

**COMPARATIVE EFFECT OF PAID ADVERTISEMENT AND STADIUM FACILITIES AS A FUNDING STRATEGY FOR SPORT DEVELOPMENT IN NUGA**

**BY**

**EKPO GERALDINE A. (Ph.D)**

**Rivers State University of Science and Technology  
Port Harcourt, Rivers State**

**Abstract**

The study investigated selected funding strategies on paid advertisement and stadium facilities as correlate of sports development in NUGA. The descriptive survey method was adopted for the conduct of the study using the multi-stage sampling technique which was made up of two thousand and ninety four respondents which comprised of sports council chairmen, directors of sports, coaches, members of NUGA, executive committee and university athletes who represented their various universities at the 2001 and 2002 NUGA held in Amhadu Bello University, Zaria and University of Ibadan, Ibadan respectively. The table random number was used to select the number of the respondents. Data was collected using the researcher self-designed likert-type questionnaire, where the multi-regression analysis was employed to test the two hypotheses formulated at 0.05 level of significance. The findings revealed that the selected funding strategies had significant funding correlation with sports development in NUGA where the multi-regression analysis yielded a correlation coefficients of  $R^2 = 0.51$ , ( $p < 0.05$ ), whereas the advertisement had the highest relative contribution of ( $B = 6.66$ ,  $P < 0.05$ ) which was followed by stadium facilities and had a negative contribution of ( $B = 4.37$ ,  $P < 0.05$ ). In conclusion, the study has shown that aggressive advertisement of sports programmes by stakeholders and an effective on stadium facility will contribute significantly to the development of sports in NUGA. Based on these findings, it is recommended that Government should provide the enabling environment that will motivate and encourage corporate bodies, individuals and sports stakeholders to give maximum support for sports development in NUGA

**Introduction**

Sports and sports administration has taken a pride in the affairs of many nations in the universe, serving as a unifying factor which has broken down the barriers of religion, politics, ethnicity and race. However a major setback to the organization of sporting activities is paucity of funds and mismanagement of the few available resources. Since the inception of the Nigerian University Games Association (NUGA) in 1965, the competition has grown in the number of participating universities and in the introduction of many events. The main source of funding in the organizations of this association has been from the various governments (Federal and States) whose structure and objectives change continuously, to meet the expectations of participants and stakeholders.

The researcher has also observed that apart from the government's financial subventions to the host universities during the NUGA year, the expected funds, which are not sufficient to cater for the cost of staging a competition of such a

magnitude, are not always released in full or in time. There are other possible avenues open to the host universities to explore and boost their financial base.

Other corporate bodies, foreign establishments and philanthropists abound in the country but they appear to be hesitant to accept the huge financial responsibilities in sponsoring the programme because of their expectations to benefit financially or through other religious or political considerations, which may not be forthcoming afterwards.

With this fact in view and the acceptance that governments cannot and should not be left alone to shoulder full responsibility of funding of sports at NUGA competitions and still be able to attend the social. Political and welfare of exigencies in the annual budgetary allocations for the populace, the avenues for sourcing for funds has, in the opinion of the researcher, not been fully explored and utilized by NUGA.

There has however, been substantial improvement in the organization of the games, evidenced by this discovery of new athletes who have gone ahead to make the country proud at international competitions. Therefore, this study sought to determine whether the selected funding strategies of government's subventions during NUGA year, the marketing of sports products, sponsorship of selected events by corporate bodies, gate-taking proceeds at sports venues, the establishment of viable sports lottery, advertisements in booklets and brochure, awards of television and radio rights, trade mark sales at exhibition centers, rents accrued from use of stadium facilities, would be correlates of sports development in NUGA.

Development implies a qualitative, enduring and discernible transformation in the people, infrastructures, superstructures and circumstances of a country or an area. Talk on development often involves freedom, health, food, access to information and ease of communication. Investment in sports development at the university level will contribute to laying a solid foundation for sports in Nigerian universities. Olajide (2002) in his opinion stated that, sports, which are an institutionalized type of competitive physical activity like other areas of human endeavour, should undergo a steady development in order to meet with the acceptable standards in other spheres of life worldwide.

Sport is an integral part of the total makeup of the society. Sports is recognized by nations and government of nations as a tool for mobilization, cultural reorientation, national integration and unity, youth development and socialization, national pride and prestige, acculturation weapon and national expansion and imperialism (Ikhioya, 1996)

Institutional sports constitute an important and inseparable state in the pursuit of long-term development objectives of sports of the athletes, the nation events and other aspects of the competition. The sports organizers should understand their limitation especially regarding international rules and regulations, the standard of development reached by the sports in question and the costs and benefit of hosting. Conditionalties of the acceptance of media rights and coverages by any media

house should be worked out. Care must be taken not to lose control of the essentials of the sports in question to outside sponsoring body due to excessive monetary consideration over the existence and development of sports and other ethnical issues. Ikhioya (2001) stressed that depending on the prevalent market forces, the media house with past favorable track records should win the right, and popular media house, which has the reach, the capability and audience coverage will be in good stead to win a media right for coverage of any sporting event.

Endorsement implies the process of attesting to the quality of a product, in which a highly university elite athlete could endorse a product for a sporting organization such as NUGA. This process, according to Ikhioya (2001), intends to ensure that athletes become a form of image booster for products of the company. The NUGA athletes so selected, would appear in public advertise the product by endorsing it. For example, in year 2000 Nike Golf signed a five-year extension of their contract with Tiger Woods, with about £62 million, which included the endorsement of the Nike Golf Ball and apparel. In 1998, Micheal Owen, the 18 year old England soccer player, had an excellent world cup outing in France, and was courted by many household names such as Pepsi, Coca-cola, McDonalds, Mark and Spencer and Tesco, all of whom wished to be associated with this emerging talent. It was reported that contracts totaling £35 million were available to Owen, which he did not take up (Watt, 2004). According to Omo- Osagie (1986), this suggests that an organization, which produces a product or services, should focus its efforts on satisfying its customer's data profit. This implies that the organizations have a good product to sell and that one of the most popular forms of advertising used in sports marketing is endorsements, which culminates in the sealing of the deal of intent.

Endorsements feature a well-known or noteworthy elite athlete who endorses the benefits of a particular product or services. Brooks (1994) stated that the Miller Brewing Company used former elite athletes to endorse the qualities of its Miller Lite Beer of taste and low calories. Nike has also used athletes to introduce and endorse two of its "flagship" products, the Air Jordan Basketball shoes and the Cross Training shoes, made famous by two sport stars, Bo Jackson. Endorsement contracts sometimes contain performance and morality clauses to protect the sponsor from damages resulting from an association with a "tainted" athlete. Such contracts may require drug testing, restricting the athletes lifestyle, or requiring that the athletes use the products that NUGA in various sports which he represents and must be seen by the general public to be showing excellent performances at national and international competitions

The signatures of these elite athletes could be found on pages of newspapers or magazines as having endorsed the products coupled with their photographs reflecting product quality. It is important to advice that when the athletes are signed on, to signify being employed, a contractual agreement should be reached incorporating how much would be given the sporting association like NUGA as a fall out from the endorsement deal, in order to prevent future conflict (Ihiokya, 2001).

Efforts should be made to encourage people to make and pay for the use of the sports facilities in the universities. The services could be available for various keep fit clubs, schools that are organizing inter-house sports, playing of matches by clubs and organizations, use of the stadium parking spaces provided adequate security is available.

According to Igbanugo (1992), rentals can yield considerable revenue if handled properly. One problem in this case is related to the fact that most institutions lack standard facilities. Where such facilities are available and properly maintained, gymnasium, stadia and other sports facilities can be hired or rented out to individuals or organizations for sports programmes and other activities.

### **Research Hypothesis**

Paid advertisements in booklets and brochure will not be a significant funding strategy of sports development in NUGA.

The proceeds accrued from the use of stadium facilities will not be a significant funding strategy as a correlate of sports development in NUGA.

### **Methodology**

#### **Research design**

The descriptive survey research design was used for the study. Dion Co-Adetayo (2001) asserted that this research design is employed in an attempt to unravel the essential elements and characteristics of the variables of interest while Rudestam and Newton (1992) described the design as a statistical tool useful for looking at the relationship and patterns which are eventually expressed with numbers, and that the survey equally exemplifies the qualitative traditions

#### **Population of the study**

The population for the study comprised all University Sports Council Chairmen and the Directors of Sports, University Sports Coaches, Executive Members of NUGA Council and University athletes who took part in the 2001 and 2002 NUGA competitions held in Ahmadu Bello University, Zaria and University of Ibadan, Ibadan respectively.

#### **Sample and sampling technique**

The sample size for this study was made up of Two thousand and ninety-four respondents.

The purposive sampling technique was used to select the chairmen, Directors of Sports, Chief Coaches and NUGA Executives while the incidental sampling technique was employed in the selection of the university athletes who could not be tracked down at a particular place all the time because of their mobility at practice and competition venues.

#### **Research Instrument**

The main instrument used for this study was a self developed and modified Likert-type Questionnaire.

Ogunniyi (1992) asserted that the choice of questionnaire for this type of study is based in the premise that it is an accepted instrument for collection of data in educational research when the sample size is a large one.

The researcher's resolve was based on these assumptions and assertions by Ofo (1994) and Best (1986) who variously agreed that the questionnaire as an instrument for data collection is reliable, valid and consistent when a large population is involved.

### **Validity of the instrument**

To enhance the validity of the research instrument, the draft copies were given to experts at the post graduate seminar of the Department of Human Kinetics and Health Education and the Department of Educational Management, University of Ibadan. Useful comments, suggestions and modifications were proffered to measure what it was intended to achieve in both construct and content validity. The instrument was also modified during the field testing sessions to affirm its validity.

### **Reliability of the instrument**

To ascertain the reliability of the instrument, the validated questionnaire was administered to forty (40) respondents of Obafemi Awolowo University, Ile-Ife (in NUGA Zone B) who were not part of the study. The instrument was subjected to a test-retest method, where the instrument was readministered at an interval of two weeks, to the same respondents. The coefficient reliability of 0.67 was obtained when it was subjected to the Pearson Product Moment Correlation (PPMC). This therefore adjudged the questionnaires soundness and reliability

### **Data collection**

During the contact hours with the respondents, some of the questions they asked were clarified and when it was possible for them to complete the questionnaire, this was collected on the spot. When this was not possible, a repeat visit was arranged between the respondents and the researcher

### **Data analysis**

The data collected for this study were coded and analyzed, using the parametric statistics of multiple regression analysis was employed to test all the hypotheses formulated at 0.05 level of significance

### **Results**

**Table 1:** correlate of advertisement as a funding strategy for sports development in NUGA

**H<sub>0</sub>:** paid advertisement in booklets and brochures will not be a significant funding strategy as a correlate of sports development in NUGA

<b>B</b>	<b>SEB</b>	<b>BETA</b>	<b>T</b>	<b>SIG.T</b>	<b>REMARKS</b>
.451	.0677	.1640	6.66	.000	Sig*

Table 1 as shown here, revealed the correlation value of B as .451 while the standard error is .0677. the obtained t-value of 6.66 is greater than the level of significance ( $p < 0.05$ ) with a BETA estimation of .1640, thereby indicating that paid advertisement in booklets and brochures will be a significant funding strategy as a correlate of sports development in NUGA.  $H_0$  is hereby rejected

**Table 2:** correlates of rents from stadium facilities as a funding strategy for sports development in NUGA

**$H_{02}$ :** the proceeds accrued from use of stadium facilities will not be a significant funding strategy as a correlate of sports development in NUGA

B	SE.B	BETA	T	SIG.T	REMARK
.2604	.0593	.1198	4.38	.000	Sig*

Table 2 revealed that the B-value of .2604 had a standard error of .0593 while the BETA had a value of .1198 whereas the obtained t-value of 4.38 was greater than the critical table value ( $p < 0.05$ ).

These showed that proceeds accrued from the use of stadium facilities will be a significant funding strategy as a correlate of sports development in NUGA, thereby rejecting the null hypothesis

### Discussion

The findings agree with Ikhioya (2001) who posited that advertising a product by endorsement would become a form of image booster for the advertising agency. This is applicable to foreign advertising agencies in developed countries where the Nike Golf signed a five-year contract extension with Tiger Woods. He also cited Michael Owens performance at 1998 World Cup finals in France, where Coca-Cola, McDonalds, Marks and Spencer and Tesco wished to advertise their product through endorsements by him.

The researcher observed that such avenues are not put in place by NUGA as a funding strategy. The findings suggested that the respondents saw adverts and endorsements as a funding strategy for sports development in NUGA.

The implication of this finding explains the need for the organizers of NUGA to spread their tentacles in endorsements of athletes, where part of the proceeds would be used in funding the games. A contractual agreement should be put in place on how much of the proceeds from such agreement would be given to NUGA. At present, the endorsements and advertisements in booklets and brochure cannot yield the expected revenue for sports development in NUGA.

The limitations of this findings stem from many reasons because of the inability of NUGA to control the activities of the elite athletes and organizations seeking their endorsements. The amount realized from advertisements in NUGA brochure during the games does not provide the required funds for the development of sports, as this is seen to be part of social services.

Brooks (1994) suggested that former elite athletes should be contracted to endorse the qualities of products manufactured by recognized companies such as NIKE,

ADIDAS, and PUMA. In NUGA, endorsement of products and advertisement of goods and services have not been fully utilized as a funding strategy in sports development in NUGA.

The benefits of these endorsements and advertisements as funding strategy as stated by Kuba (1999), have not brought financial gains to NUGA in appearance money as earnings.

When he saw the sale of trademarks which conform to specifications of the organizers as variable source of funding strategy in sports development. The researcher observed that there are no structures for the realization of this source of funding set up by NUGA. In competitions organized by the Athletic Federation of Nigeria (AFN), Confederation of African Football (CAF) and the Federation of International Football Association (FIFA), the issues of trademarks are of serious concern to these bodies as a lot of revenue is realized for disbursement to participating clubs and associations.

The implications of this finding confirm the absence of marketable strategy in the sale of trademarks on behalf of NUGA by many organized marketing outlet as a strategy for sports development. Funding of sports should be complemented by sponsoring organizations and the efforts of NUGA in a long term manner to diversify its financial base, to enhance sports development in all ramifications.

Although the use of stadium facilities and the financial gains have not been explored by NUGA, the findings of this study indicated that these facilities are not owned by NUGA hence, they could not afford to rent these and expect to break even in the printing and sale of tickets.

Morakinyo (1999) posited that sports organizers should be encouraged to hire sports facilities for various activities as money could be realized as a basic strategy to maintain and develop these facilities. Igbanugo (1992) posited that rentals could yield considerable revenue if it was properly handled and that the problems associated with this in most Nigerian Universities is that these institutions lack the standard facilities such as fenced venues with security and outlets as gates.

The implications of this findings support the need for host universities to build standard stadium on their campuses and for rents to be collected during the games. Monies realized through this venture could be ploughed back into the maintenance of such structures. Most universities do not place their priorities on the construction of stadium and gymnasias as avenues for revenue collection

The inadequacy of facilities in most universities in the country, was highlighted by Adesanya (1990), when he reported that most of these facilities were substandard, whereas, Abone (2003) wrote about the facilities at the World University Games held in Kobe, Japan, where the structures and facilities in the university's sports complex were both standard and adequate.

If such sports facilities are put in place in Nigerian Universities, with a sound orientation and publicity, these facilities could be rented for sporting activities where revenue would be collected for the development of sports in NUGA.

### **Findings of Results**

The major finding of this study was that advertisement were significant funding strategy for development of sports in NUGA while marketing was not significant funding strategy.

The findings implied that the identified variables could be explored by NUGA to be able to make a meaningful contribution to sports development. The over-dependence on the Federal Government for subventions during NUGA years cannot be relied upon, more so, as there is evidence of economic recession and high inflation rate globally

### **Conclusions**

Based on the findings of this study, the following conclusions are hereby drawn  
The variables observed as significant funding strategies may be as a result of the desire of respondents to look for other viable sources of funding instead of the over-dependence of NUGA on the government to fund its sporting programmes.  
The environment must be seen as cordial and profitable for sponsoring multi-national companies before NUGA could expect to enlist the support of these corporate bodies, philanthropists and sports-loving individuals.

### **Recommendations**

It was therefore recommended as follows:

Government should include the development of sports for NUGA in the annual budget in NUGA and non-NUGA years, as this would enable the association plan its programmes for national and international competitions.

The universities, as a matter of policy, should explore all avenues to raise funds for the provision of adequate and standard equipment and facilities to raise the standard of sports participation in their campuses – to serve as, to an extension, sports development in NUGA.

A viable marketing and endorsement policy should be put in place for the benefit of the numerous elite athletes that have passed through NUGA to international limelight, by providing sports scholarship and bursary awards to further their academic pursuits.

The position of NUGA the country cannot be understated, as many athletes have been nurtured and produced through the several competitions organized by the association. With the increasing advancement in technology and the dynamic nature of excellence and sports achievements, many funding strategies should be introduced to meet the objectives and aspirations to develop sports in NUGA.

### REFERENCES

- Abone O.M. (2003). Internationalization of values of Olympic sports. In V.C. Igbanugo, (Ed.). *Proceedings of the 1<sup>st</sup> International Council for Health, Physical Education, Recreation, Sport and Dance. African Regional Conference*. Lagos: Stirling-Horden Publishers (Nigeria) Limited
- Adesanya A.O. (1990). *Effective sporting facility management as a function of the higher institution in Nigeria*. Nigeria University Game Association Publication
- Best J.W. (1986). *Research in Education* (5<sup>th</sup> Edition). Eaglewood Cliffs: Prentice-Hall
- Brooks C. (1994). *Sports marketing Competitive business strategies for sports*, Englewood cliffs New Jersey 07632-2AS .1y
- Dion-Co Adetayo E. (2001). Guide to writing business research, Ile-Ife Obafemi Awolowo University Press Limited, 34-37
- Igbanugo V.C. (1992). Financing University Sports. *Journal of Nigerian Academy of Sports Administration* 1 (1&2)
- Ikhioya O.S.A. (1996). Factors in camp management effectiveness of athletes optimum welfare. *Journal of Nigerian Academy of Sports Administration* (1): 52-59
- Ikhioya O.S.A. (2001). Functional strategies for effective sports management practices. Guides for sports managers and administrators. Lagos: Sports and Leisure Consults
- Kuba C.U. (2000). Privatization and commercialization of sports. 21<sup>st</sup> century and sports development in Nigeria. Abuja: Federal Ministry of Sports and Social Development
- Morakinyo E.O. (1999). Sports in the next millennium sports management structure. Paper presented at the conference, sports development in the millennium held at international centre, Abuja from 24-26 August, 1999
- Ofo S.E. (1994). *Research methods and statistics in Education and Social Sciences*. Lagos: Joja Publishers
- Ogunniyi, M.B. (1992). *Measurement and Evaluation*. Ibadan: Longman Publishers Limited
- Olajide O.A. (2002). Inhibitors of sports development in Nigerian Colleges of Education. In: K.O. Okanlawon (ed). *Journal of Sports Management and Educational Research* (1): 1191-1198
- Omo-Osagie A.J. (1986). The Marketing Concept. A new view of sports administration. In C.O. Udoh, A.S. Sohi and J.A. Ajala (Eds). *Organization of sports in Nigerian Universities*. Proceedings of Guinness NUGA 1986 Sports Clinic. Ibadan: Claverianum Press
- Watt D.C. (2004). *Successful sports management and administration* (2<sup>nd</sup> edition). Rutledge: London, New York, 765.