

**PERCEIVED INFLUENCE OF PUBLIC PRIVATE PARTNERSHIP THROUGH
SPONSORSHIP ON SPORTS DEVELOPMENT AMONG SPORTS COUNCIL
MANAGERS IN NORTHERN NIGERIA**

BY

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Abstract

This study investigated perceived influence of public private partnership (PPP) through sponsorship on sports development among Sports Council Managers in Northern Nigeria. The researcher adopted descriptive survey research design. The population for the study was 1,174 comprising sports managers, coaches and organizing secretaries from the Northern States sports councils'. The sample size used for this study was 310 respondents, selected using multi-stage sampling technique; ranging from simple random sample technique, purposive and proportionate sample of equal distribution to select states and respondents for the study. A validated questionnaire on perceived influence of ppp on sports development through sponsorship in Northern Nigeria was used for data collection after ascertaining the validity of 0.87. Out of 310 copies of questionnaire administered by the researcher with the help of research assistants, 298 were duly completed, returned and used for analysis. The data collected was analyzed using frequency count and percentage to describe and organize the demographic information of the respondents, mean scores to answer the research questions and Chi-square statistics to test the formulated hypothesis at 0.05 level of significance. The result of the study revealed that public private partnership (PPP) has significant influence on sports sponsorship ($\chi^2 = 199.852$, $df=3$ $P<0.05$) towards the development of sports in Northern Nigeria. It is therefore recommended that PPP should be embraced and harnessed as additional and innovative means of developing sports in Northern Nigeria.

Keywords: Sports, Sports Development, Sponsorship and Public Private Partnership

INTRODUCTION

Sport has grown to a big time business enterprise that requires huge finances for its operation (Yazid, 2006). Yet, history shows that government has almost single handedly shouldered the responsibility for sports development in Nigeria, especially when it comes to participation in continental and global

competitions. Our level of development shows that only government is in a position to fund sports, this implies that there is minimal private sector participation and therefore, government is forced to invest part of its scarce resources on sports development. Despite the annual budget allocations provided by governments in Nigeria, sports is still not adequately funded as money is usually required for salaries, insurance, equipment, supplies, facilities, transportation, competition allowances and accommodation. Unfortunately, all these are hard to meet because of inflation and poor subvention from government (Gambari, 2005). A number of countries that have developed their sports to a higher level do so through other approaches other than government subvention, such as sponsorship and private partnership (Gambari, 2005 & Strauch, 2009).

The concept of sports development is all encompassing; it includes among others, the development of facilities, equipment, personnel and sporting programmes (Abubakar, 2000 & Yazid, 2006). For several years, Government was solely responsible for carrying the burden of sports organization and development in Nigeria, but later realized that with economic realities, it cannot single handedly control the organization and development of sports. To this end the S.O. Williams' Commission was established in 1989 to draw up more pragmatic National Policy on Sports. This commission suggested that private sponsorship should complement government support for sport, which was adopted (Kienka, 1990). The 1989 sports development policy, revised in 2002, re-emphasized that, there is need for collaborative efforts in the development of sports in Nigeria, but it failed to capture public private partnership in the national policy on the development of sports as done in some countries like Australia, Canada, China and Germany which had helped them to develop their sports (Gambari, 2005). Muhammed (2003) confirmed the need for private involvement in sports development through sponsorship and private partnership. Public Private Partnership which is the agreement between government and private sector regarding the provision of public services or infrastructure present a formidable strategy for a holistic sports development in Nigeria, both in competition and sponsorship, Club ownership, personnel development and others (Onifade, 2010). Onifade opined that, Public private partnership can provide room for the organization and sponsorship of many competitions at various levels and in the process of organizing competitions, facilities are renovated, provided and up-dated, business opportunity enhanced, new ideas generated, which is a major step towards Sports development. Ojeme (2000), pointed out that due to economic predicament in Nigeria, government subventions is no longer enough to successfully run sports. That sponsorship is one promising source of funding sports which could come from Public Private Partnership.

Yazid (2015), conducted study on influence of PPP on sports development in Nigeria by Stakeholders and found that sponsorship through PPP has influence on sports development in Nigeria. The finding of the research revealed that (300) of the respondents of the total of (331) agreed while (31) disagreed ($\chi^2 = 183.795$, $df= 1$ $P < 0.05$). Yazid (2015) in his study recommended that PPP has succeeded in developed economies like United Kingdom, United State, China, Singapore and Canada; Nigeria should not be an exception as such, Nigeria should adopt it to boost the sports infrastructure and organization of competition. Brown, Keast, Charle , Ryan & Cairncross (2010), in their study of public private partnership in the promotion of sport and well-being, found out that public private partnership is the best option in the promotion of sport as evident in the Australia Football league (AFL) Kickstart programme which began in 1997 with a grant of \$A25,000 but because of the intervention and collaborative effort of both government and private funding the 2008 edition was sponsored through PPP to the tune of \$A500,000.

Weiermair, Peter & Frehse (2008), explained that, sponsorship through partnership can enhance the image of each organizational partner because sports and physical activity is generally seen in a positive way. The advantages of cooperation are obvious as private business can gain from government-supported strategies to raise capital at lower cost and public institutions can profit from professional management in business plan developments, market expertise, human resources management or simply business logistic.

Doherty & Murray (2007), reported that, to secure more funding for operational activities and sustenance, sports organizations adopted private corporate partnership sponsorship strategies is the best option. While Westerbeek (2005), reported that partnership is a unique feature in the economic purview of sports, which provides commercials advertising windows and leverages for cooperate entities and business outfits. Westerbeek (2005), believes this is vital for the existence and fiscal health-cum-fitness of a sport governing body. Various funding options are available in Public Private Partnership which include build own operate and transfer (BOOT) concessionary, franchising, equity participation and leasing, especially for programmes and projects which ordinarily should not have been handled by the government. In adopting any of these varied intervention funding options, government is not abdicating its responsibilities but essentially releasing scarce resources for other uses and then creating a win-win situation for the government and the private enterprises as well (Saidu, 2013). Despite the call for support for sports, funding of sports has been left mainly to government through budgetary allocation which is

usually inadequate. This, therefore, calls for other sources of funding, if meaningful achievement is to be made in sports. The researcher observed that sports programmes (competitions) have reduced because of drop in corporate sponsorship due to lack of trust on the managers of sports by the sponsors and inadequate funding from government through budgetary allocation. These could be solved through PPP if it is embraced in sports sector just as it is practiced in the developed countries of the world such as England, United State, Australia, Germany, India (Gambari, 2005 & Strauch, 2009).

The concern for the development of sports and the fact that there are allots public private partnership can do in sponsorship of sports programmes for overall development of sports in Northern Nigeria has necessitated interest in this study. The study was guided by the following research question:

Is there adequate sponsorship of sports through public private partnership in Northern Nigeria?

Hypothesis:

Public private partnership will not significantly influence sponsorship of sports in Northern Nigeria.

Methodology

The population of the study was 1,174 comprising 19 sports directors, 763 coaches and 392 organizing secretaries from all the sports associations in 19 state sports councils in Nigeria. Descriptive survey design was used while multistage sampling procedure of purposive, simple random sampling and proportionate sample of equal distribution was utilized to select 310 for the study of which 10 are sport directors, 150 coaches and 150 organizing secretaries. The instrument used in this study was five (5) point likert scale format of; Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (D), and Strongly Disagree (SD). The instrument which was a researcher's structured questionnaire was subjected to validation and a reliability coefficient of 0.87 was obtained. Descriptive statistic of frequency count and percentage are used to organize and describe the demographic data of the respondents, the mean score was used to answer the research question raised at the judgment criteria of 3.5 while Chi-Square statistics (χ^2) was used to test the formulated hypothesis at 0.05 level of significance.

Result and Discussion

Total of Three Hundred and ten (310) copies of questionnaire administered, Two Hundred and ninety eight (298) were duly completed, returned, analyzed and used for this study. The distribution of the status shows that 10 (3.4%) of the respondents were sports director, 151 (50.7%) were coaches while 137 (46.0 %) were organizing secretary. Years of experiences reveals that 38 (12.8%) of the respondents were

between the year of 1-3, 79 (26.5%) were between 4-6years, while 181(60.7%) of the respondent were 7years and above. The finding shows that coaches have the highest number with 151 representing (50.7%) while; respondents with 7 years and above of experience have the highest number with (60.7%). The states of the respondents, 31(10.4%) were from Adamawa State, 29(9.7%) were from Bauchi State, 31(10.4%) were from Kano State, 31(10.4%) were from Kaduna, 31 (10.4%) were from Kogi state, 30 (10.1%) were from Niger state, 29 (9.7%) were from Sokoto State, 30(10.1%) were from Gombe, 25 (8.4%) were from Jigawa State while 31(10.4) of the total respondents were from Nasarawa State. The States with the highest respondents are Adamawa, Bauchi, Kano and Kogi State with 31 respondents each, representing 10.4% of the total respondent.

Reference to research questions on how sponsorship through public private partnership contribute and promote sports development in Northern Nigeria; Means scores and standard deviation were computed, the result of which are presented below;

Research Question

Is there adequate sponsorship of sports through public private partnership in Northern Nigeria?

Table 1, Mean scores on influence of PPP on sports sponsorship in Northern Nigeria

S/N	Items	Number	Mean	SD
1	Many competitions can be organized through Public private partnership	298	4.35	.787
2	During organized competitions, facilities are renovated and provided through Public private partnership	298	3.79	1.064
3	Athletes attendance to national sports competition will be enhanced through public private partnership	298	3.77	1.030
4	Public private partnership support coaches to attend international sports competitions	298	3.78	1.112
5	Grassroots sports competitions can be improved through public private partnership	298	4.18	.841
	Aggregate Mean		3.974	

Table 1, reveals that sports council managers from Northern Nigeria perceived that sponsorship through PPP has positive influence on sports development. This is because; the mean scores of all the items under this variable and the aggregate mean were more than 3.5 which is considered positive in this study.

Hypothesis Testing:

Public private partnership will not significantly influence the sponsorship of sports competitions in Northern Nigeria

Table 2: χ^2 Summary on Sports Managers' perceived influence of PPP through sponsorship on sports development.

Sports sponsorship	SA	A	UD	D	SD	Total	χ^2	Df	Prob
Observed	156 (52.35)	108 (6.24%)	33.(11.07)	01(0.34%)	00	298	199.852	3	.000
Expected	59.6	59.6	59.6	59.6	59.6				

$$\chi^2 = 199.852, df = 3 (p < 0.05)$$

Table 2, above shows that 108(36.24%) of the respondents agreed that Public Private Partnership (ppp) through sponsorship influence sports development, 156(52.35%) strongly agreed while 33(11.07%) constitute undecided and 01 representing (0.34%) of the respondents disagree about the influence of PPP on sports development through sponsorship, however, none of the respondent go for strongly disagree which informed the df of 3. Chi square statistical computation indicated that χ^2 value = 199.852, df=3 (P<0.05). Therefore, the stated hypothesis is rejected. This implies that sports council's managers' perceived sponsorship through Public Private Partnership to have influence on sports development in Northern Nigeria.

Discussion:

The finding of this study revealed that sponsorship through Public Private Partnership is perceived to have significance influence on the development of sports in Northern Nigeria. In line with this finding, Ojeme (2000), pointed out that due to economic predicament in Nigeria, government subventions is no

longer enough to successfully run sports. That sponsorship is one promising source of funding sports which could come from public private partnership. This finding supported that of Yazid (2016), who conducted study on influence of public private partnership on sports development in Nigeria by Stakeholders. Furthermore and found that sponsorship through public private partnership has influence on sports development in Nigeria. Which is in agreement with the present research finding that revealed (300) of the respondents of the total of (331) agreed while (31) disagreed ($\chi^2 = 183.795$, $df = 1$ $P < 0.05$). Yazid (2016) in his study recommended that public private partnership has succeeded in developed economies like United Kingdom, United State, China, Singapore and Canada; Nigeria should not be an exception as such, Nigeria should adopt it to boost the sports infrastructure and organization of competition. Brown, Keast, Charle , Ryan & Cairncross (2010), in their study of public private partnership in the promotion of sports and well-being, found out that public private partnership is the best option in the promotion of sports as evident in the Australia Football league (AFL) Kickstart programme which began in 1997 with a grant of \$A25,000 but because of the intervention and collaborative effort of both government and private funding, the 2008 edition was sponsored through public private partnership to the tune of \$A500,000.

This idea is also supported by Weiermair, Peter & Frehse (2008), who explained that, sponsorship through partnership can enhance the image of each organizational partner because sports and physical activity is generally seen in a positive way. The advantages of cooperation are obvious as private business can gain from government-supported strategies to raise capital at lower cost and public institutions can profit from professional management in business plan developments, market expertise, human resources management or simply business logistic. This is equally in agreement with the view of Doherty & Murray (2007), who reported that to secure more funding for operational activities and sustenance, sports organizations adoption of corporate partnership sponsorship strategies is the best option. While Westerbeek , Smith, Turner , Emeny, Hreen & Leeuwen (2005), reported that partnership is a unique feature in the economic purview of sports, which provides commercials advertising windows and leverages for cooperate entities and business outfits. Westerbeek, et al (2005) believes this is vital for the existence and fiscal health-cum-fitness of a sport governing body.

Conclusion:

Based on the findings of this study, it was concluded that, sports councils' managers perceived that sports sponsorship through public private partnership will contribute positively to sports development in Northern Nigeria. The study revealed that public private partnership through sponsorship is an approach that can be used to develop sports in Northern Nigeria and Nigeria at large if properly harnessed as done in developed countries of the world which was partially adopted in some sectors of Nigeria economy (e.g.) Health, Road, Aviation industries and Education in line with National Sports Development Policy of 2009 reviewed in 2018.

Recommendations

Based on the finding of this study, the following recommendations are made:

Since sponsorship of sports competitions through Public private partnership is perceived to be an approach that can influence sports development, government and managers of sports councils should pursued it with vigor. Government should encourage public private partnership through sponsorship in the running of sports sector in Nigeria. This will in addition to Government support, contribute to enhance and increase sports programmes.

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