

**AN ANALYSIS OF SPORTS MARKETING IN NIGERIA:
A CASE STUDY OF SPONSORSHIP IN THE 8TH ALL AFRICA
GAMES**

BY

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**BEING A PROJECT SUBMITTED TO THE POSTGRADUATE SCHOOL OF
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ADMINISTRATION AHMADU BELLO UNIVERSITY**

November, 2006

DECLARATION

I hereby declared that this project entitled: An Analysis of Sports Marketing in Nigeria - A case study of sponsorship in the 8th All Africa Games is product of my research findings. All relevant sources of information collected for the study are clearly acknowledged by means of references.

.....
BALA Maryam

.....
Date

CERTIFICATION

This is to certify that this project titled "An Analysis of Sports Marketing in Nigeria: A case study of sponsorship in the 8th All Africa Games by BALA Maryam meets partial regulations governing the award of degree of Master of Business Administration (MBA) of Ahmadu Bello University, Zaria and it is therefore approved for its contributions to knowledge, and literacy presentation.

..... Mr O.D Malachi Chairperson, Supervisory Committee Signature Date
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..... External Examiner Signature Date
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..... Dean, Postgraduate School Signature Date
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DEDICATION

I dedicate this project to my dear husband (Brigadier General BS Usara) and my beloved daughter Asma'û for their inspiration and patience on me.

ACKNOWLEDGEMENT

All praises be to ALLAH the creator and sustainer of all things.

I wish to express my profound gratitude to my supervisor, Mr Malachi for his guidance and dedication in ensuring that this project work is success.

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ABSTRACT

The research work, which is on sport marketing, with particular reference to the 8th All Africa Games was carried out because of the realization and believe that for any sporting activities like the All Africa Games to be successful, the necessary logistic must be put in place. Government alone cannot shoulder the responsibility, hence the idea of marketing in order to get sponsorship either in cash or in kind, to embrace sporting events.

Literature related to the study was reviewed. Specially, it addressed such areas as concept of sports marketing, reason and objective of supreme council for sports in Africa (SCSA), the role of COJA – the organising committee of the 8th All Africa Games prerequisite for effective sports marketing and the impact of sport marketing on the economy.

The research was based on free survey method. The population size of the research was the 8th All Africa Games (AAG), and the sample was the staff marketing department of the (AAG). Random sampling techniques was used to select the 20 subject used as sample data, was collected using the primary and secondary sources.

The major problem of the (AAG) sponsorship as identified in the study is lack of awareness on benefits of marketing to their business. On the basis of this, it was recommended that government should enlighten companies, organisations and individual on the benefits of marketing to their business. Equally, marketing should be entrench into the secondary curriculum, and also be taught as a general studies course at tertiary institution.

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CHAPTER ONE

1.1 GENERAL OVERVIEW

The instrument of the promotion mix that is more linked with sports marketing more than any other is sponsorship. Sponsorship is considered to be an investment in sporting activities such as: athlete, league, team, event etc. In order to support the marketing objectives, promotional objectives and the overall organisational objectives. Sports sponsorships are now growing in popularity as a promotional instrument for sports and even non sports products such as siemens AG for example sponsors the Chinese National Football Team and the company extended the sponsorship to the china Football Association's Super League in 2004. A similar example is the Salt Lake 2002 marketing effort which was the most successful in the history of the Olympic Winter Games. This 2002 Olympic Winter Games was able to established marketing- related records in the areas of broadcasting, ticketing and sponsorship. According to Richard (2003), the 2002 Olympic Winter Games established marketing related records in the areas of broadcasting, ticketing and sponsorship through the followings:

- a. 2. 1 billion viewers in 160 countries and territories amassed 13.3 billion viewer hours.
- b. More than 1.525 million tickets were sold, representing 95% of the available tickets.
- c. Even the local sponsorship programme generated a total of US \$876million for the salt lake organising committee (SLOC) and the US Olympic Committee (USOL).

- d. Salt lake organising committee's operating budget of US\$ 1,390.5 million was supported almost entirely by marketing sponsorship and broadcasting.

Also during the last 8th All Africa Games hosted by Nigeria 2003. Its marketing campaigns was capable of achieving the following:-

- a. The media coverage was estimated up to 1 billion people
- b. It attracted well over 30,000 new visitors which is capable of generating a foreign investment of more than \$18 million annually into the country.
- c. The sum of #660 million at the prevalent rate of #132= 1 dollar, was realised from the corporate sponsors to complement the grants approved by the Federal Government.
- d. It was also estimated that \$4.56 billion was spent on sports sponsorship in 1998. Because so much emphasis was placed on sponsorship, therefore organisations must understand how to develop the most effective sponsorship programme.

The systematic process for designing a sponsorship programme consists of four sequential steps which include: setting sponsorship objectives determining the sponsorship budgeting, acquiring a sponsorship, implementing and evaluating the sponsorship.

Sponsorship process begins by first setting the objectives. These objectives, not unlike advertising objectives, can be categorised as either direct or indirect. Direct sponsorship objectives focus on stimulating consumer demand for the sponsoring organization and its products. The sponsoring company benefits by attaching their product to the sports entity which also benefits by increased exposure given by the sponsor. As such, both parties in the sponsorship agreement benefit through the association.

Indirect objectives may also be set for the sponsorship programme. These objectives include generating awareness, meeting and beating the competition, reaching new target markets or specialized target markets, building relationships with customers and image enhancement. After objectives have been formulated, the sponsorship budget is considered. The techniques for setting sponsorship budgets are also in accord with the promotional budgeting methods. Generally, sponsorship of sporting events is not an expensive proposition especially given the threat of ambush-marketing. Ambush marketing is a term often hissed in the industry circle which is said to occur when one brand pays to become an official sponsor of an event and another competing brand attempts to cleverly connect it self with the event, with out paying the sponsorship fee and, more frustratingly, with out breaking any laws. Ambush or guerrilla, marketing is an undeniably effective as it is damaging, attracting consumers at the expense of competitors, all the while undermining an event's integrity and, most importantly, its ability to attract future sponsors. For example, Nike, not an official sponsor of the 1996 Summer Olympics, constructed a building overlooking the Olympic park to associate themselves with the festivities of the Olympic Games. Today, more stringent policing and regulation of ambush marketing is occurring by the sporting event organisers to protect the heavy financial outlay of official sponsors.

The third step of the sponsorship process is to choose the sponsorship opportunity or acquire the sponsorship. This means making decisions about the scope of the sponsorship, choosing the general athletic platform and then choosing the specific athletic platform.

The scope of the sponsorship refers to the geographic reach of the sports entity, as well as the interest in the entity. Shani and Sandler (1996) described the scope of sporting events using an instruments called the sports "Event Pyramid". The sports Event pyramid according to them is a hierarchy

of events based on geographic scope and level of interest among spectators. The five- tiered hierarchy ranges from international events such as the 8th All Africa Games, Olympic Games to local events such as a league tournament. Once the scope of sponsorship has been chosen, the sporting platform must be determined. The athletic platform for a sponsorship is generally a team, sport, event or athlete. Decisions regarding the choice of athletic platform should be linked to the objectives set in the previous stages of sponsorship planning.

After choosing the general athletic platform, the potential sponsor must select the specific platform. For example, if the collegiate sporting event is to be the general platform, then the specific athletic platform may be the Rose Bowl, the championship Game or the normal regular season base ball game.

The final phase of the sponsorship process is to implement and evaluate the sponsorship plans. Organising a sponsorship and integrating a sponsorship programme with the other promotion and marketing elements requires careful coordination. Once the sponsorship plan is put into action, the most critical question for decision- makers is that asking whether the programme deliver or have they realise their sponsorship objectives?

1.2 **STATEMENT OF THE PROBLEM**

The available literatures on sports marketing generally indicates that there is an increasing popularity of sports among Nigerians to such an extent that sports in Nigeria serve as the most effective instrument of national unity. This development therefore, may be because of Nigeria's hosting of a number of international sporting events, therefore it is not a surprise that corporate organisations are beginning to seek for sports marketing opportunities from within the country. Despite all that the decision-makers

are finding it very difficult to realise their sponsorship objectives. Indeed, Nigeria's sports marketing environment is relatively new, and still many players are inexperienced about the complexities of sponsorship arrangement. Moreover, the Nigerian Football Association (N F A), which is the regulatory body is still developing and intellectual property rights remain difficult to enforce. Therefore, only companies with ability to manage risk carefully can protect their brands and realise their sponsorship objectives.

However, Nigerian corporate organisations who are potential sponsors were disclosing their bad experiences within the period covered by this study and as such they frowned at sponsorship proposals. For instance, Moyo (2003) reported that in planning for Nigeria's sporting future, measures must be adopted by the Nigerian Foot Ball Association (NFA) in order to aid many sports struggling to stay afloat and losing their battles to attract sponsors. This is particularly so for the 8th All Africa Games hosted by Nigeria. The main problem of many sports in Nigeria is that they are not getting the sponsorship support they needed and they are not equally attracting media coverage which is conducive to a return on investment. Our sports journalist give coverage to foreign professionals than to local sports, therefore, this problem of sports sponsorship of many individual sports is still not addressed. Consequently, these business organisations which under normal sponsorship conditions will provide employment opportunities were now forced to cut down their production levels and retrench some of their valued staff. The ripple effect of this capacity under- utilization was the increasing rate of unemployment with its attendant social problems manifested in increased wave of armed robbery and political huggers

1.3. RESEARCH QUESTIONS:

Having identified failure to realize sponsorship objectives by the decision-makers because of the followings :

- a. Absence of intellectual property rights Protection,
- b. Reluctance of business organisations to provide sponsorship,
- c. Poor brand management ability and
- d. Inexperience of the home based players concerning the complexities of sponsorship arrangements coupled with
- e. States' in appropriate sports policies' formed the major problems confronting sports marketing especially with regards to sponsorship. This study therefore, was designed to identify the main causes of the above mentioned problems and proffer solutions. Could these problems be attributed to the in appropriate sports policy, bad management or and poor evaluation of sports policies and implementation. Therefore, other relevant question that could be raised include:-what measure do N F A use in evaluating the performance of sports marketing and sponsorship?

1.4. OBJECTIVES OF THE STUDY

The overall objectives of this study are to investigate the causes and examine the effect of corporate reluctance to honour sports sponsorship proposals. More so the study will make an attempt to

- a. Examine the reasons why sponsorships are getting increasingly tighter.
- b. Also we will bring out measures through which sports can start generating their own finance with out having to necessarily depend on Government.

- c. This study will equally expose the past antecedents of sports marketing and sponsorship in Nigeria through the review of related literatures.
- d. The appropriate conceptual definitions of sports marketing and sponsorship will be made very clear. And
- e. Finally in conclusion we will come up with some policy recommendations that will help many sports struggling to attract sponsorship.

1.5. **FORMULATION OF HYPOTHESES**

In order to be able to achieve the outline objectives of this research project the following hypotheses are hereby formulated and presented for testing so as to guide our study :-

H₀: There is no significant relationship between sports marketing and sponsorship for sports development in the world and Nigeria in particular.

H₁: There is a relationship between sports marketing and sponsorship for sports development in World and Nigeria in particular.

At the end of these two hypotheses testing, the answers will enable us to offer useful suggestions based on the viability of the two hypotheses which one will gain more acceptance.

1.6. **SIGNIFICANCE OF THE STUDY**

This study will describe the global sponsorship market in general and Nigeria in particular and the key instruments for the growth of sports marketing and sponsorship, providing estimates for sponsorship, marketing and advertising expenditure based on the latest researches available, therefore, the significance of this study cannot be over emphasised.

The outstanding in depth analysis of all aspects of the sponsorship industry especially as sponsorship continues to grow quicker than any other marketing discipline in other parts of the world, this document will be significant in helping those involved in the industry to assess different aspects of the sports marketing and sponsorships business and make decisions based on high level research and evaluation. The study is equally significance to the state policy makers and individuals interested to know more about sports marketing and sponsorship.

The study looks at how sponsorship is being used strategically and with major global sporting events becoming increasingly attractive to international companies and brands, therefore, it will undoubtedly provide information, guidance and reassurance to those corporate organisations looking to commit large proportions of their marketing budget to sponsorship programmes and as such the study will be very significant to such corporate organisation.

It is hoped that the pool of knowledge which the study provided, will give an understanding of the global trend which shape the problems of the sporting system in Nigeria; which other seekers of knowledge may learn and improve upon.

1.7 SCOPE AND LIMITATIONS OF THE STUDY

The study will confine itself to a period of time that reflect on the entire operations, administration and management of sports marketing and sponsorship affairs within Nigeria with particular emphasis on the 8th All Africa Games. The experience of other countries will also be examined through the review of related literature.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter, being the second Chapter of this research project, the researcher will look at the relevant related literatures to bring out the conceptual trend of the new field and its other dimensions within the broader concept of marketing. Also in the process of reviewing these related relevant literatures, we shall discuss the reasons and objectives of sports marketing, finally at the end the role of the supreme council for sports and COJA- the Organising Committee of the 8th All Africa Games 2003, will be analyzed critically.

However, in carrying out this research project some criteria in the form of the prerequisite for the effective sport Marketing shall be highlighted effectively and efficiently.

The main emphasis therefore on this chapter shall be on the impact of sports marketing on the economy. These impacts will as well be divided into positive and negative impacts on the economy with a particular emphasis on how the above mentioned factors affects the overall performance of the economy, we are determine to achieve just that.

2.2.1 CONCEPT OF SPORTS MARKETING

Sports marketing is a relatively new field and dimension within the broader concept of marketing. It is constantly evolving and changing today as society battles the free market to decide the legal and ethical boundaries of business today. It is important to note that this discipline within marketing is not clearly defined.

Sports today utilize corporate sponsorships and television money in order to compete and pay for top quality athletes. Those companies use teams, leagues,

colleges, and individuals to differentiate their products in a very competitive business environment. What constitutes sports marketing to one person could be considered "selling out" to some critics. The business world keeps pushing to find a competitive advantage and the sports world has generally welcomed the money offered. Every level of sports from peewee leagues to the pros has been affected by the sports marketing trend. It will be difficult to point out where it all began or where we are today in the developmental cycle, but that is still easier than figuring out what will happen to this emerging discipline.

To date there are few if any real sports marketing text book published. Most attempts at this type of text use sports as an example of how to market using the four P's (Product, Place, Price, and Promotion). Mullin, Hardy, and Sutton's 1989 *Sports Marketing* and Pitts and Stotlar's 1993 *Fundamental of Sports Marketing* are the only examples of college sport marketing text books

Even the Sports marketing textbooks both have similar faults because, they examine only how to use sports for basic marketing, but lack the important history and conceptual meaning that are crucial to understanding today's field. In addition these texts seem to miss the question: why *sports* marketing? How to market sports is an important but simple question with relatively clear answers. Why is a more difficult dilemma, and the answers are constantly changing. There are so many reasons to use this means for marketing that the period allow for us to do this work will not permit us to find them all, but a future sports marketing text should be able to cite motivations behind actions more than methods for employing those actions.

For the purpose of this research work therefore, we have included a timeline of what we consider to be important events in the formation of sports marketing as a more recognizable marketing strategy. These are events evident to in this study, yet you may know of omissions or debate the importance of others. Until more academic books on this field have been written, there will continue to be a wide

range of opinions on the subject .This is merely an interpretation and not something to be considered definitive.

According to the report of peter Gandolfi, the Head of brand marketing, Nationwide (2006). As early as the 1870s, tobacco companies made cards of baseball players and inserted them with packs of cigarettes in order to try and boost sales or develop brand loyalties. The tobacco industry has had a huge impact on this country's past in several arenas and sports marketing is no exception. These cards were probably the first promotion of sport for another industry's benefit. This baseball card concept evolved into the more widely known bubble gum cards made for the first three-fourths of this century. Interestingly that promotion evolved into an industry of its own, sports cards, that no longer even have gum.

Jesse Owens (2003), being a seminar paper titled: sponsorship; for strategies for Maximizing the Return on Investment received free shoes in the 1936 Berlin Olympics from Adidas, which was one of the first known examples of an amateur athlete used for a public relations or advertising means. His four gold medals won in Nazi Germany were important social incidents. At that point in time he was stripped of his medals for playing minor league baseball, not for taking free shoes. People paid little attention to a gold medallist's shoes in those days when amateur really meant amateur. The exposure of athletes would become much greater in the decades to come, increasing the amount of sports marketing opportunities.

Professor Andrews, Didow, and Peacock in paper titled brief history and trends in sports marketing in 1957 when Jackie Robinson first integrated baseball, sports became a symbol of changing social times in the United States. While Robinson was still segregated in hotels, restaurants, and even some clubhouses, his breakthrough set an important precedent that would be followed by other sports later. By including blacks in sports the market for sports in general grew. Culture started to become less segregated, and a sports marketer could reach both blacks

and whites by sponsoring or advertising in integrated sporting events. The importance of this event in helping the Civil Rights Movement is clear, but it also proved the social power of sports and demonstrated the impact that could be made using sports as a medium of communication. Robinson's legacy proved important to sports and to sports marketing in the years to follow.

O.J. Simpson (1998), being a seminar paper titled: Sports marketing: a strategic perspective, about the same time television became the means by which sports personalities evolved. The radio had done that to some extent, but the visual aspect was a huge event for sports marketing. Now with radio and television advertising, marketers could tune their messages to more specific, but large audiences. People could see their sports heroes and soon would want to emulate not only their great athletic feats, but their styles of clothing and equipment as well. When Muhammad Ali fought, people recognized he wore Adidas shoes, and the Everlast or Champion Belt boxers worn were prominent then. The Converse Chuck Taylor and Adidas gazelle shoes were noticed as well. In the decade for Birkenstocks, these shoes with laces became important sporting items the consumer had to have. A future shoe giant, Nike, was born in 1964 selling Tiger shoes that would change the sporting apparel industry in the years to come (Strasser & Becklund) 1992. Sports were driving consumer preferences in a way that they had never before.

When the tobacco industry was forced off the TV airways that freed up a huge advertising budget. Promotions like the Winston Cup of NASCAR and the Virginia Slims Tennis Circuit were soon to follow. The fit was great for the sports and the tobacco industry, providing the first hugely successful sports marketing achievement. Companies like Philip Morris now could avert the law that kept them from buying television commercials by getting airtime during sporting events. The industry established themselves in growing sports whose fan base would grow

considerably in the coming years and appreciate the tobacco industry's sponsorships.

In an article titled: president's message (1995) extracted from :- JSM – J. SAKAZAKI MARKETING LTD, which is a sports marketing company –file: //E:/JSM % 20-%20 sports % 20 Marketing Ltm. The 1970s included several important evolutionary events in sports marketing. Sponsorships of products by athletes emerged as a trend. Joe Namath became a sex symbol and used that image to sell pantyhose, of all things. By the end of the decade the Pittsburgh Steelers defensive tackle "Mean" Joe Green starred in one of the most acclaimed advertisements ever for Coke.

The shoe war began as Adidas, Puma, Nike, and others fought to snatch up athletes for endorsements (Strasser & Becklund) 2004. Players began to market themselves and used their personality as well as performances to land more money through sponsorship deals. Title IX went on the books with the real ramifications to be seen a couple decades later. Women were now entitled to the same rights and opportunities as males in college athletics. The woman athlete would evolve into a powerful market in a few short years. ESPN was founded providing the first all sports network, and would continue to grow as sports moved to the forefront of society. The first corporate sponsored stadium was named in Buffalo for Rich Foods, Inc. at \$1.5 million over 25 years, an important milestone then and a bargain now.

Dynasties began and ended as well. The UCLA dynasty of college basketball came to an end, but the slam-dunk became legal. The Boston Celtics kept building to their legacy even after the NBA-ABA merger. The Pittsburgh Steelers won four SuperBowls. The teams of each league developed personalities and people began to feel stronger connections. Television began bringing teams from across the country into the spotlight. The exposure of sports continually grew, as did their popularity.

Individual sports like tennis and jogging took off (Strasser & Becklund) 2004. The health craze swept the nation, increasing the sporting goods and athletic shoe industries. By the end of the 70s sports were becoming a marketing tool and industry on a national scale.

According to Nigel Currie (2004) in his book: *Emergence of sports Marketing*. The following decade of the 1980s is commonly referred to as the "me" decade, and that could be applied to sports marketing as well. Sporting goods became tailored to specific sports more than ever, and specific individuals captured the eyes and heart of the nation. Michael Jordan, Larry Bird, Magic Johnson, Bo Jackson, and Joe Montana all rose to immense fame (most recognized by only their first name). The Olympics in L.A. brought lesser-known athletes into the spotlight and increased sports popularity in the nation. Sponsor dollars were abundant and even mediocre athletes began signing contracts with companies to endorse or wear their product.

Free agency began first in Major League Baseball and the money started rolling in for athletes as the other pro leagues followed shortly thereafter. Salaries skyrocketed and leagues began to have to deal with competition issues related to team finance. Every off-season, athletes would sign for a million per year more than the previous year citing a lesser player making more than they were. The NBA instituted a salary cap in its collective bargaining agreement with the players, providing the first ever check on player salaries. Football and hockey would do the same while baseball instituted revenue sharing that still presents problems for small market teams. The money from television contracts became important to a team's bottom line and ability to pay top players. Free agency ushered in a swap of team loyalty for money, and the fans still kept coming through the turnstiles and listening to their athlete heroes for what brands to buy.

In 1985 Pete Rose (extract from www.bizsports.com) gathered the most career hits of anyone ever in baseball, but just a few years later was suspended for life

after gambling on baseball. College sports were now being invaded by the agents and shoe contracts with coaches were the norm not the exception. Drugs began to be detected and screened for, partly as a result from the Len Bias tragedy that rocked college basketball and sports in general. Proposition 48 made it harder for high school athletes to play as freshmen in college due to higher SAT and GPA requirements. Several athletes like Dwight Gooden, Darryl Strawberry, Jose Canseco, Chris Washburn, Pete Rose, Len Bias, and Mike Tyson crumbled under all the attention of sports media having little direction and lots of money. Sports had to regain a better control of themselves and the players with salary caps, drug tests, and higher college academic requirements. The free rolling decade that brought huge growth had left plenty of problems for the future as well. Despite or because of the greed, sports grew in popularity and became a more desirable marketing tool than ever before. Individual athletes became even greater than their own on-the-field personality; the personas were larger than life (at least until they failed).

As reported by Kay and Thompson (1997 - 2000) IOC final report Marketing matters. The 1990s for the most part have only continued the growth trend for most sports marketing and sports. As leagues became popular, they expanded to take advantage of untapped markets. Players saw the dollar signs and made a beeline for the endorsement with bank. Kids out of high school like Kobe Bryant and Tracy McGrady soon were becoming millionaires overnight with deals to play and endorse Adidas (even mediocre prospects like Jermaine O'Neal are in on the act). College players like Shareef Abdurrahim, Tim Thomas, and Stephon Marbury started treating college as a minor league more than an education staying for only one season (as little as one semester). Basketball stars now become rappers like Shaquille O'Neal and movie stars like Milwaukee's Ray Allen.

Television money has become the driving force behind almost every college and pro league. College football and basketball are ruled by TV dollars (Feinstein).

Why else would ACC basketball games start at 9pm on school nights? Or Thursday night Football games? Why would Bowl games start by 11am? The football season keeps getting longer to stretch out TV revenues over more weeks. Pre-season tournaments are basketball's equivalent to longer football seasons.

Most professional teams have at least half of their income from TV deals the league negotiates. It is impossible to determine the figures in most cases because teams are usually privately held or part of a larger organization that doesn't have balance sheets specific to the team made public. Baseball still struggles with teams like Atlanta, New York, Los Angeles, and Chicago benefiting from TV contracts that teams like Montreal, Pittsburgh, and Milwaukee can not reach. The strike in 1993 killed baseball's popularity and it still has not recovered. Fans generally want to be loyal, but they have enough choices for entertainment that baseball will have a hard time recovering, until another sport falters. The stadiums have become advertisements for a myriad of industries. No longer is it affordable to name a stadium after a great person, player, or coach unless they pay a lot to do so. The search for luxury boxes and brand new stadiums sends the teams and players to move around constantly in search of the most profit potential. The number of teams owned by families is rapidly decreasing. Corporations are snatching up teams trying to find synergy to help their core business more than the sport itself.

2.2.1 REASONS AND OBJECTIVES OF SPORTS MARKETING

The reasons and objectives of sports marketing can be enumerated as follows:

- a. Creation of awareness for the promotion of individuals and collective sporting activities
- b. Meeting and beating the competition

- c. Reaching new target market or specialised target market
- d. Building relationships with customers and
- e. Image enhancement
- f. Provision of insights into the best sports sponsorship practice among the worlds leading brand owners and sports properties.
- g. Provision of strategies for improving the chances of sports marketing and sponsorship success.
- h. Taking a robust view of cause related sports marketing, its place in a sports sponsorship programme as well as the latest instruments in measuring its contribution and value.
- i. Creating awareness and analysis techniques for the measurements and evaluation of sports marketing and sponsorship.

2.2.2 THE ROLE OF THE SUPREME COUNCIL FOR SPORTS IN AFRICA-SCSA

The Supreme Council for Sports in Africa (SCSA), which is the sport arm of the African union (AU), also the owners of the All Africa Games. The council draws its membership from all the 53 Independent African Countries with its General Assembly as the policy- making body which is constituted by the ministers responsible for sports in these countries whose the administrative office is located in Yaounde, Cameroun. The Secretary-General and during the hosting of Nigeria's 8th All Africa Games, Awotore Eleyae was the Secretary General while the then Colonel Musa Muhammed (rtd), also Nigeria's Minister of Sports and Social Development, was the president in office of the council.

The Supreme Council for Sports in Africa (SCSA) its 8th All African Games hosted by Nigeria in Abuja, had the followings role:-

- a. To ensure that the Games were organized in accordance with the ideas and principles of the African sports movement.
- b. To ensure that the Games were organized according to the General Rules and Regulations and the fundamental rules of the All Africa Games.
- c. To ensure that all the relevant documents were amended as at the end of every session of the Executive Committee of the supreme council for sport in Africa (SCAS).
- d. To ensure that it was Instrumental to obtain approval for several of the tournaments and other qualifying events that featured at the Games.

2.2.3 THE ROLE OF COJA-THE ORGANISING COMMITTEE OF THE 8TH ALL AFRICA GAMES.

The roles and Regulations Governing the All Africa Games as set by the Supreme Council for Sports In Africa (SCAS) required a host country to set up an organizing committee which will be known and called COJA Committee Organization Jeux des Africaine (French).

As reported in the Executive report of COJA (2003) The Organizing Committee (COJA) did not come into being until four years after Nigeria had accepted to host the Games. This was sequel to the appointment of Dr. Amos Adamu as the Executive Director and Chief Executive officer of COJA by the President and Commander- In- Chief of the Armed forces, Federal Republic of Nigeria in December, 2000. Therefore, the role of “COJA 2003” Organizing Committee Covered a wide range of responsibilities, Obligations and

Commitments, the common goal of which was the smooth flow of operations in the hosting of 8th All Africa Games

Executive Report of COJA (2003) COJA'S terms of reference just like its predecessors in other countries that hosted the Games before are conformed with Rule and Regulations of the Games, the protocol Agreement which spelt out the full responsibilities of COJA are as follows:-

- a. That COJA will serve the international secretarial for the 8th All Africa Games.
- b. That it will also ensured the provision of facilities and services for the Games including the facilities for training and services, Broadcasting, Information technology, communication, protocol, Entry and Exit permit, security, transport as well other requirements of modern Games.
- c. COJA is equally expected to play the role of coordinating the Games technical programmes in conjunction with the supreme council for sports in Africa (SCSA) and the African sports of confederations.
- d. It is also among the COJA'S responsibilities to liaise with the supreme council for sports in Africa (SCAS) on matters related to the organization of the Games and in the submission of its regular reports.
- e. COJA should also ensured that the protocol Agreement were adhered to strict

2.4 PREREQUISITE FOR EFFECTIVE SPORTS MARKETING

According to Michael (2003), head of Marketing at the Unilever Conglomerates at IEG Convention in Chicago, that for sports marketing to effectively made its way into the budgets of many companies around the world and to keep the stake rising at the sector requires the followings among other:-

- a. The sector must be able to engage in a sophisticated strategic dialogue, other wise according to him it will continue to find it very difficult in getting a required greater share of marketing budget until it can offer the same sort of understanding as advertising agency who have worked with brands for years.
- b. Also that the agency must make a giant stride and take lead role through the establishment of proximity to the client which will give it a better understanding of the nuances of the brand ambition, expectation and market condition. Because according to him sports marketing folk are nothing more than a territorial and the relationship between advertising and sports marketing agencies should be that of slaves and master. For instance there are many good initiatives where agencies have worked in partnership with sports marketing units, such as the one between WPPs agencies and prism.
- c. Also according to Rutherford (2003) for sports marketing to be effective, marketing managers must have the training and supports they need to be able to give sports marketing and sponsorship a fair crack of the whip.
- d. That according to them sports marketing and sponsorship should be demystified through the creation of knowledge which should be able to overcome some of the residual issues which arose because of lack understanding. It should also include the creation of Global Framework for sports marketing and sponsorship which will serve as a training module which according to them should be referred to as the unlive world.

- e. Sports marketing sector must have to be more than usually creative, especially if they want to be effective and to get a bigger slice of multi billion dollar marketing cake.
- f. That the sector must be able to produces convincing evidence of what spend is doing for the brand, as time get tougher all manufacturers will look more closely at how they spend their money. It is their investment and it is very important that the industry meet up to the expectations of their client.
- g. For sports marketing to be effective according to Zammit, the sponsorship strategies must take into cognisance the company's organizational structure to bring them to life, because sponsorship strategies are suppose to be built from the common inputs such as consumer research, competitor reviews, sports/entertainment/ leisure platform audits and previous event research. But rarely are the corporation's broad marketing skills, governance, decision-making, budget distribution and organisational structure would be taken into account to decide for both resourcing and appetite. This is understandable through the 8th All Africa Games as many companies learned this lesson the hard way. Thus, for sponsorship strategies to be effective the strategies must be organisational in nature, not brand.

2.5 THE IMPACT OF SPORTS MARKETING ON THE ECONOMY

According to Ladan (2005), and the Executive Report of the 8th All Africa Games (AAG-2003), It was reported that when we talk of an economy to be referring to any specified collections of interrelated sets of marketed productive activities. Therefore, economy could be said to be all those economic activities taking place in a given geographical domain Nigeria for example and where the residents perform the activities and this is other wise referred to as National economy. We went further to also observed those economic activities of financial services, soft ware systems, banking services, freight services, advertising and

promotional services, sports marketing services, as well as Export and import to manufacturing and all these goes in regularity between and among people of different regions, countries, for example, Nigeria, Africa and the whole world. That was why you heard such words as Nigerian economy, African economy and the world economy.

Since the emergence of sports marketing which is relatively a new field within the broader concept of marketing. It is constantly evolving and changing as society battles the free market to decide its economic impacts and importance in the boundaries of business today. Thus the influence or impact of sports could be said extends well into the realm of cultural promotion and propagation, unity, politics and international diplomacy. The incredible capacity of such events to ensure peace, tourism and economic development needs not to be over emphasised. Therefore, the over riding desire has been to harness all the enabling factors for sustainable economic development.

The 8th All Africa Games (2003) marketing effort was the most successfully the history of the Games. The Games with a scope which encompasses the unprecedented participation of all the 53 Independent African Countries, engages 6000 athletes, 1200 officials, 1500 Journalist's well over 2,000 VI'P and yet an uncountable number of other foreign visitors, there is no doubt that such event could exert tremendous impact on many tangible and intangible factors of African economy.

The sum of #660million at the prevalent rate of #132= #1, was injected into the economy by corporate organizations through sponsorship which was aimed at complementing the statutory grants approved for the Games by the Nigerian Government.

Also during the Games unprecedented level of public and private partnership in sports marketing was achieved. A corps of well trained technical work force in the areas of organisation of major sports event, equally a total of 2,100 jobs were created to able Nigerians within and around the host city. The programme also had raised the profile of Abuja in many ways. Though there were no formal estimates of what economic impact this Games might have deliver, but the future impacts that have been estimated using benchmark developed by tourist authority from research on its marketing campaigns .Executive report of COJA (2003)

A media coverage with a target cumulative audience estimated to 1 billion people and well over 30,000 new visitors were attracted which would generate an aggregate foreign investment inflow of \$ 18 million per annum. Executive report of COJA (2003)

It is also expected that the sector would encourage nearly three (3) million people to consider Nigeria for business, congress and visitors destination. Thus, improving the business potentials and employment opportunities as well.

Our search light was extended well beyond Africa in assessing the economic impact of sports marketing and sponsorship on many various economies. For instance the International Olympic Committee (IOC) and Sydney Organizing Committee For The Olympic Games 2000 from the marketing of the Sydney 2000 Olympic Games, mostly from the sales of collective broadcasting rights, sponsorships, ticketing and licensing. The International Olympic Committee alone generated approximately 63% of the overall revenue while Sydney Organizing Committee For The Olympic Games (SOCOG's) unprecedented marketing success within the host country of Australia generated nearly 37% of the overall revenue.

The Sydney 2000 Olympic Games now stand as the most watched sports event ever. More than 3.7 billion people tuned in to watch in 220 countries and

territories, generating more than 36.1 billion television viewing hours. As reported in a report titled: Evaluation of Olympic Marketing during the 20th century, compiled by the movement of Olympic Marketing.

Spectators purchase more than 92% of Olympic Games tickets, far exceeding the previous record of 82.3 % that had been set in Atlanta . The official website of Sydney 2000 was the most popularly destination on the internet during the Games, with more than 11.3 billion hits. The Sydney 2000 Olympic Games succeeded in setting a course for the future of the Olympic movement as the collective viewers memories as attribute to the most successful marketing effort the world has ever seen , Richard (2000).

More than 447 foreign and domestic sponsorship agreements were signed. A total of 628 sponsors and suppliers participated with the officials sponsorship programme further broken down into official supporters and official promoters.

All these financial transactions were conducted through Banks, Insurance Companies which further allow them to carry more expansion from the proceeds and that means an increase earnings and profits of Banks and Insurance companies.

All these by extension enables organizations involved in the sports marketing and sponsorship process to create more employment opportunities and also pay fat remunerations on their workers. This newly emerging sector has greatly reduced the direct reliance and dependence on Government.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Under this segment of the project we will look at the scientific methods procedure or an action plan adopted to serve us as a guide on how best to carry out this research project.

Research methodology is also defined as a discipline of a rational investigation or a scientific process of an inquiry into a problem through data collection which is intended to discover the truth, fact or otherwise about a given phenomenon and for a possible solution.

3.2 RESEARCH DESIGN

This is the basic plan or framework which guides the research. This also is what guide the phase of this research project. In fact it is the framework which specifies the type of information to be collected, the sources from which the data is to be collected, the procedure through which the data is collected, the research sample and selection techniques.

This means that designing a research requires a mental plan or scheme of action for solving research problems in a systematic manner within the circumstances of the researcher.

However, the design of this research will be based on field survey method. The survey will concentrate on the study and any other relevant respondents.

3.3 RESEARCH SAMPLE AND SELECTION TECHNIQUES :

3.3.1 RESEARCH SAMPLE

For the purpose of this research work; Peil, (1982) said that the principles of sampling often generally applies to the selection of relevant literature in the formation of a research problem, the determination and choice of research variables as well as methodology, the selection of field respondents and ultimately in the selection of data that are directly required for the preparation of a research report

This research sample shall be based on the 8thAll Africa Games (AAG) its management and the sponsorship industry. As for the 8th All Africa Games (AAG) some members of the management team and some members of staff shall be used as our research sample, population and those involves with them shall also serve as an element of the sample for this research work while in the sponsorship industry some selected officials shall equally serve as a sample.

3.3.2 SELECTION TECHNIQUE

For the selection techniques of the elements in this sample, it will vary according to the different respondent involved. This is to say that the technique for sampling of management and staff of 8th All Africa Games (AAG) will be based on the random sampling. Then the selection techniques shall be based on the stratified sampling while the technique on the staff of 8th All Africa Games (AAG) shall be based on the simple random sampling technique.

3.3.3 SIMPLE RANDOM SAMPLING TECHNIQUE

It is the selection procedures in which the choice of a particular element into that sample does not jeopardizes the choice of other elements of being selected into the same sample. A simple random sample can be selected from a research population with the use of a table of random numbers which was described earlier. The later also involves the assigning of numbers to individual elements in the

population after which the appropriate selections are then made in the lottery or ballot fashion.

3.3.4 STRATIFIED SAMPLING TECHNIQUE:

It is also a procedure whereby later categories of elements in a specified research population are selected into the sample also under a careful arrangement of random choice. These categories may be demographic characteristic such as: education, age and sex or other perceived social and economic attributes of the elements that make up a total population. The sample is therefore, drawn in away that these peculiar attributes of population's elements are also represented. The bottom line is that the research sample is stratified (or arranged into conceptual layers or strata) according to these individual characteristics.

3.4 METHODS OF DATA COLLECTION:

This refers to the place of origin or manner in which data are collected and there are two major sources of data collection, these are:

- a. Primary sources
- b. Secondary sources

3.4.1 PRIMARY SOURCES

Data collected under primary sources are said to be the first hand information. They constitute the original information gathered for the success of the study. The advantage of obtaining such data is that the exact information wanted is obtained. Therefore we have the followings under primary sources:

- a. Interview: This will involve both the management and the middle staff of both 8th All Africa Games (AAG) and the sponsorship industry, where the respondents from the sample will be subjected to oral interview and the interview will be a structured one.
- b. Observation: This will involve the researcher's personal experiences with regard to both the subject matter and the case study. It will also

involve a physical observation during all visits to the various units of the case study as identified in this study.

3.4.2 SECONDARY SOURCES

The first type of data a researcher should look when carrying out any research is the secondary data. This is information obtained from other sources such as published text books, journals and periodicals. An advantage of the secondary data is that findings already obtained in primary research can be verified. Secondary sources therefore, include the followings:

- a. Libraries having Text Books and Journals on sports marketing and sponsorship.
- b. Various reports of :
 - (1) 8th All African Games (8th AAG)
 - (2) Nigerian Football Association (NFA)
 - (3) Ministry of Sports and
 - (4) Newspapers, Journals, Magazines.

THE QUESTIONNAIRE

The questionnaires for this study will be as collected from the respondents who are categorised into three (3) groups, these are:

- a. Management and staff of 8th All African Games (AAG)
- b. Nigerian Football Association (NFA)
- c. Those involved with the sports Marketing and sponsorship.
- d. The management and staff of Ministry of Sports.

8th ALL AFRICAN GAMES MANAGEMENT AND STAFF QUESTIONNAIRES

The questionnaire is expected to cover 20 respondents and at least 20 responses are expected from the respondents. The respondents here are the management and other staff .

The questionnaire consist of part A and B. Part A has to do with information such as: sex and age group while Part B has to do with the questionnaire proper. A total of ten questions will be asked in part B and the respondents are expected to answer all.

NIGERIAN FOOTBALL ASSOCIATION MANAGEMENT AND STAFF QUESTIONNAIRE

Again, this aspect consists of part A and B, the part A to be filled by respondents consist of sex and age group while part B consist of the questionnaire proper.

A total of six questions will be ask in this questionnaire and also a total of 10 staff of the organization are expected to provide answers to the questions asked.

MANAGEMENT AND STAFF OF OTHER CORPORATE ORGANISATIONS SUCH AS INTER-CONTINENTAL BANK

Here, the respondents are those in the management team and the staff of the Bank and the questionnaires will as well consists of part A and B which will be asking the main questions.

A total of thirty questions will be ask to the key management and staff who are expected to provide answers to the questions for the purpose of our data analysis. These are selected randomly using the random sampling procedure.

3.5 METHOD OF DATA ANALYSIS

The method of data analysis is the process whereby the raw data collected are broken down for meaningful understanding and interpretation. This also means the categorisation, ordering, manipulating and summarising of the data obtained in order to answer the research question. The purpose of analysis is to search for answers to the question raised and to make deduction from the data collected for

better interpretation in order to expose the relationship between the research problem which will be studied and tested.

In the contextual framework of this research, primary data consist of observation, documentation and questionnaire responses but however, we shall be laying emphasis on the questionnaire analysis with regards to the research work.

The type of questionnaires to use in this research project will be close-ended questionnaire.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1. HISTORICAL BACKGROUND OF THE ALL AFRICA GAMES

The All Africa' Games is the African multi-sport event which is held after every four years under the direct supervision of the Supreme council for Sports in Africa (SCSA) which was created by the Organisation of Africa Unity (OAU), African Union now. The council is also the sports arm of the union.

All Africa Games was first started in the years 1920 when Coubertin Pierre who first conceptualise the idea. According to him the Initiative was aimed at uniting the whole of Africa through sports. This noble idea was vehemently opposed by the then colonialist fully knowing the impactions of allowing the unity of the continent. Despite all the stiff opposition, several attempts and efforts were expressed to host the Games. Consequently hosting the Games the year 1925 and 1929 respectively but with no success.

Alexandria in a quest to achieve a success towards this direction made a giant stride by launching for a support in all its ramification and fortunately shad was supported by a Greek – born Egyptian and a sprouted, who also was the first African member of the International Olympic Committee. This singular support of Angelo Bolanki gave birth to the construction of the first stadium with the capacity to host the Games. Despite these beautiful efforts, Alexandria failed in materialising the Games hosting and the whole structure remained static for the next thirty years.

Not withstanding the initial failure of the Games, the efforts were not completely unfruitful as it paved way for the friendship Games in the early years of 1960's and 1961 among the French-speaking countries in Africa and the hosting rights was selected from Madagascar and ivory cost respectively. In 1963 Senegal

hosted the Games for the third times and that was preceded by the conference of the African ministers of sports, youth and culture in 1962 at Paris. The Games which incorporated the attendance of English speaking countries was enforced.

The Organisation of African Unity in 1966 established the supreme council for sports in Africa through its Governing Body to serve as the supervising agent of the organisation in the periodic All- African Games.

Nigeria in 1973 hosted the second All Africa Games in Lagos which was previously awarded to the Republic of Mali in 1969 but internal economic problems that characterised the then Malian economy. Nigeria honoured the mandate to host the Games in 1971 but the programme was extended to 1973 in other issues related to the Biafran war that ended.

The third All African Games was hosted by Algiers in 1978 though the mandate to host the Games was awarded Algiers in 1977 but was not implemented until the following years due to technical reasons which overpowered the organizers. The fourth All Africa Games took place nine years later at Nairobi Kenya in 1987 and equally the Kenyan hosting was conceived five years earlier. Thanks God, All – Africa Games have finally settled and keep to its four – years Olympic rhythm. Cairo for instance hosted the fifth All Africa Games in 1991. Four years after, Harare hosted the sixth All Africa Games in the years 1995 while. Johannesburg hosted the seventh All Africa Games in 1999.

Importantly enough out of these past seven editions of the All Africa Games Nigeria was privileged to have hosted one in 1973 in Lagos. The hosting 1973 All Africa Games came to Nigeria by accident following the inability of the originally assigned host country to undertake the event. Perhaps, it is equally important to note that the task of hosting the 8th All Africa Games unlike the Nigeria's first

opportunity is not coming by accident this time around. As far back as the mid 1990's Nigeria was tipped by the rest of Africa to host the 8th All- Africa Games.

What it is equally worthy of mentioning here was a very heart – warming development that the present administration had taken a bold and concrete initiatives towards realising a memorable hosting of the Games.

4.2. STRUCTURAL FORMATION AND OPERATIONAL PATTERN OF THE CASE STUDY

The seventh All-Africa Games guided and influence the experience of other similar Games around the. This experience equally was what suggested that Nigeria should consider the following technical needs into account in forming its structural formations and operational pattern. These technical needs are as follows:-

- a. The need for COJA to involve a highly proficient professionals and management of sporting event as a Nigerian project consultant.
- b. The need to adhere strictly to global trend where emphasis were paid to technical functional areas as channels of service delivery rather than subcommittees.
- c. The need for a compact structure that would be functional at the initial stage with potential for expansion to accommodate additional personnel as the COJA'S activities increases. From the above imperatives, COJA'S had to adopt a six departmental structure similar to that of Manchester 2002 commonwealth Games.
- d. The title of manager was chosen as opposed to 'Director in order to give the project business oriented approach.
- e. The organization has two types of structures organizational operational respectively, here under depicted as chart I and II.

The organisational structures were later expanded due to an increase in its activities. Members that were initially responsible for policy – making were also made to serve in planning and strategic exercise. Further more, the Games time table structure was developed as the Games drew nearer. Later with time, each of the management staff of the committee member, were appointed to act as a problem solving and brain storming personnel to assist the general manager in their onerous task. That team had impacted positively to the performance of the organising committee because they were able to get the required inputs and co-operation from the experts and professionals in the organization of the Games.

For the purpose of administrative convenience, management and control especially with regards to decision making and the implementation of COJA strategic planning, the following inter-related steps are important:-

- a. The Games logistics was conserved with active collaboration of private sector.
- b. Quite a number of non-governmental organisations were involved in the sensitization of public awareness for the programme.
- c. The collaboration of labour unions, student, bodies, market women and chamber of commerce were activated and recognised.
- d. Some key staff of the Federal and state civil servants were engaged as resource personnel.
- e. While the Games are primarily about sports, professionalism in other related areas was essential and vital to the success of the Games. Thus, other areas of the Games such as transport management, broadcasting services, marketing, media and publicity, finance, mobilisation, tourism and culture were handled by professionals in those areas.

- f. Opportunities were given to able Nigerians with necessary experience and expertise in the area of sports management and they formed an integral part of the organizing team such as the state Directors of sports and sports Administrators in the private sector.

Therefore, COJA was able to set its corporate objectives in broad terms subject to the realities of external environment, power relation, internal resources, values and preferences of the executives. The broad term objectives were set having used the attendance figures of seventh All Africa Games of 1999 and they equally formed part of the organising team for the state Directors of sports and sports Administrators in the private sector.

4.3 DATA PRESENTATION AND ANALYSIS

Presentation and analysis of data collected would be based on the questionnaires administered and interview conducted with the following agencies:

- a. COJA-the organisers of 8th All Africa Games officials
- b. Nigerian Foot Ball Association,
- c. Ministry of sports and culture,
- d. Inter-continental Bank plc officials.

In general, 80 questionnaires were administered to the four organizations twenty each that is; 20 to the Bank officials, another 20 to the management of 8th All Africa Games, equally 20 questionnaires were administered to the management and staff of the Nigerian Foot Ball Association (NFA) and finally to the officials of the ministry of sports.

Out of the 20 questionnaires administered to the bank officials, 18 were returned and very well completed which means we have 18 useful questionnaires which represents 80 % of the total questionnaires administered to the bank,

while another 20 questionnaires are administered to the management of 8th All Africa Games, and all were successfully retrieved and all were well completed representing 100% of the total questionnaires administered to them. Equally another 20 questionnaires were administered to the management and staff of the Nigerian Football Association (NFA), and only 15 were successfully returned and very well completed representing 75% of the total questionnaires administered to them.

Finally another 20 sets of questionnaires were administered to the officials of the ministry of sports and all were not returned.

4.3.1 **PRESENTATION AND ANALYSIS OF DATA FROM MANAGEMENT AND OTHER STAFF OF COJA**

QUESTION: 1

Table 4.1: Sex of the respondents.

Variables	Responses	Percentage%
MALE	14	70
FEMALE	6	30
TOTAL	20	100

Source: Field work questionnaire, 2006

The table shows that the number of males in the management and other staff of the organizing committee of the 8th All-Africa Games (COJA) are more than the females, even though they are equally represented.

Question 2:

Table 4.2: Age group

Variables	Responses	Percentage%
20-35	3	15%
36-45	7	35%
46-55	5	25%
56 and above	5	25%
Total	20	100

Source: Field work Questionnaire, 2006

In order to verify the authenticity of the answers or responses collected from the respondents in the questionnaires indicated their educational qualifications, sex and age group. Out of the 20 respondents 14 were males and 4 were females, also three are between the ages of 20-35, 7 are between the ages of 36-45, while respondents between the ages of 46-55 and between 56 and above were 5 respectively. Out of the said 20 respondents 3 or 15 % have one of N C E/O N D or G C E A Level certificates where as 7 or 35% have either B.sc or H N D(first

degrees) while 5 or 25% have their masters degrees with another 5 or 25% haven other professional qualifications.

Question 3: Educational qualification

Table 4.3: Educational background

Responses	Frequency	Percentage%
SSCE/ WASC/ GCE	-	-
NCE/ OND/ GCE A'L	3	15
B. SC / HND	7	35
Masters	5	25
Prof .qualification	5	25
Total	20	100

Source: Fieldwork questionnaire, 2006.

PART B

Question 4: For how long have you been working with COJA?

Table 4.4 : Working experience

Responses	Frequency	Percentage %
Below 5 yrs	4	20
Above 5 yrs and less 20 yrs	10	50
Above 20 years	6	30%
Total	20	100%

Source: Fieldwork questionnaire, 2006.

Four (4) out of the 20 respondent who represents 20% of the population indicated that they have been working with COJA for more than 4 years but below 5 years, but less than 10 years, and thus group constituted 50% of the total respondents. Six respondents who constituted 30% of the respondents have been working with the organisation for more than 20 years.

Questions: 5 Are you directly Involved with sports marketing in your organization

Table: 5

Responses	Frequency	Percentage
Yes	16	80%
No	4	20%
Total	20	100%

Source: Field work Questionnaire, 2006

The above table shows that, out of the 20 respondents served with questionnaire 16 indicated that they were directly involved with sports marketing and sponsorship during the 8th All-Africa Games and they represents 80 % while only 4 respondents who on the other sides represents 20 % indicated that they were not directly involved with sports marketing and sponsorship during Games.

Questions 6 : For how long are you involved in the sports marketing and sponsorship ?

Table: 6

Responses	Frequency	Percentage %
Below 5years	6	30%
Above 5years	10	50%
Above10 years	4	20%
Total	20	100%

Source: Field work questionnaire, 2006

The table shows that out of the 20 respondent served with questionnaire, 6 were involved with sports marketing and sponsorship for more than four years, also we have 10 respondents who indicated that they are involved with sports marketing and sponsorship for more than five years and these groups represents 50 % of the total respondents while another 4 respondents who on the other sides represents

only 20 % of whole respondents said to be working with COJA for more than 3 years. Therefore, we can say that the organization is haven a very well experienced personnel with regards to sports marketing and sponsorship, considering their long time of serving the organization in that capacity.

Question 7: Do you think COJA has done enough to bring about awareness regarding the benefits of sports marketing and sponsorship in Nigeria?

Table 7 :

Responses	Frequencies	Percentage
Yes	6	30%
No	14	70%
Total	20	100%

Source: Field work Questionnaire, 2006

The table above indicated that only six (6) out of the twenty respondents (20) respondents that responded positively but fourteen (14) out of the said twenty (20) respondents responded negatively and they represents seventy percent (70 %) of the total population sample. Thus, we can authoritatively say that the local organising committee of the 8th All-Africa Games performed below expectations.

Questions 8 : Does the followings formed part of COJA's objectives ?

- a. To gather under one umbrella, the nations and sporting stars from Africa there by making a significant contribution to the building of a spirit of unity in Africa and to the African renaissance.
- b. To create opportunities within the community for empowerments, enrichment, training and education.
- c. To maximise the economic benefits of the Games.

- d. To unite both private and public sectors partnership to promote sports marketing and sponsorship.

Table 8

Responses	Frequencies	Percentage %
Yes	20	100%
No	0	0
Total	20	100%

Source: Field work Questionnaire, 2006

It is too glaring from the above table that all the twenty respondents (20) indicated that yes the above mentioned objectives formed part of COJA's prime objectives. And by extension there was no opposing views as no body said to the contrary and that means yes, they formed part of COJA's objectives.

Question 9: Given the increasing popularity of sports among Nigerians what future do you predict for sports marketing and sponsorship?

Table 9.

Responses	Frequencies	Percentage%
Very Good	16	80%
Good	4	20%
Total	20	100%

Source: Field work questionnaire, 2006

The table shows that sixteen (16) out of the total respondents which represents eighty percent (80%) of all the respondents indicated that the future of sports marketing and sponsorship is going to be very good while only four respondents (4) who represents twenty percent (20%) entertain some doubts but still say it is going to be good.

Question 10: Is there any relationship between sports marketing and sponsorship?

Table 10

Response	Frequency	Percentage%
Yes	19	90%
No	1	10%
Total	20	100%

Source: Field work questionnaire, 2006

Nineteen (19) out of the twenty (20) respondents in the above table indicated that there is a relationship between sports marketing and sponsorships, these respondents represents ninety percent (90%) of the total population while only one respondent (1 or 10 %) disagreed.

Therefore, there is a relationship between sports marketing and sponsorship.

Question 11 : To what extent do you say that corporate sponsors of the Games realise their sponsorship objectives?

Table 11

Responses	Frequency	Percentage %
To a very negligible extent	16	80%
To a negligible extent	4	20
Total	20	100%

Source : Field work questionnaire, 2006

Out of the twenty (20) respondents sixteen (16) indicated that the corporate sponsors of the 8th All-Africa Games achieved their sponsorship objectives and only to a very negligible extent and respondents with this opinion represents eighty percents (80%) of the total population while four or twenty percent (4 or 20%) of the respondents indicated that it is only to a negligible extent the corporate organizations that compliments Government efforts realise their sponsorship objectives .

Question 12 : How do you assess the relationship between sports marketing and sponsorship?

Table 12

Responses	Frequency	Percentage %
Very closely related	16	80%
Closely related	4	20 %
Not related	0	0%
Total	20	100 %

Source : Field work questionnaire, 2006

The above table indicated that 16 respondents out of the total 20 indicated that sports marketing and sponsorship are very closely related where as 4 or 20% said they are only closely related while non of the respondents said they are not related.

Questions 13: Do you see media given smaller sports coverage which is conducive to a return on investment?

Table 13:

Responses	Frequency	Percentage
Yes	6	30
No	14	70
Total	20	100

Source: Field work questionnaire,2006

Out of twenty respondents (20) fourteen (14) who also represent seventy percents (70 %) indicated that the media is not given smaller sports coverage which is essential for a return on investment while only six respondents (6) who represents thirty percents (30%) disagreed.

Questions 14 : Are you satisfied with the measures adopted by COJA to aid many smaller sports in order to attract sponsorship ?

Table 14:

Responses	Frequency	Percentage
Yes	6	30
No	14	70
Total	20	100

Source :Field work questionnaire, 2006

From the above table fourteen (14) respondents out of twenty (20) indicated that they are not satisfied with the measures put in place by the organisation to aid many sports in order to attract sponsorship while six (6) respondents who represents only thirty percents (30%) of the total (100%) one hundred percent disagreed.

Question 15: Does the performance of the marketing consultant appointed by your organisation to develop the sponsorship strategies satisfactory?

Table 15 :

Responses	Frequency	Percentage
Yes	4	20
No	16	80
Total	20	100

Source: Fieldwork questionnaire,

Out of the twenty respondents (20) served with questionnaires sixteen (16) indicated that the performance of the consultants was not satisfactory and this group constituted eighty percents (80%) of the total population where as only four (4) respondents who represents twenty percents (20%) said yes their performance is satisfactory.

Question 16: COJA, developed four steps procurement policy to emphasised on sponsorship and partnership to complement government efforts, was this effort a success?

Table 16:

Responses	Frequency	Percentage
Yes	2	10
No	18	90
Total	20	100

Source: Fieldwork questionnaire, 2006

The above total shows that the four steps procurement policy developed by the organisers of 8th All-Africa Games in order to emphasised on sponsorship and partnership was a failure, this was so because eighteen or ninety percents (18 or 90%) out of the total of twenty (20) respondents served with questionnaires indicated that the effort was not a success and only two (2) respondents who repents ten (10%) disagreed.

Question 17: It was said that the media unit of COJA provided fast, efficient services and facilities at both sports and non-sports venues of the 8th All Africa Games. Do you agree with the statement?

Table 17:

Respondents	Frequency	Percentage
Yes	17	85
No	3	15
Total	20	100

Source: Fieldwork questionnaire,2006

From The above table seventeen respondents (17) who represents seventy percents (85%) indicated that yes COJA did provide fast, efficient services and facilities at both sports and non-sports venues of the Games, while only three (3) respondents who represents only 15% (15) disagreed.

Question 18: The poor attendance of Nigerian spectators during the 8th All Africa Games was due to the Nigerian harsh economic condition and the spectators who are mostly poor ceased the opportunity to embarrass the Government, do you agree?

Table 18:

Responses	Frequency	Percentage
Yes	18	90
No	2	10
Total	20	100

Source : Field work questionnaire, 2006

The above table eighteen respondents (18) who represents ninety percents (90%) of the whole total indicated that the above statement is correct while two (2) who represents only ten percents (10 %) disagreed.

Question 19: During the period, Federal Government made it mandatory for all its ministries, agencies and even the National Assembly to be closing earlier in order to go and watch the Games live at the National Stadium, does this action enhance the image of your organisation?

Table 19:

Responses	Frequency	Percentage %
Yes	3	15
No	17	85
Total	20	100

Source : Field work questionnaire, 2006

Only three (3) respondents who represents only fifteen percents (15%) say yes but seventeen (17) respondents who represents eighty five percents (85%) disagreed.

Questions 20: Considering this massive spectators withdrawal which even made Government to order for free entrance against the initial arrangement where the ticketing was contracted out to a private company ,do you still say the marketing strategies employed were not faulty ?

Table 20

Responses	Frequency	Percentage %
Yes	1	5
No	19	95
Total	20	100

Source : Field work questionnaire , 2006

Nineteen (19) respondents out of twenty (20) who also represents ninety five percents (95%) indicated that the strategies employed were faulty as it fails to take into cognizance the socio-economic condition of the environment and employ a remedy at least for that period .While only one respondent and who represent five percents (5%) disagreed with the majority.

4.3.2 **PRESENTATION AND ANALYSES OF DATA FROM INTER-CONTINENTAL BANK PLC**

Question1: Educational qualification

Table 1: Educational background

Responses	Frequency	Percentage
SSCE	-	-
NEC/OND/GCE A' L	5	25
B.SC/HND	7	35
MASTERS	5	25
Other Professional qualifications.	3	15
Total	20	100

Source: Fieldwork questionnaire, 2006

From table one above we see that no personnel employed with only secondary school result while 5 or 25% are working with one of NCE/OND or GCE ‘A’ Level. 7 who represents 35% are either HND or B.Sc holder where as 5 or 25% of the work force are haven their Masters degree and only 3 or 15% are holders of their professional qualifications.

Question 2: Sex of the Respondents

Table 2:

Variables	Responses	Percentage %
Females	4	40
Males	6	60
Total	20	100

Source : Field work Questionnaire, 2006

The table above shows that out of the twenty respondents (20) four (4) are females and the remaining six (6) are males even though male are more in number but we can see that they too are well represented.

Question 3: Age Group

Table 3

Variables	Responses	Percentage %
25-35	3	15
36-45	7	35
46-55	5	25
56 and above	5	25
Total	20	100

Source: Field work questionnaire, 2006

The table above shows that three out of the twenty respondents are between the ages of 25 – 35 and thus group represents 15%. 7 or 35% of the respondents are between the age of 36 – 45 and they represents 35%. Then 5 are between 46 – 55

years and finally another group of five respondents who represent 25% are years old and above.

Question 4 : Is there any relationship between sports marketing and sponsorship?

Table 4:

Responses	Frequency	Percentage %
Yes	18	90
No	2	10
Total	20	100

Source : Field work questionnaire, 2006

The table shows that 18 out of the 20 respondents said yes there is a relationship between sports marketing and sponsorship and this group represent 90 % while two respondents who represents only 10 % of the respondents disagreed. Therefore, from this result we can conclude that there is a relationship between sports marketing and sponsorship.

Question 5: Did your organisation encountered a problem of ambush marketing during the course of its sponsorship programmes?

Table 5

Responses	Frequency	Percentage %
Yes	3	30
No	7	70
Total	20	100

Source: Field work Questionnaire,2006

The above table shows that 3 or 30% of the respondents said yes while 7 or 70% disagreed by saying no.

Questions 6 : Do you think your bank will extend its sponsorship to the newly improved female soccer competition?

Table 6

Responses	Frequency	Percentage %
Yes	5	50%
No	5	50%
Total	20	100%

Source: Fieldwork questionnaire, 2006

From the above table shows that the respondents are divided equally in their answers that is, 50:50 representing 50% to each group.

Question 7: Do you believe in the team of your marketing managers to deliver beyond the expectations of your bank?

Table 7:

Responses	Frequency	Percentage %
Yes	19	90
No	1	10
Total	20	100

Source: Field work questionnaire, 2006

The table shows that nineteen (19) out of the total respondents indicated that the team of the marketing managers are capable of meeting the challenges of modern marketing requirements and they represents 90% of the total respondents while 1 or 10% only said that the management team are not capable of delivering the bank marketing expectations.

Question 8: Do you have sports sponsorship programme unit in your Bank?

Table :8

Responses	Frequency	Percentage %
Yes	20	100
No	0	0
Total	20	100

Source: Field work Questionnaire, 2006

The table above shows that all the respondents confirmed that organisation has sports sponsorship programme unit.

Question 9: On the average, what percentage of Nigerians would you say are aware of the sponsorship programmes of your Bank?

Table 9:

Responses	Frequency	Percentage %
Millions	17	85%
Thousands	3	15%
Total	20	100 %

Source : Field work questionnaire, 2006

The above table shows that 17 or 85% of the total respondents indicated that millions of Nigerians are aware of the programmes because they are televised some times live, while 3 or 30 % disagreed.

Question 10: Do private sports administrators or promoters apply for sponsorship in your Banks?

Table 10:

Responses	Frequency	Percentage %
Yes	20	100%
No	0	0
Total	20	100%

Source: Field work questionnaire, 2006

In the table above all the 20 respondents responded that private sports promoters do approach their bank with proposal for sporting events sponsorship. However, management at times approach the appropriate agency directly for sporting events they are interesting in sponsoring.

Question 11: How much exactly has marked aside by your Bank for sponsorship programme from 2003-2005?

Table 11:

Responses	Frequency	Percentage %
200million	17	70%
No idea	3	30%
Total	20	100%

Source: Field work questionnaire, 2006

The above table shows that seventeen (17) out of the twenty (20) respondents indicated that two hundred million (200,000,000.00) was spent on sports marketing and sponsorship between the period of 2003 to 2005. While three respondents decline from saying anything because they are not part of the management and as such do not know.

Question 12: How long does it takes your bank to process and approve a sponsorship proposal?

Table 12:

Responses	Frequency	Percentage %
Three months	16	60%
No idea	4	40%
Total	20	100%

Source: Fieldwork Questionnaire, 2006

The above two tables 8 and 9 shows that the responses are similar because these are policy questions which directly relates to being aware or not and the respondents were managements staff who have access to such information.

Question 13: What are the marketing objectives do your bank intend or do achieve in the sports sponsorship programme your bank is undertaken?

Response: Promotion of our marketing objectives and sharing with the larger community what we gain from the same community.

Question 14: What measures do your bank put in place to realise its sponsorship objectives?

Response: A proper assessment of all the parties involve, the current marketing trend and the economic environment.

Question 15: For how long did you starts participating or getting involved with sports marketing

Response: Five Years

Question 16: How would you assess the performance of your bank in the promotion of sports in Nigeria?

Response : satisfactory

Question 17: Money has given sports great things in the past 25years and sports have paid huge dividends for such companies who have invested wisely in sports marketing and sponsorship, do you agree?

Table 17:-

Responses	Frequency	Percentage %
Yes	18	90%
No	2	10%
Total	20	100%

Source: Field work questionnaire, 2006

Out of the 20 respondents, 18 indicated that sports has paid back very well to companies who wisely invest their money into sports marketing and sponsorship while only 2 representing 10 % disagreed.

Question 18: Is there any relationship between sports marketing and sponsorship?

Table 18:

Responses	Frequency	Percentage %
Yes	18	90
No	2	10
Total	20	100

Source: Field work questionnaire, 2006

From the data presented on table above 18 respondents indicated that sports marketing and sponsorship are related and they represents 90% of the total respondents while only 2 who representing only 10 % disagreed

4.3.3 **PRESENTATION AND ANALYSES OF DATA FROM THE MANAGEMENT AND OTHER STAFF OF THE NIGERIAN FOOT BALL ASSOCIATION (NFA).**

PART A

Question 1: Sex of the staff of COJA

Table 1:

Variables	Responses	Percentage
MALE	14	70
FEMALE	6	30
TOTAL	20	100

Source: Field work questionnaire, 2006

The above table shows that out of the 20 respondents 3 were female while the remaining 17 or 85% were all male.

Question 2: Age group of the respondents.

Table 2

Variable	Responses	Percentage
20-35	3	15
36-45	7	35
46-55	5	25
56 and above	5	25
Total	20	100

Source: Field work questionnaire, 2006

The above table indicated that three out of the 20 respondents are 3 between the age of 25 to 35, 7 are between 36 to 45, 5 between the age of 46 to 55 and the last 5 between 56 and above.

Question 3: Educational Qualification

Table 3: Educational background

Responses	Frequency	Percentage
SSCE/WASC/GCE	-	-
NCE/OND/GCE A'L	4	20
BSC/HND	10	50
MASTERS	4	20
Others Prof. Qualification	2	10
Total	20	100

Source: Field work questionnaire, 2006

Among all the 20 respondents there is no body with secondary school qualification but 5 are holders of either NCE, OND or GCE “A” Level. While 7 are holders of first degree and Higher National Diploma, 5 are holders of Masters and the remaining 3 are holders of other professional qualifications.

PART B

Question 4: Considering the fact that many players are in experienced about the complexities of sponsorship arrangements, what is your organization (NFA) doing to improve on that?

Table 4

Responses	Frequency	Percentage
A lot	17	85
Nothing	3	15
Total	20	100

Source: Field work questionnaire, 2006

The above table shows that 17 or 85% of the respondents believed that their organisation is doing a lot to improve the knowledge and awareness of the players with regard to the complexities while as 3 or 15% disagreed with the statement.

Questions : 5 What is the role of NFA towards the successful hosting of the 8th All-Africa Games, could it be one of the followings:-

- (i) Complimentary
- (ii) Marketing and Sponsorship
- (iii) Help in decision-making and policy implementation

Table 5

Responses	Frequency	Percentage
Yes	17	85
None of the above	3	15
Total	20	100

Source: Field work questionnaire, 2006

Table five indicated that number three which is helping the decision making and policy of the Nigerian Football Association (NFA). Thus conclusion was arrived at due to the response obtained from 17 respondents who represent 85% of the total population, while on the other hand only 3 or 15% disagreed.

Questions 6: Does NFA put enough efforts towards the promotion of sports marketing and sponsorship ?

Table 6

Responses	Frequency	Percentage
Yes	17	85
No	3	15
Total	20	100

Source: Field work questionnaire, 2006

Table six indicated that 17 or 85% of the respondents indicating that Nigerian Foot Ball Association (NFA) have invested enough towards the promotion of sports marketing and sponsorship, while only 3 or 15% disagreed that the organisation is not doing enough to bring about the required promotion into the field of sports marketing and sponsorship.

Question 7: Is NFA doing enough to protect corporate sports sponsors and make sure their sponsorship objectives are realised ?

Table 7

Responses	Frequency	Percentage
Yes	4	20
No	16	80
Total	20	100

Source: Field work questionnaire, 2006

The table above shows that 4 respondents who represent 20% indicated that their organisation is doing its best to protect corporate sponsors and make sure they realise their sponsorship objectives while 16 respondents who on the other sides represents 80% disagreed.

Questions 8: Is the selection of players to National Team based on Merit, not on other sectional, tribal or Religious considerations ?

Table 8

Responses	Frequency	Percentage
Yes	8	40
No	12	60
Total	20	100

Source: Field work questionnaire, 2006

Table eight shows that 8 respondents who represent 40% indicated that the selection of players into the National Team is done on merit and not on considerations but 12 respondents who represents 60%disagreed.

Question 9: Are you satisfied with the present leadership of your organization (NFA) to resolve the leadership crisis which led to the dissolution of the past leadership?

Table 9

Responses	Frequency	Percentage
Yes	18	90
No	2	10
Total	20	100

Source: Field work questionnaire, 2006.

Table Nine shows that 18 respondents who represents 90% of the respondents said they believed the ability of the present leadership to resolve the leadership crisis, while 2 or 10% disagreed.

Questions 10:Sports marketing and event managements are relatively a new concept in Nigeria, how much efforts does your organization put in trying to ensure compliance with the trend in other countries of the worlds

Table 10

Responses	Frequency	Percentage
All that is required	18	90
Very little	2	10
Total	20	1000

Source : Field work Questionnaire, 2006.

The table above shows that 18 respondents said that their organisation is putting all that is required to ensure compliance with other countries, while 2 or 10% disagreed.

Questions 11: Do you believe that there is a relationship between sports marketing and sponsorship ?

Table 11

Responses	Frequency	Percentage
Yes	18	90
No	2	10
Total	20	100

Source: Field work questionnaire, 2006.

The table above shows that 18 respondents representing 90% of the total population believed that there is a relationship between sports marketing and sponsorship while 2 representing only 10% disagreed.

Questions 12: What efforts is your organization putting towards the promotion and nurturing of our future stars?

Table 12

Responses	Frequency	Percentage
Reasonable efforts	18	90
Fairly reasonable efforts	2	10
Total	20	100

Source: Field work questionnaire, 2006.

The table above shows 18 respondents who represents 90% of the total respondents indicated that Nigerian Football Association (NFA) is putting a reasonable effort in order to promote and nurture star of players tomorrow but 2 respondents representing only 10% disagreed.

Questions 13: It is a challenge for sports in Nigeria that the economic environment is not always conducive for all sports to do well in terms of raising finance, do you think the present leadership of your organization is capable of changing the situation for better?

Table 13

Responses	Frequency	Percentage
Yes	19	95
No	1	5
Total	20	100

Source: Field work questionnaire, 2006

The table above indicated that 19 respondents representing 95% of the respondents believed that, it is a challenge but the present leadership is capable of changing the situation, while remaining respondents disagreed.

Questions 14: To what extent will you say your organization is applying the right strategies of discharging its statutory role of promoting sports and National Image ?

Table 14

Respondent	Frequency	Percentage
To a very large extent	16	80
To a reasonable extent	4	20
Total	20	100

Source: Field work Questionnaire, 2006.

The table fourteen shows that 16 respondents who also represents 80% of all the respondents indicated that their organisation is to a very large extent applying the right strategise in order to discharge their statutory role of promoting sports and national image while 4 respondents or 20% said only to a reasonable extent.

Questions 15: Is there any measure put in place by your organization to see sports becoming capable of raising their own finance without having to necessarily rely on government ?

Table 15

Responses	Frequency	Percentage
Yes	18	80
No	2	10
Total	20	100

Source : Field work Questionnaire, 2006.

From the data displayed on the table above 18% respondents who represents for 80% of the total population said NFA is putting some efforts to see that sports becomes self financing and generate enough finances but 2 or 10% disagreed.

4 . 4 TEST OF HYPOTHESIS

HYPOTHESIS ONE:

Hypotheses one stated that there is a relationship between sports marketing and sponsorship and in other to verifies or test the validity of the hypotheses the corporate organisations having affairs with sports marketing and sponsorship, such as : Inter-Continental Bank Plc, Nigerian Foot- Ball Association, ministry of sports and COJA- the organising committee of the 8th All-Africa Games ,with regards to sports marketing and sponsorship was asked to all the various categories of the respondents. Table 4, 10 and 11 presented their responses respectively. In table four (4) in the analysis of data collected from the Inter- Continental Bank Plc, indicated

that eighteen (18) respondents who represents ninety (90%) of the respondents indicated that there is a relationship between sports marketing and sponsorship. Also in table ten which contains data collected from COJA - the organisers of the 8th All-Africa Games indicated that nineteen (19) respondents who represents ninety five percents of all the respondents confirmed that there is no relationship between sports marketing and sponsorship.

Finally in conclusion, we received responses from the Nigerian Foot-Ball Association and the results was displayed in table eleven where eighteen (18) respondents who represents ninety percents (90%) of the overall respondents indicated their alliance and support with the statement that there is a relationship between sports marketing and sponsorship

HYPOTHESES TWO:

In questions four where respondents from Inter-Continental Bank Plc, were asked about the statements that if there is a relationship between sports marketing and sponsorship. Two respondents who represents only ten percents (10%) of the overall one hundred percents disagreed with the statement and said the opposite that there is no relationship between sports marketing and sponsorship. Similarly, in question ten which asked the same question to COJA-the organisers of the 8th All-Africa Games, we have only one respondent representing only five percents (5%) of the overall respondents.

Finally, as we have no response from the ministry of sports completely, question eleven which asked the managements and other staff of the Nigerian Foot-Ball Association (NFA) on the same question. We, also have two respondents from the Inter-Continental Bank representing only (10%), also said there is no relationship between sports marketing and sponsorship. In the final analysis our findings revealed that 55 out of the total respondents drawn from all the three organisations relating to the subjects matter indicated on the affirmative while only 5 disagreed.

The researcher therefore, felt that the respondents chosen are all experts and whose judgements deserved to be given considerations. Going by this it will be out of place to accept Null-hypotheses which says there is no relationship between sports marketing and sponsorship. Therefore, in the final analysis the researcher accepted the Alternative-hypothesis which states that there is a relationship between sports marketing and sponsorship because of the above mentioned factual data presented.

SUMMARY OF FINDINGS

From the analysis and interpretation of the data collected during the course of the research work from all the three organisations some findings were made and they will form the bases for a broader conclusion.

a That sports marketing and sponsorship even though they are relatively a new concept but are putting their best to improve and meet up to the expectations of sponsoring organisations through the realisation of sponsorship objective.

b That the failure of Nigerian sports industry to become self financing made many smaller sports not unable to develop and be in the position to compete with their foreign counterparts.

It was also discovered that sports are generally owned and controlled by individuals who are usually the managers as well as the financiers. The negative attitude of this said private individuals which conditions the development or otherwise of the sports entity in questions, made it to go grow only in accordance with their socio-economic or practical interest as against the sporting competitive needs. As such this control could only be ensured through the provision of limited fund or its outright denial; where as it would not have been so if it becomes a self financing as is obtainable in other parts of the world.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

The concept of sports marketing in Nigeria as it relates with sponsorship has been seen to be the core issue in the hosting of the 8th All Africa Games by Nigeria in Abuja, 2003.

During the course of the researcher work, the researcher discovered that sponsorship had all the potentials needed for the promotion of sports marketing especially if the necessary instruments of the promotion mix are employed and properly utilised. The researcher attributed this failure to the fact that, despite sports rising popularity among Nigerians and the establishment of marketing related records which has regarded as the most successful in the history of sports marketing in other parts of the world especially in the areas of broadcasting, ticketing and sponsorship, but lack of media coverage which is too essential to a return on investment and in the promotion of individual sports coupled with the experience of many players about the complexities of sponsorship arrangement made Nigeria experience the sad situation.

Furthermore, it was also gathered that there is a relationship between sports marketing and sponsorship as they are all within the broader concept of marketing. Although one quarter of respondent said that there is no relationship between sports marketing and sponsorship, 75% were of the opinion that there is a relationship between sports marketing and sponsorship which meant that there is need for an additional effort for wider understanding of the concept which is relatively new.

The researcher was also able to carry out findings in chapter four of this study through the use of personal interview, questionnaire administration to both the management and other staff COJA the organising committee of the 8th All Africa

Games, Nigerian Foot Ball Association (NFA) inter-continental Bank plc and the Federal ministry of sports.

Finally in conclusion, private and public sports administrations must never relent on their past and present glories, if any, because sports marketing and sponsorship are coming up with more sophisticated challenges.

5.2 CONCLUSION

This research work wish to conclude that, in Nigeria's present day most businesses are in the buyers' market and are well placed to obtain greater customers patronage. This has therefore, indicated that there is the importance of providing a conducive environment through sports which is believed to have an increase in popularity among Nigerians more than any other marketing instrument.

Furthermore, the fanfare growth of sports marketing and sponsorship depend much on the continuous availability of adequate and efficient participation of the corporate or the private sector organisation into the sports marketing and sponsorship which will further enhance the independence of the sector as against its reliance on Government.

Apparently, marketing is the backbone of every profit-oriented firm and best way of reaching customers in Nigeria today is through sports. Therefore the study will finally conclude by saying that this philosophy (sports marketing and sponsorship) will strengthen the relationship between various organisations in the sector.

5.3 RECOMMENDATIONS

It is not enough to present and analyse data but effort should be made to make some recommendations for easier reference and to put forward for other seekers of knowledge for improvement. In order for organisations to promote sports marketing and sponsorship the following recommendations have been put forward. They are as following:-

a. This study recommended that Federal Government through the ministry of sports and Nigerian Foot Ball Association(NFA), to suggest ways and means of enhancing the smaller sports, putting them on the right track on a journey of strength where they can grow and nurture our stars of tomorrow to map out the sponsorship and marketing issues of individual sports.

b. The Federal Government also through the same ministry of sports and Nigerian Foot Ball Association (NFA), should monitor closely the operations of sports marketing and sponsorship programmes so as to make sure that the huge amount of money being mapped out for the purpose reach the targeted sports instead of being diverted to other purposes.

c. Also the Federal Government should encourage private organisations participation in sports marketing and sponsorship programmes by enacting an act or making policies to favour private organisations participation. Such policies should not just be paper work but be implemented as desired.

d. Then Government should set up a committee that will integrate sports marketing and sponsorship in the curriculum of Nigerian University in order to build the capacity of the marketing team of the various corporate organisations participation in the field of sports marketing and sponsorship. This recommendation when implemented is expected to compliments the provision of jobs to millions of

Nigerians also the implementation will made the Industry to became a private sector driven where sports can start generating their own finance without necessarily depending on tax payers handouts from government.

e. It is also recommended that, Nigerian Foot Ball Association (NFA) should starts providing experts advanced and good counselling to smaller sports.

f. It is recommended that the tourist potential of Nigeria should not be underscored, because the useful completion of the 8th All-Africa Games proved that.

The state holders in the sport sector should intensify effort in putting acts and policies together to promote and market Nigeria as a tourist destination in any future sporting event.

g. This study also wants to recommend that Federal Government should consider proposing the complex as secretariats for sports institute for Africa in order to make it available for sporting activities all the year round .This recommendation when implemented, the enormous potential for foreign in- flow of participants would further expand the tourism sector of the Nigerian economy along with foreign exchange earnings.

h. We also wants to recommend that in the further a responsibility of holding an international sports event such as All –Africa Games should effectively be backed up with all the supports needed so as to avoid some of the unnecessary stampeded pressure and ad-hoc decision necessitated due to the late funding of the event which equally led to so many ugly experiences.

i. This study will also recommend that , our academicians especially those involved with marketing author books on sport marketing because to date there are

few real sports marketing books published. Most attempts at the few texts published use sports as an example of how to market using the four place which stands for product, place, price and promotion they have similar problems as they only examine how to use sports in doing basic marketing.

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APPENDICES (I)

NIGERIAN FOOT BALL ASSOCIATION QUESTIONNAIRE

Department Of Business Administration

Ahmadu Bello University

Zaria

Kaduna State,

Dear Respondent

I am a final year student of the above mentioned institution and I am conducting an academic research on Sports Marketing In Nigeria with a particular reference to Sponsorship in the 8th All-Africa Games, which is in partial fulfilment of the requirement for the award of masters Degree In Business Administration.

Please, be kind enough to fill the attached questionnaire. I am assuring you that it is purely for academic purpose and your response will be treated in strict confidence.

Thanks for your compliance.

Yours Faithfully

Maryam Bala (Mrs)

THE QUESTIONNAIRE

INSTRUCTIONS : Fill or tick where appropriate in the space provided below

- (1) Sex: (a) Male [] (b) Female []
- (2) Marital status : (a) Married [] (b) Single
- (3) Educational Qualification (a) SSCE/WASC/GCE 'O'L [] (b) NCE/OND/GCE 'A'Level [] (c) B.sc/HND [] (d) Professional Qualification [] (e) Masters and above []
- (4) For how long have you been working with NFA ?
- (a) below five years [] (b) above five years [] (c) above ten years []
- (5) Do you think there is a relationship between sports marketing and sponsorship
- (a)Yes [] (b)NO []
- (6) Do you think NFA is doing enough to protect the corporate sports sponsors and make sure that their sponsorship objectives are realised.
- (a) Yes [] (b) NO []
- (7)Do you think the selection of players to National team is based on merit and not on other considerations: (a) Yes [] (b) NO []
- (8)Are you satisfied with the performance of the present NFA leadership to resolve its leadership tussles : (a) Yes [] (b) NO [].

(9) Sports Marketing and event management are relatively a new concept in Nigeria, what effort does NFA put to ensure compliance with the trend (a) Yes [] (b) No []

APPENDICES (II)

COJA –MANAGEMENT AND OTHER STAFF QUESTIONNAIRE

Department Of Business Administration

Ahmadu Bello University

Zaria

Kaduna State,

Dear Respondent

I am final year student of the above mentioned institution and I am conducting an academic research on Sports Marketing In Nigeria with a particular reference to Sponsorship In the 8th All-Africa Games, which is in partial fulfilment of the requirement for the award of masters Degree In Business Administration.

Please, be kind enough to fill the attached questionnaire. I am assuring you that it is purely for academic purpose and your response will be treated in strict confidence.

Thanks for your compliance.

Yours Faithfully

Maryam Bala (Mrs)

INSTRUCTIONS: Fill or tick where appropriate in the space provided below

Sex : Male [] (b) Female []

Marital Status : (a) Single [] (b) Married []

Educational Qualification :

- (a) SSCE/WAS/GCE 'O' Level
 - (b) NCE/OND/GCE 'A' Level []
 - (c) B.sc./HND []
 - (d) Masters []
 - (e) Other Professional Qualification []
- (4) For how long are you involved with Sports Marketing and Sponsorship
- (a) Below five years [] (b) Above five years [] (c) Above ten years []
- (5) Do you think that your organisation has done enough to bring about awareness regarding the benefits of sports marketing and sponsorship to Nigerians ? (a) Yes [] (b) No []
- (6) Looking at the increasing popularity of sports among Nigerians what future do you predicts for sports marketing and sponsorship ?
- (a) Very Bright [] (b) Bright [] (c) Not Bright []
- (7) Do you agree with the statement that there is a relationship between sports marketing and sponsorship ? (a) Yes [] (b) No []
- (8) To what extent would you say that the corporate sponsors of the 8th All-Africa Games realise their sponsorship objectives ?
- (a) To a very large extent [] (b) Only to a large extent []
- (9) How would you assess the relationship between sports marketing and sponsorship? (a) Very closely [] (b) Close []
- (10) Do you see Media given smaller sports required exposure ?
- (a) Yes [] (b) No []
- (11) Does the performance of marketing consultants appointed by COJA-to developed the sponsorship strategies satisfactorily ?
- (a) Yes [] (b) No []
- (12) COJA-developed four steps procurement policy to emphasised on sponsorship and partnership to compliment government efforts, is this efforts a success ? (a) Yes [] (b) No []

- (13) It is said that the media Unit provided fast, efficient services and facilities at both sports and non-sports Venues of the 8th All-Africa Games, do you agree with this statement ? (a)Yes [] No []
- (14) The Poor attendance recorded during the Games was said to be due to the harsh economic conditions Nigerians are, therefore, they ceased the opportunity and embarrassed the Government; do you agree ?
(a) Yes [] (b) NO []
- (15) Assume the consultants were able to study and understand the environment very well, this embarrassment would have been avoided, do you agree ? (a) Yes [] (b) No []

APPENDICES (III)

MANAGEMENT AND OTHER STAFF OF THE INTER-CONTINENTAL BANK QUESTIONNAIRE

Department Of Business Administration

Ahmadu Bello University, Zaria

Kaduna State,

Dear Respondent

I am final year student of the above mentioned institution and I am conducting an academic research on Sports Marketing In Nigeria with a particular reference to Sponsorship In the 8th All-Africa Games, which is in partial fulfilment of the requirement for the award of masters Degree In Business Administration.

Please, be kind enough to fill the attached questionnaire. I am assuring you that it is purely for academic purpose and your response will be treated in strict confidence.

Thanks for your compliance.

Yours Faithfully

Maryam Bala (Mrs)

THE QUESTIONNAIRE

INSTRUCTIONS: Fill or tick where appropriate in the space provided below

- (1) Sex : (a) Male [] (b) Female []
- (2) Marital Status : (a) Single [] (b) Married []
- (3) Educational Qualification (a) SSCE/WASC/GCE'O'L []
- (b)NCE/OND/GCE 'A'Level [] (c)B.sc/HND []
- (e)Masters [] (e) Other Professional Qualification []
- (4) Working Experience : For how long have you been working with Inter-Continental Bank ?
- (a) Below five years [] (b) Above five years [] (c)Above ten years []
- (5) Do you think there is a relationship between sports marketing and sponsorship (a) Yes [] (b) No []
- (6) Did your organisation ever encountered the problem of ambush marketing
- (a) Yes [] (b) No []
- (7) Did you think that your organisation will extend its sponsorship programme to include the female soccer league (a)Yes[](b)No[]

- (8) Do you believe in the ability of your marketing team to deliver as expected?
(a) Yes[] (b)No[]y
- (9) On the average what percentage of Nigerians would you say are aware of the sponsorship programme your bank is operating
(a) Millions [] (b) Thousands []
- (10) What exactly did your organisation budgeted for its sponsorship programme of last financial year (a) 200,000,000 [] (b) No idea []
- (11) Money has given sports great things in the past 25 years and sports have paid back huge dividends for especially for companies that know how to wisely invest their money in sports marketing and sponsorship do you agree
(a) Yes[] (b) No[]