APPENDIX 11 QUESTIONNAIRE (SECTION 1) SPORT SPONSORSHIP MANAGEMENT

RESEARCH PROJECT SPONSORSHIP MANAGEMENT IN SOUTH AFRICA

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.		Not				Very					
Please indicate your opinion on the importance of:		impor	tant		imp	ortant					
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.		Not				Very					
Please indicate your opinion on the importance of:		impor	tant		imn	ortant					
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					
	VZI										
Please indicate your opinion on integrating the following marketing						Very					
communication elements into your sponsorships:	1/20	Impor		2		ortant					
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					
	V31	1	2	3	4	5					
Product/service/brand advertising	1/00	1	2	3	4	5					
Product/service/brand advertising Product/service/brand launches	V32		2	3	4	5					
Product/service/brand advertising Product/service/brand launches Direct response activities	V33	1	+	_	4	5					
Product/service/brand advertising Product/service/brand launches Direct response activities Direct marketing activities	V33 V34	1	2	3							
Product/service/brand advertising Product/service/brand launches Product/service/brand launches Direct response activities Direct marketing activities Personal selling activities	V33 V34 V35	1	2	3	4	5					
Product/service/brand advertising Product/service/brand launches Direct response activities Direct marketing activities Personal selling activities Corporate public relations activities	V33 V34 V35 V36	1 1 1	2 2 2	3	4	5					
Product/service/brand advertising Product/service/brand launches Product/service/brand launches Direct response activities Direct marketing activities Personal selling activities Corporate public relations activities Publicity activities	V33 V34 V35 V36 V37	1 1 1	2 2 2 2	3 3 3	4 4	5 5					
Product/service/brand advertising Product/service/brand launches Product/service/brand launches Direct response activities Direct marketing activities Personal selling activities Corporate public relations activities Publicity activities Consumer sales promotions	V33 V34 V35 V36 V37 V38	1 1 1 1	2 2 2 2 2	3 3 3 3	4 4 4	5 5 5					
Product/service/brand advertising Product/service/brand launches Direct response activities Direct marketing activities Personal selling activities Corporate public relations activities Publicity activities Consumer sales promotions Trade sales promotions	V33 V34 V35 V36 V37 V38 V39	1 1 1 1 1	2 2 2 2 2 2 2	3 3 3 3 3	4 4 4 4	5 5 5 5					
Product/service/brand advertising Product/service/brand launches Direct response activities Direct marketing activities Personal selling activities Corporate public relations activities Publicity activities Consumer sales promotions Trade sales promotions Sales force promotions	V33 V34 V35 V36 V37 V38 V39 V40	1 1 1 1 1 1	2 2 2 2 2 2 2 2	3 3 3 3 3 3	4 4 4 4 4	5 5 5 5					
Product/service/brand advertising Product/service/brand launches Direct response activities Direct marketing activities Personal selling activities Corporate public relations activities Publicity activities Consumer sales promotions Trade sales promotions Sales force promotions Branded clothing items	V33 V34 V35 V36 V37 V38 V39 V40 V41	1 1 1 1 1 1 1	2 2 2 2 2 2 2 2 2 2	3 3 3 3 3 3 3	4 4 4 4 4	5 5 5 5 5					
Product/service/brand advertising Product/service/brand launches Direct response activities Direct marketing activities Personal selling activities Corporate public relations activities Publicity activities Consumer sales promotions Trade sales promotions Sales force promotions Branded clothing items Competitions	V33 V34 V35 V36 V37 V38 V39 V40 V41	1 1 1 1 1 1 1 1	2 2 2 2 2 2 2 2 2 2 2	3 3 3 3 3 3 3 3	4 4 4 4 4 4	5 5 5 5 5 5					
Product/service/brand advertising Product/service/brand launches Direct response activities Direct marketing activities Personal selling activities Corporate public relations activities Publicity activities Consumer sales promotions Trade sales promotions Sales force promotions Branded clothing items	V33 V34 V35 V36 V37 V38 V39 V40 V41	1 1 1 1 1 1 1	2 2 2 2 2 2 2 2 2 2	3 3 3 3 3 3 3	4 4 4 4 4	5 5 5 5 5					

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

- Please indicate to what extent you consider the following objectives when making sponsorship decisions.
- 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</u> <u>important</u>.
 - A score between 5 and 1 indicates your opinion on the different degrees of importance of the objectives

ease tick in the right hand column when you don't know or are unable to answer

decisions.	differ	tance	answer				
 Please add any objectives not listed & indicate their level of importance to you: 		Not importa	ınt		imp	Very ortant	
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			1	1	1	1	1
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 V64	1	2	3	4	5 5	
Strengthen brand preference	V64	1		3	4	5	
Sales objectives				-	1 .	1 _	1
To facilitate salesforce prospecting	V65	1	2	3	4	5	
Gain new customers	V66 V67	1	2	3	4	5 5	
To aid the sales promotion drive Strengthen relationships with current customers	V67 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	V/O						
Pre-event media coverage	V71	1	2	3	4	5	1
Media coverage during the event	V71	1	2	3	4	5	
Post-event media coverage	V72	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			-	. <u> </u>	·	, ~	,
Entertain current customers	V77	1	2	3	4	5	
Entertain prospective customers	V78	1	2	3	4	5	
Entertain prospective customers Entertain suppliers	V79	1	2	3	4	5	
Entertain staff	V80	1	2	3	4	5	
Entertain intermediaries	V81	1	2	3	4	5	

APPENDIX 13 QUESTIONNAIRE (SECTION 3) SPORT SPONSORSHIP EVALUATION

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

SECTION 3: Current sponsorships evaluation practices

- Indicate the importance of these tools/ techniques in evaluating sponsorships
- Indicate how often you use these tools/ techniques to evaluate your sponsorships
- Add any tool/technique not listed here and indicate how often you use them
- A score of 5 indicates that it 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 techniques to evaluate sponsorships
- Indicate at each of the techniques whether you always (5) or never (1) use that technique to evaluate the effectiveness of your sponsorships.
- A score between 5 & 1 indicates your frequency of

indicate how often you use them												
		Not			\	/ery						
		impo	ortant		impo	rtan		Neve	er		Alw	ays
TV exposure value (time x advertising rates for 30 sec)	V82	1	2	3	4	5	V83	1	2	3	4	5
Radio exposure value (time x advertising rates for 30 sec)	V84	1	2	3	4	5	V85	1	2	3	4	5
Rand value of publicity expressed in advertising rates	V86	1	2	3	4	5	V87	1	2	3	4	5
Column centimetres in the press	V88	1	2	3	4	5	V89	1	2	3	4	5
Media reach	V90	1	2	3	4	5	V91	1	2	3	4	5
Readership demographics (segments, profiles, figures)	V92	1	2	3	4	5	V93	1	2	3	4	5
Viewership demographics (segments, profiles, figures)	V94	1	2	3	4	5	V95	1	2	3	4	5
Listenership demographics (segments, profiles, figures)	V96	1	2	3	4	5	V97	1	2	3	4	5 5
Continuity of publicity after the event	V98	1	2	3	4	5	V99	1	2	3	4	5
Cost per thousand of audience delivered	V100	1	2	3	4	5	V101	1	2	3	4	5
Target market reach effectiveness	V102	1	2	3	4	5	V103	1	2	3	4	5
Pre-event media coverage	V104	1	2	3	4	5	V105	1	2	3	4	5
Spectator figures	V106	1	2	3	4	5	V107	1	2	3	4	5
Surveys on staff attitude towards the sponsorship	V108	1	2	3	4	5	V109	1	2	3	4	5
Staff incentives/rewards	V110	1	2	3	4	5	V111	1	2	3	4	5
Pre- event attitude surveys towards the sponsor	V112	1	2	3	4	5	V113	1	2	3	4	5
Post event attitude surveys towards the sponsor	V114	1	2	3	4	5	V115	1	2	3	4	5
Time-trend analyses of product awareness	V116	1	2	3	4	5	V117	1	2	3	4	5
Time-trend analyses of corporate image enhancement	V118	1	2	3	4	5	V119	1	2	3	4	5 5
Increase in sponsors' name recall	V120	1	2	3	4	5	V121	1	2	3	4	5
Cross impact between sponsorships and sales	V122	1	2	3	4	5	V123	1	2	3	4	5
Cross impact between sponsorships and sales promotion	V124	1	2	3	4	5	V125	1	2	3	4	5
Cross impact between sponsorships and public relations	V126	1	2	3	4	5	V127	1	2	3	4	5
Cross impact between sponsorships and advertising	V128	1	2	3	4	5	V129	1	2	3	4	5
Cross impact between sponsorships and direct marketing	V130	1	2	3	4	5	V131	1	2	3	4	5
Measuring customer reaction	V132	1	2	3	4	5	V133	1	2	3	4	5
Product trail opportunities	V134	1	2	3	4	5	V135	1	2	3	4	5
Product/brand/service awareness	V136	1	2	3	4	5	V137	1	2	3	4	5
Promotional licensing success	V138	1	2	3	4	5	V139	1	2	3	4	5
Merchandising success	V140	1	2	3	4	5	V141	1	2	3	4	5
Physical exposure of company branding	V142	1	2	3	4	5	V143	1	2	3	4	5
Hospitality success	V144	1	2	3	4	5	V145	1	2	3	4	5
Effect on community relations	V146	1	2	3	4	5	V147	1	2	3	4	5
Previous sponsorship spend	V148	1	2	3	4	5	V149	1	2	3	4	5
Competitive spend on sponsorships	V150	1	2	3	4	5	V151	1	2	3	4	5
Alliance opportunities with other sponsors	V152	1	2	3	4	5	V153	1	2	3	4	5
Cost accounting of sponsorship elements	V154	1	2	3	4	5	V155	1	2	3	4	5
Return on investment in Rand value	V156	1	2	3	4	5	V157	1	2	3	4	5
Calculating increased business	V158	1	2	3	4	5	V159	1	2	3	4	5
Sponsorship costs compared to other promotion costs	V160	1	2	3	4	5	V161	1	2	3	4	5
Successful integration between different sponsorships	V162	1	2	3	4	5	V163	1	2	3	4	5
	•	•						•		•		

	Neve	er		vays				
V83	1	2	3	4	5			
V85	1	2	3	4	5			
V87	1	2	3	4	5			
V89	1		3	4	5			
V91	1	2	3	4	5			
V93	1	2	3	4	5			
V95	1	2 2 2 2 2 2 2 2	3	4	5			
V97	1	2		4	5			
V99	1	2	3	4	5			
V101	1	2	3	4	5			
V103	1	2	3	4	5			
V105	1	2	3	4	5			
V107	1	2	3	4	5			
V109	1	2	3	4	5			
V111	1	2	3	4	5			
V113	1	2	3	4	5			
V115	1	2	3	4	5			
V117	1		3	4	5			
V119	1	2	3	4	5			
V121	1	2	3	4	5			
V123	1	2	3	4	5			
V125	1		3	4	5			
V127	1	2	3	4	5			
V129	1	2	3	4	5			
V131	1	2	3	4	5			
V133	1	2	3	4	5			
V135	1	2	3	4	5			
V137	1	2	3	4	5			
V139	1	2	3	4	5			
V141	1	2	3	4	5			
V143	1	2 2 2 2	3	4	5			
V145	1	2	3	4	5			
V147	1	2	3	4	5			
V149	1		3	4	5			
V151	1	2	3	4	5 5			
V153	1	2	3	4	5			
V155	1	2 2 2 2	3	4	5			
V157	1	2	3	4	5			
V159	1	2	3	4	5			
V161	1	2 2	3	4	5			
V163	1	2	3	4	5			

APPENDIX 14 QUESTIONNAIRE (SECTION 4) SPORT SPONSORSHIP SPONSEE AND AUDIENCE ANALYSIS

Section 4: Sponsee and audience analysis University of Pretoria etd

4.1 Sponsees and the evaluation of their sponsorship proposals

The following are statements on the sponsees (events, individuals,							
organisations, groups or teams).		Not			٧	/ery	
Please indicate your opinion about the importance of:	Important im				impo		
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).	1	Not					
Please indicate your opinion about the importance of:		Impo	rtant		impoi	rtant	
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	

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..... 4.2

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

APPENDIX 15 QUESTIONNAIRE (SECTION 5) BIOGRAPHICAL INFORMATION

5.1 Please specify what position you hold in your company: i.e. marketing manager, advertising manager, product/brand or service manager, sponsorship manager, sponsorship consultant, public relations manager, agency representative, agency consultant

5.2 Please specify what sector of operation your company is involved in:

			 ,		,				
	Sector	✓			•	•	Sect	or	✓
	Service						FMC	CG	
Motor vehicle/a	utomotive					Financi	al servic	es	
	Non-profit						Bankiı	ng	
Industrial ma	nufacturer					Liqu	or/brewii	ng	
Oil/	petroleum			Sport	t equipn	nent ma	nufactur	er	
Other: Plea	se specify								

5.3 Please break your total sponsorship spend since 1997 down as a:

% of marketing or communication budget	1997	1998	1999
% of corporate marketing budget	%	%	%
OR			
% of corporate communication budget	%	%	%

5.4 Please break your sponsorship spend since 1997 down according to:

Type of sponsorship	e.g.	1997	1998	1999								
Sport	10%	%	%	%								
Arts and culture	60%	%	%	%								
Environment	10%	%	%	%								
Philanthropic *	20%	%	%	%								
(Add up to 100%)	100%	100%	100%	100%								

^{* (}Donations to charities, non-profit organisations, community service organisations and causes)

5.5 Please specify your <u>direct</u> & <u>indirect</u> expenditure on sponsorships:

Year	<u>Direct</u> sponsorship expenditure ** (Total Rand spend)	Indirect sponsorship expenditure *** (Total Rand spend)
1997	R	R
1998	R	R
1999	R	R

^{**} Direct sponsorship cost items

5.6 If you had to hire a sponsorship manager today to take over all your current sponsorship-related activities, how would that person's time be divided?

(please allocate percentages that add up to 100%) Activity		%
Evaluation of sponsorship proposals	V205	
Creating and finalising sponsorship deals	V206	
Sponsorship planning	V207	
Integrating other marketing communication areas into sponsorship programmes	V208	
Scanning competitive sponsorship activities	V209	
Attending events	V210	
Provide consulting service to sponsees	V211	
Evaluating sponsorship performance	V212	
Other: Please specify		
	100%	100%

^{*** (}advertising, sales promotion, PR, direct marketing, etc. as sponsorship support)

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

All correlations adhere to the following parameters

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

and

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

TABLE 1

Sport	Correlate with sport	(Correlation				
sponsorship	sponsorship	coefficient)				
variables	measurement variable					
(V45 - V55)	(V82 - V164)	r	p-value			
BROAD	BROAD CORPORATE SPORT SPONSORSHIP OBJECTIVES					
Section 2	_1 (V45 - V55 IN SECTION 2 C	F THE QUESTIONN	AIRE)			
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	Correlate with sport	(Correlation	
sponsorship	sponsorship	coefficient)	

variables	measurement variable	9		
(V56 - V64)	(V82 - V164)		r	p-value
PRODUCT/BRAN	D/SERVICE-RELATED S	PORT SPO	NSORSHIP O	BJECTIVES
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

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	Correlate with sport (Correlation		
sponsorship	sponsorship	coefficient)	
variables	measurement variable		
(V65 - V70)	(V82 - V164)	r	p-value
S	 ALES-RELATED SPONSORS	HIP OBJECTIVES	
	_3 (V65- V70 IN SECTION 2 O		AIRE)
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	Correlate with sport	(Correlation	
sponsorship	sponsorship	coefficient)	
variables	measurement variable		
(V71 - V76)	(V82 - V164)	r	p-value
MEDIA COV	EDACE DELATED SDORT SI		CTIVES
	ERAGE-RELATED SPORT SI		
	_4 (V71 - V76 IN SECTION 2 C		
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	0.0032
V71	V162	0.50717	0.0023
VIZ	V 102	0.307 17	0.0014

TABLE 5

Sport	Correlate with sport		(Correlation	
sponsorship	sponsorship		coefficient)	
variables	measurement variable			
(V77 - V81)	(V	(82 - V164)	r	p-value
GUEST H	OSPITALI	TY-RELATED SPO	ONSORSHIP OBJECTI	VES
Section 2	_5 (V77- V8	31 IN SECTION 2	OF THE QUESTIONNA	IRE)
V77	V	['] 98	0.44963	0.0059
V77	V	/99	0.49685	0.0061
V79	V	/99	0.48192	0.0081
V77	V	/103	0.53153	0.0025
V78	V	/103	0.55869	0.0013
V79	V	/104	0.42811	0.0082
V78	V	/113	0.48503	0.0066
V79	V	/132	0.49258	0.0021
V77	V	/142	0.51841	0.0010
V77	V	/144	0.48601	0.0027
V78	V	/144	0.48771	0.0026
V77	V	/ 145	0.57655	0.0011
V78	V	/ 145	0.58382	0.0009
V77 V162		/ 162	0.57023 0.0003	
V78	V162		0.44249	0.0069