

Research proposal: Sponsoring of local amateur sport

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Background

A lot of research has been done regarding sponsoring. The major part of this research was aimed at either professional sport organisations or sport events. Local amateur sport organisations, however, have not been the object of many sponsorship research projects. The main reason for this could well be the fact that amateur sport organisations in general create far less exposure.

While professional sports draw a lot of attention, the local amateur sport organisations find it often difficult to attract sponsors. Therefore this research project focusses on the question if, to what extent and how locally oriented companies could use local sport sponsorship as a marketing communication tool. Locally oriented companies are, in most cases, small and medium-sized companies, thus lacking multi-million euro's marketing budgets. Their sponsoring is - not in the least by company owners themselves - sometimes considered to be so-called social sponsoring instead of efforts to contribute to overall company goals.

Research Purpose

The first purpose of this study is to examine how general models, developed by leading authors in the field of sponsoring (Meenaghan, Shank, a.o.), should be related to locally oriented companies and local amateur sport organisations. The second purpose is to develop a framework explaining the relationship between sponsors and sponsees in this specific local context.

Research Questions

1. Which of the widely accepted classifying models, that order possible sponsoring objectives, are applicable to the sponsoring of local amateur sport organisations? (amateur sport)
2. How can a locally oriented company monitor the effect of sponsoring in its region? (local focus)
3. How can a locally oriented company sponsor a local amateur sport organisation in a way that its company goals are being supported? (amateur sport / focus)
4. Should a locally oriented company preferably concentrate its sponsoring budget on just one or a few local amateur sport organisations or rather spread it out over more? (concentration)

Methodology

a. Literature review, in order to:

- define in which respect professional sport and amateur sport differ from each other
- define which of the widely accepted models possibly are not useful in the specific area of amateur sport

b. Quantitative field research:

- analysis of the impact of local orientation of a sponsor on the selection of sponsoring objects

c. Qualitative field research (interviews):

- building and testing the framework

Contact co-ordinates author

drs. Erik van den Dungen graduated in economics from Tilburg University in 1990. Currently he is working as a lecturer at Fontys Economische Hogeschool Tilburg, The Netherlands. He would like to get in contact with researchers who have been studying either amateur sport organisations and/or local marketreach related to sponsoring objects. He can be reached by phone at: +31 877 874743 or by e-mail at: E.vandenDungen@fontys.nl

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