

**ASSESSMENT OF THE INVOLVEMENT OF
CORPORATE BODIES IN SPORTS DEVELOPMENT
IN PLATEAU STATE.**

BY

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NOVEMBER, 2012

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FACULTY OF EDUCATION,
AHMADU BELLO UNIVERSITY, ZARIA, NIGERIA.**

NOVEMBER, 2012

DECLARATION

I hereby declare that the research work presented in this thesis for the award of the degree of Master of Science in Sports Management has not only been written and compiled by me but also is exclusively the report of an investigation conducted by me.

I also declare that this thesis has not been written or submitted in any form, whether partially or wholly, for any other degree. However, all sources of publications and other related reports in this investigation have been acknowledged in the reference section.

Dakwal, Jiddah Mwanbu

Date

CERTIFICATION

This thesis titled “ASSESSMENT OF THE INVOLVEMENT OF CORPORATE BODIES IN SPORTS DEVELOPMENT IN PLATEAU STATE” By DAKWAL, JIDDAH MWANBU meets the regulations governing the Award of the Degree of Masters of Science (M.SC) in Sports Management of Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary presentation.

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Chairperson, Supervisory Committee

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Date

DEDICATION

This thesis is dedicated to my wife, Mrs. Henriatta Nanchin Jiddah, children, Fwanyil David, Khirna'an Daniella and Ngulong Diamond Jiddah, parents Rtd. ASP and late Mrs. Na'chen Ramatu Mwanbu Dakwal who could not live to enjoy the fruits of her labour. (May her soul rest in peace).

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May God Almighty bless you abundantly, Amen.

ABSTRACT

The study was on assessment of the involvement of corporate bodies in sports development in Plateau state. It therefore examined the level of corporate bodies' involvement in developing sports in Plateau state. The work is made up of five chapters, the introduction (background of the study), review of related literature, methodology, collection and analysis of data, presentation of results and discussion and recommendation. To achieve the purpose of the study, a questionnaire was prepared with four (4) sections (A,B.,C,D) on the Assessment of Corporate bodies involvement in developing sports in Plateau state which was validated by three experts from the Department of Physical and Health Education, Ahmadu Bello University Zaria. Nine corporate bodies were randomly selected through the stratified sample procedure, two hundred and twenty (220) questionnaire were prepared and administered and one hundred and seventy eight (178) were returned. The variables assessed in the involvement of corporate bodies in sports development in the state includes; organizing competitions, training of athletes and coaches, construction of facilities and provision of equipment and supplies also conducting of researches and organizations of conferences, seminars and workshops. The background of the study captured the historical antecedence of sports development by corporate organizations. The ex-post facto research design with the Likert 5 point scale questionnaire and one sample t-test statistical technique were used to determine the level of significance between an observed mean and fix constant and the probability level of significant 0.05. The major hypothesis of the study states that there is no significant contribution by corporate bodies to sports development in Plateau state. This hypothesis is backed up by four (4) sub-hypotheses. The study found out among other things that most corporate bodies do not significantly contribute to the development of sporting activities and programmes in Plateau state. Even though there are some little forms of contributions, they are not much or adequate. Based on these finding, the researcher recommended among other things that enlightenment campaign on the involvement of corporate bodies in sports development among executives of corporate organizations be carried out in Plateau state.

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OPERATIONAL DEFINITION OF TERMS

- i. **Corporate Bodies:** Are independent companies, firms, either public or limited that have shareholders and board members, that have role to play in their social responsibility in the community they are situated for the community development.
- ii. **Sports Sponsorship:** Is that marketing strategies corporate bodies or organization involve themselves into sport; by donating products, goods and cash to develop the sports.
- iii. **Sports:** These are activities or games people participate in for pleasure.
- iv. **Aquatic Sports:** These are activities or plays carried out by people inside water.
- v. **Sport Development:** The increase in sports programmes and participation in sporting activities under conducive environment, with availability of infrastructures, funds and qualified personnel as driving force.
- vi. **National Sports Federation:** Is a well-known membership sport body, charged with responsibility to organization and administration of sports competition for them.
- vii. **Amateur Sports:** Are non professional sports people take part in for fun or to while away time.
- viii. **Involvement:** The extent or function of corporate organizations in promoting sports.
- ix. **Funding:** Financial responsibility of corporate bodies or organizations to promoting sporting programmes.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Competitive sports of contemporary times are basically a product of English revolution which was a complex development involving massive movement of people from rural to urban areas due to the advancement in the mode of transportation that made it easier to compete against each other. The development of industry made it possible to manufacture sporting equipment on a mass scale. The English leadership in the industrial revolution was accompanied by its leadership in sporting activities by organizing clubs in and out of educational institutions (Bennet, Maxwell, Howell, & Simri, 1975, Venkateswarlu, 1984). The movement spread to all the British colonies of which Nigeria is one.

After the Second World War, sports were revolutionalised because the whole world participated in them. This brought new ideas and innovations in organization, which is apparently more systematic than the traditional method of organization. The previous domination of the traditional participation came to an end and new methods of national sports organization became immediately apparent (Venkateswarlu, 1984).

The effect of this relationship has resulted in sporting and business communities becoming inextricably linked. Sponsorship of sports is now recognized and entrenched as a legitimate corporate marketing tool worldwide, with many events, teams, competitions and individuals bearing the name of or

being closely associated with a corporation (Irwin and Asimakopoulos, 1992; Verrender, 1994).

Sports has grown to be part of many nations' culture and consistently it continues to serve as an invaluable vehicle of attaining political, economic and social gains at both national and international levels. When a nation wins in a major sporting endeavour, the country finds a fresh vibrancy and conversely, when it loses, there is a lingering sourness and a contagious sadness that envelopes every activity in the polity (Mitchell, 1999).

South Korea spent billions of dollars towards the services of one of the biggest Olympic games ever in 1988 (Minn, 1988). It was meant to show the world that the country has come of age and that it is becoming one of the economic powers. Some critics have alleged that too much money was being unwisely spent on building new stadia facilities and athletic villages, new airport terminals, and "Olympic" highways. However, government officials have insisted that the money was judiciously spent. (Minn, 1988).

Subramanian (2008) reported that Beijing Olympics was initially estimated to cost \$1.6 billion, however due to Yuan's appreciation and extra steps taken to tighten security, it was revised to \$2 billion. Some recent estimates put it around \$6 billion (Athens had an expenditure of \$2.4 billion). On the revenue side, Beijing was expected to generate \$3 billion through: TV rights (₦709 million) sponsorship (₦ 260 million), lotteries (₦ 180 million), sale of tickets (₦ 140 million) and so on. Coca cola alone was said to have committed the sum of \$1

billion. Chinese authorities claimed that revenue realization in Beijing was the largest in history. Thus, on a rough count, the expenditure was covered by revenues. This takes into account the expenditure in Beijing alone on the outlay on facilities, infrastructures (i.e. high ways, apartments, plazas, e.t.c). These are estimated at around \$41-43 billion (Subramanina, 2008).

Sports groups and agencies offer a wide variety of programmes and services. These efforts are undertaken by a broad - based private and public sector groups operating on three basic levels: the grassroots or community level, the elite amateur level and the professional level. Although many agree that differences exist between these levels of activities, they all share a common need to generate funds.

For many sports groups, financial support is gathered through fund-raising efforts, fees or charges, tax support, or all three. Unfortunately, each of these measures can be limited in its potentials to generate funds.

The increasing worldwide popularity of sports characterized by high level participation called for proper development of our sports industry. This is due to the fact that sports play a prominent and significant role in the growth and development of many countries around the world (Ogunbiyi, 1998). Most developed and developing nations of the world have at one time or the other associated with and excelled in different sporting endeavours. For example, Brazil, United States of America, Germany, France, Russia, China, Britain, and a host of others became more popular in international affairs through their

excellence in sport. A lot of money is spent to sponsor sports in developed countries while there is a lot to be done in this part of the world because of the total dependence on government to sponsor sports (Mohammed, 1998).

The Federal government of Nigeria recognizing the role of sports in nation building commits much money into sports every year. Besides, the Federal government budget for sports for the year 1991 government also approved an additional budget of N2.8 Billion for the FIFA World Youth Soccer Championship and for the completion of eight stadia, training pitches acquisition of equipment including tracks, lighting and scoreboards (Abubakar, 1999). Furthermore when Nigeria hosted All Africa Games, tagged Abuja 2003, the Federal government spent N20 Billion on accommodation, furnishing, facilities, equipment, and organization of the games (Adamu, 2003), Sango (2000) said that N38 Billion was spent on building of a national stadium handled by Bougyues Nigeria Limited, Julius Berger handled the main bowl of the national stadium and Chinese CCC built the games village in Abuja as part of the preparations for the games. In the same vein, (Illo, 2003) reported that about N3.6 Billion worth BMW cars were given for use as official carriers for the games, while Association of Luxurious bus owners gave Luxury buses for transportation also the Griemlar Cassillar Mercedes Benz company gave a subsidized rate of Luxury buses to the Organizing Committee of the 8th All Africa games, which the associations used as opportunity to purchase the buses for the games and thereafter own them for their companies. It was estimated that 500,000 dollars was spent on information which was

provided by an information company Integreta Siema Company. The huge financial commitments were an attempt to develop the sports sector to contribute maximally to the nation's growth and development.

Despite the huge financial commitment from the government, Sports associations and clubs in Nigeria are still short of funds to execute their programmes. This situation has prompted different or most sports associations to embark on fund-raising exercises to generate additional funds for their activities and programmes. This has further ascertained the fact that government cannot single handedly fund sports adequately and therefore the need for more support for sports associations from corporate bodies, private sectors, voluntary organizations and philanthropies. Plateau State being part of Nigeria is not immune to lack of funds to carry out its sporting programmes, hence the need to look elsewhere for assistance. So it is the aforementioned situation and facts that motivated the researcher into conducting this research with a view to examining and evaluating the extent of involvement of corporate bodies in sports development in Plateau State.

1.2 STATEMENT OF THE PROBLEM

All over the world corporate organizations are known to have played a prominent role in the development of sports in the countries where they operate, through sponsoring of sports. Dunn (1992) noted that corporations in the United State devoted up to 3.3 billion United States dollars to sports sponsorship in North

America annually. This practice also goes on in Europe and some Asian countries notably Japan, China and South Korea to mention but a few. The African continent is not completely left out in this practice even though the amount of money expended on sports development by corporations operating in Africa is a far cry from what is obtainable in the afore mentioned developed countries. Even though, Plateau state is one of the states that has so many corporate organizations but has failed to take advantage of the existence of these corporate organizations operating in the state in the development of sporting activities and programmes.

Sporting programmes have derailed in Plateau state, for some time now there has not been meaningful organization of competitions and outings with fruitful results from the state athletes. In the 1960's up to early 1990's the state was a force to be reckoned with in sporting competitions both at national and international levels (Gonyok, 2000). The zeal for sports participation in the past by Plateau state citizens at all levels have been really high. Unfortunately now, shortage of facilities and equipment, lack of qualified and trained personnel or experts, lack of sponsorship from corporate bodies and philanthropists have discourage so many participants and thereby putting the state behind in sports development. The previous governments really gave sports promotion the desired attention by awarding athletes, giving scholarships and sponsoring athletes and coaches for further training. However the present government policy somehow marginalizes sporting programmes by not giving it the attention required at all levels. The priority of the present government is not geared towards sports

development; most of the facilities used in the state are obsolete, especially in the state sports council and the local government area councils. The performances of the athletes in the state have declined and are not impressive as a result of lack of constant organization of competitions. The demonstration of non-chalant attitude to the development and training of athletes and coaches makes it difficult for most sports men and women to remain in the state sport councils. Coaches in the state lack knowledge of current trends in sport developmental programmes.

Plateau state has so many corporate bodies situated in the state, some of which includes: Nasirudeen Company (NASCO), Nigeria Electricity Supply Company (NESCO), Grand Cereals Company and Consolidated Tin Miners Company etc. However, it seems that corporate bodies are not actively involved in the development of sports thus; government continues to bear the burden of sports developments in the face of present economic crisis and shrinking resources. This scenario prompted the researcher into conducting the research on the involvement of corporate bodies in sports development in Plateau state.

1.3 PURPOSE OF THE STUDY

The purpose of this study is to determine the involvement of corporate bodies in the development of sports in Plateau State in the following areas:

- i. Organization of Sports competitions
- ii. Construction of sporting facilities and provision of sports equipment.
- iii. Training of athletes and coaches.

- iv. Conducting researches and organization of conferences, seminars and workshops in sports.

1.4 RESEARCH QUESTIONS

This study on the assessment of the involvement of corporate bodies in sports development in Plateau State is to bring to the public knowledge how sports is developed by corporations in the state through, cash donations, construction of facilities and provision of equipment and supplies, sponsoring competitions, training of athletes and coaches, conducting of researches, organizing conferences, seminars and workshops. The study is guided by the following research questions.

- i. Are corporate bodies involved in sports development by organizing competitions in Plateau State?
- ii. Are corporate bodies involved in sports development by construction of sporting facilities and provision of equipment in Plateau State?
- iii. Are corporate bodies involved in sports development by training of athletes and coaches in Plateau State?
- iv. Are corporate bodies involved in sports development by conducting researches, organizing of conferences, seminars and workshops?

1.5 BASIC ASSUMPTIONS

For the purpose of this research the following assumptions are made:

- i. The poor level of sports achievement in Plateau State is attributed to the non involvement of corporate bodies in funding the training of athletes and sports competitions in the State.

- ii. Lack and poor state of facilities for sports in Plateau State is due to the non involvement and participation of corporate bodies in sports development at the local and state levels.
- iii. Corporate bodies' non-involvement and participation in funding of researches, conferences and seminars for updating and training of Coaches/Athletes is a factor for poor level of sports development in the State.
- iv. The non-involvement and participation by corporate bodies in the development of sports through staffing and recruitment of athletes contribute to poor sports performances in Plateau State.

1.6 RESEARCH HYPOTHESES

The following hypotheses shall be tested:

1.6.1 Major Hypothesis

There is no significant involvement of corporate bodies in sports development in Plateau State.

1.6.2 Sub - Hypotheses

- i. There is no significant involvement of corporate bodies in funding of sports competitions in Plateau State.
- ii. There is no significant involvement of corporate bodies in the construction of sports facilities /provision of equipment and supplies in Plateau state.

- iii. There is no significant involvement of corporate bodies in the training of athletes and coaches in Plateau state.
- iv. There is no significant involvement of corporate bodies in funding researches and organization of conferences, seminar and workshops in sports in Plateau state.

1.7 SIGNIFICANCE OF THE STUDY

The result of this study revealed the extent of development of sports by corporate organizations in Plateau State. It may contribute to knowledge significantly by adding to literature on sponsorship generally. It would also serve as a guide to corporate organizations involvement in developing sports in Plateau state specifically and Nigeria at large.

1.8 DELIMITATION OF THE STUDY

The study is delimited to the involvement of corporate bodies in sports development in Plateau state in the areas of funding: construction of facilities, provision of equipment, organization of competitions, training of athletes and coaches, conducting researches and organizing workshops, conferences and seminars.

1.9 LIMITATIONS

The limitations of this study were as follows:

- i. It was difficult for the researcher to ensure that the respondents accurately expressed their feelings while filling in the questionnaire; however they were assured of the confidentiality of all information given.
- ii. The researcher was not able to retrieve all the questionnaire from all the respondents. However, those retrieved were used.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2 INTRODUCTION

In this chapter, relevant literature were consulted and reviewed under the following sub-headings:

2.1 Sports

2.2 Contributions of Sports to National Development

2.3 Sports development

2.4 Funding of sports around the world

2.5 Funding of sports in Nigeria

2.6 Benefits of funding Sports

2.7 Need for corporate bodies involvement in sports funding,

2.8 Summary

2.1 SPORTS

Sports serve as means of entertainment, employment, and recreation for various individuals or persons and are universally accepted all over the world. The free online dictionary thesaurus (2012) defined sports as, an activity involving physical exertion and skills that is governed by a set of rules or customs and often undertaken competitively.

2.2 CONTRIBUTIONS OF SPORTS TO NATIONAL DEVELOPMENT

Sports account for national development of all nations, the development of sports in a nation has much to do with contributions from different quarters. Some of these contributions come from corporate bodies, individuals and philanthropists (Aghomon, 2000). The contributions and impact of sports as a social phenomenon on the growth and development of the Nigerian nation are revealed here. These include:

2.2.1 Sports and Development of Social, Cultural and national integration.

In most societies, sports have its fingers in almost every pie of national progress, much so in Nigeria, where it is the most outstanding force for unity and cohesion. Aghomon, (2000) reported that sports have proved to be an instrument of national integration. For decades, cultural differences have continued to threaten the oneness of the country. A thirty –month civil war was fought to ensure that Eastern region did not break away as Biafra. One important thing that has contributed to the integration of Nigeria is sports. In sports, Nigerians became one; teams are never raised on ethnic, regional or quota basis. During Atlanta 1996, when Nigeria won Olympic Gold in soccer, some that described Nigeria said; Nigerians of diverse tribes and tongues, sink cultural differences to become one as international victories are achieved in sports. The players flying the national colours are not seen as belonging to any tribe. All are immensely proud to be associated with them as Nigerians. In sports Nigerians are detribalized.

There are four other areas of National life or endeavour that do require that the state or tribal identity be seen as a factor to be considered. Pupils are admitted into federal secondary schools on quota basis, universities give admission on the basis of catchment areas and state of origin, appointments into Federal civil service are given on quota, ministerial and ambassadorial selections must follow and reflect federal character, these forces of disintegration and drums of tribal war are over the decades becomes tempered in sports (Aghomon, 2000).

Colonial leaders also recognized sports as a viable tool for social, cultural integration, because as far back as 1933 in Graham cup, when for the first time Southern and Northern provinces assembled for a sport meeting, Powel remarked that in such meetings lied tremendously the possibilities of future closer associations and understanding between the people of Nigeria (Kienka, 1990). It was hoped that they would cooperate for socioeconomic and political, emancipation. Sports as a vehicle of national integration did not however gain prominence until after the civil war in 1970. Sports competitions before independence and up to the civil war period were largely on regional basis. In the first republic constitution, sports was a regional matter, schools, colleges competed within their regions. What then could be regarded as national sports club largely belonged to the government parastatals such as Ports Authority, Electricity Corporation Authority (ECN) now Nigerian Electric Power Authority (NEPA), Nigerian Railways Corporation, Nigerian Police and to some international business corporations like Leventis, John Holt, UTC and so on.

These bodies had sports clubs of which soccer, athletics and basketball were prominent. The hunger for national integration and pulling together of resources and talents for national competitions become high shortly after independence (Aghomon, 2000).

The post civil war reconstruction efforts of the 1970s utilized sports for national rehabilitation. The first national sports festival was organized in 1973. In the spirit of national awareness after the civil war a participant was to represent any state where he/she had resided for six months with the exception of the National Youth Service Corps (NYSC). The spirit of the first sport festival saw all the then twelve states participating. Nigerians were brought together in the spirit of national integration. Though wrangling over age limits for different categories of competitors caused a lot of disaffection. It was a great success in terms of bringing Nigerians of diverse cultures, faith and socio-economic background to interact in an atmosphere of healthy competitive sporting activities. Many Nigerians as sportsmen and women, administrators, coaches, supporters and fans got to know and appreciate people of other parts of Nigeria more intimately. Attitudes of accommodation and tolerance became better developed. Social interactions cleared up biased concepts about people of other parts of the country. (Omidiran, 1999). These healthy relationship and interactions also goes a long way in bringing the people of Plateau State together through social and cultural interactions.

2.2.2 Sports and Political Development

For about two decades, one singular area of human endeavour that had positively promoted the image of this country is sports by winning international Laurels by Nigerians e.g. Olympic Gold etc. While the military governance made Nigeria look bad in international political arena, sports kept enhancing the recognition the international community's had to accord the country (Aghomon, 2000). Nigeria prominently participates in international competition such as Africa Cup of Nations, West African Football Union, African Champions League, African Winners' Cup, Bashorun Moshood Abiola CAF Cup, and many other competitions in soccer. Nigeria partakes in Basketball, Handball, Volleyball and Athletics (track and field). Some peak performance in soccer that unavoidably focused attention on Nigeria and boost its image include the winning of the Olympic Gold medal in soccer at Atlanta 1996 Olympic. All other participating nations bowed to the soccer wizardry of Nigeria's "Dream Team". This event happened at a time the political image of Nigeria was so negative due to military dictatorship. Similarly, in April, 1998, Nigeria hosted the 10th World Youth Soccer Championship as the first African country to host the world. Many nations of the world for the first time had the direct link with Nigeria by way of sending their nationals as sports administrators, organizers, coaches, officials, players and supporters. Notable players of big soccer clubs participated and many of them stepped on Nigerian soil for the first time. Nigeria also lived up to expectation in the hosting assignment even though did not win the cup. The preparations were

adequate and were faithfully executed to the admiration of participating countries and an open commendation of the country by FIFA. The politically dented image of the country was tremendously improved and this boosted the economic fortunes (Aghomon, 2000).

Omidiran (1999) agreed that, with sports, Nigeria had made her political weight felt in Africa, and sometimes in the world. She had since regularly participated in Olympics even with little hope of medals. Her political role in international politics became prominent after independence in 1960. Nigeria found she had to lead other African countries in the fight against apartheid. In 1968 South Africa tried to re-enter the Olympic movement by participating in the Mexico Olympic. Nigeria's Sir Adetokumbo Ademola, then on the International Olympic Committee (IOC) worked against her admission. Through the Supreme Council for Sports in African (SCSA), Nigeria also threatened to boycott the Mexico Olympics if South Africa was re-admitted. Nigeria also played a prominent role in the 1972 Munich Olympics when she joined other members of SCSA and United Nations to give conditions for Rhodesia to participate. Rhodesia under Ian Smith had embarked on unilateral declaration of independence (UDI) with a white minority government. Rhodesia had to agree to some terms such as, the country carrying the British flag and singing British anthem (renounced six years earlier) and their teams which must be multi-raced as British subjects. They unexpectedly agreed to the terms. Nigeria teamed with those who felt that Rhodesia should be allowed if she agreed with those terms. Though 41

other members of the Organization of African Unity (OAU) now African Union (AU) felt the approval of participation would amount to the recognition of another racist government, Nigeria, felt they should be honour-bound by the terms of the agreement. Eventually, however, Rhodesia did not do as she agreed to do and her expulsion from Munich was announced by IOC President Avery Brundage Brondage, thus paving way for the forty one countries boycotting Munich Olympics to attend. The role of Nigeria in these sport-related events boosted her political recognition. Nigeria also proved she had arrived as a political power when she led other African countries to boycott the Montreal Olympics in 1976. In spite of the fact that Nigeria had raised and funded the largest Olympic contingent at the time, had medal hopefuls and had really left for Montreal, they were recalled home as Nigeria led OAU nations to stop IOC from allowing New Zealand to participate. New Zealand had been romancing with apartheid South African by allowing her rugby team to engage in a playing tour of South Africa, a country banned from Olympics. African countries strongly felt New Zealand should not be allowed to participate in Montreal Olympics because she deliberately flouted the international ban on sport link with South Africa. Earlier in 1974, when New Zealand hosted Common Wealth Games, they cancelled a similar tour at the pressure of Commonwealth countries. Lord Killavin, the IOC President insisted that New Zealand could not be sent back home before the opening because rugby was not an Olympic sport and that there was no evidence that New Zealand supported apartheid South Africa. When it was clear that IOC

was bent on allowing New Zealand, Nigeria recalled her contingent, leading sixteen other African countries. General Olusegun Obasanjo, the then Head of State noted that the withdrawal was from Montreal Olympics and not from the Olympic movement. Observers noted that for the first time Nigeria was so deeply involved in the politics of Olympic movement to the extent that Montreal Olympic was tagged “Black Olympics” (Aghomon 2000). The development of the state in sport will help to raise the state politically within and outside the country and thereby develop sports generally.

2.2.3 Sports and Health Development

The importance of sports to health development in broad terms, which Omoruan (1996) reported that the characteristics of human beings and the needs of the individual and the society. For the individual, there are four main directions thus: physical development. While the growing child needs exercise to ensure correct growth pattern, both the young and the old need exercise for good healthy living. The day to day living of individual is never enough to ensure healthy living and the energy to meet emergency demands on our strength. There is what is known as specific fitness. A good example is that of a farmer and an office worker in a typical African society. It is not easy for these two to exchange their tasks. Long walks, jogging, dancing, playing games and some of our routine activities at home contributes to our physical development. For older people, it is advisable not to engage in serious physical activities without medical advice or

check up. Anyone young or old who has had serious illness or an operation should get medical advice before engaging in serious physical exercises. Well planned physical exercise does not only ensure good posture but also help to correct bad ones at the early stage. For those who have the need to go to centres for weight reduction or slimming down, medical advice is very important. Exercise alone is not responsible for reducing weight, diet or what one eats is another major factor. Physical beauty is both for male and female and not for the female alone. The early man used movement for his survival and ever since it has become part of man's life. Apart from moving from place to place to hunt for food, early man also moved to save himself. Movement is seen as fundamental dimensions of human behaviour. It helps to explain all human behaviour from the unobservable ones to those by the big muscle group. It is difficult to draw a line between acts that could be termed movement and behaviour that are not movement. Infants and young children should be given movement activities. This will help in fostering wholesome development. It is never a pleasant experience when either by accident or illness we are unable to make use of any part of our body.

Apart from our reflex actions, we cannot eliminate our thinking process from our movement and our actions. Before we throw or catch an object for instance, we think of the size and even the weight of the object. We probably will also think of the direction, distance and the purpose of the throw or catch. This thinking process involves the mental part of our being. All the movement and actions involved in our physical education and sporting activities involve the

thinking process. Our successes and failures and even the mistakes we make in performing these physical activities often depend to a great extent on our mental abilities. In our games and sports, we do not only execute the basic movement but some advanced skills and strategies. The knowledge of the functions of the human body is very essential to these “movements”. Sometimes we want to know as part of our knowledge, the origin and evolution of a particular game or sport. To successfully play any game or sports, one needs to know the roles and the importance of sports. A well developed body and mind will function well to meet the daily and ever changing activities of life. Man was created to live in groups. Even birds and animals live in groups as well – “birds of a feather flock together” is a common saying. Games serve as socializing process for the growing child. Games and sports do not only involve the participants but also those who care to watch. Both the participants and the spectators benefit in diverse ways. Part of the functions of games and sports in ancient times was to settle disputes among warring groups. Even in modern times, sports have been used for political ends. (Omoruan, 1996). So the development of sports in the state helps the health development of the participants and citizens of the state.

2.2.4 Sports and Economic, Educational and Manpower Development

Aghomon (2000) reported that, sports contributed immensely to the economic development of a nation in terms of creating employment and earning foreign exchange. Large segment of the society have some link with sporting,

depending on their level of involvement, for many forms of involvement, income is generated. Primarily involved are the participants who directly compete in the various sports. They receive salaries as club members, allowances for performances and bonuses for winning at various levels of the competition. They are equipped with various sporting materials and attires, they are also provided with enabling facilities such as accommodation, furniture and other pre-requisites. They are also covered by insurance. Financial income of an athlete can be a comfortable aid of economical blessing to nuclear and extended families, friends, associates and community members. It is a full profitable employment to be a top athlete. Top athletes the world over, and in all variety of sports earn extremely high salaries. They also receive income through endorsements, appearances and speeches. Commercial advertising agencies sign large contracts with them so that they could be used in the advertisement of various products on television and radios, on high way bill boards and building, in dailies, periodicals, and magazines. International stars are heavily subsidized by national governments, wealthy sports club and private sponsors from commerce and industry particularly in sports open the way for some athletes to develop themselves educational, attend academic standard at various levels. They use their income to pay for their fees while some good athletes are given scholarships for academic pursuits. All these do not just develop them academically but prepare them for other fields of endeavour, which bring out other professional skills in them besides sports participation and thereby preparing them for outside active competitive moments

or days. Secondly involved are the sports producers. These are people who bring about the game occurrence. They make things happen. They could be classified into:

- a. Instrumental leaders such as sport managers, coaches, trainers, technical advisers, organizing administrators and non playing captains.
- b. Arbitrators e.g. Judges, referees, umpires, match commissioners and
- c. Health service personnel such as doctors, nurses, first-aiders, physiotherapists, and sports psychologists.

All these direct producers are not only gainfully employed as they serve the sporting industry; they contribute to the economy and gross domestic product of the nation.

Indirect producers are those who are actively involved in sports situation but whose activities have no direct bearing on the outcome of the game event. They however, put in a lot of physical and financial commitment to earn creditably well for a good living from sport, thereby promoting the economy. They include;

- a. **Entrepreneurs:** Club owners, promoters, sponsors; they directly invest in sports and make profit. Another group of entrepreneurs are sports equipment manufacturers and facility construction engineers. Big companies specialized in these areas employ a wide range of high and low level personnel, thus contributing to the economy.
- b. **Expressive Leaders:** These are cheerleaders, bandleaders, and supporters clubs. These groups voluntarily become involved in cheering

teams to victory but eventually benefit financially, socially and materially. Nigeria Super Eagles supporters club have often been seen sponsored to United States and Europe to perform this important role they delight in.

- c. Media men and technicians:** Both the print and electronic media contribute to sports and their companies profit by it immensely. The media employs a lot of technicians, broadcasters, commentators, photographers, and reporters who earn a living and contribute to the economy through sports journalism.
- d. Service Personnel:** Concession workers, ground keepers, programme hawkers, ticket sellers, security guards, ball boys, ground men, maintenance staff, drivers, attendants, food vendors, pure water and soft drink hawkers – all benefits in the sports business.

Sports, particularly in developed countries generates a lot of income for so many categories of people who could otherwise have joined the labour market. It must however be emphasized that in developing countries where the significance of sports is perhaps limited to a game such as soccer and where facilities are grossly lacking, sports cannot contribute much to the national economy. In Nigeria for example, soccer is the most popular sport. Even then the facilities are not adequate for grassroots involvement of youths. While young people want to be able to express their prowess through sports, fields and stadia are sadly few. Large numbers of exuberant youths play on sandy surfaces, street corners, and unused roads, where they lose their youthful years without their potentials being

discovered, developed and utilized. Grassroots development of soccer is slow even though it is through that some athletes are able to find their way to the top by playing for foreign international clubs; they also become useful to Nigeria at peak competitions. Inadequacy of facilities for a wide variety of sports limits involvement and reduces the economic impact of sports in the nation. Nigeria should be looking forward to a time when facilities in every local government, every city and town would be sufficiently adequate. Then there would be many locally developed players and we would not have to rely on foreign based players for competitions. If a local government area would boast of five or more stadia, some of which are higher institution based, much income will be generated from gate takings such that many more people would be gainfully employed. Sports can be made to contribute to business promotion, job creation, educational and manpower development, income generation and general increase in the Gross Domestic Product (GDP) and thus national development. (Omidiran, 1999). The development of sports in the state will bring about Economic, educational and manpower development of the citizens and participants through their participation in sports.

2.3 SPORTS DEVELOPMENT

The increase in people's participation in sporting activities, the availability of infrastructures, funds and the qualified personnel and an atmosphere that is conducive are major factors for meaningful sports development. The involvement

of corporate bodies in the funding of sports in any nation is an index for sports development (Aghomon, 2000; Tanglang, 2004).

2.4 FUNDING OF SPORTS AROUND THE WORLD

In recent years, there has been global increase in demands for more sporting facilities and this in turn has necessitated an increase in more funds allocated to sports in government budgets. According to Jenson (1983), budget planning leads to all aspects of programme planning because the budget must be designed to finance the programmes. In turn, the programme must be administered in accordance with the budget. The world wide inflation has sky-rocketed the cost of sports equipment in recent years. Many governments especially in the developing countries because of their economic down turn cannot afford to meet the demand for sports equipment. As a result of this, the implementation of sports programme is affected.

The issue of funding of sports varies from one country to the other. Benneth, Maxwell, Howel & Simiri. (1975) stated that most national governments provide direct financial subsidies or support for the sports programmes in one way or the other and that one common method is to give money to the various sports federations. France uses this method for track, field and gymnastics, but most of the team sports depend on gate taking.

In the United States of America as a nation, for example, financing of sports programmes are done by the government, business organizations and

universities. The universities own and operate huge stadia for sports like football and basketball. These stadia are used for competitions, and the sales of tickets for these games provide financial support for sports programmes in many schools (Benneth Maxwell, Howel and simiri, 1975). In addition (Benneth Maxwell, Howel and simiri, 1975) further said source of funding sports that is very important is the legalized betting pools or lotto on soccer. This is used by most of the countries of Western Europe and former East Germany. The lotto is run by the government in every country except in Great Britain, where the pool is operated by private companies, while the government gets some shares. The basis for betting is usually the English professional league competitions and the Football Association. Italy has, perhaps the most elaborate and finest system for football betting, and it produces annually hundred million dollars (\$100,000.000). Unlike most countries, the profits from the pool are controlled by sports groups and are used entirely for sports in Italy. Other sources of funds in some countries are various forms of gambling such as horse racing and dog racing. (Bennett Maxwell, Howel & Simiri, 1975).

Japan provides money through the ministry of education, which allocates money to the various competitive sports according to their needs at that particular time. The Ministry of Education and Art in Austria distributes money from the government for sports and school physical education (Bennett Maxwell; Howel & Simiri, 1975).

The Greek government takes all income from the pool and gives a regular budget for sports. And the funding of sports in the former Soviet Union was done by the government through the State budget (Bennett, Maxwell; Howel and Simiri, 1975). And the same source of funding is also applied to all the former socialist and communist countries of the world. The Soviet Union then was a country where unprecedented recognition and emphasis was given to sports. Riodan (1978) stated that as conceptual frame work, sports in the then Union of Soviet Socialist Republic (USSR) was by no means a matter merely of fun and games.

Sports has serious functions to discharge, namely formation of a harmonious personality, socialization, health promotion, development of people's physical capabilities, integration, political, mental and aesthetic education, rational utilization of free time, promotion of international cultural contracts, peace and friendship among people. Pnoomaryor (1981) commenting on sports in the Union Soviet Socialist Republic (USSR) stated that physical culture and sports are important components of communist education. When people engage in physical culture, they are also involved in ideological education which finds its specific expression in the moral, mental, aesthetic and work education of all those involved in some form of physical recreational activities. Such is the magnitude of emphasis on sports in the USSR. This country had a definite programme on sports and had really shown the world her supremacy over others especially her arch rival, the United States of America, because of the system she adopted. The USSR voted enough funds to carry out her plans for the physical culture. For

example, in 1959, 58 million, in 1964, 64 million, while in 1974, 7.6 billion rubles was spent on sports and health. All organizations connected with sports received money from the state budget to spend on sports and physical education. This expenditure was intended to cover the expenses that the physical culture and the sports committee bear in maintaining their council, institutions, in making international sports contracts and in conducting training sessions, competitions and mass sports activities in the country (Riodan, 1977). The sports committees were also given funds for the construction of sporting facilities under the auspices of the committee on physical culture and sports. Besides finance from the budget, the sports committees obtained capital from the profits of “Gtarsoirtoren”, the Soviet sports publishers, various commercial enterprises and other sources. The principal sources of finance were:

- a. The State Budget
- b. The State Social Insurance
- c. Commercial income
- d. Income from Sports Journalism and Displays
- e. Lotteries

According to Schmitz (1975), Government’s direct involvement in sports administration in the socialist world might have been one of the reasons why they have been doing well in all international competitions like the Olympics. While writing in the “Analyst” on Seoul ’88 under the caption of “Triumph of Amateur”, Triumph of Socialism, Mohammed (1998) stated that right from the beginning it

was obvious to all that the real competition that year would be more between the Socialist nations than otherwise. In the first three days, the medal table showed the Soviet Union being followed by the East Germans, who were in turn closely followed by the Bulgarians. In the socialist countries, sports were integral part of everyday life. The sporting facilities were free and open to everybody. In the same vein, Seppanen (1988) said that until the 1968 Games in Mexico city, the hegemony in sports was held by the United States and its allies, although quite narrowly. But since the 1972 Munich games, the dominance has gone over to the Soviet Union and the Warsaw pact countries so much that the president of the German Democratic Republic (GDR) Olympic committee, Manfred Ewald, commented at the conclusion of the Montreal Games in 1976 that, "For the first time, the athletes of Socialist countries gained absolute ascendancy in the unofficial 'points' and 'medals' table" (Childs, 1978). As a matter of fact, the Warsaw pact countries, headed by the Soviet Union, won about 56 percent of all the gold medals, and socialist countries as a whole won 60 percent of the total.

Bennett et. al., (1975) stated that, In the Federal Republic of Germany, the states and local governments provide funds for sports and the amount contributed for sports facilities in 1972 amounted to 456 million dollars. Germany further spends 100 million dollars just to refurbish nine stadia, in preparation for the World Cup Football Tournament of 1974, which were used for the final matches in 1974. The local government gave the sum of \$350,000 to its professional soccer team from the city of Dortmund in order to save it from liquidation. Sports

in developed countries have been used to boost the political image of these countries; it serves as a means of health maintenance by keeping the participants fit, also bringing about employment for the citizens, thereby raising or improving the economy of the nations (Aghomon, 2000).

2.5 FUNDING OF SPORTS IN NIGERIA

Sports has grown to be part of our culture in Nigeria and consistently continues to serve as an invaluable vehicle for attaining political, economic and social gains at both national and international levels. Yusuf (1992) stated that, sources of funding the sport councils include gate takings, donations from companies and individuals, special aids from philanthropists, and endowment funds.

Furthermore, Kuba, (1999) reported that, in the past, Nigeria was doing sports for survival; sports were then sponsored by governments. Later Nigeria entered the stages of privatization and commercialization of sports, that is, corporate and public sector sponsorships since sports have been found to be vital to Nigerian economy as well as her political history. Obi, (2000) said, to maintain vibrancy in sports and go beyond the excessive display of intuitive management of sports matters, it is a task that needs not only the right leadership, attitude and appropriate commitment but also adequate funds with efficient resource management. The twin aspect of sports development and promotion cannot hit optimal levels without desirable funds and judicious allocation and application of resources. Consistently, the demands for funds has become a perennial problem

by leaders associated with sports especially in times of dwindling fortunes and decaying facilities and infrastructures in sports. The problem of sports in Nigeria is funding appropriately such that National and State Associations would be able to keep date with their annual sports programmes. Tanglang (2004) said, before the involvement of multinationals in sports sponsorship in Nigeria, there was in existence some private and public organizations sponsoring sports, but most of them limited to football. There were football clubs owned by private and public organizations like the public works department now the Federal Ministry of Works, Electricity Corporation of Nigeria now National Electric Power Authority, Water Corporation of Ibadan, Leventis United owned by Leventis Super Stores, United African Company (UAC), Marine now Ports Authority, IICC Shooting Stars now 3SC. Western Nigerian Development Corporation (WNDC) Stationery Stores of Lagos, formerly known as Flamingo Boys, First Bank Football Club, Rangers International, Enugu, Mighty Jets of Jos, United Nigerian Textile Limited (UNTL), Kaduna, African Continental Bank Football Club (ACB), at least these football clubs were known nationally. There were other organizations that have funded and sponsored other sports organization (Tanglang, 2004).

Tanglang, (2004), reported that corporate bodies have adopted a very patriotic approach to the development of sports over the years, a phenomenon that has even become more pronounced in recent times, such corporate bodies include:

(a) Guinness Nigeria Plc: Are sponsors of Professional and amateur golf championship, table tennis and tennis competitions with polo tournaments,

handball championships, Maltonic marathon race and Nigerian University games (NUGA) annually and bi-annual events. Money has been spent by the company aimed at developing sports in Nigeria.

(b) Seven Up (7 Up) Bottling Company Nigeria Plc makers of Seven up and Pepsi cola drinks sponsored, Basketball championships, under-16 Judo championship, the professional soccer league and five (5) aside soccer competitions.

(c) Nigeria Bottling Company Nigeria Plc, sponsored football and contributed immensely to the world youth soccer competition (Nigeria '99) supported the Under-17 and Super Eagles football teams. The company apart from sports sponsorship has organized courses in refereeing, sports medicine and administration.

(d) Mobil Oil Nigeria Plc has been involved in sponsoring athletic activities, a competition it took over for the Nigeria Amateur Athletes within the country to compete with foreign based athletes, which gives them a good place or chances of competition internationally. The competition has produced so many athletes like Chioma Ajunwa, the Atlanta Olympic gold medalists in long jump (USA 1996) Games with a new African and Common Wealth records set. Davidson Ezenwa defeated Chidi Imoh a foreign based athlete to rule the 100 meters event in the 1993 Mobil Classic edition. This championship has been an annual event with an undisclosed amount spent, but in 1997, the sum of Five million naira (N5, 000,000.00) was spent, it also covered the flight tickets of

all the foreign based athletes who were in Athens, their hotel accommodation, feeding and allowances, while the home based athletes were paid expenses for the transportation from their home states to Lagos, accommodation, feeding and allowances. The same gesture was extended to the officials by the company. The Mobil Pengasus Football Club in Eket, Akwa Ibom State started with amateur league and grew up to division professional league in 1996. With the players, and coaches properly paid sign on fees of between N150,000.00 to N180,000.00 per player and match winning bonus, monthly allowance and quarterly medical bills.

(e) **Nestle Food Nigeria Plc** is another notable and highly committed private organization that is involved in sports sponsorship in Nigeria. They are the popular known producers of Milo drink. The popular “Milo Marathon Race” in athletics is being sponsored and organized for long distance runners annually with cash awards and trophies given to athletes and the executive category; this started in 1986. Apart from the athletic programmes they also sponsor basketball championships in Nigeria. Now the target sponsorship is the grassroots players “catching them young Milo Basketball Clinics”, this is done with coaches like Agwu Nnaji a.k.a. Scot and Alabi Salawu to teach the different age groups the rudiments of Basketball. This programme started since 1996 with most of the players or children given T-shirts, canvases, towels and served free Milo drinks.

(f) United African Company of Nigeria (UAC) Limited: Their sports club was founded in the mid 40s. It served as the nucleus of competitive sports in Nigeria, as most of the key players in athletics, boxing, cricket, football, netball and table tennis came from there. (National Sports Award Committee, 1987; in Tanglang, 2004). The contributions of this corporate organization according to this committee are enumerated as follows:

- i. Athletics: The then UAC labour and staff manager Mr. J. T. Alexander played a major role in developing athletes who represented Nigeria in the 1950 Auckland Commonwealth Games in New Zealand. Out of the thirteen athletes that represented Nigeria's first entry into the Olympic Games, six were from the club; these were Odobo, Osagie, Guobodia, for high jump, Ajado, Oluwa and Arogundade for sprints. And two of the silver medalists in the relay for the 1954 Vancouver Canada Commonwealth Games were the UAC club (Tanglang, 2004).
- ii. Boxing: In 1939 UAC started a boxing club through the effort of Mr. Douglas John Collister (Deejay see) his effort brought to lime light boxers like Armstrong Dudu, Dick Torpin, and Black Panther.

UAC played a major role in sports administration in Nigeria. Many of their senior managers demonstrated a sense of good sports administration. For instance, Mr. Charles Newham one time UAC Public relations officer was for many years president of the then Nigeria Olympic and British Empire Games Association (NOBEGA), Mr. Alexander was vice – chairman of Lagos and Colony Amateur

Athletic Association. Mr. D. J. Collister together with Nap Peregrino (a promoter) formed the Nigeria Boxing Board of control and UAC supplied all the equipment required by the Board (Tanglang, 2004). The UAC football club vied for honours in the Lagos Divisional Football Association between 1984 and 1987; it grew up until it got to first division in 1987.

In 1985 before the departure of the Golden Eaglets for the Kodak World Football tournament, they took the team to a tour of Kingsway photographic facilities around Lagos and each player was given a Kodak camera and two rolls of films as a morale booster. On their return to Nigeria after winning the trophy a 38 seater bus was presented to them by UAC Limited. This first private sector sports development in Nigeria was organized by UAC in 1958 (Tanglang, 2004). “All – Nigeria UAC games” with all events at the sports ground, Suru-lere Lagos which marked the first of its kind in Nigeria.

(g) Nigeria Breweries Limited (NBL): This corporate organization spends more than One million naira every year to promote various sporting activities in Nigeria. Some sports sponsored by the company are as follows:

- i. Star (Open) Table Tennis (1968)
- ii. Gulder All – Nigeria Lawn Tennis (1970)
- iii. Star (Boxing Dad) Ikoyi Gold (1974)
- iv. Ibadan Recreational Club Table Tennis (Star) (1974)
- v. International Chess Open (corporate) (1976)
- vi. National Day Cycling (Maltina) (1976)

- vii. Agaja Boat Race (Star) (1979)
- viii. National “Ayo” Tournament (Star) (1979)
- ix. Green sand All-Nigeria Women Lawn Tennis (1983)
- x. Star Kaduna Dart Championship (1984)
- xi. All-Nigeria Open Golf Championship (Star) (1985)
- xii. Jaji Open Amateur Golf Open (Corporate) (1986)
- xiii. Minna Cantonment Golf Open (corporate) (1980)
- xiv. Apapa Club Star Boat Race (Star) (1986)

(National Sports Award, 1987)

The organization sponsored Nigerian chess players for a world chess Olympiad in Dubai in 1986 and donated N11, 200 to the Nigerian Amateur Golf Association to sponsor the Nigerian contingent to Rabat, Morocco in 1987 for a Golf Championship. In the same year the company was honoured with an international Chess Award by the World Chess Federation in recognition of its contribution to Chess development in Nigeria (Tanglang, 2004).

(h) Cadbury Nigeria Limited: Is known for its pioneering efforts in bringing to millions of Nigerians the Brazilian soccer on television. Allocated millions of Naira to Bournvita Open Table Tennis Championship for more than a decade and in 1985 it introduced the Bournvita Soccer Award Night to distinguished outstanding performances among Nigerian footballers. They also sponsor, “Match of the Week” where over thirty million Nigerians watch on the

television; the Nigerian Television Authority (NTA), which has become a focal point for the print media featuring daily reports on matches, with special reference to players who score more goals to contest for the Bournvita Highest scorer award. All this are efforts aimed at developing sports in Nigeria by this corporate organization.

- (i) **GlobalCom:** the second largest Mobile phone operators in Nigeria, are the professional league sponsors and are named the official phone for the 8th All – African games, it signed a memorandum with the main organizing committee of the 8th All African games and gave N50 million as part payment of the N100 million sponsorship fee as the official telephone for the games. They also sponsored the televising of the Athens Olympic Games in Greece to Nigerians on television (Ndidi, 2003).

2.6 BENEFITS OF FUNDING SPORTS

The term funding has been defined by many authors such as Jefkins, (1988), as a process by which customer's awareness is being created and continually maintained through the assumption of responsibility for the activities of others by a specific organization. In doing this, he stressed that, the organization selects a medium by which it can reach the targeted audience i.e. consumers. Thus, their conscience can be kept constant.

Funding represents one promising source of sponsorship (Shelton, 1991). Funding involves the provision of support in return for specific rights or privileges

(Sleight, 1989). Such support may range from funding and organizational assistance to the provision or retail of goods. According to Kolten (1985) there are several reasons for engaging in funding, and it is important to be clear about the purpose, and then to select the kind of funding most likely to achieve the purpose, since funding can involve considerable expenditure, maximum benefits should be sought. The following are some of the benefits of funding:

2.6.1 Increase Public Awareness

Funding has sometimes been used with the sole aim of increasing awareness of a company or its products. Old Navy, the San Francisco – based division of the Gap, operates 265 clothing stores, primarily in metropolitan areas, in 41 states of America. To increase awareness of its product lines and to generate exposure, Old Navy has been actively pursuing sports funding opportunities, particularly in relations to collegiate and minor league baseball apparel. To generate this awareness, Old Navy has secured funding that have included in – store sweepstakes and even a fashion show. In the fashion show, the players on the class A Kane county cougars, dressed in Old Navy apparel, modeled the product in front of the fans (Old Navy, 1997).

2.6.2 Influence Public Perception

The opportunity to capitalize on image association or transfer makes funding attractive to businesses as a marketing communications tool. The choice of a sport or event with particular attributes can help a company achieve a desired

image that will reinforce or change consumers perceptions of the company and its products. Choosing the sport or event becomes less formidable when there is an actual or logical link between the company and the sport or event. The potential for an affective funding agreement is at its maximum when there is an association of the sport or event, between the desired image of the company and the image of the sport or event or between the product characteristics promoted and the credibility of the sport entity helping to promote the product. As the popularity of in-line skating has skyrocketed over the past five years, competition among skate manufacturers has been fierce. One of the in-line skate manufacturers, Rollerblade Incorporated, was looking to increase sales and also to generate publicity for a new line of hockey specific skates so the company entered into an agreement with Milwaukee Admirals of the International Hockey league (Smid, 1995).

2.6.3 Establish Association with Particular Market Segments

Selecting a funding agreement that matches the target has proven quite beneficial for funders. For example, Anheuser – Buseh, the largest brewing company in the world, spends over \$200m (60 percent of its marketing budget) funding a broad array of sporting events. In contrast Coors with a marketing budget of \$20 million to \$30 million must be more selective in what it funds. Coors, using a demographic life style approach to funding/licensing agreements has turned down funding of both tennis and golf events because the fans of these

sports generally prefer wine and other alcohol products to beer. Coors has decided to become involved in auto racing and motorcross, noting that followers of these sports consume more beer than any other category of sport fans (Schmid, 1993). We can see similar targeting efforts in Western Unions funding of a college night with the international Hockey League Indianapolis ice. The college night was an attractive option because it allowed the company to target college students, whom the company sees as a primary market for western union phone cards and the company's money transfers (Gammons, 1997). But perhaps we see some of the examples of appeal to an identified market segment in the relationship between the Women National Basketball Association (WNBA) and Sears, who were lining up players to sign autographs among the appliances and clothes at its stores in WNBA cities. These are high achievement women who will have real relevance to our target customer, the Middle American woman and her family (Costello, 1996). With regards to identifying with global segments, Reebok has become involved with the World Cup as a way to encourage identification with its products in South America, in particular in Colombia, Paraguay, and Chile. "It" (the World Cup) is a message that is giving us tremendous credibility in those countries and regions and believes me; nothing engenders more passion in South America than soccer said (Moore, 1999).

2.6.4 Become Involved in the Community

Funding has demonstrated more potential than any other promotion tool in terms of direct impact on the community. In this context, funding often takes the form of public or community relations, and its objective is usually to position the company as a concerned and interested citizen trying to put something back into the community. Companies may target community relations through sports funding to specific communities, regional areas or other geographic areas of influence as dictated by corporate objectives. Through licensing or funding, the company demonstrates its awareness of local issues in an effort to influence potential customers and local social and governmental agencies. This is particularly true in cases in which corporate partners provide financial or other support to an event that otherwise would not occur or could not continue. For example, a company could offer help to threatened local clubs or support interscholastic sporting programmes that cover a larger geographic area. Evidence supports the idea of using promotional programmes designed to increase corporations' involvements with the community. A survey cites that, 72 percent of the respondents thought that business firms should fund more events and activities; 37 percent felt that companies should fund sport – related activities; 17 percent, children's activities; 11 percent senior citizens programme; and 7 percent, charitable causes.

2.6.5 Build Goodwill

Sports provide an excellent environment in which to conduct or influence business on a relaxed, personal basis. In recent years with the fast pace of market competition for new accounts (particularly in the international market) has been intense. Corporations that can deliver unique opportunities such as entertainment, tickets and hospitality for key clients are also perceived to be corporations that will be good business partners and will always deliver goods and services. For example, travellers' insurance company is a sponsor of the prestigious masters' tournament. The firm's Director of corporate advertising and promotion noted that "*the tournament is an upscale, prestigious event that provides a fit individual both demographically and psychographically*". So each day of the tournament, a different group of executives from around the United States are flown to the event site. There are many golf enthusiasts in the trade, and a lot of our agents conduct business on the golf course. When you put these factors together, the masters make good sense from a business stands point. (Carbucci, 1984).

2.6.6 Media Benefits

Coleman (1998) reported that media benefits include advertising and publicity related to the promotional efforts surrounding the product or event. Media benefits are usually measured in the numbers of impressions generated and the source of those impressions. Impressions are the number of viewers (television), readers (all print forms), and listeners (radio) exposed to the

advertising message. The advertising message may be an actual advertisement, but it is often a log or sign that appears during the television coverage or is evident in newspapers' photographs. In auto racing, for example, the driver often wears a cap with the name of a sponsor and sometimes changes the cap during a photo session or interview, to provide exposure and impression for the funder(s). The source of these impressions is also very important to the sponsor. A photograph in the "New York Times" is much more powerful in terms of impression than a photo in the "Amhust Bulletin" (Massachusetts) because of the subscription base, the on line value and the regional editions of the paper that are sold nationally. Interest in sponsoring the world cup is due in part to the global television audience, estimated at 37 billion people. Official sponsors of the world cup receive advertising billboards at field level in every world cup venue and according to the Vice president for publicity at MasterCard, "*During the world cup we average 71/2 minutes per match when our logo is on camera*". Thus 37 billion people are exposed to MasterCard for 71/2 minutes during every match. When combined with the media coverage of the product or event, media benefits may be the most important objective for a number of company's involvement in sponsorship agreements. This has been particularly true for companies in the tobacco and alcohol drink industries, although other companies with access to direct advertising channels have found the media exposure they get through sponsorship agreements to be cost effective (Coleman, 1998).

2.6.7 Achievement of Sales Objectives

The ultimate objective of marketing is to increase sales level or profitability. Funding or sponsorship along with other elements of the communications mix is usually viewed as an element that influences the buyer to purchase. In this sense, sponsorship constitutes an important stimulus within purchasing as a multi-stage, multi-influence process, but it can also influence sales in a more direct manner (Schreiber, 1994). One illustrative case is that John Hancock Insurance is an Olympic sponsor, and according to its senior executive vice president, the sponsorship makes sense. *“One of the reasons we are investing in the Olympic is what its doing for us in Southeast Asia, where the insurance markets are growing at a double digit rate, and they are growing here at 1 percent or negative 1 percent. They have no idea who John Hancock is, or was, in Malaysia. But by merging it with the Olympic marks, people know us more as an Olympic sponsor than a patriotic American company”*. John Hancock hopes that this association with the Olympics and its global image will provide familiarity and an entry point for sales efforts in Malaysia (Halbfinger, 1996). Sales objectives can also relate to product utilization as a benefit of a sponsorship/licensing agreement. Sponsoring or licensing agreements with a venue such as an amusement park or arena may require the use of a particular product at all events or functions in the facility. For example, when the standard of comparison is supermarket sales, Coca – cola wins the battle for market share by only a few percentage points over Pepsi. However, when it comes to park and recreation facilities, theatres, and sporting events, Coca

– cola is the clear winner. The strategy of Coca – cola is to sign sponsorship/licensing agreements that ensure product exclusivity and utilization.

2.6.8 Creating of Exclusivity

In some cases, particularly when the sponsorship fee is high or the commitment is long-term, an area integral to licensing agreements is product or category exclusivity. This ensures, for example, that a particular soft drink will be the only soft drink or (in many cases) the only refreshment associated with the event/product or used at the venue. As stated previously, the great benefit is that it provides an opportunity for sales-driven use of the sponsorship agreement and at the same time prohibits competitors from using the event, venue, product, or activity to transmit a message to the audience. This limitation of communication avenues can improve the ability of the marketing message to increase sales and may impact the profitability of both the sponsor and the competitor. The exclusivity, seen in light of the strong emotional attractions, to the brands or products as supporting an event or the efforts of a particular team (while implying that the competitor’s product does not) thereby encouraging consumer support where it counts most at the cash register.

2.6.9 Gain Opportunities in Hospitality and Entertainment

Hospitality opportunities have become an integral part of sponsoring agreements for college athletic programmes, which package hard-to-obtain tickets in prime locations along with tents, catering, and other amenities. There are

similar hospitality programmes on the professional golf tours and throughout professional football; such programmes often form the basis for the sales of luxury suites and boxes in sporting venues throughout the world. The key to successful use of hospitality is to ensure that the hospitality is not available except as part of a comprehensive sponsorship or promotional licensing agreement. Corporate partners use hospitality benefits to reward their own personnel, or, in the majority of cases, to induce their own clients to increase product utilization or consumption, renew agreement or sign new ones. This is done through entertaining. For example, “IBM poured up \$2,500 each for twenty \$20 passes to the 1997 Masters Tournament, and used them as a centerpiece for a week of entertainment for its top gold – mit clients to reward them for their continuous business. Hospitality has long been an integral part of European sponsorship programmes and counts for as much as 25 percent of corporate – partner expenditures. It is receiving more attention and has higher priority in the United States than ever before. (Sampson, 1998).

2.6.10 Entitlement or Naming Rights

Corporations interested in purchasing naming rights to venues or in entitling events such as concert tours, auto racing and bowl games have an agenda in mind, when they consider such sponsorship possibilities. This agenda consist of the following elements and their value to the company in terms of cost and organizational priority (Friedman, 1997):

- i. Number of impression or exposures

- ii. Sponsorship and cross – promotional activities
- iii. Tax – deductible expenses
- iv. Brand exclusivity
- v. Public relations and community image
- vi. Related amenities

Entitlement and naming rights have a very high profile in NASCAR. In stock car racing, the corporate role, by tradition, has great prominence. If a company sponsors a racing event, the company's name is incorporated into the event name. For example, Mountain Dew, one of the Pepsi companies' many soft drinks sponsor Darlington's Southern 500. Hence the race itself is known as the Mountain Dew 500. If a company becomes a racing team sponsor, the corporate name or brand is used in conjunction with the team name. Rick Handrick owns a car sponsored by Kellogg's and Chevrolet and driven by Tony Labonte. In alluding to the team and its race car, commentators and fans refer to the car as Labonte's Kellogg's Chevrolet Monte Carlo. This creates an excellent opportunity for both Kellogg's and Chevrolet to leverage their sponsorship (Hagstrom, 1998).

2.7 NEED FOR CORPORATE BODIES INVOLVEMENT IN SPORTS

FUNDING

At this stage of Nigeria's development as a nation and considering global trends in sports management, there is the need for creative and aggressive management strategies in order to enhance development. This is vital considering

the prevailing economic and political developments in Nigeria. The financing of sports should no longer be left for government alone; there is the need to seek for alternative strategies for support within the corporate sector. The decline in both federal and states governments funding in sports is bound to increase especially with the enormous projects and programmes that the different arms of government are surrounded with, the corporate bodies need to come in and assist the government and there by exploring the sports marketing place (Kuba, 2000).

Sports management involves specific direction given to the setting of a structure in which physical activity is offered to the clientele. In this, markets are created by making individuals believe that they need the products for sports performance or social reasons. The Nigerian sports management operators therefore needs to sensitize the public and corporate sectors on their role in sporting development through funding of sports. Funding of sports can be done through many possible operations being the most appropriate and of course, the most reliable, as reported by Kuba (2000).

Kew (1997), says funding means financial or material support for activities which the funder reasonably hopes to gain commercial benefit. Sports organizations need funding for their sports programmes operations, facility development and maintenance, procurement of sports supplies and other technical and administrative miscellaneous costs, on the other hand, commercial enterprises want to fund sports for the following reasons: Improving public relations, enhancing the company's image, specific brand promotion, press and television

publicity, an opportunity to entertain clients through corporate hospitality schemes, improving staff relations and an opportunity for social altruism. Others are to enhance the strength of the brand and to popularize the product among a wider audience or consumer groups.

2.8 SUMMARY

The discussion of Sports, Contributions of Sports to National Development under these (4) sub sections; Sports and Development of Social, Cultural and National Integration, Sports and Political Development, Sports and Health Development, Sports and Economic, Educational, Man Power Development and Sports Development.

The funding of sports in various countries around the world and funding of sports in Nigeria by the government and corporate bodies and the level of involvement of these corporate bodies; Guinness Nigeria Plc. Seven Up Bottling Company Plc of Nigeria, Nigerian Bottling Company, Mobil Oil Nigeria Plc. Nestle Food Nigeria Plc, United African Company of Nigeria (UAC) Ltd. And Globalcom in funding and sponsoring sports in Nigeria.

The Benefits of Funding Sports are discussed under these sub-headings: Increase Public Awareness, Influence Public Perception, Establish Association with Particular Market Segments, Become Involved in the Community, Build Goodwill, Media Benefits, Achievement of Sales Objectives, Create Exclusivity, Gain Opportunities in Hospitality and Entertainment and Entitlement or Naming Rights. And the need for Corporate Bodies involvement in sports development.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

The research design, population, sample and sampling technique, instrumentation, validation of the research instrument, administration of the research instrument and statistical techniques for the research were discussed in this chapter.

3.2 Research Design

The Ex-Post Facto research design was used for this study, as the information required for achieving the purpose of this study were already available and no manipulation of any independent variable are required (Ali 2008 & Uever, 2007).

3.3 Population

The population of the study consists of fourteen (14) corporate bodies mostly located within the Plateau state capital. The following are the corporate bodies:

1. NASCO Group of Company
2. Grand Cereals
3. Consolidated Tin Miners
4. Swan Water
5. Plateau Club
6. Nigerian Standard Newspapers

7. Wamco Nigeria Limited.
8. D.O. Olagbemi & Co. Company
9. Jos Polo Recreation Club
10. Plateau Radio, Television Corporation.
11. Industrial Training Fund.
12. NUBA Modern Bookshop
13. Europharm Pharmaceutical Company
14. Makeri Smelting Company.

3.4 Sample and Sampling Technique

In order to achieve the purpose of the study a simple random sampling technique was used to draw the sample from the 14 corporate bodies in the state. The procedure for the simple random selection was done by writing the names of the 14 organizations, wrapped and dropped inside a hat. By this, hat draw method was used. Five research assistants were asked to help the researcher to pick one each from the container (hat) through deep and pick without replacement until the required number nine (9) were picked (Alamu and Olukosi 2009). The corporate bodies that were randomly selected are as follows:

- NASCO Group of Company - 35 respondents
- Plateau Radio Television Corporation. - 30 respondents
- Plateau Club. - 30 respondents
- Nigeria Standard Newspapers - 25 respondents

- Grand Cereals Company - 20 respondents
- D.O. Olagbemiro & Co. Company - 20 respondents
- Consolidated Tin Miners - 20 respondents
- NUBA Modern Bookshop - 20 respondents
- Jos Polo Recreation Club - 20 respondents

The researcher was also denied the various staff nominal rolls of the organization and distributed the questionnaire to the respective organizations with differences arising from their variation in staff strength.

3.5 Instrumentation

For the purpose of this study, a self-developed questionnaire on the involvement of Corporate Bodies in Sports development in Plateau State was used. This instrument consists of the following sections.

Section A: Is on demographic characteristics of the respondents.

Section B (1-4) contains seven (7) statements each across the areas of funding in Sports. The areas include the following:

- B-1 Sponsorship of sports competitions
- B-2 Sponsorship of training of athletes and coaches
- B-3 Construction of facilities and provision of equipment and supplies
- B-4 Conducting researches and organizing conferences

The statements under each section were responded to according to how best each of them represented one's feeling. The responses to the statements were scored using the Likert's five-point scale with a fixed mean of 3.50. The categories of the responses and scores include the following:

- 1. Strongly Agree (SA) = 5 points

- | | | |
|---------------------------|---|----------|
| 2. Agree (A) | = | 4 Points |
| 3. Undecided (UD) | = | 3 Points |
| 4. Disagree (D) | = | 2 Points |
| 5. Strongly Disagree (SD) | = | 1 point |

3.6 Validation of the Research Instrument

In establishing face and content validity, the researcher stated some questions to make the first draft of the questionnaire. A copy of the questionnaire was corrected by the researcher's supervisors and after necessary corrections, clean copies were produced and given to some professionals from Physical and Health Education Department, Ahmadu Bello University, Zaria, who served as jurors. They vetted the questionnaire to ascertain its face and content validity. The comments and suggestions made were incorporated after which a final copy of the questionnaire was produced.

3.7 Administration of the Research Questionnaire

A letter of introduction was given to the researcher from the department duly signed by the researcher's first supervisor to introduce the researcher to the respondents. A total of two hundred and twenty (220) copies of the questionnaire were personally distributed to the 220 respondents in the nine (9) corporate bodies sampled in the state.

The researcher distributed the questionnaire to the respective organizations with differences arising from their variation in staff strength as follows:

- NASCO Group of company - 35 questionnaire
- Plateau Radio Television Corporation. - 30 questionnaire
- Plateau Club - 30 questionnaire
- Nigeria standard newspapers - 25 questionnaire
- Grand Cereals Company - 20 questionnaire
- D.O. Olagbemi & Co. company - 20 questionnaire
- Consolidated Tin Miners - 20 questionnaire
- NUBA Modern Bookshop - 20 questionnaire
- Jos Polo Recreational Club - 20 questionnaire

The researcher distributed to each of the corporate bodies personally alongside the five (5) trained research assistants. After which one hundred and seventy eight (178) questionnaire distributed were returned.

3.8 Statistical Techniques

The data collected were sorted, coded and subjected to statistical analysis using simple frequencies and percentages for the demographic variables of the respondents. Means and standard deviation were used in the analysis of main variables and answers to research questions. The major hypothesis and sub-hypotheses were tested with the one sample t-test. Asika (2000) opined that, the use of one sample t-test procedure was based on the fact that it is the main statistical tool that can help determine significant difference between an observed mean and a fixed constant as required in the test. Another reason for using the one

sample t-test is the quantitative nature of the measurement used in the instrument and computation of the mean which makes the variable quantitative on continuous (Steel and Torrie, 1960). All the hypotheses were tested at alpha level of 0.05.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

4.0 Introduction

This chapter presents the statistical analysis of the data collected from members of the different corporate bodies on the funding of sports in Plateau State. The first section of the chapter consists of the analysis of the respondents' demographic characteristics presented in a single table of frequencies and percentages. In the assessment of the involvement of corporate bodies in the funding of sports within the state, the other sections were structured along the study's objectives and research questions. The main variables of analysis were funding of sports competitions, provision of funding for the training of athletes and coaches, construction of facilities and provision of sports' equipment and supplies, with sponsorship of researches and organization of conferences. Each of these sections consists of items scored in mean and standard deviation with aggregate mean score for deciding the opinion expressed. Conclusion on each of the items or variables was based on the magnitude of the mean score along the five points interval scale used in the study. The research hypotheses were tested with the discussions of the findings from the analyzed data in the last two sections of the chapter.

4.1 Results

One hundred and seventy eight (178) questionnaire, out of two hundred and twenty (220) questionnaire were distributed and forty two (42) questionnaire were not returned. It is also important to know that Plateau club and Jos Polo club

are included because they sponsor athletes to competitions and have constructed some sporting facilities for use in the state even though they operate on commercial basis.

NASCO Group of Company	-	35
Plateau Radio Television Corporation	-	30
Plateau Club	-	30
Nigeria Standard Newspapers	-	25
Grand Cereals Company	-	20
D.O. Olagbemino & Co. Company	-	20
Consolidated Tin Miners Company	-	20
NUBA Modern Bookshop	-	20
Jos Polo Recreational Club	-	20

Before the results were presented, according to the hypotheses, the demographic characteristics of respondents were shown in table 1:

Table 4.1: Demographic characteristics of the respondents

Variable	Variable options	Frequency	Percent
Gender	Male	135	75.8
	Female	43	24.2
	Total	178	100.0
Age	Below 30years	15	8.4
	30-34years	18	10.1
	35-39years	22	12.4
	40-44years	38	21.3
	45-49years	46	25.8
	Above 49years	39	21.9
	Total	178	100.0
Status	Chairman/President/Managing Director	7	3.9
	Manager	9	5.1
	Secretary/treasurer/Accountant	22	12.4
	Exco Official/Committee member	25	14.0
	Member/staff	88	49.4
	Others	27	15.2
	Total	178	100.0
Years in current position	1-4 years	57	32.0
	5-10years	75	42.1
	11 years and above	46	25.8
	Total	178	100.0
Highest Educational qualification	SSCE	19	10.7
	OND/NCE	71	39.9
	Degree	58	32.6
	Masters	21	11.8
	Doctorate	2	1.1
	Others	7	3.9
Total	178	100.0	
Administrative Experience	0-5years	41	23.0
	6-10years	74	41.6
	11years and above	63	35.4
	Total	178	100.0
Organizations	Nigerian Standard Newspaper	22	12.4
	NASCO group of companies	30	16.9
	Grand cereals	15	8.4
	D.O. Olagbemi & Co.	14	7.9
	Plateau club	26	14.6
	Consolidated Tin Miners	14	7.9
	Jos polo recreation club	16	9.0
	NUBA Modern bookshop	16	9.0
	PRTVC	25	14.0
	Total	178	100.0

From the distribution of the respondents in the table, the males could be said to be more with 75.8% of the sampled population involved in the study. The females were only 43 or 24.3% of the total respondents. This disproportion, notwithstanding, weighted mean scores would be used in decisions which will help to take care of such unequal sizes. The point here is that both male and female members of the corporate bodies could be said to be represented in the study.

From the classification of the respondents' age ranges in the table, the distribution could be said to be progressive and peaking at the age range of 45 to 49years. The number of respondents then dropped from those above the 49years to 39 or 21.9% of the total respondents. The least age group were those within the below 30years' age range. The distribution implied that all ages of members of the corporate bodies were involved in the study.

The classification revealed that 57 or 32.0% of the respondents have been in their current positions for below 5years in the respective organizations while 75 or 42.1% of the respondents said they have occupied their positions for between 5 and 10years. Only 46 or 25.8% of the respondents said they have been in their positions for more than 10years. One thing is however certain, the respondents could be said to have been in their position to know about their organizations' involvement in funding of sports activities in the state.

In terms of academic qualifications, 39.9% of the respondents said they have either the Ordinary Diploma (OND) or the National Certificate in Education

(NCE) as their highest educational qualifications. Those with secondary school qualifications were 19 or 10.7% of the respondents while those with first degree were 58 or 32.6% of the total respondents. Respondents with higher degrees were 21 or 11.8% for master degrees and 2 or 1.1% for doctorate degree. Those with unspecified qualifications were 7 or 3.9% of the total respondents. From the expressed levels of qualifications of the respondents, they could be said to be in position to be able to understand the subject matter of the inquiry and thus provide adequate information for the study.

The respondents could be said to have enough administrative experience on the job to know the extent of their organizations' involvement in the funding of sports activities as classified in the table. Respondents who had below five years of administrative experience in the study were only 41 or 23.0% of the total compared to 74 or 41.6% and 63 or 35.4% who have between 5 and 10 years and above 10 years administrative experience respectively in their organizations.

4.2 Assessment of corporate organizations involvement in Sports Development in Plateau State.

Table 4.2: Corporate Bodies Involvement in Sports Development

	Items	Mean	SD
1.	Organization of sports competitions	3.33	1.223
2.	Training of athletes and coaches in the state	3.17	1.305
3.	Construction of facilities and provision of equipment	3.39	1.215
4.	Conduct researches, organization of conferences, seminars and workshops for sports.	3.07	1.261
	Aggregate Mean	3.24	1.251

The point of agreement of 3.50

This revealed that the general contributions of corporate bodies in organizing sport competitions 3.33, training of athletes and coaches 3.17, construction of facilities and provision of equipment 3.39 and conducting of researches, organization of conferences, seminars and workshops in sports is 3.07, are all less than 3.50 which is not adequate for the development of sports in the state.

4.3 Test of hypotheses

One major hypothesis and four sub-hypotheses were formulated to assist in the statistical validation of the assessment of the contribution of the corporate bodies in the development of sports in the state. The aggregate responses of the

respondents on the corporate bodies' involvement in the funding of sports in the state were tested on the component variables and influence of some of the demographic variables on the respondents' opinion in their assessment.

These hypotheses were tested with the mean scores of the components variables (Organization of sports competition, training of athletes and coaches, construction of sports facilities and provision of sports equipment, researches into sports activities, conferences, seminars and workshops). These variables were assessed in Tables 4.2.1, 4.3.1, 4.4.1 and 4.5.1 in appendix III respectively. The aggregate mean of all these variables was used for this test. The mean score for the aggregate variable was then compared with a fixed mean score of 3.50 for agreement on the five point interval scale used in the study with the aid of a one sample t-test. The importance of this procedure is fully explained in chapter three of this study.

Major Hypothesis

There is no significant involvement of corporate bodies in sports development in Plateau State.

Table 4.3: One sample t-test on corporate bodies' involvement in Sports

Development in Plateau state.

Variables	N	Mean	Std. Dev	Std. Error	t-value	DF	P
Corporate bodies involvement in sports development.	178	3.1544	.25551	.03897	8.869	177	0.000

t (1,177) 1.96, P < 0.05).

The aggregate mean score of 3.1544 obtained in the table is significantly lower than the score (3.50) for agreement for the table. The observed t-value of 8.869 is higher than the critical value of 1.96. The observed significant level for the test is 0.000 ($P < 0.05$). This means that the financial contribution of corporate organizations in developing sports in Plateau State is not significant. Therefore, the hypothesis which states that there is no significant involvement of corporate bodies in sports development in Plateau State is thus rejected.

Sub-hypothesis I

There is no significant involvement of corporate bodies in the organization of sports competitions in Plateau State.

The mean score on the assessment of corporate bodies involvement in the organization of sports competitions as shown in Table 4.4.1 was used for this test. The one sample t-test was applied in the test because it enables the observed means to be compared with a constant which will help to determine whether the respondents agreed that the corporate bodies involvement in the organization of sports competitions in the state could be considered significant for sports development or not. The mean score of the variable was compared with a fixed mean of 3.50. The result is summarized in Table 4.4.2 in appendix III.

Table 4.4: One sample t-test on funding of sports competition by corporate bodies in Plateau state.

Variables	N	Mean	Std. Dev	Std. Error	t-value	DF	P
Organization of	178	3.33	0.140	0.053	3.168	177	0.000
Sports Competitions	178	3.50	0.000	0.000			

t (1,177) 1.96, P < 0.05)

The result of the test revealed that the respondents did not agree that the corporate bodies' involvement in the organization of sports competitions is adequate for sports development in the state. The mean score (3.3329) is lower than the fixed mean (3.500) for agreement in the test. The observed level of significance (P) for the test is 0.000 (P < 0.05). By these observations, the hypothesis that the corporate bodies' involvement in the organization of sports competitions is not significant for the development of sport in Plateau state is therefore rejected.

Sub-hypothesis II

There is no significant involvement of corporate bodies in the training of athletes and coaches in Plateau state.

The respondents' assessment of their organizations' sponsoring the training of athletes and coaches in the state were discussed in Table 4.3.1. For the test of this hypothesis, the mean score of the variable was subjected to a one sample t-test procedure to determine whether the expressed sponsoring was considered significantly adequate or not. The result of the test is summarized in Table 4.4.2.

Table 4.5: One sample t-test on sponsorship of training for athletes and coaches by corporate bodies in Plateau state.

Variables	N	Mean	Std. Dev	Std. Error	t-value	DF	P
Sponsorship for training.	178	3.17	0.341	0.121	2.797	177	0.027
	178	3.50	0.000	0.000			

t (1,177) 1.96, P < 0.05)

The respondents did not agree that the sponsorship provided for the training of athletes and coaches by the corporate organizations in the state could be considered to be significantly adequate for sports development. In the table, the observed mean score (3.17) for the sponsorship, is significantly lower than the fixed mean score used for the test (3.50). The observed t-value for the test is 2.797 while the critical value is 1.96. The level of significance for the test is 0.027. By these indications the hypothesis that the corporate bodies' sponsorship for training of athletes and coaches is not significant for the development of sport in Plateau state is therefore rejected.

Sub-hypothesis III

There is no significant involvement of corporate bodies in construction of sports facilities and provision of equipment and supplies in Plateau state.

The respondents' opinions on the provision of sponsorship and direct construction of sports facilities by the corporate bodies in the state were assessed in Table 4.4.1 in appendix III. To determine the adequacy of the contribution of the corporate bodies in this dimension of sports development in the state, the one

sample t-test was used to compare the observed mean score of the respondents' opinion with a fixed value. The result of the test is summarized in Table 4.4.3.

Table 4.6: One sample t-test on sponsorship for the construction of sports facilities and provisions of sports equipment by corporate bodies in Plateau state.

Variables	N	Mean	Std. Dev	Std. Error	t-value	DF	P
Sponsorship for facilities/	178	3.39	0.238	0.064	4.090	177	0.001
Equipment	178	3.50	0.000	0.000			
t (1,177) 1.96, P < 0.05)							

The contribution of sponsorship for the construction of sports facilities and provision of equipment by the corporate organizations as indicated by the observed mean (3.39) in the table could not be said to be adequate. On the one hand, the observed mean score is lower than the fixed mean for agreement (3.50), on the other, the observed level of significant (0.001) clearly indicated that the respondents' opinion did not support the adequacy of sponsorship of the organizations. Therefore, the hypothesis that the corporate bodies' sponsorship for the construction of sports facilities and provision of equipment is not significant for the development of sport in Plateau state is thus rejected.

Sub-hypothesis IV

There is no significant involvement of corporate bodies in sponsoring researches and organization of conferences, seminars and workshops in sports in Plateau state.

In Table 4.5.1 in appendix III, the corporate bodies' sponsorship for the conduct of researches and organization of conferences, seminars and workshops

on sports in the state was assessed. The variable was used for the test of this hypothesis. The one sample t-test was used for the test because of the need to compare the respondents' mean score with a constant that will indicated whether the respondents agreed or not that the sponsorship by the organizations for the conduct of researches, conferences, seminars and workshops was significantly adequate for development of sports in the state or not. The result of the test is summarized in Table 4.4.4 in appendix III.

Table 4.7: One sample t-test on sponsorship of sports researches, organization of conferences, seminars and workshops by corporate bodies in Plateau state.

Variables	N	Mean	Std. Dev	Std. Error	t-value	DF	P
Sponsorship for researches/ conferences	178	3.07	0.151	0.040	12.984	177	0.000
	178	3.50	0.000	0.000			
t (1,177) 1.96, P < 0.05)							

From the mean score of 3.07 obtained in the table, the respondents could not be said to have agreed that the sponsorship of the corporate bodies for researches, organization of conferences, seminars and workshops on sports could be adequately significant. Moreover the observed mean (3.07) is lower than the mid-point score (3.50) for agreement in the table. The observed t-value is 12.984 with an observed significant level of 0.000(P < 0.05). This means that in the opinion of the respondents, the corporate bodies' sponsorship for the conduct of researches and organization of conferences, seminars and workshops on sports in

the state is not significantly adequate for sports development in Plateau state. The hypothesis is therefore rejected.

4.4 Discussion

This study assessed the involvement of corporate bodies in sports development in Plateau state. From the analysis of the data collected for the study and test of the hypotheses, it was observed that the respondents did not agree that the contribution of the corporate bodies to sports development in the state could be considered to be adequate on a general perspective. Event though, from the instrument, some forms of contributions such as purchase of equipments and supplies, use of corporate organizations facilities and organization of competitions are some forms of contributions given by some corporate organizations. There were some forms of variation in this general observation among the individual organizations. In the test of the study's main hypothesis, the general contribution of the organizations was not found to be significantly adequate. This finding is contrary to the report of Dunn (1992) where it was noted that corporations in the USA devoted as much as \$3.3billion to sponsorship of sports in North America annually. Benneth, Maxwell, Howel and Simiri, (1975) also noted that the United States of America as a nation financing sports programmes are done by government, business organizations and universities. Furthermore, sources of sponsoring sports is the legalized betting pools or lotto on soccer which is used by most countries of western Europe and the former East Germany.

From the test of the first sub-hypothesis of the study, the respondents did not agree that the corporations' involvement in sponsoring could be said to be adequately significant for sports development in the state. From the analysis of the respondents' opinions, it was observed that most of the organizations do not have any form of budgetary allocation for sports. This finding agrees with Yusuf (1992) where it was reported that budget planning help to accommodate programmes planning.

The test of the second hypothesis revealed that the corporations' involvement in the sponsoring for training of athletes and coaches in the state could not be considered to be generally adequate. From the point of view of the respondents in the study, the sponsorship from the corporations for training of athletes was not generally adequate because no provision was made for such by most corporations in the state. This finding is contrary to Riodan (1977) where it was reported that most corporations in the former Soviet Union spend large sum of money in the training of athletes and coaches towards achieving sports development.

The study revealed that the respondents did not consider the involvement of the corporate organizations in the provision of sponsorship for the construction of sports facilities and provision of sports equipment in the state to be adequate for the development of sports in the state. Though, some of the respondents were of the view that their corporations were directly involved in the construction of sports

facilities and provision of equipment but on a general note, these pocket contributions were not seen as leading to sports development.

The involvement of the corporate bodies in the sponsorship of researches, conferences, seminars and workshops revealed that the sponsorship of the corporations of these activities could not be generally considered to be adequate. The reasons for the non inclusion of sports budget by corporate organizations could be; the delay in submission of the sports budget by those handling it in the organizations, ignorance of what they stand to benefit by sponsoring sporting programmes or that the organizations are just not interested in sponsoring sporting programmes and activities in the state. These problems were partly associated with the non-provision of budgetary allocation by the corporations for sports activities and partly due to the non-inclusion of sports as an objective of the corporations in the state. However, some of the organizations were found to have positively contributed in this direction. Such corporations included NASCO group of companies, NUBA Modern Bookshop and the Consolidated Tin Miners. This finding agrees with Tanglang (2004), where it was reported that some corporate organizations have been involved in sports sponsorship in Nigeria as far back as 1958 namely: Nigeria Breweries Limited (NBL), United African Company Limited (U.A.C) and Guinness Nigeria Limited.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter presented the summary, conclusion and recommendations of the assessment of corporate organizations' involvement in funding of sports in Plateau state.

5.2 Summary

The importance of sports to individual and the nation cannot be overemphasized. In recognition of the role of sports, governments all over the world spent much money in the promotion and development of sports. This role of sports sponsorship has been shouldered by the Federal and state governments of Nigeria. But the increase cost of sports sponsorship and burden of governments at various levels has led to the need for alternative sources for sports sponsorship. Though corporations in Nigeria have been known to have played some significant roles in the sponsorship of sports at the national levels but not much is known about the involvement of the corporate bodies in sports development in Plateau state. Since government alone cannot be relied upon for adequately sponsorship of sporting activities for effective development in this area, it is necessary to have some alternative sources especially in Plateau state for effective sports

development. This study therefore investigated the involvement of corporate bodies in sports development in the state.

To fully carry out the assessment of the involvement of the corporate bodies in sports development in the state, the study was structured and discussed as thus; Chapter one gave the background of the study, statement of the problem, the objectives, research questions, and the study's hypotheses. The scope and limitation of the study were also given within the chapter. Chapter two consisted of the review of the related literatures to the study. Chapter three gave the methodology used in the study. The statistical analysis and interpretation of the findings from the analyzed data were presented in chapter four. The chapter is made up of the description of the demographic variables of the respondents, their opinion on the corporate organizations' involvement in sports development within the state and discussions for the findings from the test of the hypotheses formulated in the study. A structured questionnaire was designed by the researcher. It was validated and administered to 178 respondents of different cadres of personnel in 9 corporate bodies randomly selected in the state. The selection was carried out through the stratified sampling procedure. Variables assessed in the involvement of the corporate bodies in sports development in the state were: sponsorship of sports competitions, sponsorship for the training of athletes and coaches, construction of facilities and provision of sports' equipment and supplies with conduct of researches, organization of conferences, seminars and workshops for sports in the state.

The results from the test of the major hypothesis revealed that the corporations could not be said to have generally contributed significantly to sports development in the state. This general inadequacy in the sponsorship of sports by corporate organizations in the state did not cover all the corporations. In the test of one of the sub hypothesis, it was observed that there were some of the corporations in the state that were actually involved in sponsoring of sports activities. Among such corporate organizations were NASCO Group of companies, NUBA Modern Bookshop and the Consolidated Tin Miners.

From the analysis of the respondents' opinion on the corporations sponsorship of sports in the state, it was observed that one major factor were their inability to make budgetary allocation for sports and the less importance that were accorded sports in their set goals. However, some corporations contributed through purchasing of equipment and supplies such as Jerseys, Balls, Canvases, rackets, allowing the use of their organizations, constructed facilities for training and competitions etc. and not through the provision of money or cash donations.

5.3 Conclusion

From the analysis of the data and test of the hypotheses for this study, the major findings are summarized below.

1. The general contribution of corporate organizations in Plateau state in terms of sponsorship of sports competitions is not significantly adequate for the development of sports in the state.

2. The general contribution of corporate organizations in Plateau state in terms of sponsorship for training of athletes and coaches is not significantly adequate for the development of sports in the state.
3. The general contribution of corporate organizations to sponsorship for the construction of sports facilities and provision of sports equipment is not significantly adequate for the development of sports in the state.
4. The general contribution of corporate organizations for sponsorship of conduct of researches, organization of conferences, seminars and workshops for sports is not significantly adequate for the development of sports in the state.

5.4 Recommendations

Based on the findings in this study, the researcher recommended as follows:

1. Enlightenment campaign should be carried out among the top executives of Corporate Organizations by sports administrators to educate them on the advantages and benefits of sponsoring sports activities and programmes in the state.
2. The state government should motivate the corporate organizations by waving taxes to companies that are involved in the sponsorship of sports programmes in the state.
3. Special awards could be awarded to corporate organizations that are involved in sports promotion in the state.

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APPENDIX I

QUESTIONNAIRE

ASSESSMENT OF THE INVOLVEMENT OF CORPORATE BODIES IN SPORTS DEVELOPMENT IN PLATEAU STATE.

This questionnaire is designed to assess the involvement of corporate bodies in sports development in Plateau State. In view of the above a questionnaire was developed on the various aspects of sponsorship by corporate bodies soliciting for information from the respondents. Please you are kindly requested to complete the questionnaire by ticking (✓) one of the options provided that best represents your feelings. All information provided will be treated with confidentiality and will be used for the purpose of this research work only.

SECTION A: DEMOGRAPHIC INFORMATION

Tick the appropriate responses please.

1. Gender: a) Male [] b) Female []
2. Age:
 - a) 25 - 29 years []
 - b) 30 - 34 years []
 - c) 35 – 39 years []
 - d) 40 – 44 years []
 - e) 45 – 49 years []
 - f) 50 years above []
3. Status:
 - a) Chairman/President/Managing Director []
 - b) Manager []
 - c) Secretary/Financial Secretary/Treasurer/Accountant []

- d) Exco-official/Committee Member []
- e) Member/staff []
- g) Others specify please _____
4. Total years in current position.
- a) 1-4 years []
- b) 5-10 years below []
- c) 11 years and above []
5. Highest Educational Qualification
- a) SSCE/Grade II []
- b) OND/NCE []
- c) B.A/B.Ed/B.Sc. []
- d) M.A./M.Ed/M.Sc. []
- e) PhD []
- f) Others please specify _____
6. Administrative Experience
- a) 5 years below []
- b) 6 years to 10 years []
- c) 11 years and above []
7. Which organization do you represent?
- a) The Nigerian Standard Newspaper []
- b) NASCO Group of Companies []
- c) Grand Cereals Company []
- d) D.O. Olagbemiro & Co. Company []
- e) Plateau Club []
- f) Consolidated Tin Miners []
- g) Jos Polo Recreational Club []
- h) NUBA Modern Bookshop []
- i) Plateau Radio/Television Corporation []

SECTION B

The under mentioned statements are on the involvement of corporate bodies in sports development in Plateau State. Each statement is on a Likert scale. SA = Strongly Agree, A = Agree, U = Undecided, D- Disagree and SD = Strongly disagree.

S/N	COMPONENTS	SA	A	U	D	SD
A.	SPONSORSHIP OF SPORTS COMPETITIONS					
1.	My organization provides enough funds for organization of sports competitions in Plateau State.					
2.	Most of the well organized sports competitions in the state are sponsored by my organization.					
3.	Enough funds are annually budgeted for funding sports competitions in the state by my organization.					
4.	The sponsoring of sports competitions in Plateau state is part of my organization policy of promoting sports development.					
5.	My organization finance the trip of the state athletes for competitions outside the country.					
6.	Sport competitions are organized by my organization in the state.					
7.	The good performance of the state athletes in sports is attributed to the sponsorship they enjoy from my organization.					
B	SPONSORSHIP OF TRAINING OF ATHLETES AND COACHES					
1.	The training of athletes and coaches of Plateau State is adequately funded by my organization.					
2.	Athletes and coaches in the State benefit immensely from					

	the training programmes organized by my organization locally and nationally.					
3.	My organization ensures that enough funds are budgeted for the training of athletes and coaches annually to enhance their performances.					
4.	The good performance of Plateau State athletes is attributed to the adequate funding from my organization for the training of athletes and coaches in the state.					
5.	This organization contributes to sending of athletes and coaches for training abroad.					
6.	The training of athletes and coaches is solely funded by my organization.					
7.	The athletes and coaches in Plateau State appreciate the funding of their training programmes by my organization.					
8.	My organization allows the use of its own facilities for training of athletes in the State.					
C	CONSTRUCTION OF FACILITIES AND PROVISION OF EQUIPMENT AND SUPPLIES					
1.	Construction of sporting facilities in the State is adequately funded by my organization.					
2.	Most of the sporting facilities used by the state athletes are constructed by my organization.					
3.	My organization funds the construction of modern and standard sporting facilities in Plateau State.					
4.	The construction of modern and standard facilities by my organization gave the state an advantage of hosting national sporting competitions.					
5.	The success of the state athletes in competitions is attributed to the availability of facilities constructed by my					

	organization.					
6.	Provision of adequate sporting facilities by my organization in Plateau State promotes the development of sporting events and competitions.					
7.	The state athletes benefit from the use of my company owned constructed facilities.					
8.	The purchase of equipment and supplies for Plateau State athletes by my organization has contributed to the good performances in competitions.					
9.	Funding for the provision of equipment and supplies by my company has gone a long way in reducing some of the burden of such to the Plateau State government.					
10.	The Plateau State government is appreciative of the provision of equipment and supplies provided by my organization for better sports performance of the state athletes.					
11.	The provision of equipment and supplies by my organization has tremendously improved sports participation in Plateau State.					
12.	The equipment and supplies provided by my organization are standard and of high quality.					
13.	The availability of these standards and quality equipment and supplies provided by organization has encouraged the athletes training and preparations for championships.					
14.	The equipment and supplies provided by my organization are adequate and of modern taste.					
15.	The Plateau state athletes are appreciative of the provision of equipment and supplies made by my organization for athletes training and competitions.					

D	CONDUCTING RESEARCHES AND ORGANIZING CONFERENCES					
1.	My organization releases adequate funds for the conducting of researches for the development of sports in the State.					
2.	The organization of sports researches has a major source of funding from my organization in the State.					
3.	The invitation of experts to conduct sport researches is mainly funded by my organization.					
4.	There is an annual allocation and release of funds by my company for the organization of researches in sports in Plateau state.					
5.	The sports researches funded by my organization attributes to the state success and performances in sports outings.					
6.	The state athletes benefit from the constant funding of researches in sports by my organization.					
7.	The funding for sports researches have been able to remedy some sports performances related problems of athletes in the State.					
8.	Funds are adequately released by my organization for the organization of sports conferences in the State.					
9.	Conferences, seminars and workshops are organized by my organization to update the knowledge of athletes and coaches in Plateau State.					
10.	The constant organization of sporting conferences, seminars and workshops by my organization has					

	contributed to the development of sports performances in the State.					
11.	The organization of sporting conferences, seminars and workshops by my organization is appreciated by athletes and coaches in the State.					
12.	My organization sponsors athletes and coaches of Plateau State to attend sporting conferences, seminars and workshops within and outside the country to update their knowledge.					
13.	The Plateau State athletes have improved in their performances as a result of my organization's exposing them to modern training techniques learned from conferences, seminars and workshops attended.					
14.	The sponsorship of specialist resource persons to conferences, seminars and workshops organized by my organization is part of its policies towards sports development in the state.					

APPENDIX III

Result of the Scheffe test on the corporate bodies' involvement in sports development in Plateau state.

(I) The organization in plateau state.	(J) The organization in plateau state.	Mean Difference (I-J)	Std. Error	Sig.
Nigerian standard Newspaper.	NASCO Group of companies.	-2.00026(*)	.18766	.000
	Grand cereals.	-1.09914(*)	.22387	.003
	D.O. Olagbemi & Co.	-1.47796(*)	.22857	.000
	Plateau club.	-1.07408(*)	.19368	.000
	Consolidated tin miners.	-1.65356(*)	.22857	.000
	Jos polo recreation club.	-1.38617(*)	.21967	.000
	NUBA Modern Bookshop.	-1.73639(*)	.21967	.000
	PRTVC.	-.59613	.19544	.324
NASCO group of Companies.	NASCO Group of companies.	2.00026(*)	.18766	.000
	Grand cereals.	.90111(*)	.21142	.025
	D.O. Olagbemi & Co.	.52229	.21640	.666
	Plateau club.	.92618(*)	.17914	.001
	Consolidated tin miners.	.34670	.21640	.957
	Jos polo recreation club.	.61409	.20697	.365
	NUBA Modern Bookshop.	.26386	.20697	.990
	PRTVC.	1.40413(*)	.18105	.000
Grand Cereals.	Nigerian standard Newspaper.	1.09914(*)	.22387	.003
	NASCO Group of companies.	-.90111(*)	.21142	.025
	PRTVC.	.50302	.21836	.723
D.O. Olagbemi & Co.	Nigerian standard Newspaper.	1.47796(*)	.22857	.000
	PRTVC.	.88183	.22318	.055
Plateau club.	Nigerian standard Newspaper.	1.07408(*)	.19368	.000
	NASCO group of companies.	-.92618(*)	.17914	.001
Consolidated tin miners.	Nigerian standard Newspaper.	1.65356(*)	.22857	.000
	PRTVC.	1.05743(*)	.22318	.006
Jos polo recreation club.	Nigerian standard Newspaper.	1.38617(*)	.21967	.000
NUBA Modern Bookshop.	Nigerian standard Newspaper.	1.73639(*)	.21967	.000
	PRTVC	1.14026(*)	.21405	.001
PRTVC.	Nigerian standard Newspaper.	.59613	.19544	.324
	NASCO group of companies	-1.40413(*)	.18105	.000
	Consolidated tin miners.	-1.05743(*)	.22318	.006
	NUBA Modern bookshop.	-1.14026(*)	.21405	.001

* The mean difference is significant at the .05 level.

Table 4.2.1: Mean scores of the respondents on their organizations sponsorship of sports competitions

Sponsorship of sports competitions	Mean	S. D
1. My organization provides enough funds for organization of sports competitions in plateau state.	3.27	1.199
2. Most of the well organized sports competitions in the state are funded by my organization.	3.29	1.161
3. Enough funds are annually budgeted for funding sports competitions in the state by my organization.	3.20	1.295
4. The sponsoring of sport competitions in plateau state is part of my organization's policy of promoting sports development.	3.41	1.141
5. My organization finances the trips of the state's athletes for competitions outside the country.	3.16	1.239
6. Sport competitions are organized by my organization, in the state.	3.53	1.213
7. The good performance of the state's athletes in sports is attributed to the sponsorship they enjoy from my organization.	3.47	1.315
Aggregate mean score	3.33	1.223

Table 4.2.2: Mean scores of the respondents on their organizations sponsorship for training of athletes and coaches in the state.

Sponsorship for Training of Athletes and Coaches	Mean	S. D
1. The training of athletes and coaches of plateau state is adequately sponsored by my organization.	3.14	1.279
2. Athletes and coaches in the state benefit immensely from the training programmes organized by my organization locally and nationally.	3.21	1.283
3. My organization ensures that enough funds are budgeted for the training of athletes and coaches annually to enhance their performances.	3.16	1.245
4. The good performance of plateau state athletes is attributed to the adequate funding from my organization for the training of athletes and coaches in the state.	3.17	1.317
5. This organization contributes to sending of athletes and training of coaches abroad.	2.63	1.305
6. The training of athletes and coaches is solely funded by my organization.	2.93	1.438
7. The athletes and coaches in plateau state appreciate the funding of their training programmes by my organization.	3.21	1.313
8. My organization allows the use of its own facilities for training of athletes in the state.	3.85	1.233
Aggregate mean score	3.17	1.305

Table 4.2.3: Mean scores of the respondents on the corporate organizations' involvement in the construction of sports facilities and provision of sports equipment in the state.

Construction of Facilities and provision of Equipment for sports competitions	Mean	S. D
1. Construction of sporting facilities in the state is adequately funded by my organization.	3.07	1.322
2. Most of the sporting facilities used by the state athletes are constructed by my organization.	2.73	1.167
3. My organization funds the construction of modern and standard sporting facilities in plateau state.	2.93	1.235
4. The construction of modern and standard facilities by my organization gave the state an advantage of hosting national sporting competitions.	3.03	1.367
5. The success of the state athletes in competitions is attributed to the availability of facilities constructed by my organization.	3.15	1.267
6. Provision of adequate sporting facilities by my organization in plateau state promotes the development of sporting events and competitions.	3.24	1.295
7. The state athletes benefit from the use of my company owned constructed facilities.	3.48	1.350
8. The purchase of equipment and supplies for plateau state athletes by my organization has contributed to their good performances in competitions.	3.56	1.344
9. Funding for the provision of equipment and supplies for plateau state athletes by my organization has contributed to their good performances in competitions.	3.34	1.302
10. The plateau state government is appreciative of the provision of equipment and supplies by my organization for better sport performance of the state athletes.	3.55	1.198
11. The provision of equipment and supplies by my organization has tremendously improved sports participation in plateau state.	3.34	1.120
12. The availability of these standards and quality equipment and supplies provided by organization has encouraged the athletes training and preparations for championships.	3.34	1.144
13. The equipment and supplies provided by my organization are adequate and of modern taste.	3.35	1.237
14. The plateau state athletes are appreciative of the provision of equipment and supplies made by my organization for athletes training and competitions.	3.25	1.162
Aggregate mean score	3.39	1.215

Table 4.2.4: Mean scores of the respondents on the organizations involvement in sponsorship of researches and conferences for sports in the state

Conducting researches and organizing conferences for sports	Mean	S. D
1. My organization releases adequate funds for the conducting of researches for the development of sports in the state.	3.04	1.338
2. The organization of sports researches has a major source of funding from my organization in the state.	2.74	1.074
3. The invitation of experts to conduct sport researches is mainly funded by my organization.	2.79	1.187
4. There is an annual allocation and release of funds by my company for the organization of researches in sports in plateau state.	2.78	1.224
5. The sports researches funded by my organization attributes to the state success and performances in sport outings.	2.95	1.236
6. The state athletes benefit from the constant funding of researches in sports by my organization.	2.80	1.250
7. The funding for sports researches have been able to remedy some sports performances related problems of athletes in the state.	3.06	1.261
8. Funds are adequately released by my organization for the organization of sports conferences in the state.	3.01	1.200
9. Conferences, seminars and workshops are organized by my organization to update the knowledge of athletes and coaches in plateau state.	3.17	1.372
10. The constant organization of sporting conferences, seminars and workshops by my organization has contributed to the development of sports performances in the state.	3.14	1.266
11. The organization of sporting conferences, seminars and workshops by my organization is appreciated by athletes and coaches in the state.	3.15	1.231
12. My organization sponsors athletes and coaches of plateau state to attend sporting conferences, seminars and workshops within and outside the country to update their knowledge.	2.88	1.241
13. The plateau state athletes have improved in their performances as a result of my organization's exposing them to modern training techniques learned from conferences, seminars and workshops attended.	3.11	1.214
14. The sponsorship of specialist resource persons to conferences, seminars and workshops organized by my organization is part of its policies towards sports development in the state.	3.03	1.301
Aggregate mean score	3.07	1.261