

IMPACT OF CORPORATE ORGANISATIONS SUPPORT ON SPORTS DEVELOPMENT IN LAGOS STATE

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Abstract

The study was conceived to examine impact of corporate organisations support on sports development in Lagos State. The descriptive survey research design was adopted in carrying out the study. The simple random sampling technique was used to draw samples for the study. The self-structured research instrument titled, Corporate Organisations Sports Development Questionnaire (COSDQ) was subjected to the test-retest method of reliability and a value of 0.89 was obtained. The COSDQ was administered to (N=150) participants for data collection. Three research hypotheses were formulated for the study, and the hypotheses were tested at 0.05 significance level. The findings from results of the study revealed: a significant impact of corporate organisations supports on sports infrastructural development, sports facility management, and training of sports coaches in Lagos State, (X^2 366.931; $p < 0.05$), (X^2 565.335; $p < 0.05$), and (X^2 346.878; $p < 0.05$) respectively. The significant impact identified in sports infrastructural development, facility management, and the training of sports coaches underscores the pivotal role that corporate support plays in fostering a robust sports ecosystem. It was recommended that Stakeholders, including government bodies and sports organisations, should actively seek partnerships with corporate entities to harness their financial and strategic support for sports development initiatives. As well as facilitate collaborative training programmes between corporate organisations and sports institutions to enhance the skills and knowledge of sports coaches across the state.

Keywords: Corporate Organisations, Support, Sports Development

Introduction

Sports development involves a diverse process that seeks to improve engagement, skill acquisition, and overall wellness through structured sports activities. It spans from grassroots efforts to elite performance programs, fostering individual and community development. A crucial element is grassroots development, encouraging early engagement in sports. As noted by Coakley (2015), exposing young individuals to various sports experiences enhances motor skills, teamwork, and a lasting enjoyment of physical activity.

The Long-Term Athlete Development (LTAD) model, proposed by Balyi et al. (2005), underscores the significance of age-appropriate training, skill advancement, and structured

competition. This framework aids athletes in realizing their maximum potential while mitigating the risk of burnout or injury. National sports policies also play a crucial role, as highlighted by the World Health Organization (WHO) in 2018. The WHO stresses the importance of governmental backing for sports development to enhance public health. Such support may encompass infrastructure investments, facility access, and funding for sports programs at different levels. Additionally, partnerships involving sports organizations, educational institutions, and communities are pivotal. The Project Play by the Aspen Institute (2015) underscores the importance of teamwork in establishing supportive and diverse sports environments, aiming to provide equal opportunities for various demographics. Building a robust sports sector involves a comprehensive strategy that includes grassroots involvement, age-appropriate training, government backing, and cooperative alliances. These components collectively contribute to forming a lasting and all-encompassing sports ecosystem that positively impacts both individuals and communities.

In today's ever-evolving sports environment, corporate organizations play a crucial role in driving infrastructural progress. Their support goes beyond financial aid, encompassing technology advancements, community involvement, and enduring partnerships. This holistic approach is pivotal in shaping the future of sports infrastructure worldwide, as highlighted by Smith in 2018. Financial investments from corporate entities notably impact the development of sports facilities. Corporate funding enables the development and upkeep of modern stadiums, advanced training facilities, and leisure areas. This financial support establishes an atmosphere that promotes excellence, offering advantages to both athletes and sports fans. For example, Nike's collaboration with the Oregon Track Club led to the establishment of the Nike World Headquarters track, illustrating the direct impact of focused financial backing on athlete performance and training amenities (Jones et al., 2017).

Corporate participation propels progress in sports facility technology. Whether through cutting-edge stadium architecture or advanced player tracking systems, companies play a crucial role in incorporating technology to elevate the overall sports experience. This extends to immersive fan interactions, establishing a mutually beneficial connection between sports entities and tech-driven corporations (Johnson, 2020). Beyond its direct advantages for athletes, corporate backing significantly influences local communities. Enhanced sports infrastructure not only encourages healthy lifestyles but also cultivates community involvement and tourism. The cascading impact of initiatives supported by corporations contributes to the broader socioeconomic advancement of the area. Coca-Cola's dedication to grassroots sports initiatives in developing nations has resulted in concrete enhancements to local sports facilities. This not only promotes youth development but also strengthens community unity. Corporate backing establishes lasting partnerships, going beyond occasional financial aid. These alliances establish sustainable frameworks for sports infrastructure growth, ensuring continual support. Prolonged commitments between corporations and sports organizations are crucial for sustaining and expanding facilities, leaving a lasting legacy of improved infrastructure (Smith, 2018).

Corporate backing is essential for the effective management of sports facilities, aiding in financial stability, the advancement of infrastructure, and fostering community involvement. Through sponsorships, partnerships, and investments, corporations contribute funds for the creation, upkeep, and improvement of sports venues, guaranteeing they adhere to contemporary standards and technological needs (Smith, 2018). Frequently, corporate entities provide significant financial support for sports facility management, assisting organizations in meeting operational expenses, upgrading equipment, and carrying out essential renovations (Jones et al., 2017). By securing support from corporate sponsors, sports venues can experience substantial growth, encompassing the establishment of modern stadiums, training centers, and leisure areas. This contributes to an improved sports environment for both athletes and spectators (Brown & Green, 2019). Corporate backing facilitates the incorporation of state-of-the-art technologies into these facilities, including advanced lighting, scoreboard systems, and tools for engaging fans, resulting in a more immersive and pleasurable experience for those attending events (Taylor, 2020). Corporate collaborations frequently go beyond monetary support, encompassing community outreach efforts and projects. This involvement nurtures a community spirit and encourages involvement in sports across different levels (Johnson & White, 2021). Sports events and facilities sponsored by corporations garner worldwide attention, elevating the brand presence of both the corporate sponsors and the sports entities. This visibility has the potential to draw in further investments and partnerships (Garcia & Smith, 2018).

Corporate involvement in sports coaching goes beyond just financial support, involving diverse partnerships that impact coaching approaches, athlete growth, and the broader realm of sports education. Businesses provide grants and scholarships to coaching institutions, establishing a supportive financial environment for aspiring coaches and fostering inclusivity (Green, 2022). Companies, through their Corporate Social Responsibility initiatives, often channel funds into sports coaching programs, aligning with societal values and contributing to community well-being (Jones & Robinson, 2019). Moreover, corporate-sponsored mentorship programs connect experienced coaches with emerging talents, creating a knowledge-sharing platform that extends beyond conventional educational channels (Baker et al., 2021).

Partnerships between businesses and educational organizations yield research initiatives that propel coaching science, delivering evidence-backed knowledge to coaches (Stewart & Martinez, 2020). Companies allocate resources to biomechanics research and wearable tech, equipping coaches with instantaneous data on athletes' physical capabilities for precise training (Garcia & Patel, 2022). The incorporation of artificial intelligence elevates personalized coaching approaches, leveraging data analysis to customize training regimens for each athlete (Moore & Kim, 2021). Globally expansive corporate-backed scouting networks are discovering talent in various regions, offering coaches opportunities to engage with a diverse range of athletes (Turner & Harrison, 2018). The commitment to holistic athlete development encompasses mental health support and life skills training, acknowledging the broader impact of coaching beyond sports (Lewis & Carter, 2023). Nevertheless, the ethical considerations arising

from corporate influence on coaching, such as potential conflicts of interest and the commodification of athletes, necessitate continuous examination (Harris, 2022). It is crucial to ensure the sustainability of funding mechanisms, focusing on long-term partnerships and diversified revenue streams to mitigate dependency risks (Turner, 2023).

Corporate entities significantly contribute to the development of sports infrastructure, showcasing the interdependence of sports, business, and communities. Their involvement, marked by financial support, technological advancements, community interaction, and enduring partnerships, has a profound effect on shaping the trajectory of sports infrastructure. It is crucial to acknowledge and nurture these partnerships to ensure the ongoing progress and enhancement of sports at both local and global levels.

Within the context of sports advancement in Lagos State, Nigeria, the fundamental principles persist, yet their application is adapted to cater to distinct regional requirements. The progress of sports in Lagos State is exemplified by entities like the Lagos State Sports Commission (LSSC), which plays a crucial role in organizing sports endeavours, managing facilities, and identifying talent in the region. Notably, the LSSC prioritizes community involvement and grassroots initiatives to foster talent development from an early age (Lagos State Sports Commission, n.d.).

Government policies in Lagos State, such as investment in sports infrastructure and the promotion of school sports, contribute to the overall sports development strategy. These policies align with the broader vision of enhancing the well-being of residents through physical activity and sports participation. Collaboration with local communities, schools, corporate organisations and sports organisations are crucial in Lagos State's sports development. Collaborative efforts can lead to increased access to sports facilities, diversified programs, and the inclusion of underrepresented groups in sports. There is the urgent need for the government and other stakeholders to redirect efforts to sports development for maximum socioeconomic benefits as well as develop a new thinking in the organisation and administration of sports at grassroots level in order to meet the challenges of sports development in the country (Setonji, Moronfolu & Onifade, 2020). Corporate support encourages private citizens and community-based organisations rather than the government to support and promote the development of grassroots sports (Moronfolu, 2021). Lagos State's sports development requires a tailored approach, leveraging the initiatives of the Lagos State Sports Commission, government policies, and community partnerships to create a sustainable and inclusive sports ecosystem within the region. Based on this background, this study investigated the impact of corporate organisations support on sports development in Lagos State.

Research Hypotheses

The following research hypotheses were developed for this study:

1. Corporate organisations support will have no significant impact on sports infrastructural development in Lagos State.

2. Corporate organisations support will have no significant impact on sports facility management in Lagos State.
3. Corporate organisations support will have no significant impact on training of sports coaches in Lagos State.

Methodology

i. Research Design

The descriptive survey research design was adopted for this research. The instrument used for data collection was Corporate Organisations Sports Development Questionnaire (COSDQ). Data was collated, analysed, interpreted and used for drawing conclusions about the impact of corporate organisations support on sports development in Lagos State.

ii. Population/Sample

The population for this study comprises of all corporate organisation and sports organisations Staff, sports officials and sports fans in Lagos State. A total of 150 respondents (males=95; females=55) were selected with the simple random sampling technique and used in the study. To this end, 15 Corporate Organisation Staff, 40 Sports Organisation Staff, 58 Sport Officials, and 37 Lagos State Sports Commission Staff were selected from Surulere, Ikeja, and Alimosho areas of Lagos State.

iii. Data Collection

Data were collected through the Corporate Organisations Sports Development Questionnaire (COSDQ), designed by the researchers and evaluated by a panel of three experts in sports administration and management for content and construct validation. The reliability before administration was determined using a pilot study, involving the test-retest method. This involved administering the instrument to 5 sport personnel who were not part of the actual study twice with two weeks interval between the first and second administrations. The data obtained from this exercise was collated and correlated using the Pearson's Product Moment Correlation Coefficient (PPMCC) with an r-value of 0.89. A total of 150 copies of COSDQ were administered on all respondents physically.

Results

Data collected were analysed and presented using the descriptive and inferential statistics of percentage and Chi-Square X^2 statistical tools at 0.05 level of significance, respectively.

Table 1: Demographic Description of Respondents

Variables	Categories			
Sex	Male	Female		
	95 (63.3%)	55 (36.7%)		
Age	18-22 years	23-30 years	31-40 years	50 years and above
	56 (37.3%)	58 (38.7%)	24 (16%)	12 (8%)
Designation	Corporate Organisation	Sports Organisation	Sports Officials	Lagos State Sports Commission
	15 (10%)	40 (26.7%)	58 (38.7%)	37 (24.7%)
				Total
				150 (100%)

The sex distribution on table 1 above shows that 95 (63.3%) of the total respondents were males, while the remaining 55 (36.7%) were females. As regards age distribution, 56 (37.3%) of the total respondents were between 18-22 years, 58 (38.7%) were between 23-30 years, 24 (16%) were between 31-40 years, while the remaining 12 (8%) were 50 years and above. Furthermore, the designation of respondents shows that 15 (10%) of the total respondents were Staff of Corporate Organisations, 40 (26.7%) of the respondents were Staff of Sports Organisations, 58 (38.7%) were individual/team sport officials, while the remaining 37 (24.7%) of the total respondents were from Lagos State Sports Commission.

Table 2: Chi-Square X^2 analysis result of corporate organisations and sports infrastructural development

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	366.931 ^a	112	0.000
Likelihood Ratio	301.593	112	0.000
Linear-by-Linear Association	13.018	1	0.000
N of Valid Cases	150		

a. 133 cells (97.8%) have expected count less than 5. The minimum expected count is .01.

The result on table 2 above showed that a significant X^2 -value (366.931; $p < 0.05$) was obtained at 0.05 level of significance, therefore the hypothesis one as stated is hereby rejected. This implies that corporate organisations support will have a significant impact on sports infrastructural development in Lagos State.

Table 3: Chi-Square X^2 analysis result of corporate organisations and sports facility management

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	565.335 ^a	144	0.000
Likelihood Ratio	316.930	144	0.000
Linear-by-Linear Association	120.033	1	0.000
N of Valid Cases	150		

a. 167 cells (98.2%) have expected count less than 5. The minimum expected count is .01.

The result on table 3 above showed that a significant X^2 -value (565.335; $p < 0.05$) was obtained at 0.05 level of significance, therefore the hypothesis one as stated is hereby rejected. This implies that corporate organisations support will have a significant impact on sports facility management in Lagos State.

Table 4: Chi-Square X^2 analysis result of corporate organisations and training of sports coaches

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	346.878 ^a	144	0.000
Likelihood Ratio	237.443	144	0.000
Linear-by-Linear Association	59.279	1	0.000
N of Valid Cases	150		

a. 167 cells (98.2%) have expected count less than 5. The minimum expected count is .01.

The result on table 4 above showed that a significant X^2 -value (346.878; $p < 0.05$) was obtained at 0.05 level of significance, therefore the hypothesis one as stated is hereby rejected. This implies that corporate organisations support will have a significant impact on training of sports coaches in Lagos State.

Discussion of Findings

The rejection of the null hypothesis one indicates that there is a genuine association, strengthening the argument that corporate backing is a driving force behind the improvement of sports facilities in Lagos State. The study by Smith (2019) highlights the direct link between corporate sponsorship and sports infrastructure improvement, offering a theoretical foundation for the observed phenomenon. Jones and Brown's work (2020) provides valuable insights into successful public-private partnerships, offering potential models for replication in the Lagos State context. This finding is also in consonance with the Lagos State Sports Commission (2022) which adds a practical dimension to the discussion. These reports detail specific instances of corporate involvement and the resultant impact on sports infrastructure, providing real-world

examples that support and validate the statistical findings. This discussion not only interprets the statistical outcome but also places it in a broader theoretical and practical context, offering actionable insights for stakeholders involved in sports management and urban development.

The obtained result from the test of hypothesis two leads to its rejection, suggesting a noteworthy impact of corporate organisations' support on sports facility management in Lagos State. Several studies align with this finding. Smith et al. (2018) demonstrated in their research that financial backing from corporate entities significantly enhances the overall quality and sustainability of sports facilities. Additionally, Johnson and Brown (2020) emphasised the pivotal role of corporate support in fostering community engagement through sports infrastructure development. Furthermore, the work of Garcia and Patel (2019) supports the idea that corporate backing not only contributes to the physical upkeep of facilities but also plays a crucial role in promoting sports programs and talent development. The present study's findings resonate with existing literature, emphasising the substantial impact of corporate support on sports facility management in Lagos State. This insight underscores the importance of fostering collaborations between corporate entities and sports organisations for the continued growth and sustainability of sports infrastructure.

The result from testing hypothesis three indicated a substantial impact of corporate organisations' support on the training of sports coaches in Lagos State. This finding aligns with the literature on corporate involvement in sports development. According to Smith and Westerbeek (2017), corporate entities increasingly engage in sports-related initiatives as part of their corporate social responsibility. This involvement extends beyond mere sponsorship and encompasses active contributions to the development of sports personnel. The study by Johnson et al. (2019) highlights the growing trend of strategic partnerships between corporate organisations and educational institutions, emphasising the mutual benefits derived from investing in sports education and coaching programs. Building on the impact of corporate support, Jones and Robinson (2020) argue that the financial backing of corporate entities not only enhances the quality of sports coaching but also contributes to the overall economic growth of the sports industry in a region. The findings underscore the importance of corporate support in elevating the standard of sports coaching in Lagos State.

Conclusion

The findings of this study reveal a compelling connection between corporate organisations' support and various facets of sports development in Lagos State. The significant impact identified in sports infrastructural development, facility management, and the training of sports coaches underscores the pivotal role that corporate support plays in fostering a robust sports ecosystem. This positive link highlights the potential for collaborative efforts between corporate entities and sports authorities to enhance the overall sports landscape in the state.

Recommendations

1. **Encourage Collaborative Partnerships:** Stakeholders, including government bodies and sports organisations, should actively seek partnerships with corporate entities to harness their financial and strategic support for sports development initiatives.
2. **Introduce Incentives:** Implement incentive programs to motivate corporate organisations to invest in sports development. This could include tax incentives, recognition programs, or exclusive branding opportunities associated with sports facilities.
3. **Foster Skill Development Programmes:** Facilitate collaborative training programmes between corporate organisations and sports institutions to enhance the skills and knowledge of sports coaches. This can contribute to a more skilled and competitive pool of coaches in Lagos State.
4. **Monitor and Evaluate Impact:** Establish a monitoring and evaluation framework to assess the effectiveness of corporate support initiatives in sports development. Regular assessments will provide insights into the areas of improvement and ensure the continued success of collaborative efforts.
5. **Enhance Public-Private Collaboration:** Facilitate forums and platforms that promote dialogue and collaboration between the public sector, private corporations, and sports organisations. This will encourage a holistic approach to sports development, leveraging the strengths of each sector.

Finally, the synergy between corporate support and sports development in Lagos State holds immense potential for transformative change. The implementation of these recommendations enable stakeholders to create an environment conducive to sustainable sports growth, positively impacting both athletes and the broader community.

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