

The sources of financing in quasi-professional football clubs in Poland

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Synopsis:

Abstract:

AIM OF ABSTRACT/PAPER - RESEARCH QUESTION.

The main goal of this dissertation was to determine and analyse different sources of financing of quasi-professional sport; to identify and analyse activities in promotion and communication undertaken by sports clubs in order to raise funds, as well as to assess the competences of management staff in the organizations.

The research was conducted on 31 clubs of football regional league in Pomorskie voivodeship, Poland. The research was carried out in 2007 (1-st wave) and 2-nd is conducted in 2015. Estimated end of audit is expected in May 2015.

THEORETICAL BACKGROUND.

Because of the fact that the economic and sports realities are changing dynamically, the necessity of obtaining funds from different sources is arising, the access to public funds is getting to be more formalized and the financial pressure is increasing, the sports clubs should carry out their financial policy and marketing or communications strategies competently (Simović, et al., 2009; Le Roux, Camy, 1999). The main rule of glocalisation - "think globally and act locally" becomes to have completely new meaning (Giulianotti i Robertson, 2009).

METHODOLOGY, RESEARCH DESIGN AND DATA ANALYSIS.

During the researches the following methods were used:

1. Document analysis – to examine statutes of sports clubs, sponsor offers, letters of intent and other available documents, as well as licence documents;
2. Content analysis – to study web pages;
3. In-depth, personal interview – to study competence of management staff (using a standardized questionnaire).

RESULTS AND IMPLICATIONS

The research results have produced the following findings (1-st wave):

1. The most common legal form of sports clubs were associations.
2. There were differences between the intended and actual goals pursued by the sports clubs.
3. Public funds were substantial part of clubs' budgets, and local authorities often require mutual considerations for giving money. Thus it can be called "public sponsoring".
4. Ca. 20% of incomes obtained from commercial sponsors are "incomes of the black economy".

References:

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