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The sports sponsorship trends in dakshina Kannada district of Karnataka state and resulting in sports participation and performance

Sandeep U and Manoj Kumar

Abstract

The objective of the study is to analyse “The purpose of the study was to the Sports Sponsorship Trends in Dakshina Kannada district and resulting in sports participation and Performance. In the world of sports virtually everything is for sale, and companies are buying big. The idea of sponsoring a sporting activity is more popular than ever before. These days there isn’t much a company can’t stick its name on for the right price – events, buildings, cars, ice and grass and turf, even people. Total of Eighteen sports clubs/association are selected randomly from the Dakshina Kannada District it includes registered and non-registered clubs were selected randomly as subjects for this study. Just as advertisers address their audiences through commercial messages, sponsors communicate through the activities they sponsor. The idea of sponsorship can be traced back as far as ancient Greece when wealthy citizens supported athletics and arts festivals in order to enhance social standing. The condition of participation in sports has still not improved in India. Since majority of the sports persons are unable to get opportunity and meet the cost of the equipments for the participation, they are looking for some type of encouragement and assistance. Sponsorship has played a major role in the promotion of sports.

Keywords: Sports sponsorship, Dakshina Kannada district, resulting in sports participation and performance

Introduction

Since the primitive age, human civilization has undergone various changes and today what we find on that, the civilization has become highly specialized and complex reflecting quite a good scientific, social and technological development. The ability and wisdom of human being have been striving to construct a society that could protect health and render overflowing welfare.

Society has grown with vast changes taking place in every sphere of life. The main reason for the growth of an organized society is scientific advancement through research and development, leading to the industrialization and computerization. Every segment of the society today influenced or effected by the process of scientific advancement. It is not that person has changed, but attitude, aptitude outlook and even the look of man who controlled the society. But today it is the society which controls the man.

Today’s organization of the modern society is not just a group individuals knitted together, but it is a process of belief and faith based on wisdom and thought directed towards meaningful approach to life. By leaps and bounds, the society has changed from its spiritualistic ideals to materialistic life, where ideals are set and goals have to be scored.

Sports as an indispensable part of society got a tailor made fitting in the modern setup. Today’s sport is not just in the play field but a serious, prestigious question that influences every human sphere of life. Psychologists are concerned with behavioural patterns of sports persons. Medical professionals are analyzing the optimum level of human vigour and vitality. Sociologists interpret human Interaction In sports. Economic and lousiness houses are looking for globalization of trade, market and Politicians find their access to sports management as it satisfies the hunger of power.

The first modern use of sponsorship occurred about 100 years ago via the placement of ads in the official program of the 1896 Olympic Games. Two decades later, the soft drink giant,

Coca-Cola set a precedent with its purchase of product-sampling rights at the 1928 Olympics (Pope 1998). A significant increase in sponsorship activity and investment as we know it today occurred between the 1976 Montreal Olympics and the 1984 Los Angeles Olympics – mainly in an effort to circumvent losses the city of Montreal suffered in hosting the Games (Pope 1998). Today, sponsorship expenditures in North America total \$8.7 billion, up from \$1 billion in 1985.

The objective of this study is to investigate association between sports sponsorship and financial performance and to identify sponsorship characteristic that can enhance financial performance. In particular, relationship between sports sponsorship with financial performance is examined in terms of sponsorship fit, event characteristics, and brand equity.

Sponsorship

A sponsorship occurs when a “corporation [or other investor] creates a Link with an outside issue or event, hoping to influence the audience by the connection” (Rison 2004). Characteristically, the ‘sponsor’ provides cash and/or in-kind products/services to a ‘sponsor’ in return for opportunities to create links with an event, cause, or organization in the eyes of consumers and potential consumers. A spouse can be an organization, team, program, or event that requires resources in order to accomplish its objectives. Menahga (1983) offers a definition that describes sponsorship as “the provision of assistance either financial or in-kind to an activity by a commercial organization for the purpose of achieving commercial objectives.” As the study and practice of sports marketing has become more sophisticated, companies have come to sponsor more than just “activities” as Menahga describes it.

Types of Sponsorship

Corporate sponsors receive high profile promotional opportunities before, during and after the event. Sponsors are effectively our partners in producing. There are five different types of sponsorship.

Event Sponsorship

Event sponsor receive an impressive set or perks that no other presents or exhibitor receiver. While some sponsor are not involved in the event.

Title Sponsorship

The difference between event sponsor and title sponsor is a matter of scope and flexibility. Event sponsor receive high profile opportunities on the day of event, but title sponsors are involved often from the very beginning of marketing campaign. Event sponsor are entitled to participate in sponsorship activities related to the event day itself, including hosting almost any aspect of event itself. Title sponsors have access to our attendees before the event and can actually piggy-back on our extensive enrolment marketing campaign.

Media Sponsorship

Media sponsors play the role of independent voice at our events. At this point, the term “media” may be misnomer, Because Connect has already involved several different non-media organization in this role at past events. The following is a list of likely players:

- Local Daily Newspaper
- Regional Business Journal
- Technology Magazines

- National Business r Technology Publication
- Technology e-Zane
- Technology Radio or TV programs
- Government Technology Offices (ECRC)
- Government Business Organizations (SBA)
- Technology Industry Association
- User Groups
- Sponsor

Facility Sponsorship

A facility sponsorship is available to the location that hosts the event. In many cities, the Connect event will be the gathering of top executives ever in that city. This is an excellent opportunity to promote your facilities to top CEOs who rarely attend conferences outside of their board rooms. With more than \$20,000 in prizes to give away, is one of the most sponsors anticipated parts of the event.

The government and sponsors are the major sports promoter is thoroughly interested in meeting all the requirements to create that wholesome environment but a government be guided properly, informed properly to provide the environment. The government is fully geared up to meet this demand. But unfortunately one shouldn't completely depend on government total involvement due to various short comings and in capabilities of the government. Hence, the outside agencies which are interested in the promotion of participation of sports and games could be very encouraging mood rather than solving responsibilities on the governments but it was two decades am was not seen. Now in this regard many sports loving agencies, industries, and organizations encourage the sports in cash or in kind.

Hence, there is a need of great support from the interested sports promoters. No study seems to be conducted to find out the Sports Sponsorship Trend in DakshinaKannada District their resulting sports performance and participation. Here, the researcher is tickled with reasons to take up this topic.

Statement of the Problem

Purpose of the study is to find out the sports sponsorship in Dakshina Kannada District.

Significance of the Study

- The study will be helpful to the Physical Education teachers, students and others to understand the benefit of sponsorship, and its effect on participation and performance.
- Study will provide good necessary information to the sports regarding availing of sponsorship to the sports persons.
- Study is helpful for the researcher to find out the information to their related study.
- The study will be useful addition to the physical education literature.

Hypothesis

- It was hypothesized that sports sponsorship would improve the performance of the players.
- It was hypothesized that sponsorship will leads to number of sports participation.
- It was hypothesized that sponsorship will gives an opportunity to players to represent the State or Nation.
- It was hypothesized that sports sponsorship will develops the games throughout the country.

Delimitation of the Study

- The study was delimited to sports sponsorship at sports clubs and association) of Dakshina Kannada District.
- The study was delimited to commercial sponsor and local sponsors only.
- It includes all the District level sports competition according to sports clubs and association.

Limitation of the Study

- The information regarding sports sponsors, sports club / Association achievement, player’s achievement and other details furnished by the Dakshina Kannada District Sports Club/Association has been taken as authenticated and correct.
- The present study was analysis sports sponsors trends of sports clubs / Association of Dakshina Kannada District.
- This study is only applicable of Dakshina Kannada District.
- Responses are received through the questionnaire it has got its own limitation.

Methodology

This chapter describes the methodology used throughout this study. The purpose of the present study attempts to find out the sports sponsorship trends in Dakshina Kannada District and resulting in sports participation and performance. The main objective of this study is to find out through the sponsorship how much sports and infrastructure have been improved and how it effected on the sports participation and performance of players of the various sports, clubs/Association of Dakshina Kannada District.

In this chapter, methods and procedures applied in this dissertation are describes. This includes the selection of subjects. Tools used for collection of data, methods of data collection and analysis of data by applying statistical techniques for the study.

Selection of the Subjects

Various sports clubs and association of Dakshina Kannada District were selected randomly as subjects for this study.

Tools Used For Collection of Data

For the present study the investigator used questionnaire method to collect the data for analysis purpose questionnaire is constructed with the help of experts from Physical Education Lecturers of Mangalore University itself. Total of Eighteen sports clubs/association are selected randomly from the Dakshina Kannada District it includes registered and non-registered clubs. The questionnaire is distributed to the president of the various sports clubs and association by concerned directly. The questionnaire it includes 20 questions and majority of are Yes/No type question.

Methods of Data Collection

For the data collection survey method were used. Data collected from various sports clubs/Associations through the questionnaire method.

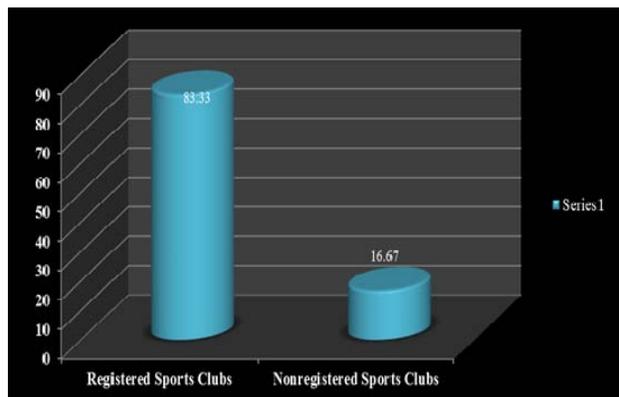
Analysis of Data

There is no specific statistical application has applied in this study. Because study is purely related to the respond of the members and president of various sports clubs and association to the question that asked in questionnaire and there is no specific key for evaluating the respond of related persons. So that data has been converted into percentage for getting the

current respond status of president and members of various sports clubs and association of the Dakshina Kannada District.

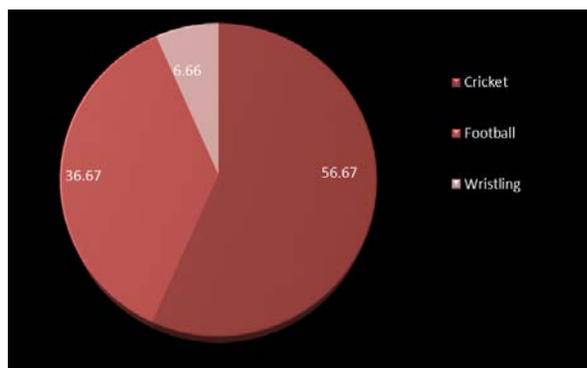
Analysis, Results and Discussion

A study was conducted to identify the sports sponsorship in Dakshina Kannada district, by giving questionnaire to the various sports Club/Association of the Dakshina Kannada District. In this study no specific statistical technique is applied. Mainly the data were analyzed in percentage. Total Twenty questions are there in questionnaire. Researcher made some of the graphical representation of question on respond



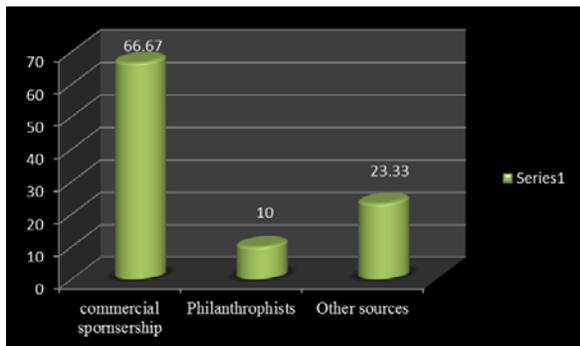
Graph 1: Types of Organization

In this Graph total number of sports clubs/Association of Dakshina Kannada District are taken for the study has been showed. Among them 83.33% of sports clubs are registered sports clubs, and 16.67% of clubs are nonregistered sports clubs. The questionnaires are distributed to president of the concerned sports clubs. Based on the respond got through the analyzed and converted into Percentage.



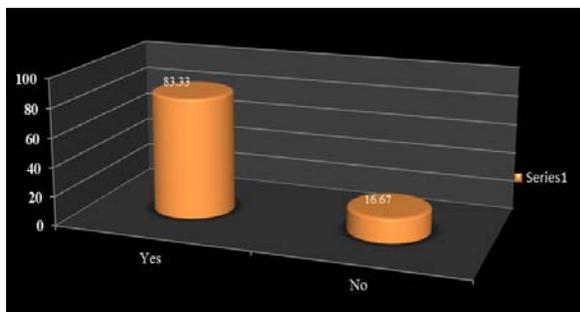
Graph 2: Various Games Played By Sports Clubs

This Graph shows that the main game played by the various sports club/Association of the Dakshina Kannada District. According to data of the questionnaire the researcher found that 56.67% of the sports clubs are playing Cricket. Because Cricket is the major game in the Dakshina Kannada District. 36.67% of the sports clubs are playing Football. It is also one of the popular games in the Dakshina Kannada District and 6.66% of the clubs are playing Wrestling. These three games are much improved through getting more sports sponsorship in Dakshina Kannada district.



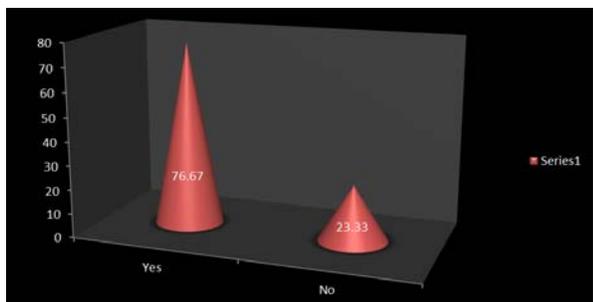
Graph 3: Sources of Money for Sports Club/Association

This graph shows that various types of financial sources to the different sports clubs/Association of the Dakshina Kannada District. In this study Researcher found that 66.67% of the clubs getting Financial benefit from the Commercial sponsorship. 10%of the sports clubs getting sponsorship from the Philanthropists and 23.33% of sports clubs are getting sponsorship from other sources. In Dakshina Kannada District majority of the popular games played by the sports club payers, commonly it attracts the commercial sponsors. So they will come forward to sponsor such games. So Sports clubs/Associations of Dakshina Kannada District getting good number of sponsorship benefit to improvement of their players performance.



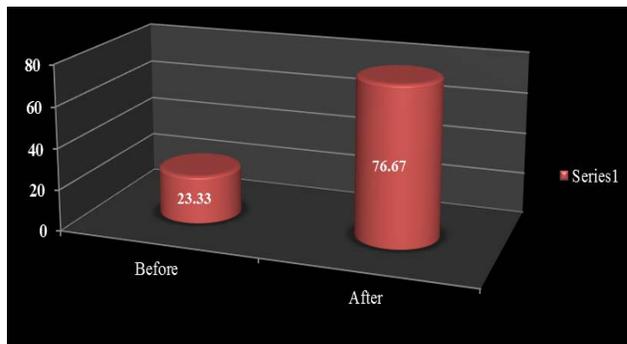
Graph 4: Improvement of Infrastructure through Sponsorship

This graph shows that the respond from the president of various sports Clubs/Association of the Dakshina Kannada District. It related to improvement of sports Infrastructure through sponsorship in concerned sports clubs/Associations. In this study83.33% of clubs/Associations are availing sports sponsorship for the improvement of Sports infrastructure. 16.67% of sports sponsorship for the no improvement of sports Infrastructure. This shows that sports sponsorship is the main source for the Development of sports infrastructure at sports clubs.



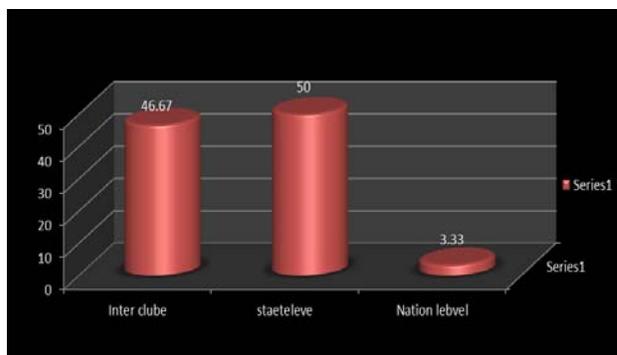
Graph 5: Improvement of Sports Participation of the Clubs by the Sponsorship

This graph shows that improvement of sports participation of sports club players with the help of sponsorship. In total number of sports clubs/association from Dakshina Kannada District 76.67% of players represent the state level and 23.33% of player has played in National level in their respective games. All these achievement achieved through sports sponsorship. Why because through sponsorship sports clubs/Association gets much financial assistance, it is very helpful to fulfil their necessary requirements for their successful participation in every level of competition.



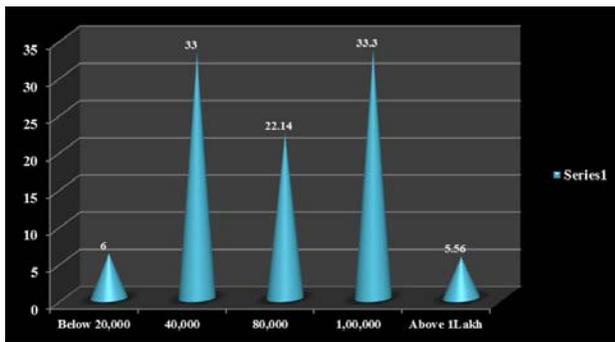
Graph 6: Improvement of Sports Performance of the Clubs through Sponsorship

This graph shows that the improvement of sports performance of the players with the help of sports sponsorship. And 76.67% sports clubs/Associations have responded Yes and 23.33% of sports clubs/Associations are responded No. Why because money is the ultimate sources of preparing the good infrastructure. If infrastructure, Facility is good then the players will get more chance to improve their performance. Some clubs are responded No why because they are getting good amount of money but they are having some other drawbacks in coaching and training programs. So investigator found out that many clubs are having improved their performance through sponsorship.



Graph 7: Status of Tournament Organized through Sponsorship

This Graph shows that the level of tournaments conducting with the help of sponsorship. In The present study researcher observed that 46.67% of sports clubs are conducting the Inter clubs Tournaments. 50% of the sports clubs are conducting the State level Tournaments. And 3.33% of sports clubs of Dakshina Kannada District are conducting National level Tournaments. It shows that the sponsorship are very much approached them to improving the conducting the tournament in the Dakshina Kannada District.



Graph 8: Financial Assistance to Sports Club/Association through the Sponsorship

In this graph it shows from the present study, researcher observed that 6% of sports clubs are getting below Rs.20000 for their clubs. 33% of clubs got approximately Rs.40, 000 through sponsorship to the sports clubs.22.14% of sports clubs/Associations are getting Rs.80, 000 financial assistance through the sponsorship. 33.3% of sports clubs are getting Rs.1, 00,000 for conducting various programs in sports clubs. And only 5.56% of sports clubs are getting more than Rs.1 Lakh through the sponsorship. It shows that the sponsorship and financial assistance are much improved in Dakshina Kannada District. Some sports clubs got good amount of sponsorship because performance of their clubs and popularity of particular game.

This study is purely related to the sports sponsorship in various sports clubs/Association of the Dakshina Kannada District. In this chapter, based on the aggregate results summary, conclusion and recommendation has been made. The study was purely related to the information available about sponsorship in sports club/association and its resulting performance and participation and feed backs of president of concerned sports club/Association that participated in study.

The concerned study is conducted in Mangalore Taluk of Dakshina Kannada District. The sports clubs/Association are selected randomly and it includes registered and Non-registered sports clubs. Total of 30 sports clubs are selected for concern study. Questionnaire method is used to get the feedback of president of various sports clubs. The questionnaire consists of twenty one questions, and majority is Yes/No type. So for getting good result the percentage of responds by the presidents of the various sports clubs are taken for the final conclusion of the study. Based on the feedback majority of the question are responded in positive manner.

Based on the result it was summarized that the sponsorship is improved a lot in sports clubs/Association, performance and participation of the players, level of conducting the tournament and infrastructure in Dakshina Kannada District.

The most of the sports clubs are registered and in that almost all the clubs are getting the financial sponsorship for overall development of their sports club. Some of the non-registered sports clubs also getting good amount of money for sports activities and it is highlighted in the respond of concerned president of the sports clubs. So it is concluded that sponsorship will support significantly in the field of sports in Dakshina Kannada District.

Registered and non-registered sports clubs plays a major role in promoting sports and getting sports sponsorship in Dakshina Kannada District. With the help of graph researcher found out the percentage level of Registered and non-registered clubs. A large percentage that is 83.33%of the sports are registered and 16.67% are non-registered clubs. As per the result researcher

concluded that there is more encouragement for sports Dakshina Kannada District.

In the present study researcher found that the various major games played by the sports clubs. It represented in the graph, it shows that 56.67% of clubs shows much interest to the popular game Cricket. Compare to Cricket football also in the good position. Here researcher concluded that these games are attracts the sponsorers and games improved significantly.For the improvement of the game every sports clubs/Association gets total 66.67% sports sponsorship through the commercialist. It is concluded that sponsorship is a trend in Dakshina Kannada District to sponsoring various popular games. In case of improvement of sports infrastructure in sports clubs through sponsorship, the respond level is good. The percentage level of yes is 83.33% it is concluded that sports infrastructure through sponsorships has been improved significantly.

Likewise the respond level for the question related to the sports performance of club players improved through sponsorship also very high. Total 76.67% of player played in state level and 23.33% of players participated in national level competition. So it is also concluded that the sponsorship has been improved and motivated the players to enhance performance level. Through the sponsorship the level of conducting the tournament has been improved. The graph showed that 50%% of clubs are conducting state level and 46.67%% of clubs are conducting inter club tournaments so it is conducted that sponsorship helped them to improvement of conducting tournaments in Dakshina Kannada District.

Overall improvement of the sports clubs because of sponsorship. In the way of financial assistance which is very important for the development of the clubs in this study researcher found out 33% of sports clubs getting Rs. 40,000 and 33.3% of clubs getting Rs. 1 lakh through sponsorship. So I can conclude that sponsorship is compulsory in the field of sports to improve the performance participation and infrastructures in sports clubs.

The condition of participation in sports has still not improved in India. Since majority of the sports persons are unable to get opportunity and meet the cost of the equipments for the participation, they are looking for some type of encouragement and assistance. Sponsorship has played a major role in the promotion of sports.

Based on this study researcher has made some conclusion. It is all very important and needed in sports field. Researcher has been concluded that is required for the important of sports participation and performance for improving infrastructure also money is needed. The study has been relived that almost researchers hypothesis is accepted significantly. The participation and performance also increased through sports sponsorship in the sports clubs/Associations. Because of that players got more opportunity to go and participants and clubs got improved the level of conducting the tournaments. So finally researcher concluded that sports sponsorship is highly existent in Dakshina Kannada District and well improved in the participation, performance and infrastructure of the sports club/Association through the sponsorship in Dakshina Kannada District.

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