

SPORTS PROGRAMME SPONSORSHIP AND DEVELOPMENT SUSTAINABILITY IN OGUN STATE

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Abstract

The study examined the relationship between sport programmes sponsorship and development sustainability in Ogun State. A simple random technique was used in the study to select a sample of 250 participants (male, 106 (42.4%) and female, 144 (57.6%), which include athletes, coaches and corporate organizations in Ogun State. A self-developed questionnaire on Sports Programme Sponsorship and Development Sustainability Questionnaire (SPSDSQ) was utilized to elicit information from the respondents. The questionnaire contains two sections: Section “A” on bio-social data of respondents; and Section “B” on sports programme sponsorship and sports development sustainability in Ogun State. The data collected was analyzed using the Multivariate Linear Regression statistics at 0.05 level of significance. Hypothesis one F-value (845.466; $P < 0.05$) indicates that sport programmes sponsorship significantly improved organizations’ corporate image in Ogun State. Hypothesis two F-value (0.005; $P < 0.05$) reveals that sport programmes sponsorship significantly enhanced sports development in Ogun State. Hypothesis three F-value (9.093; $P < 0.05$) reveals that sport programmes sponsorship significantly boosted sport development sustainability in Ogun State. Riding on this, the study recommends that government should create an enabling economic policy environment that could encourage and stimulate the interest of corporate organisations, agencies, philanthropies and NGOs in sponsoring sport programmes, including sport facilities provision for better sports development and sustainability in developing countries, including Nigeria.

Key words: Sports programme, sponsorship, funding, facilities, development, sustainability

Introduction

Sport as a socioeconomic endeavor has grown to become a massive business that requires colossal finances for its operation, growth and development. Yet, history shows that government has almost single handedly shouldered the responsibility for sports development in Nigeria, especially when

it comes to participation in continental and global competitions. Our level of development shows that only government is in a position to fund sports; this implies that there is minimal private sector participation and therefore, government is forced to invest part of its scarce resources on sports development. Despite the annual budget allocations provided by governments in Nigeria, sport is still not adequately funded as money is usually required for salaries, insurance, equipment, supplies, facilities, transportation, competition allowances and accommodation. Unfortunately, all these are hard to meet because of inflation and poor subvention from government (Gambari, 2005). A number of countries that have developed their sports to a higher level do so through other approaches other than government subvention, such as sponsorship and private partnership (Gambari, 2005; Strauch, 2009). The concept of sports development is all encompassing; it includes among others, the development of facilities, equipment, personnel and sporting programmes (Yazid, 2006).

Sponsorship of sport, arts, and entertainment-related organizations represents an essential part of the marketing mix for brands. On a global basis, \$60.1 billion was spent by brand marketers on sponsorship in 2016, an increase of 4.6% from 2015 (IEG, 2017). From the perspective of the sponsoring firm, researchers have proven that investing in sponsorship can positively affect brand image, brand loyalty, a firm's financial performance and increased brand awareness and reach (Mazodier & Rezaee, 2013). For instance, the 2014 FIFA World Cup reached more than 3.2 billion people, with more than 1 billion watching the Final (FIFA, 2015). The 2012 Summer Olympic Games were viewed by more than 219.4 million Americans, making it the most-watched event in U.S. television history (Crupi, 2012). On a universal scale, a total of 220 nations broadcasted the 2012 Games to a global audience of more than 3.6 billion (IOC, 2016).

In today's world, major corporations have steadily increased their sponsorship activities as a means to establish brand value and realize sustainable competitive advantage in the complex market place (Henseler, Wilson & Westberg, 2011). For some time now, one of the areas of management that is hampered the greatest with the increase in the scope and popularity of sport is the area of promotion. Sponsorship is an advertising technique considered unconventional that has had an extraordinary economic development in the last decade thanks to sport, since then sports sponsorship has meant a substantial development. It is recognized that sponsorship can create brand awareness, enhance image, increase sales and even create a bond with the consumer (Meenaghan, 2013).

Partnership between public and private sectors can provide room for the sponsorship and organization of many competitions at various levels and in the process of organizing competitions, facilities can be refurbished, provided and up-dated, business opportunity will be heightened, which is a major step towards Sports development (Onifade, 2010). Public private partnership is the best option in the promotion of sport as evident in the Australia Football league (AFL) Kick start programme which began in 1997 with a grant of \$A25,000 but because of the intervention and collaborative effort of both government and private funding the 2008 edition was sponsored through PPP to the tune of \$A500,000 (Westerbeek, Smith, Turner, Emeny Hreen & Leeuwen, 2010). Sponsorship through corporation can enhance the image of each organizational partner

because sports and physical activity is generally understood in a positive way. The advantages of cooperation are obvious as private business can advance through government supported strategies to raise capital at lower cost and public institutions can profit from professional management in business plan developments, market expertise, human resources management (Weiermair, Peter & Frehse, 2018).

In order to secure more funding for operational activities and sustenance, sport organizations adopted corporate partnership sponsorship strategies remain the best option (Doherty & Murray, 2017). In adopting any of these varied intervention funding options, government is not abdicating its responsibilities but essentially releasing scarce resources for other uses and then creating a win-win situation for the government and the private enterprises as well (Saidu, 2013).

Despite the call for support of sports, sports funding has been left mainly to government through budgetary allocation, which is usually inadequate. This, therefore, calls for other sources of funding, if a meaningful achievement is to be made in sports (Strauch, 2019). There is a crucial need for sustainable development of the sports industry in Ogun State, and Nigeria as a whole to allow for exploration and maximization of the potentials in the sector. It is on this basis that this study has been considered imperative and conducted to explore the nature of corporate organizations in the sponsorship of sport programmes as a drive towards sports development sustainability in Ogun State, Nigeria.

The study sought to answer the following questions:

- i. Will sport programmes sponsorship promote the image of corporate organizations in Ogun State?
- ii. Does sponsorship of sport programmes have any relationship with sports development in Ogun State?
- iii. What impact does sport sponsorship have on sports development sustainability in Ogun State?

a. Research method

The survey research method was adopted for this study, using questionnaire as a medium of data collection. The collected data was collated, analyzed, interpreted and used as a basis for drawing conclusions about the nature of corporate organizations in the sponsorship of sport programmes and development sustainability in Ogun State, Nigeria.

b. Population/Sample

The population for the study comprises of all sports personnel and athletes at Ogun State Sports Council, Zonal Sports Offices and corporate organisations in Ogun State. A total of 250 participants (male, 106 (42.4%), female, 144 (57.6)) were selected from Ogun State Sports Council, Zonal Sports Offices, and corporate organizations such as Nestle Pure Life, Pepsi Bottling Company, Indomie Noodles, Wemco (Peak Milk) Company, and Unilever (Blue Band) Nigeria Plc to serve as sample for this study, using a simple random sampling technique.

Data collection

Data were collected through self-developed Sports Programme Sponsorship Development Sustainability Questionnaire (SPSDSQ) designed by the researchers and face validated by a panel of experts in sports administration and management for content and criterion related validities. The reliability before administration was determined using a pilot study through test-retest method with

samples of the validated instrument being administered on 10 sport personnel from a Local Government Council that was not included in the study, with two weeks interval between the two administrations. The two set of scores obtained were correlated using the Pearson's Product Moment Correlation Coefficient (PPMCC) at an r-value of 0.65. A total of 250 copies of (SPSDSQ) were administered on all selected respondents within a week using the spot administration technique to ensure high percentage returns.

Results

Data collected were presented and analyzed using percentage and the Multivariate Linear Regression statistic at 0.05 level of significance.

Table 1: Demographic distribution of respondents

Variables	Classes			
Gender	Male	Female		Total
	106 (42.4%)	144 (57.6%)		250 (100%)
Age	20-29yrs	30-39yrs	40-49yrs	50-59yrs
	134 (53.6%)	87 (34.8%)	23 (9.2%)	6 (2.4%)
Academic Qualification	NCE	B.Sc.	M.Sc.	PhD
	59 (23.6%)	180 (72%)	9 (3.6%)	2 (0.8%)
Occupation	Civil S.	Athlete	Coach	
	86 (34.4%)	78 (31.2%)	86 (34.4%)	
Marital Status	Single	Married		
	135 (54%)	115 (46%)		

The gender distribution on table 1 above elicits that 42.4% of the total respondents were males, while the remaining 57.6% who made up the majority were females. With regards to age distribution, 53.6% of the total respondents were between 20-29 years, 34.8% of them were aged 30-39 years, 9.2% of them were between 40-49 years, while the remaining 2.4% were 50-59 years of age. In terms of occupation 34.4% of the total population were Civil servants, 31.2% were Athletes, while the remaining 34.4% were Coaches. Furthermore, status of respondents as shown on table 1 clearly indicates that 54% of the total respondents were not yet married, while the remaining 46% were married.

Table 2: Multivariate linear regression analysis result of sport programmes sponsorship and organizations corporate image promotion in Ogun State

Model Summary – R = 0.879 ^a R ² = 0.773 F=845.466 Sig.=0.04					
Model	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	B	SE	Beta		
Constant	0.105	0.070		1.506	0.133
Sport Programmes Sponsorship	1.160	0.040	0.879	29.086	0.000

Dependent Variable: Organizations Corporate Image Promotion

The result on table 2 above shows that a significant regression F-value (845.466; $P < 0.05$) was obtained at 0.05 confidence level, hence, hypothesis one is hereby rejected. This goes to show that sport programmes sponsorship significantly improved organizations corporate image in Ogun State. Furthermore, the result revealed that the influence could be predicted at 77.3% ($R^2 = 0.773$). The significant positive t-value recorded for community capacity building influence recommends that the higher the sport programmes sponsorship, the higher the organizations corporate image promotion in Ogun State would be.

Table 3: Multivariate Linear regression analysis result of sport programmes sponsorship and sports development in Ogun State

Model Summary – R = 0.007 ^a R ² = 0.067 F=0.005* Sig.=0.946 ^b					
Model	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	B	SE	Beta		
Constant	49.394	7.095		6.962	0.000
Sport Programmes Sponsorship	0.026	0.389	0.007	0.068	0.946

Dependent Variable: Sport Development

The result on table 3 above shows that a significant regression F-value (0.005; $P < 0.05$) was obtained at 0.05 confidence level, hence, hypothesis two is hereby rejected. This goes to show that sport programme sponsorship significantly enhanced sport development in Ogun State. Furthermore, the result revealed that the influence could be predicted at 6.7% ($R^2 = 0.067$). The significant positive t-value recorded for sport programme sponsorship influence suggests that the higher the sport programme sponsorship, the higher the sport development in Ogun State.

Table 4: Multivariate linear regression analysis result of sport sponsorship and sustainable sports development in Ogun State

Model Summary – R = 0.291 ^a R ² = 0.085 F=9.093* Sig.=0.003 ^b					
Model	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	B	SE	Beta		
Constant	28.561	7.155		3.992	0.000
Sport Sponsorship	1.333	0.442	0.291	3.015	0.003

Dependent Variable: Sport Development Sustainability

The result on table 4 above shows that a significant regression F-value (9.093; $P < 0.05$) was obtained at 0.05 confidence level, hence, hypothesis three is herewith rejected. This goes to show that sport sponsorship significantly boosted sport development sustainability in Ogun State. Furthermore, the result revealed that the influence could be predicted at 2.91% ($R^2 = 0.291$). The

significant positive t-value recorded for sport sponsorship influence proposes that the higher the sport sponsorship, the higher the sport development sustainability in Ogun State.

Discussion

The significant regression F-value (845.466; $P < 0.05$) obtained indicates that sports programme sponsorship significantly improved organizations corporate image in Ogun State. Furthermore, the result revealed that the influence could be predicted at 77.3% ($R^2 = 0.773$). The significant positive t-value recorded for sport programmes sponsorship influence recommends that the higher the sport programmes sponsorship, the higher the organizations corporate image promotion in Ogun State. This finding is in line with (Hammonds, 2019) who views that sports sponsorship has become an effective marketing strategy for many corporations and an equally effective revenue fabricator for sports organizations during the last decade. Increased competition has fashioned a need for businesses to find ways to differentiate their products and services from the rising number of advertisers in the market place, and to get more return for their promotional dollars. The finding also agrees with Ibikunle (2004) who posits that any sport programme requires a huge assets or capital outlay. Also, there is need for sport administrators to scout for individuals, firms, government agencies etc., to support sports in the establishment and maintenance of facilities, equipment and supplies and recruitment of sports personnel for the sustainability of sport development. Sport sponsorship is generally a corporate relationship between a private sector company and a government agency for the purpose of financing a project that will serve the public, such as, parks and convention centers, hostels, energy and water supply, tourism development and sporting facilities such as field and courts. (Saidu, 2013).

The significant regression F-value (0.005; $P < 0.05$) obtained indicates that sport programmes sponsorship significantly enhanced sports development in Ogun State. Furthermore, the result revealed that the influence could be predicted at 6.7% ($R^2 = 0.067$). The significant positive t-value recorded for sport programmes sponsorship stimulus suggests that the more sport programmes sponsorship, the higher the sports development in Ogun State. Supporting this finding is the submission of Diejomaoh, Akarah and Tayire (2015), which reveal that most of the existing stadia in Nigeria are owned by government just as the funding and administration have also been the sole prerogatives of government thus preventing the development of sports through involvement of private sector despite the fact that government has opted to encourage development, management and maintenance of sports infrastructure through Public-Private Partnership (PPP) model. The Grupa Azoty Group is involved in sponsoring the Polish national ski jumping team, football team, volleyball team and speed way team. The members of the Group Board who took part in the research claimed that sports sponsorship is one of favorable areas of Community Sports and Recreation (CSR) implementation and ultimately the development of sports (Morsing, Schultz, & Nielsen, 2008; Plewa & Quester, 2011).

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significant positive t-value recorded for sport sponsorship influence suggests that the higher the sport sponsorship initiative, the higher the sport development sustainability in Ogun State. This finding corroborates Liczmańska-Kopcewicz, Pyplacz, & Mizera (2019) who found that Company's attention directed towards sports funding is a manifestation of its focus on sustainability that, among others, means incorporating a triangle of economic, environmental and social dimensions while making the decisions related to corporate growth and sustainable development. The finding also agrees with Brown, Pope and Votes (2005) who noted that sponsorship can positively influence sport events toward the sustainability of sports development. Sustainability reporting is considered as a wider level of transparency and accountability to stakeholders for environmental, social and economic activities of firms. This report has been used to measure quality of firm's involvement in corporate social responsibility such as sports sponsorship towards sustaining the future (Muhammad, 2014).

Conclusion and Recommendation

The exclusive reliance on government funding for sports development in developing nations has shown limited progress. Unlike in the past, developed nations now diversify their sources of support, with corporate organisations, philanthropists, and agencies playing crucial roles. This shift has contributed to sustained sports development in these nations. The significance of corporate sponsorship in sports development is paramount, even in developing countries like Nigeria. Globally, sports sponsorship has emerged as a vital strategy, offering substantial benefits when effectively utilised. It attracts private investors, capitalising on government limitations, and encourages the creation of conducive economic policies to stimulate corporate interest in supporting sports programs and facilities, fostering development in countries like Nigeria.

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