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APPENDIX 11
QUESTIONNAIRE (SECTION 1)
SPORT SPONSORSHIP MANAGEMENT

Please circle the appropriate score on a 5 point scale that best expresses your opinion

**Section 1:
Sponsorship
management**

- A score of 5 indicates that the specific statement is very important, while a score of 1 indicates that it is not important.
- A score between 5 and 1 indicates your opinion on the different degrees of importance of the statements
- Tick in the right hand column when you don't know / are unable to answer

The following are statements on sponsorship management. Please indicate your opinion on the importance of:	Not important						Very important
Setting measurable sponsorship objectives	V1	1	2	3	4	5	
Profit objectives in sponsorship strategies	V2	1	2	3	4	5	
Non-profit objectives in sponsorship strategies	V3	1	2	3	4	5	
Social responsibility objectives in sponsorship strategies	V4	1	2	3	4	5	
Philanthropic objectives in sponsorship strategies	V5	1	2	3	4	5	
Image enhancement objectives in sponsorship strategies	V6	1	2	3	4	5	
Senior management's co-ordination of the sponsorship effort	V7	1	2	3	4	5	
Assessing how sponsorships fit into the overall corporate plan	V8	1	2	3	4	5	
Measuring sponsorship effectiveness	V9	1	2	3	4	5	
Establishing measurement details and schedules	V10	1	2	3	4	5	
Alliance-building with business partners	V11	1	2	3	4	5	
The influence of government legislation	V12	1	2	3	4	5	
Assessing competitor sponsorships	V13	1	2	3	4	5	
Countering competitive ambushes	V14	1	2	3	4	5	
Creating competitive advantages	V15	1	2	3	4	5	
The benefits that the sponsor gets from sponsorships	V16	1	2	3	4	5	
Reviewing past sponsorship programme performance	V17	1	2	3	4	5	
A balanced sponsorship portfolio (between sport/ arts/ philanthropy/ environment)	V18	1	2	3	4	5	
The following are statements on marketing and communication. Please indicate your opinion on the importance of:	Not important						Very important
The relationships that sponsorships build with diverse publics	V19	1	2	3	4	5	
Sponsorships playing a role in building relationships in the distribution channel	V20	1	2	3	4	5	
Profitable cause-related marketing opportunities created by sponsorships	V21	1	2	3	4	5	
Non-profitable cause-related marketing opportunities created by sponsorships	V22	1	2	3	4	5	
Assessing how sponsorships fit into the overall marketing plan	V23	1	2	3	4	5	
Assessing how sponsorships fit into the product/brand/service plan	V24	1	2	3	4	5	
Assessing how sponsorships fit into the overall corporate communication plan	V25	1	2	3	4	5	
Sponsorships supporting other marketing communication/promotion elements	V26	1	2	3	4	5	
Other marketing communication/promotion elements supporting sponsorships	V27	1	2	3	4	5	
Please indicate your opinion on integrating the following marketing communication elements into your sponsorships:	Not important						Very important
Corporate image advertising	V28	1	2	3	4	5	
General outdoor advertising	V29	1	2	3	4	5	
Outdoor signage at the event	V30	1	2	3	4	5	
Product/service/brand advertising	V31	1	2	3	4	5	
Product/service/brand launches	V32	1	2	3	4	5	
Direct response activities	V33	1	2	3	4	5	
Direct marketing activities	V34	1	2	3	4	5	
Personal selling activities	V35	1	2	3	4	5	
Corporate public relations activities	V36	1	2	3	4	5	
Publicity activities	V37	1	2	3	4	5	
Consumer sales promotions	V38	1	2	3	4	5	
Trade sales promotions	V39	1	2	3	4	5	
Sales force promotions	V40	1	2	3	4	5	
Branded clothing items	V41	1	2	3	4	5	
Competitions	V42	1	2	3	4	5	
Exhibitions	V43	1	2	3	4	5	
The corporate logo	V44	1	2	3	4	5	

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APPENDIX 12
QUESTIONNAIRE (SECTION 2)
SPORT SPONSORSHIP OBJECTIVES

Please circle the appropriate score on a 5 point scale that best expresses your opinion

SECTION 2: Corporate objectives in sponsorships		<ul style="list-style-type: none"> A score of 5 indicates that you deem that specific objective to be <u>very important</u>, while a score of 1 indicates that it is <u>not important</u>. A score between 5 and 1 indicates your opinion on the different degrees of importance of the objectives 					Please tick in the right hand column when you don't know or are unable to answer	
		Not important					Very important	
Broad corporate objectives								
Expression of community involvement	V45	1	2	3	4	5		
Increase public awareness of the company	V46	1	2	3	4	5		
Change public perception of the company	V47	1	2	3	4	5		
To build goodwill amongst opinion formers	V48	1	2	3	4	5		
To reassure stockholders	V49	1	2	3	4	5		
To aid relations with current staff	V50	1	2	3	4	5		
To assist staff recruitment	V51	1	2	3	4	5		
Promoting corporate image	V52	1	2	3	4	5		
Gain competitive advantage through exclusivity	V53	1	2	3	4	5		
Target specific corporate audiences	V54	1	2	3	4	5		
Tie the company to the success of a team/event/individual	V55	1	2	3	4	5		
Product/brand/service-related objectives								
Explore new market segments	V56	1	2	3	4	5		
Launch new product/brand/service	V57	1	2	3	4	5		
The product/brand/service can be integrated into the event	V58	1	2	3	4	5		
Sampling at/during the event	V59	1	2	3	4	5		
Build image within the target market (positioning)	V60	1	2	3	4	5		
Increase target market awareness	V61	1	2	3	4	5		
Increase market share	V62	1	2	3	4	5		
Support brand advertising	V63	1	2	3	4	5		
Strengthen brand preference	V64	1	2	3	4	5		
Sales objectives								
To facilitate salesforce prospecting	V65	1	2	3	4	5		
Gain new customers	V66	1	2	3	4	5		
To aid the sales promotion drive	V67	1	2	3	4	5		
Strengthen relationships with current customers	V68	1	2	3	4	5		
Increase short-run sales	V69	1	2	3	4	5		
Increase long-run sales	V70	1	2	3	4	5		
Media coverage								
Pre-event media coverage	V71	1	2	3	4	5		
Media coverage during the event	V72	1	2	3	4	5		
Post-event media coverage	V73	1	2	3	4	5		
To get coverage in a diverse range of media	V74	1	2	3	4	5		
Increase overall media attention	V75	1	2	3	4	5		
To counter adverse publicity	V76	1	2	3	4	5		
Guest hospitality								
Entertain current customers	V77	1	2	3	4	5		
Entertain prospective customers	V78	1	2	3	4	5		
Entertain suppliers	V79	1	2	3	4	5		
Entertain staff	V80	1	2	3	4	5		
Entertain intermediaries	V81	1	2	3	4	5		

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APPENDIX 13
QUESTIONNAIRE (SECTION 3)
SPORT SPONSORSHIP EVALUATION

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APPENDIX 14

QUESTIONNAIRE (SECTION 4)

SPORT SPONSORSHIP SPONSEE AND AUDIENCE ANALYSIS

Section 4: Sponsee and audience analysis

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4.1 Sponsees and the evaluation of their sponsorship proposals

The following are statements on the sponsees (events, individuals, organisations, groups or teams). Please indicate your opinion about the importance of:		Not Important			Very important		
		1	2	3	4	5	
The sponsee(s) having a business plan	V164	1	2	3	4	5	
The sponsee(s) having a marketing plan	V165	1	2	3	4	5	
The sponsee(s) having a public relations plan	V166	1	2	3	4	5	
The sponsee(s) submitting professional sponsorship proposals	V167	1	2	3	4	5	
The sponsee(s) previous success rate	V168	1	2	3	4	5	
Sponsee(s) officials'/administrators'/organisers' behaviour	V169	1	2	3	4	5	
Participants' (athletes/artists/organisations) behaviour	V170	1	2	3	4	5	
Exposure to a large number of participants	V171	1	2	3	4	5	
Exposure to a large number of spectators	V172	1	2	3	4	5	
Addressing previously disadvantaged communities	V173	1	2	3	4	5	
Being a broadcast sponsor of an event	V174	1	2	3	4	5	

The following are criteria to determine the value of sponsorship proposals (please add your own at the bottom). Please indicate your opinion about the importance of:		Not Important			Very important		
		1	2	3	4	5	
Budget size required	V175	1	2	3	4	5	
The opportunity for differentiation	V176	1	2	3	4	5	
Gaining access to specific target media	V177	1	2	3	4	5	
Gaining access to specific event audiences	V178	1	2	3	4	5	
The strategic fit with corporate image	V179	1	2	3	4	5	
The strategic fit with product/brand/service image	V180	1	2	3	4	5	
Building customer relations	V181	1	2	3	4	5	
The effect on employee morale	V182	1	2	3	4	5	
The extent of media coverage that can be gained	V183	1	2	3	4	5	
Publicity opportunities	V184	1	2	3	4	5	
Exclusive naming rights	V185	1	2	3	4	5	
Executives' personal preferences	V186	1	2	3	4	5	
Creating opportunities for long term associations	V187	1	2	3	4	5	
Being able to complement other marketing communication elements	V188	1	2	3	4	5	

4.2 Please prioritise the audiences you target in your sponsorship programmes

A rank of 1 is the most important, a rank of 2 is the second most important and so on.....

		Audience	Rank			Audience	Rank
V189	1	Existing customers		V190	2	Suppliers	
V191	3	Potential customers		V192	4	Shareholders	
V193	5	General public		V194	6	Local community	
V195	7	Employees		V196	8	Media commentators	
V197	9	Business peers		V198	10	Participants	
V199	11	Spectators		V200	12	Distribution channel partners/intermediaries	
V201	13	Competitors		V202	14	Opinion leaders	
V203	15	Business partners		V204	16	Government	

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APPENDIX 15
QUESTIONNAIRE (SECTION 5)
BIOGRAPHICAL INFORMATION

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APPENDIX 16
CORRELATION TABLE
INDIVIDUAL SPORT SPONSORSHIP VARIABLES
CORRELATING WITH INDIVIDUAL SPORT SPONSORSHIP
MEASUREMENT TOOLS

All correlations adhere to the following parameters

$r \geq 0.41$ (Weak to strong correlation)

and

$p \leq 0.05$ to fit into desired range of significance (5% significant-level)

TABLE 1

Sport sponsorship variables (V45 - V55)	Correlate with sport sponsorship measurement variable (V82 - V164)	(Correlation coefficient) <i>r</i>	p-value
BROAD CORPORATE SPORT SPONSORSHIP OBJECTIVES			
Section 2_1 (V45 - V55 IN SECTION 2 OF THE QUESTIONNAIRE)			
V45	V98	0.56338	0.0003
V46	V98	0.62656	0.0001
V47	V98	0.62656	0.0001
V52	V98	0.47486	0.0030
V45	V99	0.48233	0.0081
V54	V103	0.60206	0.0003
V46	V106	0.44180	0.0049
V46	V108	0.45474	0.0041
V55	V110	0.47793	0.0024
V48	V112	0.50362	0.0013
V46	V118	0.43145	0.0068
V48	V118	0.43623	0.0070
V48	V120	0.47132	0.0032
V48	V126	0.52317	0.0008
V53	V132	0.48164	0.0019
V53	V136	0.43965	0.0051
V53	V140	0.42027	0.0096
V46	V142	0.63496	0.0001
V47	V142	0.46540	0.0028
V52	V142	0.72090	0.0001
V45	V146	0.53981	0.0004
V47	V146	0.45297	0.0038
V45	V147	0.52322	0.0030
V55	V150	0.46149	0.0053
V50	V160	0.40761	0.0100
V48	V162	0.46699	0.0036

TABLE 2

Sport sponsorship	Correlate with sport sponsorship	(Correlation coefficient)	
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variables (V56 - V64)	measurement variable (V82 - V164)	<i>r</i>	p-value
PRODUCT/BRAND/SERVICE-RELATED SPORT SPONSORSHIP OBJECTIVES			
Section 2_2 (V56 - V64 IN SECTION 2 OF THE QUESTIONNAIRE)			
V58	V82	0.49901	0.0019
V61	V82	0.42142	0.0094
V59	V84	0.43577	0.0079
V61	V84	0.48084	0.0026
V62	V86	0.45621	0.0052
V62	V90	0.43677	0.0077
V64	V90	0.52068	0.0010
V59	V94	0.44688	0.0063
V61	V98	0.41850	0.0099
V62	V98	0.47079	0.0038
V63	V98	0.46916	0.0034
V64	V98	0.47463	0.0030
V64	V100	0.42409	0.0099
V58	V102	0.59012	0.0002
V61	V102	0.44604	0.0057
V62	V102	0.45460	0.0053
V59	V104	0.57672	0.0002
V61	V104	0.67722	0.0001
V62	V104	0.43955	0.0065
V64	V104	0.47621	0.0025
V61	V106	0.45352	0.0042
V56	V110	0.46565	0.0042
V57	V110	0.44916	0.0053
V56	V110	0.45194	0.0064
V56	V116	0.45194	0.0064
V62	V116	0.49756	0.0024
V64	V120	0.45789	0.0044
V59	V122	0.42771	0.0083
V61	V122	0.52563	0.0007
V62	V122	0.65104	0.0001
V62	V124	0.52860	0.0009
V64	V124	0.42570	0.0086

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V59	V126	0.42396	0.0089
V61	V126	0.47336	0.0027
V62	V126	0.60346	0.0001
V64	V126	0.42358	0.0080
V61	V128	0.46142	0.0035
V62	V128	0.55528	0.0004
V62	V130	0.63246	0.0001
V64	V130	0.43552	0.0071
V57	V134	0.61157	0.0002
V58	V136	0.47863	0.0027
V61	V136	0.42723	0.0075
V63	V136	0.51361	0.0010
V64	V136	0.71749	0.0001
V63	V140	0.46838	0.0040
V64	V140	0.47864	0.0031
V58	V150	0.44812	0.0079
V64	V150	0.48153	0.0034
V59	V154	0.47425	0.0040
V62	V158	0.54224	0.0009
V62	V160	0.47750	0.0028
V64	V160	0.45512	0.0041
V59	V162	0.50332	0.0018
V61	V162	0.61261	0.0001
V64	V162	0.53471	0.0007

TABLE 3

Sport sponsorship variables (V65 - V70)	Correlate with sport sponsorship measurement variable (V82 - V164)	(Correlation coefficient) <i>r</i>	p-value
SALES-RELATED SPONSORSHIP OBJECTIVES			
Section 2_3 (V65- V70 IN SECTION 2 OF THE QUESTIONNAIRE)			
V65	V116	0.51999	0.0012
V66	V116	0.59988	0.0001
V67	V116	0.52795	0.0009
V70	V116	0.44550	0.0073
V65	V122	0.55380	0.0003
V66	V122	0.70685	0.0001
V67	V122	0.68123	0.0001
V70	V122	0.55239	0.0004
V65	V124	0.57751	0.0002
V66	V124	0.56229	0.0003
V67	V124	0.65015	0.0001
V70	V124	0.46800	0.0040
V66	V126	0.50738	0.0011
V67	V126	0.58608	0.0001
V70	V126	0.43925	0.0065
V67	V128	0.65677	0.0001
V69	V128	0.46832	0.0035
V67	V130	0.55187	0.0004
V69	V130	0.42613	0.0096
V65	V132	0.49818	0.0015
V67	V134	0.52521	0.0017
V68	V142	0.42233	0.0083
V66	V154	0.45252	0.0056
V65	V158	0.44717	0.0071
V67	V158	0.60400	0.0001
V67	V162	0.43570	0.0070

TABLE 4

Sport sponsorship variables (V71 - V76)	Correlate with sport sponsorship measurement variable (V82 - V164)	(Correlation coefficient) <i>r</i>	p-value
MEDIA COVERAGE-RELATED SPORT SPONSORSHIP OBJECTIVES			
Section 2_4 (V71 - V76 IN SECTION 2 OF THE QUESTIONNAIRE)			
V72	V82	0.44211	0.0061
V71	V84	0.47809	0.0032
V72	V94	0.46474	0.0038
V71	V95	0.54085	0.0025
V71	V98	0.43253	0.0084
V74	V98	0.53131	0.0007
V75	V98	0.66421	0.0001
V75	V99	0.56290	0.0015
V71	V104	0.54624	0.0005
V72	V104	0.56149	0.0002
V71	V107	0.54391	0.0023
V75	V106	0.69082	0.0001
V75	V107	0.59035	0.0006
V75	V108	0.44662	0.0056
V72	V112	0.43636	0.0062
V73	V112	0.57430	0.0002
V73	V114	0.50959	0.0013
V73	V135	0.51361	0.0073
V73	V137	0.56244	0.0018
V75	V138	0.43392	0.0092
V72	V140	0.55483	0.0004
V74	V142	0.64960	0.0001
V75	V142	0.7687	0.0001
V74	V143	0.47545	0.0079
V76	V144	0.42228	0.0092
V71	V162	0.48922	0.0025
V72	V162	0.50717	0.0014

TABLE 5

Sport sponsorship variables (V77 - V81)	Correlate with sport sponsorship measurement variable (V82 - V164)	(Correlation coefficient) <i>r</i>	p-value
GUEST HOSPITALITY-RELATED SPONSORSHIP OBJECTIVES Section 2_5 (V77- V81 IN SECTION 2 OF THE QUESTIONNAIRE)			
V77	V98	0.44963	0.0059
V77	V99	0.49685	0.0061
V79	V99	0.48192	0.0081
V77	V103	0.53153	0.0025
V78	V103	0.55869	0.0013
V79	V104	0.42811	0.0082
V78	V113	0.48503	0.0066
V79	V132	0.49258	0.0021
V77	V142	0.51841	0.0010
V77	V144	0.48601	0.0027
V78	V144	0.48771	0.0026
V77	V145	0.57655	0.0011
V78	V145	0.58382	0.0009
V77	V162	0.57023	0.0003
V78	V162	0.44249	0.0069