



SPORTS SPONSORSHIP AND PARTICIPATION OF SPORTS ADMINISTRATORS IN SPORTING ACTIVITIES IN CROSS RIVER STATE, NIGERIA

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Abstract

This study determined the relationship between sports promotion and participation of sports administrators in sporting activities in Cross River State, Nigeria. For the purpose of the study, one hypothesis was formulated to guide the research. The survey research design was adopted for the work. The population for the study was 246 sports administrators in public secondary schools in Cross River State and was all involved in the study because of the manageable size. A 30-item structured questionnaire tagged "Sport Promotion and Participation Questionnaire (SPPQ)" was the instrument for data collection in this research. The instrument was validated by three experts in Measurement and Evaluation in the Department of Educational Foundations, Faculty of Education, University of Calabar. The reliability of the instrument was established using Cronbach alpha reliability method. The questionnaire was administered on 246 sports administrators with the help of three research assistants. A total of 246 copies of the questionnaire were administered, retrieved and analyzed using Pearson Product Moment Correlation Coefficient from SPSS version 20. It was found that significant relationships exist between sponsorship and participation of sports administrators in sporting activities in Cross River State, Nigeria. The study therefore recommends among others that there should be continued sustenance of companies' sponsorships programmes on sporting programmes like football, volleyball, table tennis and advertisement of sporting programmes on radio, television or newspapers enhance participation of sports administrators in selected sports of interest.

Keywords: Administrators, Participation Promotion, Sponsorship and Sports.

Introduction

Sport is generally understood to include physical activities that go beyond competition sports. Onifade (2011) described sports as a social institution that teaches and reinforces societal beliefs, norms and values, thereby assisting in socializing athletes into major cultural and social behaviour patterns in various societies. According to Bucher and Krotee (2012), sports contributes to character building, discipline, economy, ideology, patriotism, education, mental development, human communication, physical fitness, and health. Sports participation refers to the gradual involvement of individuals in sporting activities. The philosophy of sports in Nigeria is to encourage participation in sports as avenue for enhancement of health, exhibition of innate physical attribute, expression of talents, skills and alleviation of poverty (The Federal Republic of Nigeria, 2019).

Caroll and Caroll (2015) conducted a study to determine enablers that could promote participation in sports and physical activities and communication of simple health messages to support national NCD (Non-Communicable Diseases) prevention efforts in Nauru, Tonga, Fiji and Samoa. The study utilized teenagers (aged 15 - 17 years), young adults (18-34 years) and adults (35-50 years) through Focused Group Discussions and structured interviews. The study reported that participation in physical activity is important to students' current and future health. It assists in the control of body weight by increasing energy expenditure, this is important in teaching children and young people how to achieve a healthy 'energy balance', and avoid developing adult obesity.

It reduces the risk of developing premature cardiovascular disease, type-2 diabetes, metabolic syndrome and some site-specific cancers (Hallal, Victora, Azevedo & Wells, 2016).

Weight bearing physical activity is important in bone formation and remodeling. In addition, physical activity reduces depression and anxiety (especially in shy students), enhances mood, self-esteem and quality of life (Boreham, Twisk, Murray, Savage, Strain & Crain, 2011). Sporting activities could be football, basketball, volleyball, hockey, relay races,

javelin, rugby, cricket, motor sports, swimming among others and individuals are at liberty to choose any sports as it appeals to them. Individual involvement in these sporting activities could be enhanced through promotional activities.

Sports competitions, seminars, conferences and meetings of various types provide the opportunity for individuals from different countries to exchange ideas and knowledge which in turn would be of immense benefit in educating the citizens of their countries. Over the last decades sports have undergone enormous changes assuming connotations of business that nevertheless do not cancel the exciting and emotional dimensions and the desire to participate in sports keep increasing involving thousands of practitioners and fans (Felt, 2013). However, the low participation in sporting activities among secondary school sport administrators in Cross River State is worrisome in spite of the benefits accruable from involvement in sporting programmes.

Sponsorship involves an array of activities whereby the marketer attempts to capitalize on an official relationship with an event, a team, player, or more other sports organization such as the National Collegiate Athletic Association (NCAA), the International Olympic Committee (IOC), or Federation of International Football Association (FIFA). Sponsorship of sporting activities takes various forms. Sponsorship of teams is found throughout sports (Musa, 2019). Some of the most visible examples are found in the Major League Soccer (MLS) as company names and logos are featured on team jerseys. For example, Alaska Airlines is the official jersey sponsor of the Portland Timbers while Valspar is the official sponsor of the Chicago Fire. These are examples of sponsorships of companies that are not related to sports. Turkish Airlines established a sports marketing strategy involving high-profile sports teams, players, and sport associations including Manchester United, FC Barcelona, the Euro league basketball competition, NBA player Kobe Bryant, the Turkey national football team, and tennis player (Walker 2016).

Another example of sports marketing through sponsorships of teams is the apparel contracts seen throughout sports. In 2011 Nike agreed to become the official apparel company of the NFL in exchange for around \$220 million per year; a deal that has been extended through 2019. At the college level, Ohio State and Nike maintain a contract that provides the school a value of \$16.8 million per year in cash and product through the 2033-34 academic year (Luis, 2020). Michigan meanwhile receives a total value of \$15.3 million per year. Under Armour and Adidas are also major apparel brands as Under Armour sponsors Notre Dame for \$9 million per year while Adidas provides more than \$7 million each year to both UCLA and Louisville (Walker 2016). These are examples of sports marketing because as it is defined, sport marketing is a marketing strategy in which companies related to sports products or services promote their trademark through design, production or other resources. In this case apparel companies Nike, Under Armour, and Adidas, which are all completely related to sports, design the uniforms of these teams and as a consequence their trademarks are being promoted every time there is a game.

Sponsorship of athletes is another area. Apparel companies also sponsor professional athletes such as Kevin Durant who receives \$30 million per year from Nike. Stephen Curry is speculated to receive even more money than Durant from his contract with Under Armour. Many athletes maintain contracts with a variety of companies, some that are related to sports and others that are not. Roger Federer holds agreements with Nike, Wilson, Rolex, Mercedes-Benz, and Gillette, worth in sum close to \$60 million each year. LeBron James' contracts with Nike, Beats by Dre, Coca-Cola, Kia, McDonald's, and Samsung accrue the NBA player more than \$40 million per year (Lius, 2020).

Peyton Manning meanwhile holds sponsorship agreements with companies including Buick, DirecTV, Gatorade, Nationwide and Papa John's worth in sum approximately \$12 million per year. Fellow NFL quarterback Drew Brees earns \$11 million each year from his contracts with Wrangler, Vicks, Verizon, Nike, and Microsoft (Walker 2016). Another example of marketing through sports is the strategy used by Gillette to promote its personal hygiene products through representative figures of each sport on television during broadcast sports events. Gillette uses athletes such as tennis player Roger Federer, golfer Tiger Woods, and soccer player Thierry Henry (Walker 2016)

In the commercials, these celebrities appear using the products of the company showing the results in order to demonstrate that if successful people use the products you should use them too. It is a clear example of this concept, because the company using this marketing strategy is not related to sports at all, but through important personalities of each sport it has the possibility to get to its target audience. Nike and Gatorade also hold sponsorship agreements with top athletes. Included among Nike's clients are Federer, Woods, golfer Rory McIlroy and tennis player Rafael Nadal while Gatorade has deals with NBA star Dwayne Wade, Serena Williams, and Peyton and Eli Manning (Lius, 2020).

In Cross River State, the management of Nestle Company and some philanthropists have been severally involved in the promotion of sporting activities in secondary schools through provision of funds and competitive trophies. In spite of

these support for sporting activities, only few school administrators have taken advantage of the development; while many others, especially the public schools seem not to be interested. The low participation and interest level of secondary school administrators in sporting activities experienced at the moment is very discouraging.

This development which has recorded low involvement in competitive sporting activities in the State at the secondary school level of education does not identify sports talents among students and prepare them for future gains in such sporting activities, after completion of secondary education. Most secondary schools at the moment restricts themselves to inter-house sporting activities within their schools. It is not however certain as to whether these administrators are motivated by these sports promotional strategies to get involved in sports or otherwise. One things that borders the researcher is the fact that participation in sporting activities at secondary schools level of education holds out great benefits to the students. The need for the study is to determine the relationship between sports sponsorship and participation of secondary school sports administrators in sporting activities in Cross River State.

Hypothesis

Sponsorship of sporting programme does not significantly relate with participation of school sports administrators in sporting activities in Cross River State.

Methods and Material

Survey design was adopted for this study. The research covers Cross River State of the Federal Republic of Nigeria. The target population of the study was 246 sport administrators in public secondary schools in Cross River State obtained from State Secondary Education Board, Calabar. The study employed the census approach as all the sport administrators were involved in the study. The sample for this study was 246 sport administrators in public secondary schools in Cross River State. In analyzing the data, the hypothesis was restated; the variable of the hypothesis was identified, followed by the statistical technique employed (Pearson Product Moment Correlation Coefficient).

Results and Discussion

Pearson product moment correlation analysis of the relationship between sponsorship of sporting programme and participation of school sports administrators in sporting activities

Variables	N	M	SD	r-value	Sig
Sponsorship of sporting programme	246	18.31	2.11		
Participation of school sport administrators in sporting activities	246	17.99	2.23	0.871*	0.00

*Significant at .05 level, df = 244, critical r= 0.195

Discussion of findings

The results in Table 4 revealed that the calculated r-value 0871* was greater than the critical r-value of 0.195 at .05 level of significance with 244 degree of freedom. By this result, the null hypothesis which state that sponsorship of sporting programme does not significantly relate with participation of school sport administrators in sporting activities in Cross River State was rejected. This implies that there is significant relationship between sponsorship of sporting programme and participation of sport administrators in sporting activities in Cross River State. Thus, availability of sponsorships for sporting programmes like football, volleyball, table tennis among others influenced sports administrators' involvement and participation in the sporting activities. The findings for this section of the study revealed that a strong relationship existed between sponsorship and participation of school sport administrators in sporting activities in Cross River State. Therefore, companies, wealthy persons and philanthropists should continue to sponsor sporting encourage participation by sport administrators in secondary school to build students' health and development of hidden talents.

Conclusion

The study concentrated on sports promotion and participation of school sport administrators on sporting activities in Cross River State, Nigeria. Based on the result of the data analysis, it was found out that a significant relationship existed between sponsorship and participation in sporting activities among sport administrators in Cross River State. The relationship between these variable and participation in sports by sport administrator was established in this study to be positive. It follows therefore that promotional of sporting activities by companies should be encouraged, publicized and sustained to enhance participation by the Nigerian public in general and sport administrators in Cross River State in particular.

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