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Limited liability companies' involvement in, and influential factors to sports sponsorship in rivers State, Nigeria

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Abstract

The study investigated limited liability companies' involvement in, and influential factors to sports sponsorship in Rivers State, Nigeria. Cross-sectional survey design was used. A structured and validated questionnaire titled Sports Sponsorship Involvement Questionnaire with reliability co-efficient of 0.82 was utilized to collect data from 247 marketing officers of the limited liability companies. Percentage and chi-square were used for data analysis. It was found that few companies are involved in sponsoring athletes' development (2.42%), sports equipment (9.04%), sports facilities (5.88%), sports competition organization (36.97%), and sports personnel development (0.84%). Company type, class and age independently makes significant difference in the involvement in sports sponsorship. It was recommended that Rivers State government should make policies and laws mandating these companies to sponsor sports in the state. The laws should be executed by appropriate sports agencies. Companies that sponsor sports should be given some concession in tax payment to government.

Keywords: Sports sponsorship, Limited liability companies, influential factors, involvement, Nigeria.

1. Introduction

One of the marketing avenues and media for corporate organizations is sports. Sports refer to all form of physical activity, which through casual or organized participation, aim at expressing or improving physical fitness, and mental well-being, forming social relationships or obtaining results in competitions at all levels^[1]. Sport has become a marketing medium in and of itself, with the ability to target, segment, promote, and cast products and services in heroic lights^[2]. Sports leagues, along with colleges and universities, originally relied on event gate revenues to maintain financial solvency^[3]. Sporting events are a major category in the sponsorship arena^[4]. Sport is a setting to entertain clients and a medium to market non-sport products^[5] as well as a vehicle that enables media exposure and attracts audiences that span multiple demographic segments^[6].

Nowadays sponsorship has become a vital part of the funding for a wide range of sporting, artistic, and social events because sponsors hope that supporters' enthusiasm and interest on the event or their team will translate into long-term benefit for the sponsor^[7]. Sponsorship is one the promotional and marketing means and technique that has overtaken sports industry in the past decades. Sponsorship as a commercial transaction where both parties anticipate financial return - the beneficiary receives direct funds while the sponsor's expectations are ultimately measured in terms of consumer's behaviour^[8]. Sponsorship is an opportunity for companies to reach consumers through their heart and minds^[4, 9]. Sponsorship and product placement have increasingly become ways for businesses to place their brands in positions that are hard to ignore^[10].

Researchers^[11, 12] noted that wealthy ancient Greeks supported athletic and arts festivals in order to enhance social standing and gladiators could be supported by members of the Roman aristocracy for the same purpose. In ancient Greek olympiads, local businesses paid charioteers to wear their business's colours when racing^[13].

The first recorded use of sponsorship of sport in the United Kingdom occurred in 1898 when that year's soccer league champions, Nottingham Forest was sponsored by Borvil, the beverage organization^[14].

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Large corporations' purchase of stadium rights became popular in the mid 1990's [3]. He further noted that considering the growth of sponsorship expenditure, it is reasonable to assume that major sports teams have seen increased revenues from their stadium sponsorships. Sports sponsorships as observed by [10] continue to grow as an important part of advertising and marketing expenditure. Emphasizing the importance of companies in sports sponsorship, [15] noted that without the support corporations, the world of sport would collapse. The world of sport has become increasingly dependent on corporate sponsorships for operating revenues. The most active categories of sponsorship were soft drinks, banks, automobile, telecommunications, and beer [16].

On a worldwide basis, sport organizations and corporations have entered into partnerships wherein each agrees to assist the other in forwarding their own objectives [17]. He maintained that one of such partnerships is sport sponsorship. Sport sponsorship is the provision of resources (e.g. money, people, equipment) by an organization (the sponsor) directly to a sponsee (e.g. sport personality, sporting authority or sport body or code), to enable the sponsee to pursue some activity (e.g. participation by the individual or event management by the authority or sport body or code) in return for rights to be included in a sponsorship agreement contemplated in terms of the sponsor's marketing communication strategy and which can be expressed in terms of corporate, marketing, sales and/or media objectives and measured in terms of the linking objectives to the desired outcome in terms of return on investment in monetary and non-monetary terms [7].

Sponsorship provides a variety of athletic platforms that can serve as the basis for sponsorship: individual athletes, facilities, or an event [18], and the athletic platform has four components: the athletes, the event, the sport, and the team [19]. The types of sport sponsorship, according to [8] include shirt/team sponsorship; squad sponsorship; athlete sponsorship; event sponsorship; venue/stadium sponsorship; technology sponsorship, and broadcast sponsorship. For the purpose of this study, sports sponsorship focused on sponsorship of athletes' development; sponsorship of sports equipment; sponsorship of sports personnel development; sponsorship of organization of sports competition, and sponsorship of sports facilities by companies. Sports sponsorship is a promotional activity in the sport industry.

Sport sponsorship is a distinctive approach companies use to reach consumers that can benefit from targeting this exclusive market. Sports sponsorship's ability to reach consumers in locations where they have strong ties can strengthen the bond between businesses and their target audiences [20]. Corporate bodies or companies sponsor sports for different objectives and motives.

The sport sponsorship objectives are classified into three categories namely corporate objectives; marketing objectives, and media objectives [11], and corporate; marketing; media, and personal [21]. Based on opinions and findings of early researchers [21, 11, 22, 23] on sport sponsorship objectives, [7] clustered the sport sponsorship objectives into five namely broad corporate objectives; product/brand/service-related objectives; sales objectives; media coverage objectives, and Guest hospitality objectives.

Notwithstanding the benefits accruing to sports sponsors, not all companies in developing countries are involved in sports sponsorship, but this is yet to be established scientifically. Establishing whether limited liability companies in Nigeria especially Rivers State are involved in sports sponsorship

should be an issue of concern to every sports enthusiast. Rivers State is one of the 36 States in Nigeria with Port Harcourt as its headquarters. It is located in the south-south geo-political zone and Niger-Delta region of Nigeria with many national and international limited liability companies.

1.1 Theoretical Background

The social exchange theory was reviewed. Social exchange theory is based on a central premise that the exchange of social and material resources is a fundamental form of human interaction [24]. The assumptions of social exchange theory are that people who are engaged in interaction are rationally seeking to maximize profits. Most gratification among humans is located in others. People have access to information about social, economic, and psychological aspects of interaction that allows them to consider alternative, more profitable situations relative to their present condition. People are rational and calculate the best possible means to compete in rewarding situations. Social exchange theory is organismic mechanistic to the extent that the individual is not in control of the expectations for his/her behavior. individual reactions are narrowly defined as acceptable.

Sports enthusiasts such as sports administrators always crave for avenue for financing sports in Nigeria. The organization and administration of sports in Nigeria has been handicapped due to inadequate fund. Such fund is not only to come from government but from individuals and corporate firms in the form of sports sponsorship. The dilapidated nature of sports facilities and equipment can be revived through corporate sponsorship of sports. In recent years, the National Council on Sports has been shifting and postponing National Sports Festivals on the grounds of the inability of state governments to put in place all the required facilities and logistics for the competition. Such shift could be seen in the 16th National Sports Festival "Kada Games 2008" hosted in Kaduna by Kaduna State government which was earlier scheduled to hold in 2008 but was later held in 2009, and 17th National Sports Festival, "Garden City Games 2010", which is to be hosted in Port Harcourt by Rivers State government, was earlier fixed to take place in 2010 but now moved to 2011. These postponements could be averted if companies effectively sponsor sports to assist the state government. The researchers have equally observed the steady cry of sports administrators concerning poor sports development due to inadequate funding of sports in Nigeria and Rivers State in particular, which would have been abated if corporate organizations are involved in sponsoring sports. Hence, this is the crux of the research.

1.2 Aim of the Study

The aim of the study is to find out limited liability companies' involvement in, and influential factors to sports sponsorship in Rivers State, Nigeria.

1.3 Research Questions

1. What is the involvement in sports sponsorship by limited liability companies in Rivers State?
2. What is the influence of company type on the involvement in sports sponsorship among limited liability companies in Rivers State?
3. What is the influence of company class on the involvement in sports sponsorship among limited liability companies in Rivers State?
4. What is the influence of company age on the involvement in sports sponsorship among limited liability companies

in Rivers State?

1.4 Hypotheses

1. Company type makes no significant difference in the involvement in sports sponsorship among companies in Rivers State.
2. Company class makes no significant difference in the involvement in sports sponsorship among companies in Rivers State.
3. Company age makes no significant difference in the involvement in sports sponsorship among companies in Rivers State.

2. Materials and Methods

A cross-sectional survey design was adopted in this study. The population for the study consisted of all the 247 marketing officers of registered limited liability companies in Rivers State, Nigeria. Only the two hundred and forty-seven (247) marketing officers of registered limited liability companies were used for the study. A structured questionnaire titled "Sports Sponsorship Involvement Questionnaire (SSIQ)" was employed as instrument to generate data for this study. Split-half method was used to establish the reliability of the questionnaire and Pearson product moment correlation in conjunction with Spearman-Brown prophesy statistic was used to arrive at reliability coefficient is 0.82 showing that it is reliable for the study.

Two hundred and forty-seven (247) copies of the questionnaire were administered to respondents and 238 copies were returned giving a return rate of 96.36 per cent. Percentage and Chi-square (χ^2) were used for data analysis. Percentage was used to analyze data concerning the research questions while χ^2 was used to test the hypotheses at .05 alpha level.

3. Results

Table 1 shows that 1(0.42%) of the companies sponsor the training of athletes, 2(0.84%) of them sponsor educational scholarships for athletes, and seminars for training of sports personnel, respectively, 20(8.40%) of the companies sponsor the provision of training kits to athletes. None (0.00%) of the companies sponsor the payment of allowances to athletes; maintenance of sports equipment; sports facilities; hire and payment of sports personnel to officiate competitions, and educational scholarships for sports personnel, respectively. Also, 43(18.07%) of the companies sponsor the procurement of sports equipment, 28(11.76%) of them sponsor the construction of sports facilities, and 120 representing 50.42% of the companies sponsor the purchase of trophies used in sports competitions. The table reveals that 144(60.50%) of the companies sponsor the entertainment of sports participants during sports competition, and 4(1.68%) of them sponsor workshops for training of sports personnel.

It is evident in table 2 that none of the oil companies representing 0.00% and 1 (0.43%) non-oil companies sponsor the training of athletes; 0 (0.00%) oil companies and 2 (0.85%) non-oil companies sponsor educational scholarships for athletes, and 0 (0.00%) oil companies and 20 (8.55%) non-oil companies sponsor the provision of training kits to athletes, and 0 (0.00%) oil companies and 0 (0.00%) non-oil companies sponsor the payment of allowances to athletes. Also, 1 (25.0%) oil companies and 42 (17.95%) non-oil companies sponsor the procurement of sports equipment; 0 (0.00%) oil companies and 0 (0.00%) non-oil companies sponsor the maintenance of sports equipment; 0 (0.00%) oil

companies and 28 (11.97%) non-oil companies sponsor the construction of sports facilities, and 0 (0.00%) oil companies and 0 (0.00%) non-oil companies sponsor the maintenance of sports facilities. Moreso, 0 (0.00%) oil companies and 0 (0.00%) non-oil companies sponsor the hire and payment of sports personnel to officiate competitions; 1 (25.0%) oil companies and 119 (50.85%) non-oil companies sponsor the purchase of trophies used in sports competitions, and 1 (25.0%) oil companies and 143 (61.11%) non-oil companies sponsor the entertainment of sports participants during competition. Data in the table reveal that 0 (0.00%) oil companies and 4 (1.71%) non-oil companies sponsor workshops for training of sports personnel; 0 (0.00%) oil companies and 2 (0.85%) non-oil companies sponsor seminars for training of sports personnel, and 0 (0.00%) oil companies and 0 (0.00%) non-oil companies sponsor educational scholarships for sports personnel.

It could be seen in table 3 that none (0.00%) of the companies that are less than 10 years and 1 (2.63%) of companies that are 10 years and above sponsor the training of athletes; 0 (0.00%) of the companies that are less than 10 years and 2 (5.26%) of companies that are 10 years and above sponsor educational scholarships for athletes, and 0 (0.00%) of the companies that are less than 10 years and 1 (2.63%) of companies that are 10 years and above sponsor the provision of training kits to athletes, and 0 (0.00%) of the companies that are less than 10 years and 1 (2.63%) of companies that are 10 years and above sponsor the payment of allowances to athletes. Also, 0 (0.00%) of the companies that are less than 10 years and 2 (5.26%) of companies that are 10 years and above sponsor the procurement of sports equipment; 0 (0.00%) of the companies that are less than 10 years and 1 (2.63%) of companies that are 10 years and above sponsor the maintenance of sports equipment; 98 (49.0%) of the companies that are less than 10 years and 30 (78.95%) of companies that are 10 years and above sponsor the construction of sports facilities, and none (0.00%) of the companies that are less than 10 years and 0 (0.00%) of companies that are 10 years and above sponsor the maintenance of sports facilities. Moreso, 106 (53.0%) of the companies that are less than 10 years and 26 (68.42%) of companies that are 10 years and above sponsor the hire and payment of sports personnel to officiate competitions; 10 (5.0%) of the companies that are less than 10 years and 18 (47.37%) of companies that are 10 years and above sponsor the purchase of trophies used in sports competitions, and 106 (53.0%) of the companies that are less than 10 years and 32 (84.21%) of companies that are 10 years and above sponsor the entertainment of sports participants during competition. Data in the table reveal that 1 (0.5%) of the companies that are less than 10 years and 3 (7.89%) of companies that are 10 years and above sponsor workshops for training of sports personnel; 2 (1.0%) of the companies that are less than 10 years and 3 (7.89%) of companies that are 10 years and above sponsor seminars for training of sports personnel, and 0(0.00%) of the companies that are less than 10 years and 0 (0.00%) of companies that are 10 years and above sponsor educational scholarships for sports personnel.

It is evident in table 4 that none of the local, regional and international companies representing 0.00% and 1 (1.43%) national company sponsor the training of athletes; 0 (0.00%) local, regional, and international companies and 2 (2.86%) national companies sponsor educational scholarships for athletes; 0 (0.00%) local, regional and international companies and 1 (1.43%) national company sponsor the

provision of training kits to athletes. The table reveals that 0 (0.00%) local, regional, and international companies and 1 (1.43%) national company sponsor the payment of allowances to athletes. Also, 0 (0.00%) local and regional companies and 1 (1.43%) national company, and 1 (12.50%) international company sponsor the procurement of sports equipment; 0 (0.00%) local, regional, and international companies, and 1 (1.43%) national company sponsor the maintenance of sports equipment. Again, 10 (20.0%) local companies, 57 (51.82%) regional companies, 56 (80.0%) national, and 5 (62.50%) international companies sponsor the construction of sports facilities. Data in the table reveal that 0 (0.00%) local, regional, national and international companies sponsor the maintenance of sports facilities. Moreover, 20 (40.0%) local companies, 70 (63.64%) regional companies, 40 (57.14%) and 2 (25.0%) international companies sponsor the hire and payment of sports personnel to officiate competitions. It is equally evident in the table that 1 (2.0%) local company, 10 (9.09%) regional companies, 10 (14.29%) national companies, and 7 (12.50%) international companies sponsor the purchase of trophies used in sports competitions, 22 (44.0%) local companies, 78 (70.91%) regional companies, 32 (45.71%) national companies, and 6 (75.0%) international companies sponsor the entertainment of sports participants during competition. Data in the table reveal that 0 (0.00%) local companies, 1 (0.91%) regional companies, 1 (1.43%) national companies and 2 (25.0%) international companies sponsor workshops for training of sports personnel; 0 (0.00%) local companies, 1 (0.91%) regional companies, 1 (1.43%) national companies, and 3 (37.5%) international companies sponsor seminars for training of sports personnel. The table shows that 0 (0.00%) local, regional, national and international companies sponsor educational scholarships for sports personnel.

Table 5 shows that there is no significant difference in the involvement of oil and non-oil limited liability companies in sponsorship of athletes' development, (calculated χ^2 0.000 < critical χ^2 7.815; degree of freedom (df) (3); $\alpha=0.05$), for sports equipment and sports facilities (χ^2 calculated 0.000 < χ^2 critical 3.841; df 1; $\alpha=0.05$), sports competition organization (χ^2 calculated 1.197 < χ^2 critical 5.991; df 2; $\alpha=0.05$), sports personnel (χ^2 calculated 0.000 < χ^2 critical 5.991; df 2; $\alpha=0.05$). There is no significant difference in the involvement of oil and non-oil limited liability companies in sports sponsorship in Rivers State (χ^2 calculated 1.6913 < χ^2 critical 22.362; df 13; $\alpha=0.05$).

Table 6 shows that there is no significant difference in the involvement of local, regional, national and international limited liability companies in sponsorship of athletes' development, (calculated χ^2 2.4339 < critical χ^2 16.92; degree of freedom (df) (9); $\alpha=0.05$), for sports equipment (χ^2 calculated 0.7369 < χ^2 critical 7.82; df 3; $\alpha=0.05$); sports facilities (χ^2 calculated 0.000 < χ^2 critical 7.83; df 3; $\alpha=0.05$),

and sports personnel (χ^2 calculated 0.000 < χ^2 critical 5.991; df 2; $\alpha=0.05$). On the other hand, there is significant difference in the involvement of local, regional, national and international limited liability companies in sponsorship of sports competition organization (χ^2 calculated 31.9898 > χ^2 critical 12.59; df 6; $\alpha=0.05$). There is significant difference in the involvement of local, regional, national and international limited liability companies in sports sponsorship in Rivers State (χ^2 calculated 114.1744 > χ^2 critical 54.57; df 39; $\alpha=0.05$).

Table 7 reveals that there is no significant difference in the involvement of limited liability companies that are less than 10 years and those that are 10 years and above in sponsorship of athletes' development, (calculated χ^2 0.0000 < critical χ^2 7.815; df 3; $\alpha=0.05$); sports equipment (χ^2 calculated 0.000 < χ^2 critical 3.841 df 1; $\alpha=0.05$); sports facilities (χ^2 calculated 0.000 < χ^2 critical 3.841; df 1; $\alpha=0.05$), and sports personnel (χ^2 calculated 0.2206 < χ^2 critical 5.991; df 2; $\alpha=0.05$). On the other hand, there is significant difference in the involvement of limited liability companies that are less than 10 years and those that are 10 years and above in sponsorship of sports competition organization (χ^2 calculated 24.9002 > χ^2 critical 5.991; df 2; $\alpha=0.05$). There is significant difference in the involvement in sports sponsorship among limited liability companies limited liability companies that are less than 10 years and those that are 10 years and above in Rivers State (χ^2 calculated 54.2876 > χ^2 critical 22.362; df 13; $\alpha=0.05$).

Discussion of Findings

The finding that majority of the companies are not involved in sports sponsorship is not surprising because of the way and manner which sports are managed and administered in Nigeria. Corruption in Nigerian sports industry exemplified in lack of transparency and accountability is enough to scare potential sponsors from getting involved in sports sponsorship.

Again the finding that type, class and age made significant difference in the companies' involvement in sports sponsorship is expected. The findings are in line with [25] who found that general favourable disposition was significantly and positively correlated to general purchase intentions, and other purchase intentions. The result revealed that certain brand-specific favourable dispositions were also significantly and positively correlated to brand-specific purchase intentions. Again, some of the brand-specific favourable dispositions were also significantly and positively correlated to certain factors of goodwill while others were not significant. Goodwill was significantly and positively correlated to general purchase intentions. Various facets of goodwill were also significantly and positively correlated to some of the brand-specific purchase intentions.

3.1 Tables and Figures

Table 1: Involvement in sports sponsorship by limited liability companies (n=238)

S/n	Statements	Yes		No	
		f	%	F	%
	Development of athletes				
1.	Sponsoring the training of athletes	1	0.42	237	99.58
2.	Sponsoring educational scholarships for athletes	2	0.84	236	99.16
3.	Sponsoring the provision of training kits to athletes	20	8.40	218	91.60
4.	Sponsoring the payment of allowances to athletes	0	0.00	238	100.0
	Cluster %		2.42		97.58
	Sports equipment				
5	Sponsoring the procurement of sports equipment.	43	18.07	195	81.93
6	Sponsoring the maintenance of sports equipment	0	0.00	238	100.0

Cluster %			9.04		90.96
Sports facilities					
7	Sponsoring the construction of sports facilities.	28	11.76	210	88.23
8	Sponsoring the maintenance of sports facilities.	0	0.00	238	100.0
Cluster %					
Organization of sports competitions					
9	Sponsoring the hire and payment of sports personnel to officiate competitions	0	0.00	238	100.0
10	Sponsoring the purchase of trophies used in sports competitions	120	50.42	118	49.58
11	Sponsoring the entertainment of sports participants (athletes, coaches, officials, etc.) during competition	144	60.50	94	39.50
Cluster %					
Development of sports personnel					
12	Sponsoring workshops for training of sports personnel	4	1.68	234	98.32
13	Sponsoring seminars for training of sports personnel.	2	0.84	236	99.16
14	Sponsoring educational scholarships for sports personnel	0	0.00	238	100.0
Cluster %					
Overall cluster %					
			11.03		88.97

Table 2: Involvement in sports sponsorship among limited liability companies based on company type

S/n	Statements	Oil company (n= 4)				Non-oil company (n= 234)			
		Yes		No		Yes		No	
Development of athletes									
1.	Sponsoring the training of athletes	F	%	f	%	f	%	f	%
2.	Sponsoring educational scholarships for athletes	0	0.00	4	100.0	1	0.43	233	99.57
3.	Sponsoring the provision of training kits to athletes	0	0.00	4	100.0	20	8.55	214	91.45
4.	Sponsoring the payment of allowances to athletes	0	0.00	4	100.0	0	0.00	234	100.0
Cluster %			0.00		100.0		2.46		97.54
Sports equipment									
5	Sponsoring the procurement of sports equipment.	1	25.0	3	75.0	42	17.95	192	82.05
6	Sponsoring the maintenance of sports equipment	0	0.00	4	100.0	0	0.00	234	100.0
Cluster %			12.5		87.5		8.98		91.02
Sports facilities									
7	Sponsoring the construction of sports facilities.	0	0.00	4	100.0	28	11.97	206	88.03
8	Sponsoring the maintenance of sports facilities.	0	0.00	4	100.0	0	0.00	234	100.0
Cluster %			0.00		100.0		5.99		94.01
Organization of sports competitions									
9	Sponsoring the hire and payment of sports personnel to officiate competitions	0	0.00	4	100.0	0	0.00	234	100.0
10	Sponsoring the purchase of trophies used in sports competitions	1	25.0	3	75.0	119	50.85	115	49.15
11	Sponsoring the entertainment of sports participants (athletes, coaches, officials, etc.) during competition	1	25.0	3	75.0	143	61.11	91	38.89
Cluster %			16.67		83.33		37.32		62.68
Development of sports personnel									
12	Sponsoring workshops for training of sports personnel	0	0.00	4	100.0	4	1.71	230	98.29
13	Sponsoring seminars for training of sports personnel.	0	0.00	4	100.0	2	0.85	232	99.15
14	Sponsoring educational scholarships for sports personnel	0	0.00	4	100.0	0	0.00	234	100.0
Cluster %			0.00		100.0		0.85		99.15
Overall cluster %			5.83		94.17		11.12		88.88

Table 3: Involvement in sports sponsorship among limited liability companies based on company age.

S/n	Statements	Less than 10 years (n= 200)				10 years and Above (n= 38)			
		Yes		No		Yes		No	
Development of athletes									
1.	Sponsoring the training of athletes	F	%	f	%	f	%	f	%
2.	Sponsoring educational scholarships for athletes	0	0.0	200	100.0	1	2.63	37	97.37
3.	Sponsoring the provision of training kits to athletes	0	0.0	200	100.0	2	5.26	36	94.74
4.	Sponsoring the payment of allowances to athletes	0	0.0	200	100.0	1	2.63	37	97.37
Cluster %			0.0		100.0		3.29		96.71
Sports equipment									
5	Sponsoring the procurement of sports equipment.	0	0.0	200	100.0	2	5.26	36	94.74
6	Sponsoring the maintenance of sports equipment	0	0.0	200	100.0	1	2.63	37	97.37
Cluster %			0.0		100.0		3.95		96.05
Sports facilities									
7	Sponsoring the construction of sports facilities.	98	49.0	102	51.0	30	78.95	8	21.05
8	Sponsoring the maintenance of sports facilities.	0	0.0	200	100.0	0	0.0	38	100.0
Cluster %			24.5		75.5		39.47		60.53
Organization of sports competitions									
9	Sponsoring the hire and payment of sports personnel to officiate competitions	106	53.0	94	47.0	26	68.42	12	31.58
10	Sponsoring the purchase of trophies used in sports competitions	10	5.0	190	95.0	18	47.37	20	52.63

11	Sponsoring the entertainment of sports participants (athletes, coaches, officials, etc.) during competition	106	53.0	94	47.0	32	84.21	6	15.79
	Cluster %		37.0		63.0		66.67		33.33
	Development of sports personnel								
12	Sponsoring workshops for training of sports personnel	1	0.5	199	99.5	3	7.89	35	92.11
13	Sponsoring seminars for training of sports personnel.	2	1.0	198	99.0	3	7.89	35	92.11
14	Sponsoring educational scholarships for sports personnel	0	0.0	200	100.0	0	0.0	38	100.0
	Cluster %		0.5		99.5		5.26		94.74
	Overall cluster %		12.4		87.6		23.73		76.27

Table 4: Involvement in sports sponsorship among limited liability companies based on company class.

		Local (n= 50)				Regional (n= 110)				National (n= 70)				International (n= 8)			
		Yes		No		Yes		No		Yes		No		Yes		No	
	Development of athletes	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
1.	Sponsoring the training of athletes	0	0.0	50	100.0	0	0.0	110	100.0	1	1.43	69	98.57	0	0.0	8	100.0
2.	Sponsoring educational scholarships for athletes	0	0.0	50	100.0	0	0.0	110	100.0	2	2.86	68	97.14	0	0.0	8	100.0
3.	Sponsoring the provision of training kits to athletes	0	0.0	50	100.0	0	0.0	110	100.0	1	1.43	69	98.57	1	12.50	7	87.50
4.	Sponsoring the payment of allowances to athletes	0	0.0	50	100.0	0	0.0	110	100.0	1	1.43	69	98.57	0	0.0	8	100.0
	Cluster %		0.0		100.0		0.0		100.0		1.79		98.21		3.13		96.87
	Sports equipment																
5	Sponsoring the procurement of sports equipment.	0	0.0	50	100.0	0	0.0	110	100.0	1	1.43	69	98.57	1	12.50	7	87.50
6	Sponsoring the maintenance of sports equipment	0	0.0	50	100.0	0	0.0	110	100.0	1	1.43	69	98.57	0	0.0	8	100.0
	Cluster %		0.0		100.0		0.0		100.0		1.43		98.57		6.25		93.75
	Sports facilities																
7	Sponsoring the construction of sports facilities.	10	20.0	40	80.0	57	51.82	53	48.18	56	80.0	14	20.0	5	62.50	3	37.50
8	Sponsoring the maintenance of sports facilities.	0	0.0	50	100.0	0	0.0	110	100.0	0	0.0	70	100.0	0	0.0	8	100.0
	Cluster %		10.0		90.0		25.91		74.09		40.0		60.0		31.25		68.75
	Organization of sports competitions																
9	Sponsoring the hire and payment of sports personnel to officiate competitions	20	40.0	30	60.0	70	63.64	40	36.36	40	57.14	30	42.86	2	25.0	6	75.0
10	Sponsoring the purchase of trophies used in sports competitions	1	2.0	49	98.0	10	9.09	100	90.91	10	14.29	60	85.71	7	12.50	1	87.50
11	Sponsoring the entertainment of sports participants (athletes, coaches, officials, etc.) during competition	22	44.0	28	56.0	78	70.91	32	29.09	32	45.71	38	54.29	6	75.0	2	25.0
	Cluster %		28.67		71.33		47.88		52.12		39.05		60.95		37.50		62.50
	Development of sports personnel																
12	Sponsoring workshops for training of sports personnel	0	0.0	50	100.0	1	0.91	109	99.09	1	1.43	69	98.57	2	25.0	6	75.0
13	Sponsoring seminars for training of sports personnel.	0	0.0	50	100.0	1	0.91	109	99.09	1	1.43	69	98.57	3	37.5	5	62.50
14	Sponsoring educational scholarships for sports personnel	0	0.0	50	100.0	0	0.0	110	100.0	0	0.0	70	100.0	0	0.0	8	100.0
	Cluster %		0.0		100.0		0.61		99.39		0.95		99.05		20.83		79.17
	Overall cluster %		7.73		92.27		14.88		85.12		16.64		83.36		19.79		80.21

Table 5: Summary of Chi-square of no significant difference in involvement in sports sponsorship among limited liability companies based on company type.

Statements	Company type	N	χ^2 cal	χ^2 crit.	df	Alpha level	Decision
Athletes development	Oil company	4	0.000	7.815	3	0.05	Accepted
	Non-oil company	234					
Sports equipment	Oil company	4	0.000	3.841	1	0.05	Accepted
	Non-oil company	234					
Sports facilities	Oil company	4	0.000	3.841	1	0.05	Accepted
	Non-oil company	234					
Sports competition organization	Oil company	4	1.197	5.991	2	0.05	Accepted
	Non-oil company	234					
Sports personnel	Oil company	4	0.000	5.991	2	0.05	Accepted
	Non-oil company	234					
Overall sports sponsorship involvement	Oil company	4	1.6913	22.362	13	0.05	Accepted
	Non-oil company	234					

Table 6: Summary of Chi-square of no significant difference in involvement in sports sponsorship among limited liability companies based on company class.

Statements	Company class	n	χ^2 cal	χ^2 crit.	df	Alpha level	Decision
Athletes' development	Local	50	2.4339	16.92	9	0.05	Accepted
	Regional	110					
	National	70					
	International	8					
Sports equipment	Local	50	0.7369	7.82	3	0.05	Accepted
	Regional	110					
	National	70					
	International	8					
Sports facilities	Local	50	0.0000	7.82	3	0.05	Accepted
	Regional	110					
	National	70					
	International	8					
Sports competition organization	Local	50	31.9898	12.59	6	0.05	Rejected
	Regional	110					
	National	70					
	International	8					
Sports personnel	Local	50	0.0882	12.59	6	0.05	Accepted
	Regional	110					
	National	70					
	International	8					
Overall sports sponsorship involvement	Local	50	114.1744	54.57	39	0.05	Rejected
	Regional	110					
	National	70					
	International	8					

Table 7: Summary of Chi-square of no significant difference in involvement in sports sponsorship among limited liability companies based on company age.

Statements	Company age	n	χ^2 cal	χ^2 crit.	df	Alpha level	Decision
Athletes' development	Less than 10 years	200	0.0000	7.815	3	0.05	Accepted
	10 years and above	38					
Sports equipment	Less than 10 years	200	0.0000	3.841	1	0.05	Accepted
	10 years and above	38					
Sports facilities	Less than 10 years	200	0.0000	3.841	1	0.05	Accepted
	10 years and above	38					
Sports competition organization	Less than 10 years	200	24.9002	5.991	2	0.05	Rejected
	10 years and above	38					
Sports personnel	Less than 10 years	200	0.2206	5.991	2	0.05	Accepted
	10 years and above	38					
Overall sports sponsorship involvement	Less than 10 years	200	54.2876	22.362	13	0.05	Rejected
	10 years and above	38					

4. Conclusions

It was concluded that not majority of the companies are involved in sports sponsorship. Certain companies' profile influences their involvement in sports sponsorship.

5. Recommendations

It was recommended that;

1. Rivers State government should make policies and laws

mandating companies to sponsor sports in the state. The laws should be executed by appropriate sports agencies.

2. Companies that sponsor sports should be given some concession in tax payment.
3. The State Ministry of Sports should sensitize and educate the companies on the need for them to sponsor sports.

6. Implications for Sports Financing and Development

The findings of the study have far reaching implications to sports financing and development. Sports financing is the act of providing or making available the money needed for sports. Financing sports contributes to sports development. Sports development is the positive change in the status of sport that could manifest in increased number of sports participants, high quality and number of sports facility and equipment, increased number and quality sports personnel, quality officiating, increased number of sporting activities, increased number of sports programmes and associations, among others. The finding that majority of the companies are not involved in sports sponsorship can be used to forecast that sports may never develop fully in Nigeria especially in Rivers State as it is in other states in developed countries where private corporate firms drive the sports sector through sponsorship. There will not be adequate fund for sports programmes, and government will continue to finance or intervene in financing and sponsoring sports in Nigeria.

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