in order to create conducive society to physical fitness for all and the effective functioning and self-actualization ensued. It is a process a process of establishing pyramidal sports development programmes, employment and training of enthusiastic coaches, provision of functional facilities and promotion of public awareness through well-organized sports competitions, seminars, conferences and workshops, as well as training and re-orientation of sports managers who are knowledgeable, experienced and competent. (Kabido, Adeyanju &Venkateswarlu, 1996).

All over the world corporate organizations are known to have played a prominent role in the development of sports in the countries where they operate, through sponsorship. Sponsoring something is to support an event, activity, person, or organization financially or through the provision of products or services. A sponsor is the individual or group that provides the support, similar to a benefactor. Sponsorship is a cash and/or in-kind fee paid to a property (typically in sports, arts, entertainment or causes) in return for access to the exploitable commercial potential associated with that property. (Emiola, 2003).

Jigawa state has so many corporate organizations such as Sahad Stores, Sambajo Holdings Company, Hamama group of companies, MBU Motors Nigeria Limited, MTN Nigeria Limited, Nestle Milo Nigeria PLC, Glo Nigeria limited, Royal Golf Club Dutse, and many more,

and these firms are known to sponsor sports competitions periodically in each of the five Emirates of the State (Jigawa State Sports Council, 2019). The researchers observed that there seem to be decline in sports interest and participation among people in the State due to less attendance of people playing or watching various games most especially in the evening times. But with involvement of corporate bodies in sponsoring some sporting programs such as competitions in various Emirates and some Local Governments there seems to be a tremendous change and improvement. This study therefore, investigated the influence of corporate bodies' sponsorship on the organization of sports competition towards developing sports in Jigawa State. In view of this, the study was conducted to answer the following research questions.

- Does corporate organizations sponsorship influence the organization of sports competition for sports development in Jigawa State?

Based on this research question a hypothesis was generated and it reads:

- Corporate organization sponsorship do not significantly influence organization of sports competition for sports development in Jigawa State.

Methodology

A descriptive survey design was used for this study. The population of this study were 206 Jigawa State Sport Council

employees and 2,244 people working with corporate organizations and registered sport clubs in the State, totaling 2,450. The sample of this study was three hundred and forty (340) respondents selected through stratified and purposive sampling techniques. A questionnaire based on a modified Likert-scale was used as an instrument for data collection for the study and was vetted by Experts in Sports Management of Department of Physical and Health Education of Bayero University Kano. A pilot study was conducted to establish the reliability of the instrument and 0.72 coefficient was realized. Three hundred and fifteen copies of the questionnaire administered were retrieved and used for the analysis. Descriptive statistics of frequencies, means and standard deviation were used for the analysis of the demographic characteristics of the respondents and for answering the research questions, while inferential statistics of chi-square χ^2 was used to test

the research hypothesis on 0.05 level of significance.

Results

The results of the study revealed that on the demographic information of the respondents, it showed that 267, (84.75%) are male while 48 (15.23%) are females, and on the status of the respondents, 25 (7.94%) were Sports Council staff, 84 (26.66%) are Club proprietors, 26 (8.25%) are State Sports Council Zonal Staff, 82 (26.03%) are Club Management Staff, while 98 (31.11%) are workers under selected Companies. The age range of the respondents revealed 46(14.60%) are within the age range of 18-22 years, 55 (17.46%) have age range of 23-27, 57 (18.09%) were 28-32 years. 52 (16.51%) are 33-37 years, and finally 105(33.33%) are 38 and above years of age, thus the majority of the respondents are 38 and above years.

Research Question 1: Does corporate organizations sponsorship influence the organization of sports competition for sports development in Jigawa State?

To answer the above research question, the results of the obtained Mean was presented in the table 1 below

Table 1: Mean scores on influence of corporate organization sponsorship on the development of sports competition in Jigawa state.

S/N	STATEMENT		
	Corporate organization sponsorship on the development of sports competition in Jigawa state.	MEAN	SD
1.	Corporate organization sponsor and organized sports competition in various sporting event such as Basketball, Volleyball, Badminton, and football and this bring about grassroots sports development in Jigawa State.	3.34	1.14380
2.	Corporate organization sponsor different kind of sporting competition in both traditional and modern sports, which bring about sports development in Jigawa state.	3.78	1.53290

3.	Corporate organization sponsor the organized of sports competition regularly in the six sports zones and this bring about sports development in Jigawa state.	3.67	1.06472
4.	Corporate organization sponsored organized sports competition encourages spirit of sportsmanship and also reduce youth restiveness in Jigawa state.	3.07	1.13671
5.	Corporate organizations sponsored sports competitions aids in building spirit of oneness and mass sports participation in Jigawa State.	3.44	1.86500
Aggregate Mean		3.46	

Table above revealed the mean scores of respondent's opinion on corporate organization's sponsorship of sports competition in Jigawa State. The results revealed that all the obtained mean and aggregate mean were above the fixed mean of 2.5. It therefore revealed that corporate

bodies positively promotes the development of sports competitions in Jigawa State. In order to ascertain whether corporate bodies significantly promote the development of sports competition, a chi-square was conducted to test the stated hypothesis and the results is as follows:

Hypothesis Testing

Hypothesis1 Corporate organization sponsorship do not significantly influence organization of sports competition for sports development in Jigawa State.

Table 2: χ^2 summary on corporate sponsorship influence on organizing sports competition

Agreed	Disagreed	Total	χ^2	df	p-value	
Observed	223	92	315	54.429	1	0.001
Expected	157.5	157.5				

Table 2 above showed the results of χ^2 on corporate sponsorship on organizing sports competition in Jigawa State. The result obtained revealed that the χ^2 of 54.429 at 1df, and $p=0.001$. This showed that corporate sponsorship develops organizing sports competition in Jigawa, because the obtained p-value of 0.001 is less than the significant value of 0.05. The null hypothesis is therefore rejected.

Discussion

This study investigated the role of corporate bodies' sponsorship on the organization of sports competition towards developing sports in Jigawa State. The results revealed that corporate bodies significantly sponsorship on the organization of sports competition towards developing sports in Jigawa State. This is evidence with provision of fund for some sporting programs like Basketball, football

and volleyball competitions in Jigawa State. This finding agrees with study conducted by Tanglang (2004) on the involvement of corporate organization in sports development in Nigeria where he reported that some corporate organizations have been involved in sports sponsorship in Nigeria as far back as 1958 namely: Nigeria Breweries Limited (NBL), United African Company Limited (U.A.C) and Guinness Nigeria Limited, and now a days funding is the most strongest pillars for sports development in any country. This finding is also in line with Meenagham (2013) who stated that corporate organization involve in sponsoring sporting competitions likebadminton, football sponsored by Airtel telecommunication company, Nigeria University Games (NUGA) been sponsored by Glo Nigeria limited, Nigeria Football Supports Club byGlobcom. Therefore, the financial support help is generating a capital that allows increased in prize purses, aiding logistics and provision of funds, thereby encouragesports development, in Jigawa state.

The finding of this study was also justified that corporate organization sponsor sports competitions in Jigawa State. This is evident with sponsoring of some sports competitions such as the Governor's Cup sponsored by Hamama Group of Companies held in Dutse/Birnin kudu zone, Maje Football Cup held in Hadejia zone sponsored by Sambajo Company Limited and Lautai Cup in Gumel zone sponsored by Engineer Habu Gumel as well as Dandoka Cup in Kazaure Zone sponsored by SarkinShanu of Kazaure (Jigawa State Sports Council, 2019). This is in line with Awosika (1992) who stated

that sports competitions are avenues for talent identification and many sports men and women who excelled and represent the country at different National and International levels are products of organized competition most especially school sports competitions. The result of the study is also in line with Mullin (2000); Ladani, (2007) who stated that organizing sporting competition brings unity and corporation among various Sports Clubs, Associations as well as people within communities. Bucher (2012) heightened that sports competition brings about social and economic development of any nation and they also played a significant role towards developing sports.

Conclusion

Based on the findings of this study, it is concluded that corporate organizations contribute to organization of sports competition such as football, basketball, and volleyball competitions that plays significant role in sports development in Jigawa State.

Recommendations

It is therefore recommended that:

1. Jigawa State Government, Jigawa State Sports Council and other stakeholders should continue to organize more sports competitions so that fair play, talent hunt, cooperation and spirit of sportsmanship would continue to be developed among athletes from the grassroots.
2. Corporate bodies should be encouraged to extend their sponsorship to other segments of sports development like provision of sports facilities and equipment

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