

The Role Of Sponsorship In Development Of Sports In Pakistan

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ABSTRACT

This research has quantitative approach. A structured questionnaire was designed sports Sponsorship (Punjab) of Pakistan which was the targeted population. After the pilot testing questionnaire was finalized and filled from the targeted population test was used to analyze the data for mean scores and standard deviations (SD), regression analysis, reliability, normality, percentage and frequency were used to elicit findings. A regression analysis was conducted to explore the relationship between the study variables, Sponsorship in Sports (Means IS), and the Role of Sponsorship in the Development of Sports (RSDS), based on a sample of 100 participants. There was not sufficient sponsorship for sports and games from the different departments of government or the private sector. The recent emergence of sports sponsorship in Pakistan, the study cites examples of contributing companies and suggests government involvement for attracting more sponsors. Findings substantiate the initial hypothesis that sponsorship significantly contributes to sports development, providing financial support, promotional strategies, and positive brand recognition. The research was designed to assess the importance of sports development and growth in Pakistan, emphasizing infrastructure enhancement and effective strategies. Examining global trends, the study underscores sponsorship's role in brand visibility, customer engagement, and competitive advantages. Analyzing dynamics in Pakistan, it showcases successful sponsorships in the PSL, Kabaddi, and Cricket. It establishes a positive association between sponsorship and athlete performance, with incentives and scholarships as motivational factors. This research serves as a compelling testament to the mutually beneficial connection between sponsorships and the direction of sports. It confirms that the future growth of sports in Pakistan is fundamentally linked to the strategic partnerships established with sponsors.

Keywords: Sports Sponsorship, Sports Development.¹

INTRODUCTION

Sponsorship is a company's commitment to monetary or merchandise, for building up a business-to-business alliance with a sport club, so as to get exposure and awareness in a

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particular target group. Sports give an inescapable audience that can be reached in multiple ways today. Brands have the chance to bring issues to light and change their images to suit their changing marketing goals (Smith & Westerbeek, 2004). As sports need mental consideration, they increase concentration and assurance. Sports also advance coordination and cooperation, as football requires every role to be played appropriately. Numerous different games additionally require collaboration; this expands the resilience and coordination capacity of an individual (de Andrade, 2018).

Today, as we are completely inundated in the digital era, there are many opportunities for brands to use sports and draw in with their audience in exceptionally significant ways. Our manual for sport sponsorship takes a gander at the opportunities accessible to sports teams of all sectors considered and tells us how we can utilize our audience to tempt the absolute generally pertinent, prominent brands (Bayliss & Journal, 2022). The sponsor gives money, merchandise, goods, services or skills. In return, the sponsored party may be individual, event or association offers rights and affiliations that the sponsor uses economically (Amis, Slack, & Berrett, 1999). According to Shank it means investing in sports whether they may be competitor, league, group, team or event to help the general authoritative goals, marketing and promotional strategies. In recent years, sports have changed from entertainment to an exceptionally complex industry in which performance remains above everything.

On the one hand, this is due to the media presence in the sport business and on the other because of the way of life has changed in the most recent years towards health and wellness. Those progressions are positive aspects for the sport which smart organizations are benefiting. Accordingly, organizations get a characteristic segment of the customers by their sponsorship programs (Whannel & Science, 2009). Besides, a significant issue for a sport marketer is to make a strong relationship with the customers. In the present competitive market condition, it is exceptionally essential to develop a strong relationship of trust with the clients and customers. Sponsor and sponsee have various advantages for exchange. The sponsee may give profit to sponsors to build their awareness, to improve their image, and to help in their sales. Sponsor, consequently, may profit sponsee by giving money, publicity, or other services (Toscani, 2018).

Sports are commonly funded by sponsors who come locally available for the duration of the event and pay for the logistics and prize cash. The sponsors may pay to have a couple of matches publicized on TV. The greater part of the clubs and associations can't set up contact with brand sponsors for sponsorship significant to their survival (Gahan, 2014). Sport Sponsorship is a strong and significant marketing procedure. It comprises of the relationship between an organization which is known as sponsor. The primary objective of this association relies upon the condition that the sponsor intends to produce brand awareness and customer sincerity while sponsee's primary target is to discover a financing source. A well-known example is a brand logo imprinted on a team's shirt. Perceptibility and media exposure are ensured. Sport has consistently spoken to a tremendous profit for brands all around the globe. We are barraged with various logos while watching sports. However, in the present economic environment, firms are exhibiting responsibility for their expenses by assessing their profitability by making it harder to engage or proceed in sponsorship agreements. These essential parts have brought about an expanded commitment in surveying and arranging the effect of sponsorship (Darnall, Potoski, Prakash, & Theory, 2010).

For a long time, sponsorship and sports marketing have been in presence and have now been respected as more beneficent or charitable, but now, that has changed completely (Davis, 2012) characterize the term sponsorship as the securing of rights to affiliate or legitimately partner with a product or event to determine benefits identified with that connection or affiliation. The

sponsor at that point utilizes this relationship to accomplish its special goals or to encourage and uphold its more extensive promoting aims (Melovic, Rogic, Cerovic Smolovic, Dudic, & Gregus, 2019).

Research Question:

How does corporate sponsorship impact the growth and popularity of various sports in Pakistan?

Objectives:

This research aims to investigate the influence of sponsorship on the development of sports in Pakistan, with specific objectives to:

1. Analyze the role of sponsorship in the growth and progress of various sports in Pakistan.

LITERATURE REVIEW

Evolution of Sports and Sponsorship

The concept of sponsorship, though formalized in recent decades, has roots intertwined with the evolution of sports itself. Early patrons of sporting events, such as Roman emperors funding chariot races, can be seen as precursors to modern sponsors (Mullin, 2010). The first documented sports sponsorship deal is attributed to a British soap company sponsoring a cycling race in 1889 (Nadel & Ryan, 2015). Cigarette companies became prominent sponsors in the early 20th century, further establishing the link between sports and brand marketing (Pope, Nauright, & Stearns, 2010). Television's emergence in the mid-20th century revolutionized sports sponsorship, as companies sought national exposure through televised sporting events (Bradley, 2014).

Global Trends in Sports Sponsorship

Sports sponsorship has grown into a multi-billion Dollar industry, with global brands strategically aligning themselves with major sporting events and teams. The rise of new media platforms and data analytics has further enhanced sponsorship strategies, allowing for targeted advertising and audience engagement (Lee, Harris, & Lyberger, 2011).

Overview of Sports in Pakistan

Pakistan boasts a rich sporting heritage, with cricket enjoying unparalleled popularity (Khan, 2012). However, the development of other sports is hampered by limited resources and infrastructure (Ganjera & Hess, 2019). Cricket remains the primary beneficiary of corporate sponsorships in Pakistan. The Pakistan Super League (PSL) has emerged as a major platform, attracting significant investments from local and international companies (Qureshi et al., 2018). Sponsorship deals are also prevalent in sports like hockey and football, albeit on a smaller scale (Memon & Soomro, 2014).

Case Studies of Successful Sponsorships in Pakistan

The Pakistan Cricket Board's (PCB) partnership with HBL bank serves as a successful sponsorship model. HBL's title sponsorship of the PSL has significantly boosted both brand recognition and revenue generation for the PCB (Aziz & Khan, 2017). Sponsorship provides a crucial financial lifeline for sports organizations, enabling them to cover operational costs, invest in player development, and organize tournaments (Premuzic & Caroli, 2015). Studies by Kavussano et al. (2013) highlight the positive correlation between sponsorship revenue and the overall performance of sports organizations. Increased financial resources through sponsorships

can translate into improved training facilities, coaching, and player compensation, potentially leading to enhanced athlete performance (Funk & James, 2010). Additionally, sponsorships can incentivize athletes through performance-based bonuses, further motivating them to excel (Cornwell, Pruitt, & Clark, 2004).

METHODOLOGY

The study adopts a mixed-methods approach, combining qualitative and quantitative research techniques. Qualitative data were gathered through interviews with key stakeholders such as sponsors, sports administrators, and athletes, providing in-depth insights into their perspectives and experiences. Quantitative data were collected through surveys and statistical analysis to identify trends and measure the impact of sponsorship on various sports metric Keeping in view the employees of Pakistan and Provincial (Punjab, Pakhtunkhwa, Baluchistan, and Sind) sports were selected for the study.

Table 1: Demographic Characteristics for the study (n=100)

Variables	f(%)	M±SD
Age		20.57(2.81)
You are playing from		
Federation	6(6.0)	
Association	13(13.0)	
Sports Board	8(8.0)	
University / Colleges	60(60.0)	
Others	13(13.0)	
Highest Academic Qualification		
Matriculation	3(3.0)	
Intermediate	8(8.0)	
Bachelor	11(11.0)	
Masters	63(63.0)	
MPhil	15(15.0)	
Level (National / International)		
National	79(79.0)	
International	21 (21.0)	
Game Status		
Award	54(54.0)	
Medals	39(39)	
Position		7(7.0)
Do you Got any Sponsorship?		
Yes		61(61.0)
No		39(39.0)

f=Frequency, %= Percentage, M=Mean, SD= Standard Deviation

The table of demographic characteristics, consisting of 100 participants, including their age distribution, educational backgrounds, level of participation, game status, and sponsorship status, which are essential for understanding the context and characteristics of the participants involved in the study.

Table 2. Reliability Assessment scale for Athletes (n=100)

Scale	No. of Items	Cronbach's Alpha
Sponsorship in Sports	7	0.677
Sponsorship Companies and Sports Authorities	5	0.477
Sponsorship for Players	13	0.816
Role of Sponsorship in Development of Sports	6	0.703
Media, Audience and Players	6	0.744
Rating of Sponsorship	12	0.943
Overall	49	0.946

This table shows that the reliability assessment scale and subscale for players /athletes. The overall reliability of all the scale the Cronbach's Alpha overall value is 0.946, which is excellent shows that the data reliability.

Table 3: Normality Assessment scale for Athletes

Shapiro-Wilk
Scales

	Statistic	df	Sig.
Sponsorship in Sports	.967	100	.014
Sponsorship Companies and Sports Authorities	.957	100	.002
Sponsorship for Players	.920	100	<.001
Role of Sponsorship in Development of Sports	.927	100	<.001
Media, Audience and Players	.978	100	.029
Rating of Sponsorship	.909	100	<.001

The Shapiro-Wilk test was used to find the normality of all scales. The Shapiro Wilk test is significant value of all scales are <0.029 which is less than 0.05 that shows the data is not normal

Table 4: The role of sponsorship in the development of sports in Pakistan

Themes	Details	Frequency N (%)
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Sports Sponsorship	The primary theme of the question revolves around sports sponsorship, which refers to the act of providing financial or material support to sports events, teams, or athletes in exchange for advertising or promotional opportunities.	15 (27.27%)
Sports Sponsorship Administration	The question acknowledges the role of the respondent as an administrator in the field of sports sponsorship. This theme implies that the individual is responsible for managing and overseeing sports sponsorship activities, suggesting a position of authority or responsibility within the field.	18 (32.78%)
Politics	The central theme of the question revolves around politics, specifically exploring its potential influence on the scope of sponsorship in the country. Politics refers to the activities, actions, and policies associated with the governance and decision-making processes of a nation or state.	20 (36.36%)
Relationship Between Sports Development and Sports Sponsorship	The central theme of the question revolves around the potential connection between sports development and sports sponsorship. It suggests that there might be a relationship between these two aspects within the realm of sports.	17 (30.91%)
Pakistan Super League (PSL)	The central theme of the question revolves around the Pakistan Super League, a professional Twenty20 cricket league in Pakistan. The question seeks to understand the league's performance and effectiveness in the context of sponsorship.	16 (29.09%)
Efficiency of Sports Club	The central theme of the question revolves around the effectiveness and productivity of a sports club. This theme acknowledges that the operational efficiency and overall performance of a club are being considered.	15 (27.27%)
Sponsorship Impact on Sports Development	The central theme of the question revolves around the potential effects of sponsorship on the development of sports, both positive and negative.	19 (34.55%)
Player Satisfaction with Sponsored Brands	The central theme of the question revolves around the level of satisfaction that a player experiences when working with brands that sponsor them.	20 (36.36%)

Sports Tourism and Sponsorship Impact Allocation of Funds from Sports Tourism	The central theme of the question revolves around assessing the extent to which sponsorships contribute to generating funds for sports tourism in Pakistan. The central theme of the question revolves around how funds generated from sports tourism, particularly through the arrival of sponsored teams and brands, are distributed and utilized within Pakistan.	18 (32.78 %) 23 (41.82 %)
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This table presents frequencies and percentages related to the category "Assessing the role of sponsorship in the development of sports in Pakistan." Each question is associated with a frequency count, indicating how many respondents selected that particular response option, along with its percentage out of the total responses. This analysis also provides an overview of the distribution of responses to various questions regarding the role of sponsorship in sports development in Pakistan. It indicates the level of engagement and opinions among respondents on these critical issues.

Table 5: Regression Analysis for the Sponsorship in Sports and Role of Sponsorship in Development of Sports

Variable	B	β	SE
Constant	1.982		.292
MeanSIS	.522	.499	.092
R ²	.249		

Predictors: (Constant), meanSIS, Dependent Variable: RSDS

A regression analysis was conducted to explore the relationship between the study variables, Sponsorship in Sports (Means IS), and the Role of Sponsorship in the Development of Sports (RSDS), based on a sample of 100 participants. The regression model was found to be statistically significant, $F(1, 98) = 32.44$, $p < .001$, indicating that the predictors accounted for a significant proportion of the variance in the dependent variable. The coefficient of determination, R^2 , was .249, suggesting that approximately 24.9% of the variance in RSDS could be explained by the predictor variable, Means IS. After controlling for the constant, Means emerged as a significant predictor of RSDS, with a standardized coefficient (β) of .499, $SE = .092$, $p < .001$. This suggests that a one-unit increase in Mean SIA is associated with a .522 increase in RSD.

RESULTS

These results imply that Sponsorship for Players significantly influences perceptions of the Role of Sponsorship in the Development of Sports among the participants in this study. Higher levels of sponsorship for players are associated with more favorable perceptions of the role of sponsorship in sports development. This research highlights the crucial role of sponsorship in the growth and progress of sports in Pakistan. Sponsorship provides essential financial support, enabling the organization of events, infrastructure development, and training programs. This funding significantly boosts player motivation and team performance, aligning

with global trends where sponsorship is a key driver of sports development. Positive impacts include enhanced brand visibility and sales for sponsors, fostering a mutually beneficial relationship. However, potential negatives such as over-commercialization require careful management. To enhance effectiveness and sustainability, it is recommended to establish clear guidelines to balance commercial interests with sports integrity, encourage long-term partnerships, and promote transparency. Overall, the findings underscore sponsorship's transformative role in sports development in Pakistan, highlighting the need for strategic collaboration among stakeholders to maximize benefits and ensure a thriving sports environment. Sports sponsorship plays a significant role in fostering sports development in Pakistan. By providing financial resources and brand exposure, sponsorships contribute to improved infrastructure, athlete performance, and overall growth of the sporting landscape. Addressing these challenges and leveraging the opportunities presented by digital media and government support can unlock the full potential of sports sponsorship in propelling Pakistan's sporting future.

Role of Sponsorship in Sports Development

Sponsorship has become an essential component for sports development in Pakistan, offering financial support and resources that are crucial for the growth of both established and emerging sports. Sponsorship funds are often used to develop infrastructure, provide training facilities, and support athletes financially. For instance, cricket, the most popular sport in Pakistan, has benefitted significantly from sponsorship deals with major corporations, enabling the Pakistan Cricket Board (PCB) to invest in grassroots development programs and enhance the overall standard of the game. However, the benefits of sponsorship are not evenly distributed across all sports. While cricket enjoys substantial corporate backing, other sports such as hockey, squash, and athletics struggle to attract similar levels of sponsorship. This disparity highlights the need for a more balanced approach to sponsorship distribution to ensure comprehensive sports development across various disciplines.

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