



Sebastian Kot
PhD (Economics), Professor,
Czestochowa University of Technology, Poland
19B Armii Krajowej Str., Czestochowa town, 42-200, Poland
sebacat@zim.pcz.czest.pl



Michal Kucharski
PhD Student,
University of Economics in Katowice, Poland
72B Mikolowska Str., Katowice town, 40-065, Poland
m.kucharski@awf.katowice.pl

EVALUATION OF SPORTS EVENTS SPONSORING RESULTS

Abstract. Enterprises engaged in sponsoring sports clubs expect to establish whether collaboration with a given club has been effective. In this connection, from the point of view of the sports clubs it is crucial to acknowledge the level of advertising value equivalency (AVE) reached by each sponsor, especially in case of television transmissions which generate the highest percent of AVE. Thus, there has been conducted a research which aimed at establishing whether there is a relationship between number and location of advertising materials and the level of AVE obtained during TV translations. Results achieved through the research prove that location of sponsors' advertising materials during TV transmissions affects obtained level of AVE in higher degree than its number. Consequently, through successful handling of accessible advertising surface, persons managing volleyball clubs may influence levels of AVE achieved by their sponsors.

Keywords: Media Value; Advertising Value Equivalency; Sports Sponsorship Market; Volleyball.

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Себастьян Кот

PhD (экон. науки), професор, Ченстоховський політехнічний університет, Польща

Міхал Кухарські

PhD аспірант, Економічний університет, Катовіце, Польща

ОЦЕНКА ВЫГОДЫ ОТ СПОНСОРСТВА СПОРТИВНЫХ ЗАХОДОВ

Анотация. Підприємства, що займаються спонсорством спортивних клубів, прагнуть до того, щоб це співробітництво було ефективним. Таким чином, з погляду спортивних клубів дуже важливо підтвердити, що рівень альтернативної рекламної вартості (AVE) відповідає очікуванням кожного спонсора, особливо у випадку телевізійних передач, які генерують високий відсоток AVE. З огляду на особливості взаємин «спонсор – спортивний клуб» нами було проведено дослідження, спрямоване на виявлення зв'язку між кількістю і розміщенням рекламних матеріалів та рівнем AVE, отриманим у ході телевізійних трансляцій спортивних заходів. Результати дослідження доводять, що розміщення рекламних матеріалів спонсорів під час телевізійної передачі впливає на рівень AVE більшою мірою, ніж їх кількість. Отже, за раціонального використання доступних рекламних площ особи, що керують спортивними, зокрема волейбольними, клубами, можуть цілеспрямовано впливати на рівень AVE, забезпечуючи спонсорам одержання вигоди.

Ключові слова: цінність засобів реклами; альтернативна рекламна вартість; ринок спортивного спонсорства; волейбол.

Себастьян Кот

PhD (экон. науки), профессор, Ченстоховский политехнический университет, Польша

Михал Кухарски

PhD аспирант, Экономический университет, Катовице, Польша

ОЦЕНКА ВЫГОДЫ ОТ СПОНСОРСТВА СПОРТИВНЫХ МЕРОПРИЯТИЙ

Аннотация. Предприятия, занимающиеся спонсированием спортивных клубов, стремятся к тому, чтобы это сотрудничество было эффективным. Таким образом, с точки зрения спортивных клубов очень важно подтвердить, что уровень альтернативной рекламной стоимости (AVE) соответствует ожиданиям каждого спонсора, особенно в случае телевизионных передач, которые генерируют высокий процент AVE. Учитывая особенности во взаимоотношениях «спонсор – спортивный клуб», нами было проведено исследование, направленное на выявление связи между количеством и расположением рекламных материалов и уровнем AVE, полученным в ходе телевизионных трансляций спортивных мероприятий. Результаты исследования доказывают, что расположение рекламных материалов спонсоров во время телевизионной передачи влияет на уровень AVE в большей степени, чем их количество. Следовательно, при рациональном использовании доступных рекламных площадей лица, управляющие спортивными, в частности волейбольными, клубами, могут целенаправленно влиять на уровень AVE, обеспечивая спонсорам получение выгоды.

Ключевые слова: ценность средств рекламы; альтернативная рекламная стоимость; рынок спортивного спонсорства; волейбол.

1. Introduction

Sports sponsorship, understood as an agreement of cooperation, is most often realized between representatives of the sports industry and business or institutions, which are going to realize their own goals this way. The wider the range of sports events is, the more business people are interested in using this chance. Sponsorship is one of three strategies that may be adopted by companies: remaining two appear by the way of sporting events and are called ambush marketing and increased marketing activities strategy without seeking formal ties with the company and used events [1]. Sponsorship as a form of promotion is not desirable for all organizations. Though,

in case of sponsored companies or sports bodies [2] – that include volleyball clubs which survival and functioning largely depend on the cooperation with sponsors, – it is possible to identify benefits that are acquired through sponsorship. Financial resources provided to clubs enable them to contract players, participate in sports competitions, train young players, develop sports infrastructure and engage in marketing activities. Moreover, thanks to barter agreements, clubs may receive variety of goods and services from their sponsors [3].

2. Purpose

Broadly understood subject of discussion of this article is advertising value equivalency (AVE) obtained by sponsors of

Polish volleyball clubs. The research described below determined the relationship between the number and distribution of advertising materials and sponsors' AVE produced during television broadcasts. The research goal formulated as above dictates a research question: Is there a relationship between the number and distribution of sponsors' advertising materials supporting volleyball clubs and AVEs gained by them during the broadcast of matches?

3. Brief Literature Review

Sports sponsorship is a part of wider promotion of a company, attributed by many authors to activities related to public relations (PR), as well as activities such as: lobbying, philanthropy, corporate identity, media relations, seminars organizing and participation in fairs [4, 5]. It is worth mentioning though that there are also promotion classifications that exclude sponsorship of PR and treat it as a separate promotional activity. An example of this type of classification may be promotion division presented by L. Grabarski, I. Rutkowski, and W. Wrzosek (2006) [6]. Complementing considerations regarding the placement of sports sponsorship in marketing activities, including PR activities, it should be noted that the literature also addresses the need for more accurate and more comprehensive describing of PR activities in sport [7]. However, regardless of the place, where sponsorship in promotional activities is classified, its task is reaching out to potential buyers and existing customers, providing information about the company or creating positive associations and opinion about it [8]. Moreover, companies should be aware that sponsorship cannot be only the form of promotional activities. While using sponsorship, activities in other marketing and promotional areas should also be conducted [9], including CSR area, especially in case of companies that have moderately low link with sponsored event or sports entity [10]. Various benefits gained by companies from sports sponsorship may also be presented in the form of specific objectives that are achievable through this form of promotion. Illustrative goals might be: dissemination of the brand and its products, increasing brand exposure in media, construction, and the image of the company strengthen or improvement or the image transfer [11] understood as transfer of positive attributes associated with the event or entity to the sponsor's brand [12]. Implementation of the specific objectives is dependent on many factors and for each of them different approach might be undertaken. If one's aim is to achieve image goals, sponsored sports entity should be adapted to the specifics of the company and should sponsor sporting events on the right level of commercialization from the target market point of view [13]. If, however, by sponsorship one wants to focus on sponsor's products, it would be best if products were well-known to the audience of the sporting events, which would involve the need to display these products through other marketing activities before and during sponsored sporting events [14]. Though in a relatively obvious way the benefits of sponsored entities may be introduced, in case of sponsors it is much harder to indicate what kind of results they might obtain as a result of their involvement in sports sponsorship. The use of sports sponsorship should not only be carefully planned and have a long-term, but it also be accompanied by information about the companies' involvement in sponsorship. In addition, it should end with the measurement results acquired by the company that provides a starting point for further action [15]. Therefore, sponsored entities should take all possible action to understand the sponsoring company's expectations. This type of research is performed in the form of sponsors' expectations and satisfaction. Information that supports decision making is generated by collecting and analyzing data [16]. This is especially important in the situation of Polish clubs, as sponsors constitute the main source of financing their activities. For comparison, the sources of financing of English football clubs come from different, more sustainable sources. The data relating to football clubs playing in the Premier League in the 2010/2011 season shows that sponsors generate only 23% club's revenue and represent its smallest source. Remaining sources are income from ticket sales that generate 28% of the budget and broadcasting rights, from which English clubs receive 49% of revenues [17]. Sponsorship should be a part of management

process, which should be carried out with the participation of people who specialize in sports management. Currently, one may find more and more specialists in this area on the Polish market which is connected with higher education where students are being trained in sports management, which shows growing interest [18]. The purpose of this study is an evaluation of sports sponsorship results, which costs may be incurred by both parties or by one party [16]. In the article about the effectiveness of the sponsorship L. Chebli and A. Gharbi (2014) mentioned that there is still a clear need to find out methods of measure it. They also indicate that sponsorship is one of the most effective marketing activities to achieve greater value of the company's image [19]. This thesis is confirmed by S. J. Cliffe and J. Motionb (2005), who recognize sponsorship as a tool that affects the brand positively and which contributes to its development, while used in a strategic way [20].

4. Methodology

In order to answer the research question it was decided that six major sponsors of four major female volleyball clubs in the season 2010/2011 in the Women's Plus League competition will be included in this study. In order to examine the issues mentioned in research problem, it was decided to carry out the following tasks: 1. Establish and present guidelines related to sponsors' brand exposure during TV matches. 2. Analyze brand exposures of six sponsors in terms of number and deployment of media publicity during TV matches. 3. Compare AVE acquired in the season 2010/2011 by six sponsors taken into account in the study with data related to number and distribution of advertising panels during TV matches.

Own investigations conducted among Polish volleyball clubs occurring in Plus League and Plus Women's League showed that the most important result of sponsoring activity is advertising value equivalency or media value [21]. Determining the media value is generally accepted and frequently used method for measuring the effectiveness of sports sponsorship in Poland. The media value of a brand, which is generated during sporting events transmissions, is received by counting how many times the brand logo appeared in television in a legible and noticeable way, summing time of this type of exposure and then multiplying it by the appropriate percentage of the television advertising price, which relates to the station which transmits the match. Although sources of media value cannot be limited only to television, it is the main source of the media value.

Requirements of advertising panels deployment. Deciding to compete in the Plus Women's League all clubs have to adapt to the requirements set by the organizer of this competition, i.e. Professional Volleyball League SA. Whereas these requirements include the plan of advertising panels deployment associated with competitions: sportswear players; the pitch, where the matches are being played; or media, which informs fans about the games. These requirements include both the sponsors' logos exposure (i.e. sponsors, who do not limit their commitment to the club, but who sponsor all games) and sponsors' logos within the field, where matches are being played. From the perspective of the research process, the most important are the guidelines related to the players' sportswear appearance and available advertising space deployment during the TV games. This type of guidance is contained in a pre-season instruction that norms and advertising plan. In case of sportswear, instruction dictates the inclusion of league sponsor's logo and club sponsor's. In the case of an advertising plan including hall advertising instruction distinguishes two groups of space known as the first and the second plan. The first plan includes pitch with the parquet floor around it, bands and mesh. The second plan includes all the elements characteristic for a particular hall suitable for sponsors' advertising display, shirts of people who are being cleaned the parquet, cheerleader groups and forms of space advertising such as balloons. Apart from regular ads, every club has changing LED bands ads in the proportion of 65% of the advertising time for the host and 10% for guests.

5. Results

Knowing the opportunities that clubs had in the season 2010/2011, a media distribution analysis was conducted. Six sponsors were taken under consideration during the test. This

analysis was based on TV broadcasts of matches that were played in the discussed season.

The marketing report related to Plus Women's League for the season 2010/2011 shows that the total value of media received by all brands promoted by this league during transmission of 53 matches reached almost 96 and a half million PLN and was the highest value among the data covering seasons from 2001/2002 to 2010/2011 [22]. For comparison, men's league in the same time gained a total media value for all its brands of over 184 million PLN in the transmission of 64 matches. The difference between the results obtained by the Plus League and the Plus Women's League beyond 11 matches transmission predominance results from the following differences: the number of retransmissions, advertising prices and the number of people, who sit in front of TV during Plus League and Plus Women's League competition [23, 24].

Table 1 shows the AVE, which was acquired by titular or strategic sponsors of the discussed clubs in season 2010/2011 and the average values of the AVE obtained by these brands during a game and a match broadcast per minute. These data refer only to the value generated by television broadcasts and the average values were calculated by dividing the media value obtained by the sponsor's brand by the number of matches or the time of TV matches played by clubs. The results of the sponsors' media value broadcast on television per one minute are summarized in Table 2, with the total number of advertising media and the number of advertising media located in sports attire and advertising foreground.

6. Conclusion

Presented analyses support the conclusion that the great number of regular advertising panels that present sponsor's logo exposed during volleyball matches transmission do not guarantee a higher media value in comparison to the sponsor's media value that is less exposed by the advertising panels. A similar lack of relationship between the position of the sponsor in the classification based on the average media value per one

minute broadcasted on TV and the amount of solid advertising panels is visible, taking into consideration the most often showed advertising panels during matches, i.e. those that are located on the uniforms and the first advertising plan. These considerations lead to the conclusion that the deployment of fixed advertising panels has a greater impact on the obtained media values of volleyball clubs sponsors during matches TV broadcast than their quantity. This does not mean that the amount of advertising panels is irrelevant when it comes to the amount of media value; but it indicates that during the negotiations related to the benefits received from a sponsored entity sponsors should emphasize not only the quantity, but also the distribution of advertising panels. However, it should be noted that studies based on visual analysis of TV matches are not sufficient to indicate what type of location of advertising panels during matches is the most favourable from the ability to generate media value point of view. Presented conclusions of the study should be taken as a signalization of the need to further research that could lead to establish guidelines for optimizing the deployment of sponsors' advertising panels exposed during TV broadcasts. This type of research may be performed using properly designed systems that allow completing video materials analysis. The results obtained this way could be used by sponsors, sports clubs, sports associations and their use might enhance the attractiveness of promotion through sport what will raise the sports level and attract further supporters.

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Table 1: The average values generated by the match presented on television and one minute of TV broadcast for the selected clubs' sponsors of Plus Women's League in the season 2010/2011

Sponsored bodies	Sponsors' brands	TV media value, thousand PLN	The average value of a match, thousand PLN	The average value of TV broadcast per minute, thousand PLN
Atom Trefl Sopot	PGE	2846	158,11	1,69
BKS Alupr of Bielsko Biala	Aluprof	3506	166,95	1,68
Bank BPS Muszynianka Fakro Muszyny	Bank PBS	5559	252,68	2,48
	Muszynianka	3783	171,95	1,69
	Fakro	3821	173,68	1,70
Tauron MKS Dąbrowa Górnicza	Tauron	1942	176,55	1,91

Source: Own work based on the marketing report conducted by Women's Plus League for the season 2010/2011 and www.orientliga.pl

Table 2: Comparison of the sponsors' average media values per minute TV broadcast during matches in the 2010/2011 season with a fixed number of advertising media exposing their logo

Obtained average media value per minute TV broadcast		The number of permanent advertising panels during TV matches		The number of permanent of advertising panels in the advertising foreground, and on uniforms during TV matches	
Sponsor's Brand	The result, in thousand PLN	Sponsor's Brand	The result	Sponsor's Brand	The result
Bank PBS	2,48	PGE	46	Bank BPS	14
Tauron	1,91	Aluprof	28	Aluprof	12
Fakro	1,70	Bank BPS	23	Tauron	10
Muszynianka	1,69	Tauron	16	PGE	9
PGE	1,69	Muszynianka	10	Muszynianka	5
Aluprof	1,68	Fakro	8	Fakro	5

Source: Own work based on the marketing report of the Plus Women's League in season 2010/2011, www.orientliga.pl and analysis of Plus Women's League matches in season 2010/2011