



**Investigating the effective factors on attracting sponsors of federations**

**Mahmoud Mohammadi Zadeh<sup>1</sup>**

**1 Azad Islamic University, fbmvmh@yahoo.com**

**ABSTRACT**

This study aims to investigate the effective factors on attracting sponsors in sport using top management and senior experts in committees, as well as senior staff of federations. Therefore, this study is descriptive-survey in terms of method. Also, it is applied in terms of purpose and is done as field study. In this study, we introduce the effective factors on sponsorship in the nine dimensions as the research variables. We investigate these variables as effective factors, including social, cultural, managerial, organizational, legal, media, spectators, and championships. In this study, we use the Federations' information for measuring each of the nine factors. The results show that all effective factors on attracting sponsors of federations have a significant and effective relationship.

**Keywords:** sport support, federations, economy, culture, track and field.



## **1. INTRODUCTION**

In the present age, sport plays a role as an economic sector in producing and consuming sport's goods and services and developing economic of various societies; and it is now one of the effective factors on the growth of the national economy and one of the income-generating industries in the 21st century. Sport is one of the phenomena that has a dominant influence in modern society. This issue has attracted more media attention than other social issues (Van Herden & Policis, 2003).

Sport and physical education, as one of the important social institutions, is related to economics, development, and industry based on Bruce Cohen's theory, and exhibit certain economic functions commensurate with the economic and industrial system and its policies and programs, that is sport and physical education includes an important part of goods, services, revenues, media, occupations, and other affairs related to industry-related knowledge (Jahan Sanat newspaper, 2013).

In our country, sports and economics have also tied together, and different federations should be able to attract sponsors to cover their needs in a variety of ways. The Athletics Federation, which is considered a highly medal in various competitions, is no exception to this matter and will be boosted with sponsorship. Accordingly, in this article, we examine the effective factors on attracting sponsors in federations.

## **2. PROBLEM STATEMENT**

Professional sport for earning money is a major part of the sports industry (detailed studies of the Physical Education Organization, 2003), as well as professional sport play a significant role in the daily lives of many people and is covered by the press and electronic media by providing the highest level of skill more than other categories of sports (Touraj Ali Nasri, Spring 2015). The sport industry includes sectors such as sport goods, marketing, sponsorship, professional sports, sport wear and recreational sports and is growing every year (Andref, 2007).

From years ago, sport has become a very inclusive industry and even a political weapon (Shojaee, 2011). Different sport federations have a positive and significant relationship with sponsor, so that the lack of sponsorship equals the federation's inactivity. The Athletics Federation is under the supervision of the Ministry of Sport and Youth, which is a government department that can also be funded from private sectors. I think, Athletics



Federation can be more successful in attracting sponsors if it can create a single window for international trade with other countries.

Foreign trade plays a significant role in economic development, and the deployment of a single window can greatly facilitate the process of providing and sharing information for traders as well as for government authorities. Specifically, for the public sector, the existence of a single window can lead to greater and more effective integration of existing systems and processes, more effective and efficient allocation of financial and human resources, correcting the government revenue sources, increased traders satisfaction, increasing security, increasing integrity and transparency in affairs, reducing administrative corruption and the ability to use sophisticated risk management and flow control techniques (Abbaspour Bora et al., 2016).

To attract the investment of private companies in the sport industry is one of the ways to provide enough funding for sport activities, especially championship activities (Ehsani et al., 2008; Tondnavis & Ghasemi, 2007; Minagan, 2001; Smith, 2008) and it can be defined the sport sponsorship as investing in sport activities, people and events to exploit commercial, cultural and social issues related to sport (Van Harden, 2001), also in today's world, companies prefer to use sport support as an international language, especially in popular sports which have global and national viewers and go beyond language and culture barriers (Atghia, 2002 and Amin Foroughi and Esfahani, 2012) or the sport sponsorship is a method that a company use it to support a cultural, social or sport event, and to achieve the components of its marketing mix (Estotlar, 2009).

People's attitude to a product can be affected by advertising. Previous researches have examined the attitude toward advertising through the media (TV and the Internet) and have found that consumers' attitude toward advertising have become increasingly negative. In this regard, Pouyan showed by a theoretical model that sport can create a positive attitude toward advertising due to its special nature (Pouyan, 2010). Based on the amount of producing global investment, sport sponsorship has grown nearly \$500 million in 1982 to \$24.4 billion in 2002, and possibly it will reach \$28 billion in 2004. It is expected that this strong growth will continue in recent years (Orily, 2005 and (Viviana Ñañez Silva and Lucas Valdez, 2017). It is hoped that in this research, we can identify the obstacles and problems in developing sports that can prevent the attraction of financial support, and ultimately we can step for the progress of the country by finding the right outcome, and in this study, we will investigate the



attraction of financial support in one of the organizations of Private insurance, such as the sport federation. It can be said that the main question is that what is the view of managers, officials and the committee chairs and the secretaries and supervisors of the federations on the effective factors on attracting financial support?

### **3. NECESSITY OF DOING RESEARCH**

In a study, by comparing the views of sport federations' heads and sponsor company managers on the goals of sponsorship for sport, it was shown that from the view of the federations heads sponsoring sport is more important than the managers of the sponsor companies (Bonar, 2010).

According to Schreiber, one of the most important tasks of the marketing department of sport organizations and clubs is to counsel about supporting and assuring from companies to sponsor sport (league event, team, and player) (Schreiber, 1994). He also introduced the sport support in the form of four main agents, including communicational-environmental goals, overall goals, media-advertising goals and marketing goals. The results showed that the country's sport supporters were more interested in communicational-environmental goals and overall goals. However, there was some very limited research on the barriers to support sport (Rajabi, 2009).

Sports, teams and athletes are sponsored in three ways: by sport and non-sport firms, by spectators and by the right to broadcast television and mass media (Shojaee, 2011).

The sponsors will finance many of the expenses of teams and major competitions with the intention of taking back their expenses several times. For this reason, the sponsors have the first share in organizing and holding the big and small tournaments. As they spend more on this, they will strengthen and increase their credibility in global affairs and economic considerations, and will earn more revenue by sports in non-sport areas (Shojaee, 2011). In this study, we investigate the effecting factors on attracting sponsors in federations in addition the necessity of doing research and the importance of sponsorship in sport.

#### **3.1. Research objectives**

##### **3.1.1. Main objectives:**

Investigating the effective factors on attracting sponsors in federations.

##### **3.1.2. Sub-objectives:**

1. Identifying of sports managers' the views in associated with effective economic factor.
2. Identifying of sports managers' the views in associated with effective social factor.



3. Identifying of sports managers' the views in associated with effective cultural factor.
4. Identifying of sports managers' the views in associated with effective managerial factor.
5. Identifying of sports managers' the views in associated with effective organizational factor.

### **3.2. Research hypotheses**

#### **3.2.1. main hypothesis:**

From the managers' view, the effective factors have a significant effect on attracting sponsors in federations.

#### **3.2.2. Sub-hypotheses:**

1. From the managers' view, the economic factor has a significant effect on attracting sponsors in sport.
2. From the managers' view, the social factor has a significant effect on attracting sponsors in sport.
3. From the managers' view, the cultural factor has a significant effect on attracting sponsors in sport.
4. From the managers' view, the managerial factor has a significant effect on attracting sponsors in sport.
5. From the managers' view, the organizational factor has a significant effect on attracting sponsors in sport.

### **3.3. Research realm**

The subject realm of this study is a research to investigate the effective factors in attracting sponsors in federations.

### **3.4 Conceptual definitions**

#### **3.4.1. Support**

Support as one of the elements of marketing communication is the provision of resources (financial, human, equipment) by an organization directly for one supported (such as an athlete, sportsman, sport body, a code or sports law) to able the sponsored in following some activities in desired return on investment in promotion strategies and can refer of media, marketing, and collaborative objectives (Pop and Torko, 2001).

#### **3.4.2. sport support**

Sport support can be defined as investing in sport; people or events activities to exploit potentially commercial issues related to sport (farrelly, 2005). The Private company is: A



company that more than %50 of its shares belong to natural or non-government legal persons, so that there is no need for votes of officials to make decision on the issues (Skinney, 1999).

### **3.4.3. Sport federations**

Iranian amateur sports federations are non-governmental public institutions with legal personality that are formed based on the policy and principles of sport determined in accordance with the Olympic Charter by observing the Islamic standards and national requirements and as the highest competent authority in each sport (Physical Education Organization of I.R. Iran).

### **3.5 Communication (media)**

Aristotle, the famous philosopher, believes that the aim of communication is seeking to find all existing means and facilities to promote and refuse others; that is, the communicator is influenced his/her audience by any possible means, and imposed his/her opinion. Of course, there are some various definitions for communication by experts and researchers, each communication experts have defined it according to the angle of view and importance of its elements. They have defined communicative or public communication; communicative or public communication is a new interpretation used by American sociologists for the concept of mass media.

The term, which is made up of Latin root "Media" and English term "Mass", literally means the tools by which it can be accessed people individually or specific and homogeneous groups and a multitude of people in the same way. Nowadays, these tools are: newspapers, radio, television, cinema, notifications. It is obvious that, among the broadcasting tools, the newspapers and radio and television messages have common points that their messages are broadcast alternately. In this research, we refer to media tools such as audio and video media, press and verbal communication.

## **4. RESEARCH BACKGROUND**

### **4.1. The background of conducted research within the country**

Mohammad Ramezani Alavi et al. (2012) investigated the effect of marketing mix on success in attracting sports audiences through the sports model. The results showed that among the five effective factors on the attraction of audiences in sport events: 1- the components (promotion, Record, conditions and facilities) with a 95% confidence coefficient influence the attend of audiences in sport event, 2- The components (type of sport and operations) have not effect on the attend of audiences in sport events.



Khosro manesh (2011) analyzed the sponsorship management for sport clubs in Tehran. The results indicated that the main reasons of sponsorship for sports are government oral reciprocity, communication, sponsor interest, and the request of the people of the region from the authorities. From view of sponsorship managers some cases were very important, including demonstrating corporate social responsibility, determining measurable goals, measuring the effectiveness of sponsorship, establishing relationships with different people by the sponsorship of sport, and in optimum conditions, the cost of current sponsorship and the number of spectators for sponsors during the assessment; in existing status, the sponsors did not pay significant attention to the assessment.

Touraj Ali Nasri (2015) in his Master's Thesis entitled "the barriers for attracting sponsors in the Martial Arts Federation" by describing overall prioritization of the variables of barriers for attracting sponsors in the Martial Arts Federation showed that the variables of managerial and organizational factors (not paying attention by officials of this federation to support supporters, and the poor attitude of provincial and provincial authorities towards sport support) were the major barriers to sport support. Reviewing variables shows that the variable of organizational managerial factors has a high importance among all variables.

Jamshidian and Mozafari (2010), in a study entitled "comparison of the existing and desirable of sport marketing in Iran" found these results. among managers and deputies of the Physical Education Organization and the heads and managers of physical education departments in 33 provinces of the country. There is significant training and education between the desirable situation and existing status in the components of publications, physical education books, sponsorships, participating investors and shareholders, the right to host international and regional games, public and private sponsorship, sport tourism, selling club brands, the use of sport marketers, establishing various sports training courses for people, and in all cases, the average of existing status is lower than the desirable situation.

#### **4.2. The background of conducted research abroad**

- Jordan Carlson et al. (2013) in a study entitled "Nutrition and Development of Physical Activity in the American Philippines through social organizations" have stated that 18-month nutrition and physical activities assessed by specific cultural organizations. The intervention conditions obtained to implement interventions included two to three members from each trained organization that promoting consumption of fruits and vegetables and physical activity and reducing fat consumption in dietary using health education, development of



behavioral change skills and organizational policies and training the ways to prevent cancer ways play an effective role in improving physical activity and preventing cancer.

- Rachel sagopola et al. (2012), explore in a study entitled "re-maximizing the San Francisco university's Sport group power through sponsorship" the most effective form of marketing to attract and retain sponsors of University of San Francisco Athletic. The response is measured by the sponsors of the sports teams through the interview. Specifically, 24 sponsors were contacted by phone, email, and email. Our results indicate that respondents prefer to use marketing platforms, including digital signage and direct marketing, rather than options such as radios. The study was conducted in the San Francisco University Sports Department with the hope of helping to return investment and improved support.

- Rest Berg et al. (2011) found in a research entitled "the effect of the relationship in degenerative parts in supporting business-to-business " the concepts received brand for management that sport support involves business-to-business strategy and the relationship between a sponsor and a sport institution for the mutual benefit of the degenerative support relationships of business-to-business. In general, sponsors are looking for brand benefits through a relationship with a brand and a sport institution. They identify the key structures such as critical documents of the social norms of tolerance area and perceived effective severity whether this behavior acts as a degenerative part in the relationship. Factors such as the quality of existing relationships and the section management can have a significant effect on this relationship as well as the level of change.

#### **4.3. Research limitations**

1. Limitations of measuring tool and quantifying the quality issues related to research questions.
2. Include the limitations of any academic research is short sampling period that reduces the accuracy of the study, the current study is not the exception.
3. Lack of access to a larger number of case studies in order to increase the generalization of the results and the newness of some topics and the lack of domestic resources related to the subject.

#### **5. CONCLUSION**

Sponsorship also plays a major role in encouraging employees and increasing their honors and increasing their efforts and creating value for employees in their relationships (Misaghian, 1991). The sponsorship goals need the ability to achieve measurability and





comprehensiveness in terms of company marketing strategies. Sponsorship also caused to increase customer motivation, increase customer loyalty, increase public relations, revive the company logo, and find its special position among competitors and customers. In addition, measurable activities include increasing sales of new customers, maintaining the previous customers, employing new employees, positive views towards brand/company, and increasing distribution and trade.

## **REFERENCES**

- Aaker, D.A. (2002), *Building strong Brands*, London: free Business.
- Abbas Zadeh, M.R. (2009), *Investigating the structures of the effectiveness of sport sponsorship and theoretical relationships between them among football fans in Iran*, master's thesis for business management, Islamic Azad University, Rasht Branch.
- Abbaspour Bora, A., Zarghamianpour, F. (2016), *Investigating of the role of a single window in foreign trade*, International Conference on Economics, Management and Psychology, Issue: 2018 / K, June 2016.
- Abu Darda, Z. (2006), *Investigating the reasons of lack of sponsors support from professional sport of women in Isfahan city*, Master's thesis for Physical Education, Islamic Azad University, Khorasgan Branch.
- Akbarali Mohamad Noordin. Zulkoply kamaruddin. Afizan amer, Danial Fahmi Zalkephi (2011) .
- Amin Foroughi, A and Esfahani, M.J (2012). *An empirical study for ranking risk factors using linear assignment: A case study of road construction*. *Management Science Letters* 2 (2012) 615-622
- Andref, V. and Francois Nice, J. (2005), *Sport Economics*, translated by: Allah Verdi Jazayeri, Science and Sports Publishing, Tehran.
- Astous, Alain & Bitz Pierre (2000), *Consumer Evaluation of sponsorship program* *International journal of Sport Marketing and sponsorship*, p87-98
- Athghia, N., *Marketing interaction and management*. Physical Education Institute.
- Ehsani, M. (2005), *Sport marketing in Muslim women's games*, Physical Education Institute.
- Bal, C. Queter. P. Plewa, C. (2010). *Emotions and sponsorship A key to global effectiveness comparative study of Astralia and France*. *Asia Pacific Journal of Marketing Logistics*, Vol 22 No .1, pp .44-54



- Bennett, G Henson, zhang (2002), Action Sport Sponsorship recognition, sport Marketing Quarterly, p 174-185
- Benoit Seguin (2007), sponsorship in the trenches: Case study Evidence of its legitimate in the promotional mix, Sport Journal, vol(10), No.1
- Beth A, Cianfrone and Jamee J.zhang . (2006), Differential Effects of Television Comment Athlete 28. Endorsements, and Venue Signage During a Televised Action Sport Event Journal of Sport Management, Vol 20, pp.322-344.
- Bonar, N. (2009), Designing a Sport Support Pattern, Ph.D. thesis at Management and sport Planning, University of Guilan.
- Danaeifard, H. et al. (2009), The Law escape in Iran: Explaining the role of political, economic, legal, Managerial, and Socio-cultural factors, quarterly Journal of disciplinary knowledge, 11<sup>th</sup> year, No. 3.
- Ehsani, M., Abu-darda, Z. and Eghbali, M. (2008), Investigating the reasons of lack of sponsors support from professional sport of women in Isfahan city, movement sciences and sport, 2 (12): 111-120.
- Ehsani, M., Honarvar, A., Sharifian, E., Koozeh Chian, H., Farzan, F. (2009), The role of professional sport in the growth and development of Muslim women's sports, Quarterly Journal of Sport Sciences research, Sixth year, No 22, p. 15.
- Eshghi, K. (2009), Investigating the effectiveness of sport sponsorship among football fans in Iran, the bank of marketing articles in Iran.
- Hamidi, M. (2008), Managing and executing sport tournament, Fourth Edition, Bamdad publishing.
- Hashemi Siavashani, M. (2003), Investigating the attraction of sponsorships for Iran's sport teams, Master's thesis for physical education, Tarbiat Moallem University.
- Hassanzadeh, M. (2005), Sports Marketing, Poreseman Publishing.
- Izadi, A. (2004), Describing the effective factors on attracting sponsorship of sponsor companies of professional football in Iran, Master's thesis for Physical Education, Tehran Teacher Training University.
- Jamaat, M. (2007), Comparing the views of the heads of sport federations and managers of sponsor companies on the goals of sport sponsorship, Master's thesis for Physical Education, North Non-profit University.



Jamshidian, L. and Mozafari, S.A.M. (2010), Comparing the existing and desirable status of sport marketing in Iran, *Journal of Research in Sport Sciences*, No. 29, pp. 26-13.

Khosro manish, R. (2011), Analyzing sponsorship management in Tehran clubs, Master's thesis, Faculty of Physical Education and Science, Tehran University.

The power of sponsorship program in enhancing brand image. I study on the effectiveness of kia sponsoring the fifa world 2010.

Tondnevis, F. and Ghassemi, M.H. (2007), Comparing the views of athletes, coaches and experts on solutions of developing Iran's gymnastics championship sport, *Olympics*, 4 (40) 17-29.

Viviana Ñañez Silva, M & Lucas Valdez, G.R (2017). Nivel de redacción de textos académicos de estudiantes ingresantes a la universidad . *Opción*, Año 33, No. 84 (2017): 791-817