

THE INVESTIGATION OF THE JERSEY SPONSORS AND JERSEY MANUFACTURERS IN FOOTBALL/SOCCER

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Football/Soccer, Sport Sponsorship, Jersey Sponsors, Jersey Manufacturers

Aim of the study

Football/soccer is the most popular and most loved spectator sport around the world. The football/soccer industry is growing. As the industry grows, industries within the industry grow as well. Sponsorship is a hot topic in football/soccer. Jersey sponsors and manufacturers have become important areas of investigation. While they are increasingly important topics, relatively few attempts have been made to investigate jersey sponsors and jersey manufacturers. Unfortunately there are limited number of researches which investigate the jersey sponsors and manufacturers. Thus, the aim of the study is to classify the industries of the main jersey sponsors and to identify the official jersey manufacturers of football/soccer clubs. As a result of the research, jersey sponsors and manufacturers of clubs have been identified and analyzed. The Industry Classification Benchmark (ICB) is used to classify the industries of jersey sponsors. The results of this study will help us to see the classification of industries of the jersey sponsors and the distribution of jersey manufacturers.

Literature

Sponsorship refers to an activity which provides cash and compensation to the sponsor as a result of benefiting from sponsored companies commercial potential (Olson, 2010). It is also defined as an investment in an activity, and benefiting from the commercial potential associated with that activity (Andreini & Cassia, 2009). Sport sponsorship simply means the deal made between the sponsor and the sponsored – a sports club. It also refers to a payment made by the sponsor to the sponsored to have products associated with clubs and leagues.

The increase in the popularity of football/soccer has increased the interest of companies and jersey manufacturers. Companies and jersey manufacturers have started to show a great importance to the growing industry and have started to invest and become a sponsor of football/soccer clubs. The jersey sponsorship and jersey manufacturing deals are popular topics in the football/soccer industry. Revenues generated from the jersey sponsors and manufacturers have become a major revenue source of football/soccer clubs (Allen, 2011).

Jersey sponsorship deal is a deal between a sponsoring company and the football/soccer club to put the name or the logo on club jerseys and shorts. The jersey sponsorship history does not go back many years. It has been stated that CA Peñarol was the first club which introduced the concept of jersey sponsorship in 1950s (Allen, 2011; Manes, 2012; Mitchum, 2012). The deal between Jägermeister and Eintracht Braunschweig in 1970s is referred to as the first ever jersey sponsorship deal (Manes, 2012). European clubs receive an average of 4.2m Euros per year from jersey sponsorships (Allen, 2011). It has been stated that the jersey sponsors are the most important signings for Europe's top football/soccer clubs (Gillis, 2010). Jersey sponsorship has increased the commercial value of football/soccer clubs by 20 percent and jersey revenues by 18 percent in the top leagues of Europe (Gillis, 2010).

Jersey manufacturing deal is a deal between the jersey manufacturer and the football/soccer club to supply sports apparels such as official jerseys, training wear, t-shirts and so forth. The biggest deals are the deals between Nike and Manchester United FC and Nike and FC Barcelona. In 2002, Nike agreed to pay Manchester United FC around 303m GBP over 13 years, around 23.3m GBP annually (Chappell, 2010). In 2006, Nike agreed to pay FC Barcelona around 131m GBP over 5 years, around 26m GBP per year (Kerr, 2008; Chappell, 2010; Barcelona in, 2006).

Methodology

First of all, FIFA members were identified. There are currently 209 members. Then, the clubs which play in the top leagues in member countries were identified. To do that, various and numerous web pages such as uefa.com, fifa.com, wikipedia.com and the web pages of football/soccer federations in each country were investigated. There was limited and insufficient information of jersey sponsors and manufactures in some countries like Ghana and Nigeria. Therefore, these countries were not included in this research. As a result, 1250 football/soccer clubs of 86 countries' top leagues – titled as premier, first, super, primera and so forth – as of March 31, 2013 were considered, investigated and analyzed for the aim of the study. The countries are the members of the following confederations – 48 UEFA, 13 AFC, 10 CONMEBOL, 8 CONCACAF, 6 CAF, and 1 OFC.

In order to find the jersey sponsors and manufacturers the official club web pages needed to be investigated. This helped in finding the jersey sponsors and manufacturers easily. And also, in order to find the jersey sponsors and manufacturers of the clubs which do not have well-prepared web pages and which do not have web pages, mails were sent to club officials and many others, online articles regarding jersey sponsorship and jersey manufacturers were read, videos had to be watched, sports retailer's web pages were analyzed, and recent pictures on the internet were searched. After identifying the sponsors, the ICB industry structure and definitions have been carefully read and analyzed for the classification of jersey sponsors. In some leagues, clubs are allowed to have several sponsors names and logos on their home jerseys. Examples include Bologna FC, Troyes AC and MTK Budapest. In that case, only the main jersey sponsor is considered for the study. Some companies sponsor several clubs. But, the aim is to classify the main sponsors of clubs, therefore every club's main sponsor is considered

when classifying the industries without looking at the sponsor name. Besides, jersey manufacturers were searched and analyzed for the distribution of manufacturers.

Countries researched (in alphabetical order), seasons investigated, number of clubs, league title, league sponsor, as of March 31, 2013 and the confederation to which the country belongs are shown in table 1.

Results and discussion

Results show that the industries of the jersey sponsors vary. When we analyze the jersey sponsors, we see various types of sponsors in different industries. Not surprisingly growing and popular industries such as finance, telecommunication, gambling and beverage are the top players. The percentage distribution of industry classification of jersey sponsors is given in table 2. When we analyse the industry distribution of jersey sponsors in table 2 we come up with the following results. The consumer goods industry which includes the automobile and parts manufacturing, food and beverage, and personal and household companies has the highest percentage. The consumer services industry which includes retailers, travel and leisure and media companies follows consumer goods industry. The industrials which include construction companies, material manufacturers and industrial goods manufacturers and industrial service providers are third in the table. The financials industry which includes banks and insurance companies follows the industrials. The telecommunication industry which includes mobile and fixed line telecommunication providers sponsors many football/soccer clubs around the world. Next is the basic materials industry which includes industrial metal manufacturers, chemical companies, and mining companies. The oil and gas industry which includes oil and gas producers sponsor a few number of clubs. Like the oil and gas industry, the utilities industry which includes electricity providers sponsors a few number of clubs. The health care industry which includes health care providers and pharmaceutical companies and the technology industry which includes the internet providers and software companies sponsor a handful of clubs.

84 companies including Pepsi, McDonald's and Bimbo sponsor two or more clubs. These companies sponsor 270 clubs (21.6 percent).

International companies sponsor 615 (49.2 percent) of the clubs. Local companies sponsor 408 (32.6 percent) of the clubs.

There are interesting sponsorship cases. Some football/soccer clubs are very sensitive regarding the social responsibility to increase the awareness of people, public and businesses to support and help kids, young people, poor people, and people who suffer from cancer. For example, Russian club FC Anzhi Makhachkala has Podari Zhizn – Gift of Life – on its jerseys. It is a charity foundation which is formed to help children with cancer. On some jerseys we see club names and nicknames such as Paraguayan club Club Olimpia which has Olimpia 1902 – club's name and foundation year – in front of its jerseys and Swedish club Syrinska FC which has Suryoye – club's nickname in front of its jerseys. We also see a very interesting sponsorship case in Argentina. Argentinean football/soccer club Racing Club's main sponsor Banco Hipotecario's – Mortgage Bank – top management decided to leave the blank on the front of the jersey and let the supporters to vote for the slogan from among different alternatives. Supporters chose Dueño among several alternatives and this slogan is put in front of the Racing Club's jerseys.

Table 1. Basic football/soccer related information of countries investigated.

Countries	Season	League Title	League Sponsor	Number of clubs	Confederation
Honduras	2012-13	Liga Nacional	-	10	CONCACAF
Hong Kong	2012-13	First Division	Red MR	10	AFC
Hungary	2012-13	Nemzeti Bajnokság I	OTP Bank	16	UEFA
Iceland	2012-13	Úrvalsdeild	Pepsi	12	UEFA
Indonesia	2012-13	Premier Super League	MNC & BV Sport	16 & 18	AFC
Iran	2012-13	Pro League	-	18	AFC
Israel	2012-13	Premier League	Ligat Winner	14	UEFA
Italy	2012-13	Serie A	TIM	20	UEFA
Japan	2013	J1 League	-	18	AFC
Kazakhstan	2013	Premier League	-	12	UEFA
Kenya	2013	Premier League	Tusker	16	CAF
Korea Rep.	2013	K-League	Hyundai Oilbank	16	AFC
Latvia	2013	Higher League	LTM	10	UEFA
Lithuania	2013	A Lyga	SMScredit.lt	9	UEFA
Luxembourg	2012-13	National Division	BGL	14	UEFA
Malaysia	2013	Super League	Astro	12	AFC
Malta	2012-13	Premier League	BOV	12	UEFA
Mexico	2012-13	Liga MX	-	18	CONCACAF
Moldova	2012-13	National Division	-	12	UEFA
Morocco	2012-13	Botola Pro	-	16	CAF
Netherlands	2012-13	Eredivisie	-	18	UEFA
New Zealand	2012-13	Premiership	ASB	8	OFC
Northern Ireland	2012-13	Premiership	Danske Bank	12	UEFA
Norway	2013	Premier League	Tippeligaen	16	UEFA
Panama	2012-13	Liga Panamena de Fútbol Profesional	-	10	CONCACAF
Paraguay	2013	División Profesional	TIGO & Vision Banco	12	CONMEBOL
Peru	2013	Torneo Descentralizado	Movistar	16	CONMEBOL
Poland	2012-13	Ekstraklasa	T-Mobile	16	UEFA
Portugal	2012-13	Primeira Liga	Sagres	16	UEFA
Qatar	2012-13	Stars League	-	10	AFC
Republic of Ireland	2013	Premier League	Airtricity	12	UEFA
Romania	2012-13	Liga I	Bergenbi	18	UEFA
Russia	2012-13	Premier League	SOGAZ	16	UEFA
Scotland	2012-13	Premier League	Clydesdale Bank	12	UEFA
Serbia	2012-13	SuperLiga	Jelen	16	UEFA
Singapore	2013	S. League	Yeo's &	12	AFC
Albania	2012-13	Superliga	-	14	UEFA
Algeria	2012-13	Ligue 1	D1 Nedjma	16	CAF
Argentina	2012-13	Primera Division	-	20	CONMEBOL
Armenia	2012-12	Premier League	-	8	UEFA
Australia	2012-13	A League	Hyundai	10	AFC
Austria	2012-13	Bundesliga	Tipp3	10	UEFA
Azerbaijan	2012-13	Premier League	Unibank	12	UEFA
Belarus	2013	Vysshaya Liga	-	12	UEFA
Belgium	2012-13	Pro League	Jupiler	16	UEFA
Bolivia	2012-13	Liga de Fútbol Profesional	-	12	CONMEBOL
Bosnia-Herzegovina	2012-13	BiH Premijer League	BH Telecom	16	UEFA
Brazil	2013	Serie A	Petrobras	20	CONMEBOL
Bulgaria	2012-13	A PFG	Victoria FATA	16	UEFA
Canada	2013	Canadian Soccer League	-	16	CONCACAF
Chile	2013	Primera Division	Petrobras	18	CONMEBOL
China	2013	Super League	-	16	AFC
Colombia	2013	Categoría Primera A	Postobon	18	CONMEBOL
Costa Rica	2012-13	Primera Division	JPS	12	CONCACAF
Croatia	2012-13	Prva HNL	MAXtv	12	UEFA
Cyprus	2012-13	First Division	-	14	UEFA
Czech Rep.	2012-13	Gambrinus League	-	16	UEFA
Denmark	2012-13	Superliga	SAS	12	UEFA
Ecuador	2013	Seria A	Credife	12	CONMEBOL
Egypt	2012-13	Premier League	Etisalat	18	CAF
El Salvador	2012-13	Primera Division	Copa Capri	10	CONCACAF
England	2012-13	Premier League	Barclays	20	UEFA
Estonia	2013	Meistriliiga	-	10	UEFA
Faroe Islands	2013	Premier League	Effodeildin	10	UEFA
Finland	2013	Veikkausliiga	Veikkaus	12	UEFA
France	2012-13	Ligue 1	Orange	20	UEFA
Georgia	2012-13	Umaglesi Liga	-	12	UEFA
Germany	2012-13	Bundesliga	-	18	UEFA
Greece	2012-13	Superleague	OPAP	16	UEFA
Guatemala	2012	Liga	-	12	CONCACAF

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Slovakia	2012-13	First League		12	UEFA
Slovenia	2012-13	PrvaLiga	Telekom Slovenije	10	UEFA
South Africa	2012-13	Premiership	ABSA	16	CAF
Spain	2012-13	La Liga	BBVA	20	UEFA
Sweden	2013	Allsvenskan	-	16	UEFA
Switzerland	2012-13	Super League	Aspo	10	UEFA
Thailand	2013	Premier League	Sponsor	18	AFC
Tunisia	2012-13	CLP-1	-	16	CAF
Turkey	2012-13	Super League	Spor Toto	18	UEFA
Ukraine	2012-13	Premier League	EpiCentre K	16	UEFA
United Arab Emirates	2012-13	Pro League	Etisalat	14	AFC
United States ^c	2013	MLS	-	19	CONCACAF
Uruguay	2012-13	Primera Division	-	16	CONMEBOL
Uzbekistan	2012-13	Uzbek league	-	14	AFC
Venezuela	2012-13	Primera Division	-	18	CONMEBOL
Wales	2012-13	Premier League	Corbett Sports	12	UEFA

^a Two leagues are currently played in Indonesia which are IPL and ISL.

^b Nine clubs take place in Lithuanian A Lyga.

^c Nineteen clubs take place in MLS because of the addition of a Canadian club Montreal Impact to the league.

Table 2. The percentage distribution of the industry classification of jersey sponsors.

Industry	Number of clubs sponsored	Percentage
Consumer Goods	257	22.41
Consumer Services	203	17.70
Industrials	167	14.56
Financials	145	12.64
Telecommunications	77	6.71
Basic Materials	40	3.49
Oil & Gas	31	2.70
Utilities	21	1.83
Health Care	14	1.22
Technology	13	1.13
Others ^a	56	3.75
No sponsor ^b	171	11.86
Total	1250	100.00

^a The others category includes names and logos of institutions other than industries.

^b One hundred and seventy-one clubs have no sponsors on the front of their jerseys.

The distribution of jersey manufacturers is given in table 3. When we analyse the jersey manufacturers we see major players, growing brands which aim to become a global brand, and regional and local brands. A total of 175 manufacturers have been identified. Of the 175 manufacturers, 95 (54.3 percent) manufacturers are international and 80 (45.7 percent) manufacturers are local. The major manufacturers which are mentioned in the table sponsor 952 clubs (76.2 percent). Other manufacturers including Argentinean firm Balonpie, French firm Le Coq Sportif, Japanese firm Mizuno, Belgian firm Jartazi, Mexican firm Atletica and Peruvian firm Walon sponsor remaining 298 clubs (23.8 percent).

The most interesting finding is that big rivals are generally sponsored by different global brands. Examples include FC Barcelona's deal with Nike and Real Madrid CF's deal with Adidas in Spain, Manchester United FC's deal with Nike and Manchester City FC's deal with Umbro in UK, AS Roma's deal with Kappa and SS Lazio's deal with Puma in Italy, Celtic FC's deal with Nike and Glasgow Rangers FC's deal with Umbro in Scotland, SL Benfica's deal with Adidas, FC Porto's deal with Nike and Sporting CF's deal with Puma in Portugal, Ajax FC's deal with Adidas and Feyenoord Rotterdam's deal with Puma in Netherlands, FK Austria Wien's deal with Nike and SK Rapid Wien's deal with Adidas in Austria, Colo-Colo's deal with Umbro and Universidad de Chile's deal with Adidas in Chile, Kaizer Chief FC's deal with Nike and Orlando Pirates FC's deal with Adidas in South Africa and so forth. But in some countries rival clubs are sponsored by a single sponsor, such as the big 3 rival Turkish clubs of Besiktas JK, Fenerbahce SC and Galatasaray SC and Egypt's Al-Ahly SC and Zamalek SC are

sponsored by Adidas and Swiss rivals FC Zurich and FC Basel are sponsored by Nike. Another interesting finding is that the clubs in China are sponsored by Nike and the clubs in USA are sponsored by Adidas.

86 countries give us a general picture regarding the industries of the main jersey sponsors and the distribution of jersey manufacturers.

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