

**Government Funding and Corporate Organisations' Sponsorships as Predictors
of Sports Facilities Development in Delta State**

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& Health Education, Faculty of Education, Lead City University, Ibadan, Oyo
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of Education Degree in Sports Administration**

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Certification

This is to certify that, Godspower Avwersuoghene ODEDEDE with Matriculation Number LCU/PG/003886 carried out this research work titled Government Funding and Corporate Organization’s Sponsorships as Predictors of Sports Facilities Development in Delta State in the department of Kinesiology, Sports Science and Health Education, Faculty of Education, Lead City University, Ibadan, Oyo State, for the award of Master Degree in Sports Administration and that this has not been previously submitted

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Dedication

This work is dedicated to God Almighty and to my wife, Mrs. Bright Oghenevwaire ODEDEDE.

Lead City University Ibadan DO NOT COPY

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ABSTRACT

This study examined government funding and corporate organisations' sponsorships as predictors of sports facilities' development in Delta State, The descriptive survey research design was adopted for this study; Multistage sampling procedure was used to select 403 respondents; while questionnaire was used for data collection. The descriptive statistics of frequency counts, percentages and inferential statistics of multiple regressions were used for the analysis. The result of the study revealed that the level of sports facilities development in Delta State was high. There was a significant joint prediction of government funding of budget allocation, subvention, grants and sports trust fund on sports facilities development in Delta State. ($F_{(4,398)}= 161.947$, $p<0.05$). Corporate organization sponsorship ($F_{(4,398)}= 102.731$, $p<0.05$). This shows that there was a significant joint prediction of corporate organisations' sponsorships (sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy) on sports facilities development in Delta State. There were linear combination of prediction of government funding and corporate organisations' sponsorships was tested significant on sports facilities development in Delta State ($F_{(2,400)}=98.014$, $p<0.05$). The result yielded a coefficient of multiple regression of $R=0.574$ and multiple R-square of 0.329. The result also revealed that adjusted $R^2=0.326$; indicating that about 32.6% of variance was accounted for by the independent variables. This means that, there was a significant composite prediction of government funding and corporate organisations' sponsorships on sports facilities development in Delta State. Recommendations: Government at all level should ensure that more grants are provided, while sports trust fund should be ensured and enabling environment should be created to ensure that corporate organisations' sponsorships is encouraged. This could be in terms of sports athlete, sports events sponsorships' and brand / marketing strategy

Keywords: Sports Facilities, Corporate Organization, Government Funding, Subvention, Grants and Sports Trust Fund.

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Chapter One

Introduction

1.1 Background to the Study

One of the most widespread social phenomena is sport, which has a positive impact on people's health and offers both individual and societal economic benefits. According to the United Nations Office of Sports for Development and Peace, sport is a wide range of inclusive activities that are appropriate for individuals of all ages and skill levels, with a focus on the positive aspects of sports¹. "All forms of physical activity that contribute to physical fitness, mental well-being, and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games" is what is meant to be understood as sport for development reasons².

In terms of economic values, sports is any organized physical activity engaged in either as a form of recreation or as a competition, aimed at developing the total body and also as a means of earning a living. The sports industry is the fastest-growing industry in terms of investment value, with a wide range of economic activities. According to estimates, the global sports business, which includes training, events, infrastructure, and sports items, is valued between \$700 and 900 billion annually and is growing faster than the GDP of the majority of nations³. Though, in Nigeria, sports is still being seen or used for recreational purpose. Its contribution to GDP is just 0.005% unlike the Western Countries where sports contributes up to 3 – 4 percent to their GDP¹. Sports contribution to Nigeria GDP is grossly insufficient which might be attributed to poor infrastructural or facilities development.

It is pertinent to state here that availability of sports facilities is pivotal to sports development. Sports facilities in a simple term are fixed, non-moveable, static, permanent sports structure used in sports such as the court, pitch, field, tracks etc. In broad term, facilities in sports include training centers, gymnasiums, stadiums, sports federations, and even universities. Such facilities can host several activities, tournaments, and training sessions⁴. Availability of sports facilities is one of the factors that influence the choice of people to participate in sporting activities. Therefore, it is very necessary to put sports facilities in place for effective sports participation.

The availability of adequate sports facilities and infrastructure through government funding or corporate organisations sponsorships is crucial to the attainment of the country's sports developmental objectives. Good sports facilities influence mass participation, provide the setting for fitness and training, as well as recreation and competitive programmes; foster the spirit of sportsmanship. Adequate provision of good facilities will not only ensure conducive environment but enhance good development and better performance in sports. The lack of basic sports facilities hinders sports participation in many countries mostly the developing countries⁵.

Globally, the responsibility for the provision of sports facilities is shared by the government, individual and private organisations, though in Nigeria and in Delta State in particular, provision of sports facilities has been majorly handled by the governments. Facilities such as Stephen Keshi Stadium, Asaba, Warri City Stadium, Sapele Township stadium, Oghara Township stadium, Ughelli township stadium, Jay Jay Okocha Stadium, Ogwash-Uku, Kwale township stadium, Oleh township stadium, Otu-Jeremi township stadium, Agbor township stadium and Owa-Alero stadium were

built by the government without any support from corporate organisations. The level of corporate organisation sponsorship on sports facilities development in Delta State is very minimal and some of the few facilities built through corporate organisation sponsorship are in dire need of maintenance.

Sports facilities build through corporate organisations sponsorship are: Government College, Ughelli tartan track built by Shell/NNPC joint venture, currently the tracks are going bad. Government College, Ughelli and Hussey College, Warri Volleyball and Basketball courts built by Brown Hill Nig Ltd. Both schools courts are still in good shape. NNPC senior staff club, Warri, the outdoor courts are still very functional while the indoor sports hall is in dire need of maintenance. Shell club, Ogonu. The golf course, outdoor courts are functioning optimally but the indoor sports hall is not

Funding is key to sports facilities development, the level of success a nation can achieve in providing sports facilities is dependent on the level of funding⁶. Sports facilities in Nigeria is solely funded by the government; this is done through annual government financial plan that describe her intentions and policies for the coming fiscal year, as well as the cost associated with them which is the act of budgeting⁷. The annual budget for sports in Nigeria is too small to handle athletes' welfare, run administrative activities, maintaining existing facilities or building new ones. Inadequate funding of sports in Nigeria is an apparent obstacle to providing desirable or world-class sporting facilities.

Maintenance of sports facilities encompasses all planned and unplanned technical, administrative and managerial efforts made to retain or restore an item to an

acceptable condition⁸. The lack of maintenance culture has been a bane of sports infrastructural decay in Nigeria. Most of the sports facilities in the 36 states of the federation are deteriorated, obsolete and insufficient due to lack of maintenance. Maintaining a sports facility for regular usage also requires financial commitment and this is where the government is finding it difficult. Most of the sports facilities in Delta State are dilapidated and no longer functioning due to lack of maintenance⁹.

Policy is a developmental blueprint directing how a goal can be achieved. It is the plan of action written or unwritten to achieve a predetermined goal by an individual or as a group¹⁰. Formulating good sports policy plays a vital role in sports infrastructural development. For instance, in England, their sports policy “Sports England” gives the individuals and private organisations the leverage to invest in sports and make it mandatory that all remittance national lotteries (betting companies) are channeled into sports facilities development and it has yielded positive results. In Kenya, through policy, the Sports, Arts and Social Development Fund and the National sports Lottery Fund were established to supplement the annual budget for sports. In Nigeria, several sports policies have been developed but implementation has been the major challenge because they were not backed by law. The most recent policy is the 2022 National Sports Industry Policy that has a built-in model, a business model built into our sports with three triggers; infrastructure, Investment and Incentive. With the government one time investment, like a marshal plan for sports; private, multi-nationals and international organizations will be attracted to invest in sports in Nigeria which will bring drastic positive change to sports development¹¹.

Funding is very crucial to sports development, from infrastructures; man-powers training to athletes' development require good funding. All the sports facilities in Nigeria, especially those in Delta State were built by the government. And the government in no doubt have realizes that the impact of funding sports facilities in Nigeria is relatively too high, the overhead costs associated with financing sports programmes, camping, training and competitions continue to hinder its development¹². Government fund sports in several ways such as annual budgeting, subvention, grant and trust fund.

The annual budgeting is the major source of funding sports in Nigeria. Its entails the process of government creating a spending plans for a particular period. It is an important tool for monitoring and controlling spending by government. A government budget is simply a spending plan that describes the government's estimation of revenue and expenses for the coming fiscal year⁷. Budgeting, despite being a major source of funding for sports, less than 1.4% of Nigeria annual budget is allocated to sports in 2021 which is too meager to attract needed development in the sports industry.

Subvention is the provision of financial assistance or support from government. It's an allocation or appropriation of fund by government to MDAs periodically for a special or particular project. The National Olympic Committee (NOC), Sports Federation boards such as Nigeria Football Federation (NFF), Athletics Federation of Nigeria (AFN), Nigeria Basketball Federation etc and the National Institute of Sports (NIS) get funded by government through subvention. Through the subvention from the government, they run day-to-day activities of the board or commission.

Grant is a fund that is free financial aid given often by a public body – government and non-governmental organizations with corporate social responsibility. Grant funding is a gift to an individual, agencies, institution, etc, that does not need to be paid back as long as the agency receiving it meets all the conditions for the grant. In Nigeria, government usually give grant to sports establishments mostly during major sports event or competition unlike developed countries like England where grants are always available for grassroots sports development, athletes development, research and facilities development¹².

Marketing is all activities done to achieve organizational goals. These activities might include; meeting and exceeding customers' needs and expectations better than the competition. Contrarily, marketing strategies play a crucial part in transforming company goals and business plans into a competitive market position. Analyzing the corporate environment, identifying target consumer segments, matching products or activities to them, and putting programs in place to gain a competitive edge are characteristics of marketing strategies^{13,14,15}. In modern day business, marketing is very vital to its survival.

Sponsorship has become one of the strongest marketing strategies globally and a marketing communication tool used in achieving corporate objectives¹⁶. It is an element of marketing communication that entails marketing mix of products, price, distribution and communication. Sponsorship entails investing in an event or project with the aim of achieving own organisational goals, such as increase in sales, enhancing brand image and reputation and also creating brand awareness. Corporate organisations sponsorship of sports is an attempt by corporate organisations such as the

private, multi-national and international organisations to link products, brand and services with well-publicized or advertised sports event with the provision of financial resources aiming at achieving company goals¹⁷.

Several studies have been conducted about government funding, corporate organisations sponsorship and sports facilities development. A study focused on “Success or failure? Predicting the financial performance of United States national non-profit sports organisations using binary logistic regressions¹⁸”, another study focused on “A wise investment by urban govzernments: Evidence from intelligent sports facilities¹⁹”.Further more, another study examined “Sports Facility Development and Politics in Budapest²⁰”. “Sports Marketing in Nigeria: Governments’ Funding and Sports Development Recommendations” as a study was carried out⁶. ” The Effects of Sport Involvement, Sponsor Awareness and Corporate Image on Intention to Purchase Sponsors’ Products” was another study been carried out also, “Government subvention, marketing and sponsorship as funding strategies of sports development in Nigerian University Games Association (NUGA)” and “Sports Facilities And Sports Development In Secondary Schools In Delta North Senatorial District^{21,22}”. Therefore, this stucy will investigate, government funding and corporate organisations’ sponsorship as predictors of sports facilities development in Delta State. This study is unique, because of the peculiarity of the study population (government and corporate organisations’ sports stakeholders) involved, who are principally advocates of adequate sports facilties development. Investigating the predictors of sports facilities development funding in Delta State is essential to enable us fix the missing gaps in

sports facilities development and address sports facilities deficit in the state towards putting in place world-class sports facilities in Delta State.

1.2 Statement of the Problem

Delta State faces significant challenges in development and maintenance of sports facilities which hinders the growth of sports development and its associated benefits on long term athletes development. The apparent scarcity of funds, inadequate corporate sponsorships deals and inadequate allocation of resources might have resulted in poor sports facilities development and maintenance in Delta State. The sports sector is facing a lot of problems which includes; outdated, dilapidated and inadequate sports infrastructures/facilities; talented sportsmen/women from Delta State relocating to foreign countries for greener pasture (i.e sports labour migration) due to lack of training facilities; uneven distribution of sports facilities across the urban and rural areas in the State; untapped and underdevelopment of sports talents due to lack of functional modern sports facilities. Economic losses due to lack of opportunities for sports tourism and internal revenue generation(IGR); and absence of community engagement leading to reduced social cohesion as well as limited opportunities for participation in recreational activities.

Consequently, there are limited opportunities for sportsmen/women for growth and development and to compete favourably and its negative impact on youth sports development and mentorship which impedes sports development in Delta State. While most Studies have explored Government funding and Corporate Sponsorships in sports development, Delta State is facing a sports development challenge marked by sports infrastructural deficits, untapped sports talents and unequal access to sports

facilities, which hinders elite athletes development in Delta State. Therefore, this study investigated Government funding and Corporate Organisations' Sponsorships as predictors of sports facilities development in Delta State.

1.3 Aim and Objectives of the Study

The aim of this study was to investigate Government funding and Corporate Organisations' Sponsorships as predictors of Sports facilities development in Delta State. The specific objectives were to:

- i. identify the level of sports facilities development (funding, sports policy, accessibility of sports facilities and sports needs) in Nigeria.
- ii. ascertain the joint prediction of government funding (budget allocation, subvention, grants and sports trust fund) on sports facilities development in Delta State.
- iii. verify relative government contributions of budget allocation, subvention, grants and sports trust fund on sports facilities development in Delta State.
- iv. ascertain the joint prediction of corporate organisations' sponsorships (sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy) on sports facilities development in Delta State.
- v. ascertain the relative contributions of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy on sports facilities development in Delta State.
- vi. establish the composite prediction of government funding and corporate organisations' sponsorships on sports facilities' development in Delta State.

1.4 Research Question

This research question was raised and answered in the study:

1. What is the level of sports facilities' development in Delta State?

1.5 Hypotheses

The following hypotheses were formulated and was tested at 0.05 significant level:

Ho1: There was no significant joint prediction of government funding (budget allocation, subventions, grants and sports trust fund) on sports facilities development(funding, sports policy, accessibility of sports facilities and sports needs) in Delta State.

Ho2: There was no significant relative contributions of budget allocation, subvention, grants and sports trust fund on sports facilities development in Delta State.

Ho3: There was no significant joint prediction of corporate organisations' sponsorships (sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy) on sports facilities development in Delta State.

Ho4: There was no significant relative contributions of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' on sports facilities development in Delta State.

Ho5: There was no significant composite prediction of government funding and Corporate organisations'sponsorshipson sports facilities' development in Delta State.

1.6 Significance of the study

This research work is expected to be beneficial to all stakeholders in the sports industry – athletes, coaches, sports managers in the state, facilities developers, private individuals, corporate organisations, sports marketers and government. The study is significant to attend to the sports infrastructural decay and condition that couldhelped

the government and sports stakeholders at all levels to understand and address the challenges of inadequate sports facilities in the state. The study would also encourage the development of world-class sports facilities powered by corporate organisations collaboration capable of attracting elite athletes across the globe to the state and may also help in revamping grassroots sports which is the bedrock of sports development.

Furthermore, findings of this study may boast the sports industry market value chain thereby creating more jobs opportunities by attracting investors. Conclusively, it would serve as link and guide for future researchers in related studies and for government and private institutions to know that sports facilities development is the pillar to sports development and it is only through public private partnership (PPP) that effective results can be achieved in sports development in Delta State.

1.7 Scope of the study

The scope of this study includes: survey research design, Delta State, Sports stakeholders in the Delta State, Sports commission, sports administrators, corporate organisations sponsoring sports, coaches and athletes and all the forty (40) sports associations in Delta State.

1.8 Limitation of the Study

Below were the limitations of the study.

There was limited access to data due to difficulties in the terrain of the respondents most especially those in the riverine areas. However, with the guide of two (2) research assistants who are very familiar with the terrain, the researcher was able to access the respondents in those terrains. A total sample size of four hundred and forty three (443) was proposed for the study but the researcher encounter some challenges of inability to

access some riverine areas and was able to retrieve back four hundred and three (403) questionnaires that were analysed for the study. There was a lukewarm attitude of the respondents in corporate organisations and some of the staff of Delta State Sports Commission in responding to the research instrument and releasing information but the researcher was able to liaise with the Director-General and Director, public relations of Delta State Sports Commission for the cooperation of the respondents and also persuaded the respondents using a one-on-one approach, assuring them of the utmost secrecy of details.

1.9 Operational Definition of Terms

The terms that are relevant to the study include

Branding: It is the act of creating a strong, positive perception of a company, its products or services in the customer's mind by combining such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications.

Corporate Organisation: It is an entity registered under the acts with Corporate Affairs Commission of Nigeria.

Corporate Organisations Sponsorship: It is an act by which an entity or corporate companies finance events or organisations and competitions.

Government Funding: Money released by the government to finance its sports establishment and sports activities.

International Organisations: They are institutions that draw their membership from at least three countries, having activities in several countries, and whose members are held together by a formal agreement.

International Sports Organisations: These are international non-governmental organisations recognized by the International Olympic Committee (IOC) as administering one or more sports at world level.

Multinational Organisation: It is any organisation that has its business operations in at least one country other than its home country.

Private Organisation: It is any personal, partnership or corporation organisation that is not owned or operated by the government.

Promotion: It is the act publicising some products or services in order to increase sales or create public awareness.

Sports Development: This is the act of furthering the growth of sporting opportunities for participation and competition throughout a nation.

Sports Facilities' Development: They are permanent, fixed and immovable structures used in sports programmes and competitions.

Sports Facilities: These are enclosed areas and structures used for the practicing of sports and games

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Chapter Two

Literature Review

The related literature for this study was reviewed under the following sub-headings:

2.1 Conceptual Review

2.1.1 Concept of Sports and Sports Development

2.1.1.1 Sports Development in Delta State

2.1.1.2 Sports Development and

2.1.1.3 Economy Development

2.1.2 Sports Facilities Development

2.1.2.1 Sports Policy and Facilities Development.

2.1.2.2 Funding and Facilities Development.

2.1.2.3 Sports Needs and Facilities Development.

2.1.2.4 Accessibility and Facilities Development

2.1.3 Government Funding

2.1.3.1 Government Funding and National Competitions.

2.1.3.2 Budget Allocation

2.1.3.3 Subvention

2.1.3.4 Grants

2.1.3.5 Sport Trust Fund

2.1.4. Corporate Organisation Sponsorships

2.1.4.1 Sport Athlete Sponsorship

2.1.4.2 Sports Organization Sponsorships

2.1.4.3 Sports Events Sponsorship

2.2. Theoretical Framework

2.2.1 Sports Facilities Development: Public Goods Theory by Paul Samuelson, 1955

2.2.2 Government Funding: Economic Development Theory by Simon Kuznets, 1970

2.2.3 Corporate Organisation Sponsorship: Social Capital Theory by Robert Putnam's

2.3 Review of Empirical Studies

2.3.1 Government Funding and Sports Facilities Development

2.3.2 Corporate Organisation Sponsorships' and Sports Facilities Development

2.4 Conceptual Model

2.5 Summary of Gaps in Literature Reviewed

Endnotes

2.1.1 Overview of Sports and Sports Development

Sports have become a global phenomenon that receives attention from all works of life irrespective of age, race, and gender. Everyone tends to show interest in sports either as a way of making money through the business dimension of sports or as a way of staying healthy through engaging in physical activities. The global popularity of sports has demonstrated that people are drawn to sports more than any other activity in the world, whether as participants, spectators, or volunteers. As a result, a large number of large organizations, philanthropists, government agencies, and others are now investing heavily in sports. This widespread appeal cuts over political, social, cultural, and national divides, and when a sport is well-run, both players and spectators can have a great time.

The concept of sports has been viewed by many scholars in different ways. Sports are different recreational activities in which humans engage¹. This school of thought limited sports to pastimes played for enjoyment and relaxation during the day. From a sociological perspective, sports can promote camaraderie and harmonious cohabitation among individuals despite a variety of obstacles, including social class, gender, race, and place of origin². Participating in sports for fun and social reasons is only one aspect of sports concepts. Sport is a physically demanding and skill-based competitive activity where teams or individuals compete against one another for entertainment. More broadly, play, leisure, organized or competitive sports, and indigenous sports and games are all types of physical exercise that support physical fitness, mental health, and social engagement³.

Sports are planned, unplanned physical activities that can be played inside or outdoors, competitively or non-competitively, to help people develop their physical abilities, unwind mentally, and improve their physical health⁴. Sports are physically demanding and complicated activities that call for a variety of particular physical capabilities in order for an athlete to perform as well as possible when executing skills involving strength, speed, endurance, agility, flexibility, and bursts of energy⁵. It is clear from all schools of thought that sports are associated with physical activity, energy expenditure, rivalry, and enjoyment for the players. Sports have evolved from being only physical activities and forms of entertainment to being a massive global investment industry that provides a means of income for a large number of individuals as well as a source of growth for numerous societies worldwide³. In a nutshell, sports are any organized physical activities engaged in either as a form of recreation or as competition, aimed at developing the total system of the body and also as a means of earning a living.

i. Sports Development

Promoting sports for the community is a part of sport development. Sport development needs solid alliances and networking with a range of community organizations, service providers, facility managers, national governing bodies, local governments, and volunteer organizations in order to succeed⁶. Sports development is about making sure there are plenty of opportunities for sports in a community or region. To succeed in sports development, it's important for different groups to work together. This includes national sports organizations, local governments, sports clubs, sport councils, land and venue owners, and schools. Sports development projects can involve

things like: giving people more chances to play sports, training volunteers and coaches, getting schools and communities involved in sports, running programs for specific groups of people, organizing events, and raising money. It also includes creating paths for people to go from beginner levels to more advanced levels in sports⁷.

Sport development is all about making sports better and more popular in schools and society. It means using sports to help people learn better and create better environments for learning. There are two main parts to sport development: Sports Development (SD) and Sports For Development (SFD). When we talk about SD, we mean making sports better by creating rules, competitions, and facilities. On the other hand, SFD focuses on how sports can help people in personal and social ways, like getting healthier, stronger mentally, making friends, and becoming better people overall. International institutions like the International Olympic Committee and the United Nations, as well as governments, are important stakeholders in the development of sport. Sport development is ultimately about using sports to improve our communities in a variety of ways⁸.

Sport development involves the growth of sports and using sports to help society develop in various ways. This includes building sports facilities, getting people interested in sports, and improving physical, social, and mental health. The idea is to develop sports themselves and use sports to make a positive impact on individuals and communities. Governments often use sports development to tackle social, economic, and cultural issues by using sports to bring people together, improve health, and boost the economy. Sports also have a big role in education, making learning more engaging and promoting active lifestyles. The connection between sports and development also

extends to the economy, as sports create jobs and contribute to economic growth, particularly in regions like Europe and North America⁹.

ii. Sports Development in Delta State

Since the creation of Delta State in 1991, the state dominated the sports environment in Nigeria, winning eight (8) out of the ten (10) national sports festival held from 1999 till date and also winning the national youth games in six (6) successions produced several international athletes mostly in football and athletics such as Austine J.J. Okocha, Sunday Olise, Victor Ikpeba, Wilson Oruma, Blessing Okagbare, Ese Brume and many others. And has also produced seasoned coaches and sports administrators in athletics, football, weightlifting, basketball, swimming and so on. Apart from been known as oil producing state, Delta State is a house-hold name when its comes to sports development in Nigeria.

Currently, Delta State is the defending champion of both the national sports festival (NSF) also known as Nigerian Olympics and the national youth games. During the administration of His Excellency, Chief James Ibori as the executive governor of Delta State, stadiums were built across the 25 local government area of the state, this is to make sure that everyone have easy access to sports facilities in all the local government areas thereby boosting grassroots sports. Some of these facilities were also used in hosting international and national sports meets. Good attention were also given to athletes and personnels development. Outstanding athletes were given oversea scholarship for study while some were employed as a programmed athletes/coaches.

Delta state was the first state in the federation that enact sports commission act that moved sports from ministry to commission for eassy and effective sports

administration and development in 2008 during the administration of governor Emmanuel Uduaghan. The administration also initiated the cash reward of one million naira for every gold medal won by an athlete and seven hundred thousand naira for coach. In order to develop grassroots sports, Delta State governor cup was introduced. Intra-school football competition which later metamorphose into the present annual zenith principal cup for secondary schools in Delta State. The administration of governor Uduaghan also constructed standard football pitch in some selected primary and secondary schools in the state.

Delta State sports festival tagged as Delta State unity games was held in 2017. The festival was pattern after national sports festival and it is aimed at preparing athletes for national sports festival. In 2019, the government of Dr. Okowa revamped the state school sports festival to prepare athletes for national youth games, declared annual inter-house sports compulsory for all schools in Delta State and the last period before break every Thursday was reserved for sports in all schools. In 2020, Delta State ALGON Athletics competition was introduced, a competition that is aimed at discovery potential athletes. Delta State have been known as one of the state that invest heavily on sports which is one of the reason most of the federations want to host their sports activities in delta state. For instance, in 2023, Delta State budget for sports is ₦15.7 billion almost double of the federal government of N8.664 for sports¹⁰.

iii. Sports and Economic Development

The role of sports and its benefits to mankind and society is enormous. Sports have so great impact on every sphere of life and their importance cannot be overemphasized. Everyone, companies, corporate organizations, Schools, religious

bodies, and the political world among others gets involved in sports due to the enormous benefits it offers. On the individual, sports encourage teamwork, build self-confidence, and enjoyment of life. The unifying power of sport can work its magic on the problem solving through the spirit of cooperation, helping to create understanding and harmony while improving quality of life⁴. It can help make individuals healthier by keeping individuals active and healthy, reducing youth health risk behavior, and promoting healthy aging.

Additionally, it can help set people—mostly young people—on a positive course in life by promoting positive youth development, preventing youth crime and gang involvement, teaching positive values and life skills, helping children learn and develop through play, and increasing physical capacity and motor skills¹¹. Sports are defined as physical activities and skill-based competitions between people or teams for recreational purposes. Sports are so important in today's world that they benefit players in ways beyond just physical health. It is also helpful for amusement and communication, and for some, it provides a living¹².

Sports have numerous functions in modern culture. Today's society depends heavily on sport, which has an impact on social cohesion, health and education, national integration, leisure, and economic growth, among other areas of life. Sport has a lot of positive effects on society; it can fight discrimination, promote social integration, bring people together, support local economic development, create jobs, and create unity. It can also have a big impact on and increase awareness of issues like women's rights, sustainability, and other issues. Sports encourage physical and mental well-being and teach participants the value of exercise discipline^{11,13}.

A nation's economy benefits from sport in two ways: first, through directly generating jobs, income, taxes, and revenue; second, through indirectly enhancing people's health and well-being, this lowers healthcare expenses and boosts worker productivity. It is a valuable resource that encourages economic expansion and growth in emerging nations. It also acts as a natural capital catalyst, raising productivity and enhancing physical well-being. The estimated yearly value of the total global sports market, which includes training, events, infrastructure, and sports equipment, is between \$700 and 900 billion, expanding more quickly than the GDP of many nations³. Sport contributes 2.12% amounting to 279.7 billion pounds to the GDP of the EU annually.

Furthermore, sports-related employment accounts for 2.72% of all jobs in the EU. The countries that benefited the most from sports are Australia, Germany, Poland, and France⁹. The global sports market has exceeded the national income of 130 countries; the size of China's sports industry reached 1.9 trillion Yuan (USD 294.1 billion). 1 dollar in 2016, and 2019, the size of the US sports industry reached \$73.5 billion. In many nations, sports economics plays a significant role in driving the national economy¹⁴.

Global sports investment has peaked, but Nigeria is still having difficulties, which may be because the country doesn't have enough sporting facilities. Because statistics do not include sports as one of the primary industries to be taken into account when estimating GDP, it is currently challenging to evaluate the effect of sports on Nigeria's GDP. Nonetheless, the industry, which contributed 0.19%, 0.31%, and 0.33% of Nigeria's GDP in 2019, 2020, and 2021, respectively, is regarded as a component of

the recreation and entertainment sector. Nigeria's economy still receives less than 1% of its GDP from sports¹⁵.

2.1.2 Sports Facilities Development.

i. Sports Policy and Facilities Development

The word "policy" refers to plans of action for attaining success inside an organization. A policy is a strategy for reaching the objective. It assists people or organizations in achieving a particular goal¹⁶ and can be written or verbal. Building sports facilities requires having a strong sports policy. Appropriate policies can draw in investors or private groups. Thanks to well-crafted sports policies, developed nations have made significant progress in developing their sports infrastructure. For instance, investment in sports is permitted for both private organizations and individuals in England under the "Sports England" sports policy. The policy was created using a business model that requires returns or value for investors to make an investment. It mandates that funds from national lotteries be utilized for crowd funding and the construction of sports facilities. Because of this policy's success, there are more than 6,000 sporting facilities in England for every 1000 people. Policies have been put in place in Kenya to augment the yearly government money allocated to sports. For this reason, the National Sports Lottery Fund and the Sports, Arts, and Social Development Fund were established, and they have had a notable influence on the development of sports facilities in Kenya.^{17,18}

However, in Nigeria, the reverse is the case, for there is no effective sports policy that can attract investors to develop our facilities. The absence of good and working sports policy in Nigeria has seriously hindered the development of sports

facilities. Though the new National Sports Industry Policy developed in 2022 that includes a business model for sports could have been the magic wand that will turn the sector around there have been challenges with implementation because the policy is not backed by law. The goal of the policy is to turn sports in Nigeria into a vibrant economic sector. To achieve this, the government supports a private sector-led strategy that leverages the key drivers through investments and strategies in four distinct sectors that align with the three key trigger platforms—the 3Is and the 1P—that serve as the cornerstone of the Sports Industrialization Agenda.

- 1 Infrastructure: Filling in the gaps in the sector's infrastructure will be the primary catalyst for the growth of the sports industry at every stage of its value chain³.
2. Investments: Calculating the amount of capital needed to meet the industry development goals and targets (an annual revenue target of N2 trillion, a 1.5%–3% GDP contribution, and 5–10 million direct and indirect jobs).
3. Incentives: Describe the incentives required to draw the specified amount of investment and how the government uses market-based rules and incentives to guarantee the private sector's participation in the growth of the sports industry³.
4. Policy: Depicting the measures necessary to encourage grassroots sports participation, how this growth in involvement can be converted into a higher demand for sporting goods and services, and how the government handles the cross-sectoral issues necessary for the rise in participation levels and the investment necessary for the sports industry's development³.

The National Sports Industry Policy did not specify the major source of funding and there is no law backing it therefore, implementation becomes very difficult. Unlike

the England and Kenya Sports policies that channeled all money from national lottery to sports infrastructure development and also backed by law which makes implementation easier.

ii. Funding and Sports Facilities Development.

i. Funding entails the release of money by the government, individuals and corporate organisations to finance the construction and maintenance of sports projects or facilities. It is the bedrock of every facility's development. Adequate funding of sports is very necessary if the goals of having standard sports facilities are to be achieved. Globally, funding of sports facilities development is usually done by the government and the private sector through public-private partnership schemes with the private sector holding the bulk of the funding in some foreign countries¹⁷. Here in Nigeria, funding of sports facilities is solely on the government, and this makes it very difficult to meet up in providing adequate standard facilities for sports probably because sports are still seen as entertainment. However, there are some developed countries where sports are still being funded majorly by the government and positive results have been achieved. Examples of such countries are China, Russia and France. Government funding has not yielded any positive impact on sports facilities development in Nigeria hence it poses a big problem for developing sports facilities¹⁹.

In Nigeria and Delta State in particular, sports facilities development are the sole responsibility of the government. Therefore the amount of fund released by the government will determine the kind of facilities to be developed or maintained. The level of availability of sports facilities within a community determines the level of sports participation by community members. The sports facility is considered to be a

basic, physical, and design unit. It has become one of the essential factors in promoting sports activities²⁰. The word “facility” entails a place, building, amenity, or equipment dedicated to a particular purpose, event, or activity. Therefore, a sports facility is a place or venue, building, amenity, or equipment designed for sports or sporting events.

Sports facilities are commonly known as permanent structures used for sports training, upkeep, and wellness, in which safety concerns must be taken into account by governing bodies²¹. The provision of facilities in all sports is one of the major priorities in the promotion and development of sports. Facilities in sports are fixed and non-moveable, providing a long-lasting and stable space for various activities. A vast array of locations are included in the term "facilities," including stadiums, federations, universities, training centers, and gymnasiums. These venues are capable of holding a wide range of competitions, training sessions, and events²². A key characteristic of sports facilities is that they cannot be easily relocated. They are firmly established in one place and built to withstand the test of time. Their lifespan ensures they can continue to support athletes and sports enthusiasts for years to come.

Facilities are physical structures that are necessary for sports programs to be carried out. They are important in every aspect of sports and are a clear indication of sports growth and development in our communities²³. Facilities play a central role in making sports participation possible and successful. Therefore, to promote effective sports development, certain criteria must be met, such as the availability of sports facilities. This simply means that there should be enough sports facilities available and

accessible. Having an adequate number of sports facilities is another important criterion for measuring sports development.

It means having an abundance of sports facilities in a nation, state, local government, institutions, and so on. Without adequate training facilities, it is impossible to achieve satisfactory results from athletes. The accessibility of sports facilities is also a crucial factor in sports development. It means providing opportunities for people to access sports facilities, which in turn helps to promote sports development. Additionally, the standard of sports facilities is a major criterion for sports development. This means that the construction of sports facilities must adhere strictly to internationally acceptable standards in terms of dimensions, surfacing, seating arrangement, lighting, amenities, and water supply among other factors.

Sports facilities include things like playing fields, swimming pools, and gymnasiums. Sports facilities are permanent buildings that can be found both indoors and outside. The support of sporting events depends on these facilities²⁴. There are two main categories for sports facilities: indoor and outdoor. While the outdoor facilities are built outside or left open to support athletic activities, the indoor area amenities are erected or enclosed within the four walls of a building known as a gymnasium or sports hall to facilitate learning or training programs. Fields, courts, and arenas used for football, handball, track and field, etc. are examples²².

Stadiums and training grounds are just two examples of sports facilities; they also include auxiliary buildings like high-performance centers and sports science labs, data processing tools, and athlete-specific medical facilities. One of the key indicators that improves the actualization and realization of sports development is the

development of sports facilities. It comprises the progressive development, accomplishment, and expansion of sports facilities from lower to upper strata. Sports facilities are being continuously improved to either reach or exceed the minimum global standard. One of the most important factors in the growth and promotion of sports is the availability of sports facilities²⁵. The rate at which people get involved in sports is passively related to sports facilities available and accessible. The more people use sports facilities, the more they get involved in sports²². That is to say, if there is low usage of sports facilities, the sports involvement will also be low. Sporting facilities are places for sports activities such as stadiums, halls, fields, and courts with additional facilities like cafes and parking lots²⁶.

It is impossible to overstate the value of sporting facilities for the growth of sports, particularly in the context of supporting and growing professional sports. Athletes can improve their social development, find work, and train, develop, and show off their skills with the support of high-quality sports facilities. Adequate sports facilities support the growth of the national sports business in addition to giving athletes a place to practice and compete. Developing elite athletes and holding sporting events require a top-notch sports facility. The low caliber of sporting activities and outcomes is a result of inadequate sports facilities. Inadequate training facilities frequently prevent athletes from realizing their maximum potential, which results in wasted potential and mediocrity²⁷.

Facilities play a significant role in the sports sector as a whole and in the development of sports in particular. They offer typical environments for programs focused on competitiveness, recreation, and fitness. They have an impact on the general

public's involvement in sports and positively impact the caliber of sporting events and leisure activities. Facilities raise the degree of participation in sports, thus the first step in doing so is to make high-quality sports facilities available for public use, particularly at the local (grassroots) level³.

Nigeria currently lacks modern sports facilities compared to other nations, which has a big impact on the nation's capacity to grow and succeed in sports. A major obstacle to the development of professional sports and athletes is Nigeria's inability to keep up with other African nations in the construction of sports facilities. Nigerian sports have not advanced as much as they could because of inadequate sports facilities. Most sports facilities in Nigeria are outdated and in despair. Many stadiums in Nigeria and Delta State in particular lacks basic amenities such as functioning toilet and electricity, they are not conducive to developing world-class athletes hence, we relied on sending our athletes to foreign countries for development. With the limited facilities, there is a lack of local talent and poor representation in international competitions²⁷.

Building sports facilities is a wise investment because it fosters our culture of sports, provides the groundwork for athletic growth, and generates positive social and economic effects. Enhanced infrastructure has the potential to attract increased private sector investment and cultivate alliances with global organizations. Nigeria has the capacity to create elite athletes, but this potential will remain unrealized in the absence of adequate infrastructure. Analyzing Nigeria's present stadium and arena conditions for sports: Nigeria boasts over 83 stadiums and sports arenas dispersed throughout the nation. Most of them lack a scoreboard, public address system, and a contemporary changing area. They are also poorly maintained and have outdated electronics. In

comparison, as early as 2019, there were 232,000 sports facilities in Russia, approximately 25% more than the population needed to participate in active sports. In Japan, 30% more sports facilities have been built than the population needs active sports, and in Finland, 20% more. There are about 6.791 sports facilities per 1,000 population in England^{28, 29, 30}.

Nigeria has over 60 millions active population to participate in sports with less than 90 sports facilities and arenas available, which shows that there is a gross inadequate of sports facilities in Nigeria. Lack of fundamental sport infrastructure, facilities and equipment such as leisure centers, training centers, stadia, etc. Nigeria's current stadium to population ratio is 1: 5,000,000, which is extremely low when compared to both our population and the 1: 300,000 global standard for a sporting nation. Many of the current public places for physical recreation and fitness are not well maintained, making them unable to support an industrialization strategy aimed at increasing participation and promoting community and social development. Even in cases when facilities are provided, they are completely inadequate and unfit³.

Africa has seen investments in sports facilities from nations like South Africa, Egypt, Kenya, Ghana, and Morocco, in terms of both quantity and quality. For instance, South Africa successfully hosted the 2010 FIFA World Cup, in part because of its state-of-the-art infrastructure. Egypt boasts a vast network of sports facilities that have aided in the development of elite athletes like Mohamed Salah. Kenya boasts world-class alpine training centers that are ideal for top endurance training, while Ghana is well-known for its first-rate football training facilities and centers. However, Morocco

boasts top-notch sporting facilities where athletes exercise with state-of-the-art tools, qualified coaches, and scientists³¹.

Delta State has over 13 stadiums and sports arenas. They includes:

1. Stephen Keshi Stadium, Asaba: This is currently the major sports facilities in Delta State. A 22,000 capacity stadium with 2 indoor sports halls, a swimming pool and standard tartan track and football pitch.

2. Delta State University Science and Technology Stadium, Ozoro. The 10,000 capacity stadium was built by the school management. It has tartan track and the football pitch and all are ok.

3. Warri City Stadium is currently under renovation

4. Jay JayOkocha Stadium, Ogwash-Uku, the tartan track is bad but the volleyball, basketball courts are in good shape including the football pitch

5. Sapele, Oghara, Ughelli, Kwale, Otu-Jeremi, Bomadi and Agbor stadiums are seriously in bad shape and in dire need of maintenance. All tartan tracks are bad including courts and swimming pools.

6. Isseluku, Koko and PTI stadiums are still under construction

7. Owa-Alero stadium, just completed and functioning

8. Effurun, Orerokpe and Isiokolo stadiums were abandoned

Delta State University, Abraka sports complex having indoor sports hall, outdoor courts and exercise physiology lab.(field work, 2024)

The attainment of elite status in sports is indicative of the availability of first-rate facilities. Nigeria is only one of several developing nations hoping to catch up to more established nations in sports, including Russia, England, and Japan. But while

these wealthy nations pour money into creating first-rate facilities for their athletes, Nigeria appears to be falling behind in terms of offering the amenities that athletes require. The limited facilities that are accessible are either old, broken, or of poor quality. Many academics believe that it is difficult to distinguish between the caliber of facilities in a nation and the caliber of sports that are offered. This is due to the fact that one of the main things influencing a sport's expansion is its access to facilities³². It is pertinent to state here that one of the reasons why the Nigeria government cannot be able to successfully host international sports events like the FIFA World Cup, and Olympics Games among others which can rake in huge amounts of foreign currencies into the country is due to lack of international standard sports facilities.

Corporate sponsorship has transformed sports into a multi-billion shilling enterprise over the last century. It has created many opportunities for sportspeople and corporate entities. Simply put, no sporting activity has thrived and grown into full-time endeavors without sponsorship. Organizations of all sizes spend a lot of money on sports sponsorships to get their brand out there and connect it with a particular sport. Corporate organizations sponsor sports facilities by funding the construction and maintenance of sports facilities solely or in partnership.

In western countries like UK, Canada, US, among others, majority of the sports facilities are product of corporate organization sponsorship. Reason there are enough adequate sports facilities in those countries. Unlike Nigeria where the effects of corporate organization sponsorship on sports facilities is still very minimal. All levels of government lack the funding necessary to construct and oversee facilities that would satisfy the target market's enormous demand. In order to close the gap in facilities that

currently exist, the private sector must become involved. However, a major obstacle to the development of sports facilities, particularly at the community level, is investors' inability to recognize the business opportunities that result from little to no incentives to encourage the necessary investment in sports. Alongside this is the capital-intensive nature of facility construction; given the low per capita income of the nation, investors must wait a long time for a return on their investment³.

The major sports facilities in Delta State are owned by the government, though there are some sports facilities in Delta State that was built through corporate organizations sponsorship such as:

1. Government College, Ughelli tartan track built by Shell/NNPC joint venture.
2. Government College, Ughelli and Hussey College, Warri volleyball and basketball courts built by Brown Hill Nig Ltd
3. Sapele Athletic Club housing golf course
4. Shell Club, Ogonu housing golf course, tennis, and indoor sports
5. Abraka Turf for polo game and golf. (field work, 2024)

ii. Accessibility of Sports Facilities

The availability of sports facilities is as good accessibility. For any sports facility that is not accessible use, is as good as that facility does not exist. Accessibility of sports facilities refers to how easy it is to get to a sports facility and use it at different points during a trip³³. Accessibility refers to how easy it is to get from one place to another. It involves making sure you can access resources and services with little effort. This concept is important in understanding how humans go

about their daily tasks. In conclusion, understanding the accessibility of public service facilities is key³⁴.

Access to sports facilities is important for training and competitions. It helps organizations see if they can meet the needs of clients and plan for future growth. Many different people use these facilities, like athletes, coaches, and community members, including those with disabilities. Sports committees and local governments focus on developing facilities to get more people involved in sports. However, not everyone has the same opportunities. People with disabilities often participate less than others. Some facilities, like sports halls, fields, and fitness centers, are not accessible to everyone, limiting the chances for people with disabilities to take part. Besides physical barriers, attitudes towards physical activity can also discourage participation³⁵.

iv. Marketing Strategies and Sports Facilities Development

i. Marketing Strategy

Developing and executing marketing strategy is crucial to marketing. Marketing strategy is the marketing logic by which a business hopes to create value for customers. This strategy includes decisions about which customer to serve and how these customers will be served. Marketing strategy is a very important concept in the field of marketing. It plays a crucial role in the practice of marketing³⁶. Setting objectives, completing them, and resolving manufacturing issues for every product and market within a given time frame constitute a marketing plan. To effectively carry out production and business activities based on the real capabilities of the company and the current market situation, a strategy needs to be established. It is the logical and practical plan that

guides a company in solving marketing issues. The main goal of a marketing strategy is to properly plan products, distribution channels, promotion, and pricing policy³⁷.

Marketing strategies are important decisions that organizations make to achieve their goals. They involve choices about products, markets, marketing activities, and resources. These decisions are made to create products that provide value to customers and help the organization to succeed³⁸.

Sports marketing strategy involves understanding the consumers that a business want to target. The success or failure of a business is determined by how sports consumers react to the sports marketing strategy. The goal of strategic marketing for sports products and services is to gain a competitive advantage by understanding and meeting the various needs of the market better than others. A business must offer its targets consumers more valuable products than its competitors in order to thrive in an increasingly competitive environment of sports. This involves considering the consumer's view point and providing products that offer superior value. To achieve this, sports businesses should be able to anticipate and respond to consumers needs more effectively than their competitors, which is the key to a successful sports marketing strategy. There are four (4) domains of sports marketing strategies, which comprises theme-based strategies, product-based strategies, alignments-based strategies and sports-based strategies^{39,40}.

Theme-Based Strategies: The term "theme-based strategies" describes the application of conventional marketing methods to products unrelated to sports that integrate a sports theme into their marketing campaign. To effectively reach clients, a marketer may decide to deploy sports-related advertising products in sports-related media⁴⁰.

Product-Based Strategies: These involve employing conventional marketing methods to advertise sports goods without having a formal affiliation with any sports leagues. The sports motif in these tactics may or may not extend beyond the actual product being offered⁴⁰.

Alignment-Based Strategies: These involve non-sports-related product markets partnering with sports properties via various sponsorship arrangements. Traditional sponsorships, endorsements, venue naming rights, and licensing agreements are some examples of these forms. The sports marketing environment strongly integrates sports thanks to this type of sponsorship. Using a sponsor's affiliation with sports to market unrelated products is one tactic that is frequently used. For instance, in an effort to attract more clients, Zenith Bank packages and advertises its banking services in conjunction with the Delta State Principal's Cup and Head Master's Cup, respectively⁴⁰.

Sports-Based Strategies: These are businesses that support sports teams and market related merchandise. This domain is highly dependent on sports-related efforts because sports are important to both the product and integration aspects. However, sports marketers these days do not often employ this kind of tactic. In this category, sponsoring a sports team or event is the most prevalent tactic used by marketers of sporting goods or apparel. Customers who are enthusiastic about the sports connected to the particular efforts can be drawn in by using this tactic. Adidas, a company that sells athletic goods and utilizes advertising to supplement its regular sponsorship of FIFA and the World Cup of soccer, is a good example of this. This regularity fosters a synergy that is unique to the sports-related industry⁴⁰.

ii. Marketing Mix

The marketing mix encompasses all actions a company can take to impact the demand for its product. These tools are commonly referred to as the 4 P's of the marketing mix⁴¹. It is a series of actions that are similar to the entire marketing process and need the integration of different elements⁴⁰. The 4 P's model is part of the marketing mix model, which is a crucial element in the field of management. The product, pricing, promotion, and place are the main elements of this concept. When devising a marketing plan, these four factors must be carefully evaluated by the marketer⁴¹. The marketing mix which is also referred to as marketing tools are tactics used to create strategies for sports teams that focus on customers and supporters. The objective of these tools is to fit the 9 P's (people, process, physical, performance, and activities) for intangible goods like services, matches, and events, and the 4 P's (product, price, place, and promotion) for tangible goods at any time⁴².

Product: A product is a set of products and services that a business provides to its intended market. It is divided into three sections. The first is referred to as the core and consists of the product or service that is being offered as is. The product itself makes up the second portion, to which the core adds tangible elements like brand, packaging, quality, and appearance. These elements give the product physical form. The extended product, which adds value and piques buyers' interest, is the third section. This covers customary services including finance, installation, warranty, servicing, and quick delivery⁴³.

Price: Price is the amount of money that supporters or consumers/customers are charged in exchange for a good or service. Setting the price for a product or range of products is

very important for a sports team. The price determines how many supporters will buy the team's goods or services. Pricing strategies are influenced by other factors in sports marketing, such as the product itself, the value it offers, brand partnerships, where the team is located, promotional efforts, the team's expertise, the facilities they have, the technology they use, and loyalty of their supporters⁴².

The price is the sum of money a client must spend to purchase a thing, more broadly, but also the amount of time and energy invested. It is a crucial marketing tool that directly affects consumer perception of a brand. The state price is the product's official price, but discounts and other perks are frequently applied to increase the product's appeal to buyers. But utilizing discounts too often can work against you if you're trying to establish a strong brand that emphasizes the qualities and advantages of the product. This is due to the possibility that consumers who grow accustomed to discounts will only value the lowest price and not the brand itself⁴³.

Place: All actions that enable a product to be accessed by its intended audience are referred to as place. It is the procedure that transfers the product from the manufacturer to the final consumer. Reducing the expenses related to this procedure is the goal. It involves making choices about how a marketer introduces a product or service to a consumer or how a merchant delivers products and/or services to consumers. If consumers could not use a fantastic product or service, it would be pointless. Usually, these choices have to do with providing the products to the clients at the desired time and location. The distribution is available in two variants. When a business delivers a good or service to a client directly, they do so without using a middleman. Indirect distribution is the second iteration. Transportation, warehousing,

choosing wholesalers and retailers, choosing the right setting for product placement, and product mix at the point of sale were all part of the distribution process. Enhancing the relationship between manufacturers and distribution strategies also entails looking for other ways, including e-commerce^{42, 43}.

Promotion: The term "promotion" refers to a range of strategies used to effectively convey a product's attributes and advantages to customers in the hopes of convincing them to buy it, including public relations, personal selling, advertising, and sales promotion⁴⁹. Promotion in sports can accomplish a number of objectives, including raising awareness, igniting demand, promoting the use of goods, services, and experiences, and luring in new and devoted followers. In order to promote something, one must communicate thoughts, feelings, and opinions to others and wait for a response⁴².

Five factors must be understood in order to make a decision about promotion: goals for the campaign, budget, message content, and promotional strategies (public relations, sales promotion, product placement, advertising, digital marketing, direct marketing, customer relationship management, buzz marketing, etc.). Media options include radio, television, internet social networks, YouTube, newspapers, magazines, billboards, and so on. There are two methods of promotion: non-personal and personal. Conversationally promoting ourselves to others is what we do. It uses nonverbal cues and provides for instant response, whereas non-personal promotion uses ways to reach a wider audience with messages. While non-personal promotion is more effective at reaching a wider audience, gathering feedback can be more costly and yield less flexible results⁴³.

Physical Evidence: This include the environment in which the service is provided and all types of goods that facilitate the provision and distribution of the service, such as physical buildings, parking, furniture, colours, noise levels, air conditioning systems, logos etc. it is the enviromnt created by the marketers to attract customers and provide them with a memorable experience while patronizing their products or services. The physical evidence should be appealing , attractive and stimulate customers emotions and energy, intimidating competitors. A unique and captivating physical evidence can bring the facility to life, giving it a recognizable brand identity and creating a vivid images in the customers minds⁴².

Process: Processes are the activities or tasks involved in providing a service. It is important to define and understand these processes in order to create and deliver value to sports customers. These processes are also referred to as service design or value chain. A process consists of the method and sequence of actions performed in delivering the service. A poorly planned process can result slow, bureaucratic, and ineffective deliverary of the service. This can lead to dissatisfaction among targetd audience. Therefore, it is crucial to align and design processes properly to ensure efficient and attractive service. Processes as a marketing tool mainly impacts customers service interms of time and how it is delivered. This includes factor such as waiting time, the speed at which the service is provided, the way the service is carried out, and communication with the company^{42, 43}.

Presentation: The presentation is about creating a service and image. It raises the questions of how the device should impact the customers. It mainly emphasizes cleanliness, atmosphere, and comfort, which are important for providing sports services.

This marketing tool has a significance on a customer's first impression when they enter a service point, which then shapes their perception of the business in the long run⁴³.

People: This includes staff, service employees; or anyone involved in producing and delivering the service. They are all individuals who play a crucial role in presenting services and influencing the perception of the customers. The success of the service depends on their training, how they interact with others, how they handle the service with care, and how they present themselves. People are essential and crucial part of any sporting activity and event. They play a significant role in delivering exceptional performance. The service provided by the staff of a sports enterprise represents the quality of the event or activity. Customers assess the quality based on their interactions with the frontline team^{42, 44}.

Programme: This encompasses all activities in the marketer's efforts to reach target customer in a sports event, or activity. This document describes every process of the sports marketing plan. It helps professional ensure performance and quality to benefit consumers by identifying deficient processes and providing solutions. It emphasizes customer orientation throughout the process to guarantee their satisfaction. The programme also involves controlling process performance, ensuring service quality, addressing gaps that affect performance and customers satisfaction, evaluating the staff team's expertise, and utilizing marketing tools to fulfill the mission, goals and results of the sports marketing plans. Its goal is to promote positive emotions, happiness and experiences among consumers to maintain healthy relationships. The programme serves as a descriptive document to guide future interactions and achievement⁴².

iv. Factors Affecting Sports Facilities Development

The development of sporting facilities in Nigeria is hindered by numerous obstacles. A few of these are inadequate funding for sports facilities, corruption in the sports industry, a lack of maintenance culture that causes facilities to collapse, an excessive reliance on government funding, disregard for the private sector, and an inadequate distribution of resources that results in badly thought out and carried out facility projects²⁷. Nigeria is currently lagging behind other countries in the development of sports facilities because of a number of issues, including bureaucracy, lack of funding, deterioration brought on by aging buildings or facilities, careless facility use, vandalism by third parties, a lack of a clear maintenance culture, a shortage of technically skilled and qualified professionals (grands-men), poor facility design and construction, delays in reporting problems and carrying out repairs, etc⁴⁵.

Factors affecting sports facilities development in Nigeria can be summarized to be; a lack of functioning sports policy, inadequate funding, lack of maintenance culture, procurement process, and lack of qualified man-power.

Maintenance Culture: In Nigeria, enormous sums of money are spent on building sports facilities, but there is a dearth of maintenance practices to extend the facilities' lifespan. Maintaining equipment and facilities in a good and functional condition at all times is known as maintenance culture. It includes all technological, administrative, and management adjustments—both scheduled and impromptu—made to preserve or return an asset to a suitable state⁴⁵. The practice of routinely and persistently maintaining a structure, machinery, infrastructure, facilities, equipment, etc. in excellent operating order is known as maintenance culture⁴⁶.

There are about 62 stadia in Nigeria, owned by federal and state governments. Some of these stadia have hosted international sports events and have produced a great crop of elite athletes in the past. But today, majority of these stadia are terribly in bad shape, that they cannot be used for training not to talk of hosting national or international sports events. Examples are:

1. National Stadium, Surulere, Lagos State.
2. Warri City Stadium, Delta State.
3. NnamdiAzikiwe stadium, Enugu
4. Ahmedu Bello Stadium, Kaduna
5. Yakubu Gowon Stadium, Port-Harcourt Rivers State among others.

It is pertinent to state here that, among all the 62 stadiums in Nigeria, it is only GodswillAkpabio International Stadium, Uyo, Akwa-Ibom State that we can be boastful of meeting international standard of hosting any kinds of international sports meets. Several scholars' reports have shown that majority of the stadiums in Nigeria are not functioning due to a lack of maintenance. A proactive culture of facility maintenance has not been adopted, or has not been adopted at all, at many sporting facilities across the country. Under such circumstances, there's a chance that the facility deteriorates faster than anticipated, which could result in high maintenance and repair costs. Lacks of funding and outright carelessness are two factors linked to Nigeria's sports facilities' poor maintenance culture. Infrastructure and aesthetics are prioritized so much that upkeep is neglected⁴⁷.

Procurement Process: To guarantee project quality and execution, the procurement procedure is essential. It entails the provision of necessary public goods and services as

well as the management of public financial resources⁴⁸. Public procurement is the process by which the government acquires supplies, equipment, and services for use in state operations. Its primary objective is to get the most for tax dollars. Using public monies to purchase products and services by a procuring entity is known as procurement⁴⁹. Traditional procurement and sustainable procurement are the two (2) fundamental approaches to the procurement process. The pursuit of value for money is the main objective of traditional procurement. Sustainable procurement involves adopting economically sound solutions, minimizing environmental impact through the supply chain, and making socially and ethically responsible purchases within a sound business framework. The concept was first introduced at the United Nations World Sustainable Development in Johannesburg in 2002. By challenging the need to buy, lowering quantities where necessary, conserving energy and water, encouraging reuse and recycling, limiting packaging, and improving transportation efficiency, sustainable procurement lowers costs and minimizes waste⁵⁰.

Procurement is essential for governments at all levels world-wide. To ensure timely bids, procurement plans must be connected and a dedicated procurement team should be responsible. Thorough research on proposed sites is also crucial, considering technical and environmental factors. Competition plays a key role in procurement, leading to cost savings. It's important to have transparent government and due process procedures to ensure fair allocation and utilization of resources, as well as effective monitoring of performance and compliance in public projects. Some of the major reasons for procurement process are to bring about accountability, transparency in governance and making sure the right and qualified contractor or bidder handled and

deliver a project effectively as prescribed^{47,48}. Unfortunately, the current procurement process in Nigeria is riddled with nepotism, and favouritism. The budget is inflated, and contracts are often awarded to inexperienced and unqualified contractors, resulting in the delivery of sub-standard projects that do not meet international standard.

2.1.3 Government Funding and Sports Facility Development

Funding is really important for the development of sports. It is needed for things like building facilities, training athletes and workforce, and developing athletes. Government funding entails financing of sports activities through public funds. The entire process of sports management, administration, and development is propelled by finance. Large sums of money are typically involved in the services a program offers, whether they are related to human resources, buildings and equipment, competition management, camping, or preparing athletes for finals. Therefore, reductions in financing for services and program management related to sports would have an impact on the expansion and advancement of sports⁵¹.

The Importance of providing enough funds for sports programmes cannot be overstated, for there are several services involved in sports funding, such as recruiting, and training personnel, purchase of equipment, building proper facilities, medical, security, transportation and taking care of athletes. All of these activities require a significant amount of money; hence they require a higher level of funding in order to achieve their goals⁵². Sports is primarily funded in Nigeria by the government and this has not yielded the desired result in the sports sector. Eventually all the sports facilities in Nigeria, and Delta State in particular that were built by the government and majority of these

facilities have been out of use for a very long time due to lack of fund from the government.

There are other nations that have excelled in sports, and many of them finance sports in various ways. Some are funded by the government majorly while some are funded through the private sector. The funding models for sports depend on how much the private sector can contribute in these countries. In China, for example, there are three (3) primary financing sources for sports: lottery funding, commercial or sponsorship income, and the government sports budget (which includes funding from both national and provincial levels, which give the largest amount of funding). The Chinese government is the primary source of support for sports; the other two sources are only supplementary. State funding is provided to sports agencies in Russia. Because Russians view sports as a source of pride in their country, the private sector's involvement in sports is still relatively young. This is comparable to France, where the majority of funding comes from the regional governments. Even with its importance, private participation is governed by stringent laws. In Germany, the government finances the sports sector in a big way⁵³.

There are various ways in which government fund sports, some of these ways include:

Budget Allocation: Simply said, a budget is a set of financial statements that show revenue and expenses. It is the primary source of government support for sports. It involves the process of the government or an organization creating a spending plan for a specific period. It is an important tool for monitoring and controlling government spending. Budgeting involves creating a plan to spend money. It is an important step in the success of any sports endeavor. Money plays a crucial role in hosting and

developing sports. Without budgetary allocations, facilities, equipment, and human resources cannot be adequately provided, which would affect sports participation and performance⁵⁴.

The government uses a spending plan called a budget to estimate how much money it will make and spend in the next year. The word “budget” is a French word “brunette”, which means “pouch, bag” that contains money for spending and also indicate its purpose⁵⁵. In Nigeria, our national sports budget does not go anywhere, it is too meager to attract needed development in the sports industry. In 2022, N10,063 billion was budgeted for sports sector which includes both capital and recurrent expenditure, in 2023, N8.664 billion was budgeted for sports of which N4.664 billion was for capital projects and in 2024 budget, N31.239 billion was allocated to the sports sector of which N20.004 billion is for capital projects such as construction and maintenance of sports facilities^{56, 57}. By the budgetary allocation, one can convincely say that Nigeria is still very far from achieving success in sports development going by the level of sports infrastructural decayed in the country. For instance, from the report of the former minister of sports, Hon. Sunday Dare, it will cost the the federal government to sum of N20 billion to revamp the abandoned national stadium in lagos which just one facilities out of the numerous dilapidated sports facilities across the country. In other word, to bring back the national stadium in lagos to lime light, it will consume the total budget allocation for projects in sports sector.

Types of Budget

Each corporate entity and government parastatal is undoubtedly distinct in some manner. Therefore, there isn't a budgeting strategy that works for everyone. Various

budgetary forms address various organizational requirements. In general, budgets come in eight main varieties. Among them are:

- a. **Master Budget:** This budget was created and serves as a summary of the functional budgets. It is composed of a cash flow statement, a budgeted balance sheet, and a budgeted profit and loss account.
- b. **Operational Budget:** This budget shows how the organization operates on a daily basis. This budget addresses expenses related to trading, manufacturing, and profit and loss accounts, such as purchasing supplies, paying labor costs, producing and overhead and making sales. The subject matter pertains to budgets for income and costs. The government financial year's operating budget and recurrent spending budget are interchangeable.
- c. **Capital Budget:** Capital budget entails budgets for critical long-term resources acquisition especially fixed assets like sports facilities. The budget is usually for expansion of capacities, significant improvement or replacement of facilities.
- d. **Cash Budget:** This budget displays the predicted closing cash balance at the end of a budget period and accounts for all projected receipts and disbursements throughout a future period. The main aim of this type of budget is to ensure that cash deficits or surplus do not arise and that just sufficient cash is held to meet the payments of the organization. It therefore, ensure liquidity and solvency as well as facilitating financing co-ordination.
- e. **Flexible Budget:** This type of budget allows for the permissible cost levels to be changed to reflect the actual level of activity attained. This is accomplished by

breaking down costs into their fixed and variable components so that the budget can be adjusted in accordance with the actual activity.

f. Basic Budget: This budget serves as the foundation for the present budget and is based on a long-term goal. Compared to a current budget, it usually has a far wider scope and less specific information.

g. Current Budget: It is a short-term plans which are usually operational in nature. Such plans are usually for periods of one year or less. Current budget in usually very detailed and can be used in financing capital projects like construction and maintenance of sports facilities.

Subvention: Subvention is an amount of money given by an organization or government to support a specific purpose. This system of subventions was needed to ensure that people had at least a basic standard of living. The term “subvention” dates back to the late middle English period, specifically between 1400 and 1450. It originated from the latin word “subvention” which referred to an official grant provided as aid. This latin word was formed by combining “subventus”, the past participle of “subvenire”, which means “to arrive as support” or “to release”, with the suffix “-ion”. The concept of subvention entails receiving financial assistance or support from an authority or organisation⁵⁸.

Subvention is also known as subsidy which entails government financial interventions to funding of agencies, MDA's, and federations in order to sustain their services. For instance, the National Olympic Committee (NOC), National Institute of Sports (NIS), sports federations boards such as Nigeria Football Federation (NFF), Athletics Federation of Nigeria (AFN), Nigeria Basketball Federation among others

receive money from the government through subvention which they used in running the day-to-day activities of the commission or boards and also to provide some needed facilities. So many scholars reports has shown that government subvention to the institutions, agencies, commissions, and federation boards is too exiguous to run their day-to-day activities not talking of building facilities.

Grants:A grant is a sum of money provided to a person or organization for a specific purpose, usually by the government. This could be a grant from a local government or authority, or it could be a grant for athletes, students, or research. The grant recipient can have to use the funds for a specific project or meet certain requirements⁵⁸. It is funds donated by an individual or group, frequently a public entity, a philanthropic foundation, a specialized grant-making organization, or occasionally a company with a corporate social responsibility objective. It is granted to a person or another organization, typically a non-profit, occasionally a company, or a local government agency, with the intention of serving the public interest⁵⁹.

The government may provide funding for a specific sports initiative to organizations, agencies, or sports development institutions. A grant is a kind of unpaid financial assistance provided by governmental and non-governmental organizations that practice corporate social responsibility. Similar to a gift, grant financing is non-repayable as long as the organization receiving it complies with all requirements specified by the grant. In Nigeria, funds are typically provided by the government to sports facilities, particularly during significant sporting events or contests. But unlike affluent nations like England, where funding is constantly available for the advancement of grassroots sports, research, and facility construction.

Sports Trust Fund: Money set aside (invested) to generate income in order to support a charitable endeavor is known as a trust fund. Through the use of a legal entity, people can allocate assets to a particular account or business⁵⁸. Sports trust fund is a legal policy enacted by the government to raise fund specifically for the development of sports. It is a fund aimed at paying special attentions to sports development. The main focus of trust fund is the business of raising funds for sports development using the public private partnership (PPP) model. In trust fund, funding is attracted from various sources, including government, People who are enthusiastic about sports, corporate enterprises, development groups, faith-based organizations, and sports-focused organizations⁵⁹.

The trust fund is designated for specific projects and programmes, or it can be invested with the intention of using the final returns for a specific purpose, such as sponsoring a particular sports and its programme or building of sports facilities. The implementation of sports trust funds as a source of revenue for sports financing has greatly alleviated budgetary spending for governments in industrialized nations like the United States, Europe and certain Asian and African countries. These countries have significantly benefited from utilizing trust fund such as building of standard sports facilities, payment of coaches, athletes development etc⁵².

The core objectives of establishing sports trust fund is to fund the construction of sports and leisure facilities, including arenas, gyms, structures, and tracks; improves support and access to funding for athletes and sports organizations, allowing them to participate in sporting events and competitions, makes it easier to acquire and provide equipment for sports and recreational facilities; supports the identification, nurturing

and development of talent in sports; organizes training and capacity building programmes for individuals involved in sports; supports the identification, development, and capacity building of technical personnel and sports support personnel involved in sports. .

Across the globe, one of the fastest ways of growing and developing sports facilities, is through the establishment of sports trust fund (STF). Most of the developed countries that are doing well in sports has trust funds for sports, even in Africa. For instance, Kenya has Sports, Arts and Social Development Fund (SASDF) that was established in 2018, Egypt has Egyptian Sports Fund while Morocco has Orange Sports Corners. Through these special funding for sports, these countries has been able to make some remarkable progress in sports facilities development. However, Nigeria do not have sports trust fund to give special attention to sports development. Though, states like Lagos State and Ekiti State has established their states sports trust fund to give special funding to sports in their states^{38, 59}.

2.1.4 Corporate Organization Sponsorships

Sponsorship is a powerful marketing strategy used world wide. It is a part of marketing communication that involves promoting product, prices, distribution and communication. The main objectives of sponsorship is to invest in an event or project in order to achieve the company's goals. This can include increasing sales, improving brand image and reputation, and raising awareness about the brand. Corporate organizations often sponsor sports events to connect their products, brands, and services with widely publicized or advertised sports events. They provide financial resources to support these events and achieve their own company goals⁶⁰.

The origins of sponsorship can be found throughout Greek history. "Chorigos" is a term that means "I lead people." Sponsorships have their roots in the past, when affluent Greeks were required to pay an additional fee that the general public could not afford in order to receive specific advantages within the community. Since the Olympics and the World Cup are two of the biggest sporting events in the world that most people are interested in, big companies like Coca-Cola, Nike, Rolex, Visa, and others spend millions of euros sponsoring these events, it is clear that the concept of leading the people is what makes sponsorship understandable to everyone⁴¹.

Sponsorship happens when a person or a business gives products, services, or money to support a sports team or an event. This support creates a connection in the minds of customers between the company, its products and the team or events. This connection is why sponsors need to choose teams and events that match the image of their product and business. Sports sponsorship refers to when a company invests money or other resources in a sports team, player, league, event, or facilities in exchange for promoting a positive connection between the sponsor and the entity being sponsored. Companies do this because they want to be associated with the positive values and qualities of the sports entity, which can help improve their own brand image and reputation in the long run. Additionally, companies also have hope to build stronger relationships with their fans. This is why companies often focus their sponsorship investments on this goal⁶¹.

Sports sponsorship is a business strategy that benefits both the sponsor and the sponsored event. The sponsor gets to promote and create awareness for their brand, while the sponsored event receives the necessary funds to support their corporate,

marketing, and communication goals⁶². Sports sponsorship is a marketing tool used by many companies across industries for over half a century. It remains appealing as it involves providing resources directly to an event or activity in exchange for a direct association. This association helps organizations achieve their corporate, marketing, or media objectives⁶³. One of the main ways that various games are promoted and funded is through sports sponsorship. It greatly aids in developing brand quality based on consumers. The majority of fruitful sponsorships enhance the quality and loyalty of the brand. There is no denying the fact that marketing scholars consider sponsorship to be part of marketing communication. The main difference between sponsorship and advertising is that the sponsor does not have complete control over the communication channel and its message. When it comes to event sponsorship, it is like providing financial or other resources to support an event. This means that sponsors contribute money or resources to cover some or all of the expenses and requirements of an event. The main purpose of sponsorship is to help companies achieve their corporate goals. This includes creating a positive corporate image, building brand awareness, and directly boosting sales of products, and services^{64,65}.

Sports sponsorship has become a billion-dollar business and is expanding yearly. In 2018, the North American market alone generated over 17 billion US dollars and is expected to grow to USD 19.88 billion by 2021. From 2014 to 2018, the growth rates ranged between 2.2 and 5.4 percent. Sports sponsorship is the second largest growing segment in the sports market in North America, after media rights. On a global scale, the total expenditure on sports sponsorship in 2012 was USD 40 billion. Sponsoring of sports events can vary greatly, from local competitions in small towns or cities to

international contests like the Olympic Games. Toyota is a prime illustration of the latter, having inked a sponsorship agreement with the International Olympic Committee (IOC) in 2015. This deal was worth USD 1.64 billion and covered the year 2017 – 2024. In 2019, corporate organizations spent 44.295 US dollars on sports sponsorship. It grew to 97.35 US dollars in 2022 and 105.47 US dollars in 2023 and expected to reach 189.54 US dollars in 2030^{63, 65, 66}.

In Nigeria, corporate entities have been supporting sports for more than thirty years, but in the past ten years, this has evolved into a major business strategy. Nowadays, the value of sports sponsorship in Nigeria has increased dramatically, reaching billions of naira, and is now a larger part of the annual budgets of the majority of businesses in the nation. Some businesses have been successful in linking their products to particular sports, and as a result of their yearly sponsorship of select sporting events, they have gained a lot of popularity among customers, spectators, and sports event organizers in Nigeria. Corporate entities continue to be a major factor in the expansion of sports in Nigeria by providing a means of enjoyment for participants, referees, organizers, and fans alike. Companies such as Coca-Cola, Nigerian Breweries, Guinness, Mobil, and others have improved the way athletes are prepared for important tournaments. Other corporations and business organizations, such as Cadbury, MTN Communications, Shell, Nestle Foods, Central Bank of Nigeria, and Globacom, have all actively sponsored competitive sports in Nigeria at various levels⁶⁶.

i. Forms or Types of Sports Sponsorships

There are four types sports sponsorship. They are individuals, teams, sports and events. Each type involves different commitments from both sponsors and the sponsored parties.

a. Sport Athlete Sponsorships: This is the situation where a brand sponsors an athlete. When participating in sports or attending public gatherings like press conferences, they may dress in the brand's apparel. They may also appear in commercials or other brand-related promotional materials. In return, the company will either give them a certain sum of money or pay for things like their sporting equipment, travel fees, or gear. Several well-known instances of sports athletes being sponsored are Roger Federer by Uniglo, Cristiano Ronaldo's Nike endorsement contract, and Anthony Joshua by Under Armour.

b. Sports Organisation Sponsorships: Sponsorships by sports organizations entail a brand providing assistance to a club or league. Similar to individual athletes, they may be compensated by the brand or given items like equipment, clothing, or assistance with field maintenance. In return, a team or club may be given the opportunity to display banners, wear sponsored uniforms, or have their name linked to a business. By paying for competitions and travel expenses, the sponsor carries out their portion of the contract⁶⁸. The English Premier League is sponsored by Barclays, Formula One racing teams are sponsored by Red Bull, Mercedes-Benz, and Alfa Romeo, the Nigeria Premier League is sponsored by

MTN, the Nigeria Handball League is sponsored by Prudent Energy, and the Delta State FA league is sponsored by Bet9ja.

- c. **Sports Events Sponsorship:** This includes when a company supports a sporting event, like a state, national, regional, or international competition. In exchange for this collaboration, the event organizers may receive payment or have costs such as venue rental, hospitality, food, advertising, programs, and officials' expenses paid. The brand's name or emblem may be used on official items. In other words, the brands give money to keep the event going and give away free merchandise to attendees⁶⁸. Brands like Coca-Cola, Airbnb, and Visa sponsoring the Olympics, Milo sponsoring the Secondary School Basketball Championship, Access Bank sponsoring the Lagos State Marathon Race, and Zenith Bank sponsoring the Delta State Principals' and Head Masters' Cups are a few well-known examples of sports event sponsorship.

Elements of Sponsorship

For effective sponsorship deal, there are several crucial elements that need to be considered. These elements play a pivotal role in ensuring a successful sponsorship deal and maximizing sponsorship efficiency. They include fans involvement, sponsor image, sponsor awareness, and purchase intentions.

Fans Involvement: Fans involvement is a fundamental element when it comes to building recognition and awareness of the sponsoring firm. It also influences the attitudes and advocacy of the sponsoring firm. Fans can be defined as the supporters, spectators, or consumers of a sport or sports. They stand for a person's apparent interest in and significance of sports in their own lives. The amount of sponsorships in a given

sport is directly impacted by the level of fan involvement. It has been discovered to actually positively impact sponsorship awareness. Furthermore, enthusiastic sports fans are more inclined to buy the sponsor's goods and show a clear preference for that specific sponsor's product⁶⁹.

Some school of thought believe that the way audiences perceive an event can be determined by how entertaining, pleasing, informative, and interesting it is to them. When viewers find an event entertaining, it provides them with a means of relaxation and enjoyment. A pleasant event is one that does not display behavior that is generally unacceptable. Furthermore, an event can be considered informative when it serves as a platform for acquiring knowledge. Similarly, an event is deemed interesting when the activities involved or its contents are amusing. Therefore, it is crucial for every sponsored event to incorporate these critical elements in order to be worthwhile and worth pursuing.

Fans/spectators involvement, connectedness, and program performance play significant roles in shaping the Fans/spectators perception of television programs. Fans/spectators involvement refers to how viewers perceive the importance of a program. This suggests that the significance of a sports event is influenced to a large extent by the needs, values, and interests of the viewers themselves. On the other hand, connectedness pertains to the level of emotional attachment and engagement that Fans/spectators develop towards the characters and the setting of the event⁷⁰.

Sponsorship/Brand Awareness: One of the most important parts of the sponsorship benefits sequence is sponsorship awareness. Sponsorship needs to be made public in order for target audiences to take any significant action. Sponsors are unable to

accomplish their next goals in the absence of awareness. Sponsors must raise awareness since it directly improves their brand and makes people more likely to want to buy their items. The degree of sponsorship awareness attained can be used to gauge the success of a program. This widely accepted technique serves as a yardstick to gauge the program's success. A sponsor's strong awareness is of utmost importance for building brand equity and safeguarding against the ambush marketing strategies employed by competitors⁷¹.

By attaining a high level of sponsor awareness, companies can strengthen their brand presence and mitigate the risks posed by rival marketers. To evaluate brand awareness, two key measurements can be used: brand recognition and brand recall. These measurements assess the extent to which customers can correctly identify a brand among its competitors, based on previous exposure. Brand awareness serves as a metric to gauge the level of familiarity that customers have with a brand. Brand recognition and brand recall are the primary indicators of brand awareness. Successful brand recall/recognition involves accurately retrieving a brand name or symbol from memory⁷⁰.

Sponsor Image: The promotion of corporate and brand image is a crucial objective of sponsorship. Sponsor image refers to the perception and reputation that a specific organization or establishment holds in the minds of a certain segment of the public. Numerous studies have demonstrated that sports events which have a more positive perception on a sponsor's products are more likely to draw customers to them than sporting events, which tend to have a negative perception⁶⁹. To elaborate, the perception of a sponsor has a big impact on how customers make decisions. Customers are more

inclined to trust and feel favorably about a sponsor's goods or services when they have a positive image of the sponsor. This positive association between the sponsor's image and its offerings creates an added level of credibility and attractiveness to potential customers.

Furthermore, a sponsor's image can also influence brand loyalty and customer retention. Customers are more inclined to become brand loyalists and trusting when they have a favorable impression of a sponsor. This can result in repeat business and long-term customer relationships, which are invaluable for businesses aiming for sustainable growth. To enhance their sponsor image, organizations need to carefully curate their brand identity and ensure it aligns with the values and expectations of their target audience. Investing in marketing and advertising efforts that showcase the positive attributes of the brand can help shape the desired image in the minds of consumers. Additionally, building strong relationships with key stakeholders, such as athletes or teams, can also boost sponsor image as their positive association reflects onto the brand. In summary, sponsor image is a critical factor in sponsorship success. Organizations must recognize the impact that their image has on consumer behavior and take proactive steps to cultivate a positive perception. By doing so, they can gain a competitive advantage by capturing the attention and trust of their target audience, ultimately leading to increased sales and brand loyalty⁷⁰.

Purchase Intentions: Since it has a direct impact on future sales, this is an important indicator that shows how effective sponsorship is. Purchase intentions are the deliberate plans of an individual to actively obtain a specific brand or the driving forces behind participating in a particular purchasing activity. It's critical to realize that people behave

in ways that are determined by their objectives and sense of control. Many things, including attitudes toward the action, the perception of control over the behavior, and subjective norms, might have an impact on these intents.

When it comes to sponsorship, fans' response goes through a series of stages. It starts with them becoming aware of the sponsors and gradually progresses towards adopting purchase intentions and actual behaviors towards the sponsors' products. This implies that the success of a sponsorship can be measured not only by the initial awareness it generates but also by the extent to which it influences fans to consider purchasing the sponsored products. Studies. Purchase intentions serve as a strong predictor of actual purchasing behavior, making it a valuable metric for measuring sponsorship effectiveness. By focusing on the development and consolidation of purchase intentions, sponsors can drive long-term brand loyalty and ultimately boost sales^{70,71}.

2.2 Theoretical Review

2.2.1 Sports Facilities Development: Public Goods Theory

Public goods theory suggests that sports facilities provide benefits that are non-excludable and non-rivalrous, meaning they benefit the entire community without preventing others from enjoying the same benefits. This justifies government funding as sports facilities contribute to public welfare by promoting health, social cohesion, and economic development. Public goods theory can explain why government funding is crucial for sports facilities. These facilities are public goods that benefit everyone in the community without excluding anyone. This includes promoting public health, fostering social cohesion, and providing recreational opportunities. The theory justifies

the allocation of public funds towards sports facilities as a means to enhance community welfare. Policies can be designed to ensure that these investments maximize public benefits, such as through equitable distribution and accessibility of sports facilities. The research can evaluate sports facility projects based on their public goods characteristics, examining how well they serve the community and contribute to public welfare. Metrics could include usage rates, community health improvements, and social engagement levels⁷².

2.2.2 Government Funding: Economic Development Theory:

This theory posits that investment in sports infrastructure can stimulate local economies by attracting tourism, creating jobs, and fostering community pride. Government funding and corporate sponsorship are seen as investments that generate long-term economic benefits for the region. Using economic development theory, the research can assess the impact of government funding and corporate sponsorships on the local economy. This includes measuring job creation, tourism influx, and the multiplier effect on local businesses. The theory provides a basis for justifying investments in sports facilities as catalysts for economic growth. The research can explore case studies where such investments have led to economic revitalization, drawing parallels with Delta State. The study can investigate the long-term economic benefits of sports facilities, such as increased property values and enhanced regional attractiveness for businesses and residents⁷³.

2.2.3 Corporate Organisation Sponsorships:

1. Social Capital Theory: Social capital theory highlights how sports facilities contribute to building social networks and community engagement. These facilities

provide spaces where individuals can interact, fostering community bonds and social cohesion, which are critical for societal well-being. Social capital theory can be used to explore how sports facilities funded by government and corporate entities enhance community bonds and social networks. The research can measure indicators like volunteerism, community events, and local sports participation rates. Beyond economic metrics, the research can delve into qualitative benefits, such as improved community cohesion, reduced crime rates, and better mental health outcomes. Surveys and interviews with community members can provide insights into these social benefits. Based on social capital theory, the research can recommend policies that promote inclusive and community-oriented sports facilities. This might involve designing facilities that cater to diverse groups and ensuring they are accessible to all demographics⁷⁴.

2. Corporate Social Responsibility (CSR) Theory: CSR theory explains why corporations might sponsor sports facilities. Companies engage in CSR to enhance their reputation, fulfill ethical obligations, and contribute to community development. Sponsoring sports facilities aligns with CSR goals by promoting health, education, and community engagement. CSR theory helps explain why corporations might invest in sports facilities. The research can analyze corporate motivations, including brand enhancement, community relations, and fulfilling ethical responsibilities. The study can assess how corporate sponsorships impact the sponsoring companies' public image and stakeholder relations. Surveys of consumers and community members can provide data on perceived CSR benefits. The research can explore the synergy between government

and corporate efforts in sports facility development. Case studies can highlight successful partnerships and the mutual benefits derived from such collaborations⁷⁵.

2.3 Review of Empirical Studies

2.3.1 Government Funding and Sports Facilities Development

In a study carried out by Igbanugo, stated that without adequate funding, sports policies, development and provision of adequate sport facilities will be impossible. The study therefore, concluded that government must increase funding to universities and that if funding is adequate, provision of the right quality and quantity of sport facilities and equipment will be possible⁷⁶.

Also, another scholar carried out a study on the availability of facilities and equipment for sports administration at the Local Government Areas of Delta State, Nigeria. The findings of the study revealed that Local Government Areas of Delta State provided facilities for soccer, athletics, and basketball, volleyball and general playgrounds to a high extent and that apart from the sports listed above, provisions of facilities and equipment for the other sports in the study were to a very low extent. It was inferred that the extent of provision of sports facilities and equipment by Local Governments in Delta State is low²⁵.

i. Budget Allocation and Sports Facilities Development.

This study looked at how the Kwara State Sports Council manages its sports budget for facility maintenance. The study's population included all 110 staff members from the Kwara Sports Council. Multistage sampling strategies were used in this investigation. The study area's departments were divided into groups using stratified sampling approaches. The purposive sample technique was utilized to choose all 110

respondents. The findings demonstrated that bureaucratic processes, zero-based budgets, and bottom-up budgets all have a major impact on sports facility maintenance. The report proposes that bureaucratic processes be avoided when selecting sports budgets in order to improve facility maintenance. Furthermore, sports budgeting should be prepared based on zero budgets, which would promote effective management of sports facilities⁷⁸.

Another study from Kwara looked at sports facilities management in tertiary institutions. The study investigated bureaucratic processes and economic factors as predictors of the availability and use of sports facilities in Kwara State's postsecondary institutions. The target population consisted of all 2809 employees at the three tertiary institutions. A multistage sampling technique was employed to determine a manageable size for the study, with 333 respondents chosen as the sample size. According to the study's findings, budgeting is one of the most important factors influencing the availability of sports facilities in Kwara state higher institutions. Further findings revealed that chain of command ($r = 0.66: p > 0.05$), standard operating procedure, ($r = -0.55: P > 0.05$), and high cost of facilities ($r = 0.66: P > 0.05$) do not affect the utilization of sport facilities in Kwara State tertiary institutions. It was concluded that there is a need to adopt a more holistic perspective when addressing the challenges and opportunities related to sports facilities⁷⁹.

ii. Government Subvention and Sports Facilities Development.

In a study on selected funding strategies such as sports subvention, marketing and sponsorship of sports development in Nigeria University Games Association (NUGA). He study made use of two thousand and ninety-four (2094)

respondents which comprises sports council chairmen, directors of sports, coaches, members of NUGA executive committee and University athletes. In conclusion, this study has shown that aggressive sponsorship of sports programs by stakeholders and effective marketing policy will contribute or contributed significantly to the development of sports in NUGA²².

In another study conducted by scholars from Ebonyi State University and AlvanOkoku Federal University of Education looked at how government subvention affects the development of sports facilities in Nigeria. These studies show that it is important to have reliable subvention, involve community, and collaborate with private organisations to improve sports facilities. In general, these studies show that subvention is crucial for improving sports facilities in Nigeria⁷⁸.

iii. Grants and Sports Facilities Development

In a study carried out by Bet9ja Foundation on the influence of grants on sports facilities development in Nigeria shows that grants play a big role in developing sports facilities. That grants have helped build, renovate, making them better and safer for athletes. It has also helped develop facilities in rural and underserved areas, making it easier for more people to participate in sports. Also, grant has helped in athletic development such as funding of training programmes, coaching and equipment, thereby helping athletes to become more competitive⁷⁹.

Another Delta State study looks at sports infrastructure and sports development in the Delta North Senatorial District's secondary schools. Two hundred and forty (240) respondents, including coaches, athletic directors, and principals from 177 secondary schools, participated in the survey. The results showed that grants, one of the metrics

used to measure sports funding, can improve the availability of suitable sports facilities in secondary schools in the Delta North Senatorial District. It was also discovered that funds for the upkeep and accessibility of sports facilities had a fairly positive impact on the growth of sports⁸⁰.

iv. Sports Trust Fund and Sports Facilities Development

Some of the benefits of trust funds for long-term support of sports infrastructure are highlighted in a study on sports endowment funds and sports development in Nigeria. The study's highlights include provision sports trust fund can enhanced infrastructure that facilitates the building, remodeling, and upkeep of sporting facilities as well as greater accessibility to these locations and provision of stable financial support for sports facilities development⁸¹.

2.3.3 Corporate Organisations' Sponsorships and Sports Facilities Development

In a study carried out on sports marketing and its role in promoting sporting goods and services in Russia with a non-finite population. The findings showed that the analysis of the theoretical foundations of the promotion of sports goods and services makes it possible to modernize and expand the sports industry in Russia and that the development of sports marketing defines physical education and sports activities as a specific product (service) and involves its own marketing approach in the field of physical education and sports. Concluding that the tendency to improve the quality of sports marketing in the country depends on the use of a consumer-oriented strategy by physical culture and sports organizations, and, therefore, an increasing level of his(consumer's) satisfaction with physical education and sports services⁸².

Another study on sports events promotion as a determinant of facilities development in Nigeria. The key objective of this study was to examine stakeholders' perceptions of the influence of the media, advertising and sponsorship on facilities development in Nigeria. The study concluded that sport events promotion indices largely determine the development of sports facilities in Nigeria. The implication is that increased public and private funding into sports events will foster facilities development in Nigeria. The study recommends more research into effective communication with target markets and active encouragement of corporate organisations; generous sponsorship promotes sports and enhances their business product image⁸³.

A study also examined the impact of Sports Sponsorship on Brand Image and purchase intention. This study investigated the impact of sports programmes sponsorship on the corporate image of selected organization in Lagos State. The findings revealed the following: Sports programme sponsorship significantly promotes the corporate image of selected organisations in Lagos State; Sponsorship of sport programme by corporate organization did not significantly increase product and or brand awareness⁸⁴.

A study by Aiyenigbe in 2019 on financing sports facilities revealed there is an interconnectedness of these two critical aspects of sports development (athletes sponsorship and facilities development). The study findings revealed that there is mutual benefit on both the athletes and the facilities, the sponsored athletes benefit from improved facilities, while the facilities benefit from athlete ambassadorship; systematic effect combined investment in athletes and facilities accelerates sports

development and its also ensures continued funding for facilities maintenance and athlete support⁸⁵.

In another study on sports organisation sponsorship and sports facilities development highlight the crucial role of funding in promoting sports facilities. The findings revealed that sports organisation sponsorship has an overflow effects on sports facilities development such as provision of fund to support construction, renovation and maintenance of sports facilities; increased accessibility to sports facilities and enhanced athlete development, quality facilities support training programme⁸⁶.

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2.4. Conceptual Model

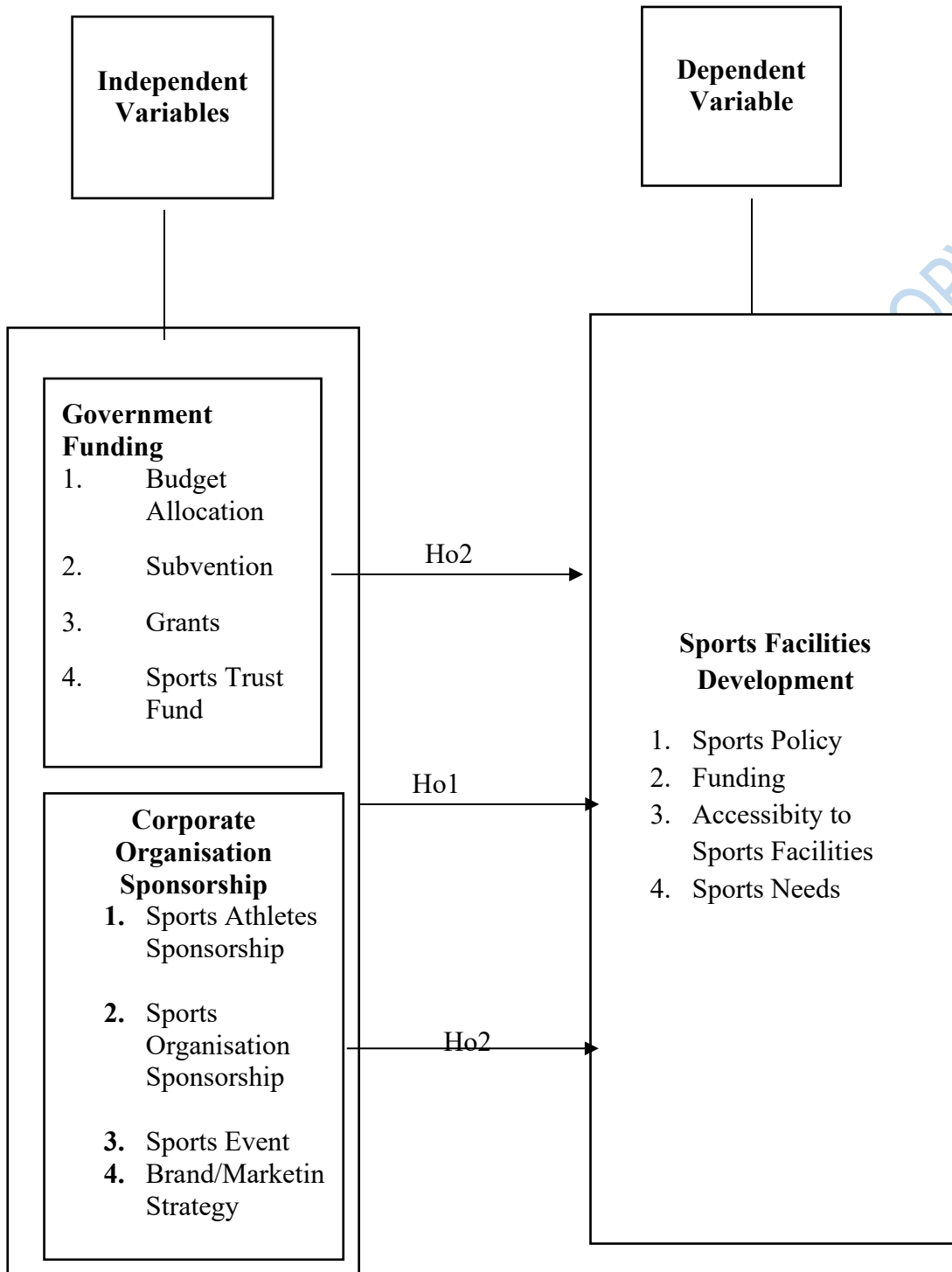


Figure 2.4: Conceptual Model Showing the Relationship between Independent Variables and Dependent Variables

Source: (Researcher, 2024)

2.5 Summary of Gaps in Literature

1. Lack of Comprehensive Impact Studies

Most studies focus either on economic impact or social benefits, but there is a need for comprehensive studies that evaluate both aspects simultaneously. Understanding the multifaceted impacts of sports facility development can inform better funding strategies.

2. Limited Longitudinal Data: Many studies are cross-sectional, providing a snapshot rather than long-term trends. Longitudinal studies are necessary to assess the sustained impact of government funding and corporate sponsorship over time.

3. Context-Specific Research: There is a lack of context-specific research, particularly in the Nigerian context. While studies from other regions provide useful insights, localized research is crucial to address unique challenges and opportunities in Delta State.

4. Integration of Modern Funding Project: Emerging models such as crowdfunding and impact investing are not extensively covered in existing literature. Exploring these new avenues could provide innovative solutions to funding sports facility development in resource-constrained environments.

5. Policy and Implementation Challenges: Few studies address the policy and implementation challenges associated with sports facility development. Research into effective governance, anti-corruption measures, and efficient management practices is needed to ensure that funding translates into tangible benefits.

Addressing the identified gaps in literature can lead to more effective and sustainable sports infrastructure development, ultimately benefiting the community and economy of Delta State.

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Chapter Three

Methodology

This chapter describes methodology for the study. It covers the following: research design, population of the study, sample and sampling techniques, description of the research instrument, validity of research instrument, reliability of the research instrument, administration of research instrument, data collection, data analysis, ethical approval



3.1. Research Design

The descriptive survey research design was used for this study. The justification for using this method by the researcher is because it concentrates on description of events, recording, analysis and interpreting data relating to conditions that are already existing. The descriptive survey research design is a design in which a group of people or items is studied by collecting and analyzing data from only few people or items to be the representative of the entire group. Therefore, information was collected on Government funding and corporate organisations' sponsorships as predictors of sports facilities development in Delta State.

3.2. Population

The population for this study comprised of all the sports stakeholders in the sports industry in Delta State.

3.3. Sample and Sampling Techniques

The sample size for this study was four hundred and fortythree (443) respondents which was 60% of the sports stakeholders that were drawn from Delta State. Multistage sampling procedure was used to select the respondents. Purposive sampling technique was used to select 40 sports associations that are into sports

development in Delta State. This gives equal chance to the associations to be represented in the study. The sampling techniques are explained as follows:

Stage two: Purposive sampling technique was used to select eight (8) corporate organisations that are into sponsorships of sports in Delta State.

Stage Three: census (total) sampling techniques was used to select the number of respondents from the fixed categories of stakeholders (management staff of sports associations)and corporate organisations management staff (sponsoring sports in Delta State), and also Delta sports commission management staff.

Stage four: total sampling technique was used to select the directors of sports of seventeen public and private universities that are into sports in Delta State.

Stage five: census (total) sampling technique was used to select Exco of Sports Writers Association of Nigeria in Delta State. This give each of the respondents in Delta State an equal and independent chance of being included in the study sample.

Table. 3.1 Population Distribution of Sports Stakeholders in Delta State

S/n	Categories of stakeholders	No of Respondents Selected
1.	Sports associations' board members (40 x 6)	240
2.	Corporate organisations management staff (19 x 8)	152
3.	Directors of sports (15) universities	15
4.	Delta sports commission management staff	7
5.	NAPHER-SD (Nigeria Association for Physical, Health Education, Recreation, Sports and Dance) EXCO	17
6.	SWAN(Sports writers associataion)EXCO	12
7.	TOTAL	443

Source: ¹.

Table. 3.2. Sports Associations in Delta State

S/n	Sports Associations (Management staff)	No of respondents selected
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1.	Delta State Athletics Association	6
2.	Delta State Football Association	6
3.	Delta State Basketball Association	6
4.	Delta State Volleyball Association	6
5.	Delta State Swimming Association	6
6.	Delta State Tennis Association	6
7.	Delta State Table Tennis Association	6
8.	Delta State Handball Association	6
9.	Delta State Hockey Association	6
10.	Delta State Cricket Association	6
11.	Delta State Golf Association	6
12.	Delta State Amputee Football Association	6
13.	Delta State Cycling Association	6
14.	Delta State Judo Association	6
15.	Delta State Karate Association	6
16.	Delta State Boxing Association	6
17.	Delta State Weightlifting Association	6
18.	Delta State Deaf Sports Association	6
19.	Delta State Traditional Association	6
20.	Delta State Fives Association	6
21.	Delta State Dart Association	6
22.	Delta State Squash Association	6
23.	Delta State Kick-Boxing Association	6
24.	Delta State wrestling Association	6
25.	Delta State Teakwando Association	6
26.	Delta State Shooing Association	6
27.	Delta State Archery Association	6
28.	Delta State Gymnastics Association	6
29.	Delta State Srabble Association	6
30.	Delta State Chess Association	6
31.	Delta State Rugby Association	6
32.	Delta State Wheel Chair Basketball Association	6
33.	Delta State Sitting Volleyball Association	6
34.	Delta State Para Swimming Association	6
35.	Delta State Para Athletics Association	6
36.	Delta State kungfu Association	6
37.	Delta State Fencing Association	6
38.	Delta State Badminton Association	6
39.	Delta State Baseball and Softball Association	6
40.	Delta State Rowing and Canoeing and Yatching Association	6
	Total	240

Source¹.

Table. 3.3 Corporate Organisation sponsoring sports in Delta State

S/n	Corporate organisations (Management staff)	No of respondentsselected
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1.	Zenith Bank	19
2.	Premium Trust Bank	19
3.	Bet 9ja	19
4.	BetKing	19
5	Seplat Energy	19
6	Aiota	19
7	Chevron	19
8	Valuejet	19
	Total	152

Source¹.

Table. 3.4 Tertiary Institutions in Delta State

S/n	Corporate organisations (Management staff)	No of respondents selected
1.	Delta State University, Abraka	1
2.	University of Delta, Agbor.	1
3.	Osadennis University, Asaba	1
4.	Delta State University of Science and Technology, Ozoro	1
5	Federal University of Petroleum Resources, Effurun.	1
6	Maritime University of Nigeria, Okenrekoko	1
7	Western Deltan University, Oghara	1
8	Micheal and CiciliaIbru University, Agbara-Otor	1
9.	Novena University, Ogume	1
10.	Edwin Clerk University, Kiagbodo	1
11.	Federal Polytechnic, Orogun	1
12.	Delta State Polytechnic, Oghara	1
13.	Delta State Polytechnic, Ogwashi-Uku	1
14.	Delta State Polytechnic, Bomadi	1
15.	College of Education, Mosogar	1
16.	College of Education, Warri.	1
17.	Petroleum Training Institute, Effurun	1
	Total	17

Source²,

3.4 Description of the Research Instrument

A self-developed and validated questionnaire was used as instrument for data collection in this study. This questionnaire was made up of four sections, namely; Sections A, B, C and D. These are explained as follows:

1. The questionnaire was made up of Demographic Factors Scale (DFS), Government Funding Scale (GFS), Corporate Organisations' Sponsorships Scale (COSS) and Sport Facility Development Scale (SFDS). The questionnaire was constructed into four (4) sections,

Section A: which contain Demographical information of the respondents,

Section B: which deals with Government Funding Scale (GFS),

Section C: which deals with Corporate Organisations' Sponsorships Scale (COSS),

Section D: which deals with Sport Facility Development Scale (SFDS). The questionnaires are closed-ended and in a likert scale. Sections, B, C. and D was used to elicit information in line with the variables that were tested in the hypotheses and research questions.

Section A: Socio-Demographic Characteristics: This was used to obtain information on demographic characteristics of the respondents.

Section B: Government Funding Scale (GFS): This scale was used to elicit information on budget allocation, subvention, grants, and sports trust funds. Each response was scored on a 4-point modified Likert format of Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD).

Section C: Corporate Organisations' Sponsorships Scale (COSS): This scale was used to elicit information on, build operate and transfer, sports athlete sponsorship, sports organisation sponsorships, and sports event sponsorships. Each response was scored on a

4-point modified Likert format of Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD).

Section D: Sport Facilities Development Scale (SFDS) This scale was used to elicit information on sports policy, funding, sports needs and accessibility of facilities. Each response was scored on a 4-point modified Likert format of Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD).

3.5. Validity of the Research Instrument

Validity of research instrument considers the extent to which the instrument measures what it was designed to measure. In ensuring validity of the instrument, a draft of the questionnaire was presented to the researcher's supervisor and other lecturers in the Department of Kinesiology, Sports Science and Health Education, Lead City University, Ibadan for face, construct, content and criterion validity. Necessary corrections was effected before final the administration of the instruments in order to improve quality of the questionnaire.

3.6. Reliability of the Resreach Instrument

Reliability of a research instrument indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument (the observed scores). The researcher administered 30 validated questionnaires on sports respondents in Edo State that were not part of the study. The data were collated and subjected to Cronbach Alpha technique to determine the internal consistency of the instruments of each scale. The reliability test yielded reliability value of 0.85 for government funding, 0.89 for corporate organisation sponsorship, while facility development had 0.72.

3.7 Method of Data Collection

The researcher obtained a letter of introduction from the Head of Department of Kinesiology, Sports Science and Health Education, Faculty of Education, Lead City University, Ibadan for proper identification. Furthermore, ten (10) research assistants were recruited, trained and engaged in the course of carrying out the study. The administration of the research instrument was divided into three groups based on the number of senatorial districts in Delta State (Delta North, Delta South and Delta Central) where the respondents were located for easy questionnaire administration. The researcher led the research assistants for questionnaire administration from one senatorial district to the other to ensure standard and good return of the questionnaires.

3.8 Method of Data Analysis

The filled copies of questionnaires were collected, coded and analyzed using descriptive and inferential statistics. The descriptive statistics of frequency counts and percentages was used to analyze the socio-demographic characteristics of the respondents and the research questions. Inferential statistics multiple regression was used to test the hypotheses at 0.05 alpha level.

3.9 Ethical Approval

An ethical approval for the study was obtained from the Ethical Review Committee at the Lead City University, Ibadan. The respondents were also acquainted with the benefits of the research. Consent of the respondents was sought in writing, while respondents were on voluntary basis. Information acquired from the respondents was treated with uttermost confidentiality.

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Endnotes

1. Office of the Organizing Secretary of Programmes, Delta State Sports Commission, Delta State, Nigeria, 2024.

2. Office of the Director of Higher Education, Ministry of Higher Education, Delta State, Nigeria, 2024.

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Chapter Four

Results and Discussion of Findings

This chapter presents results and discussion of findings. The results and discussion of findings are presented based on demographic characteristics of the respondents, research question and hypotheses as follow:

4.1 Demographic Data Analysis

The below are the socio-demographic characteristics of the respondents.

Table 4.1: Distribution of the Respondents by Sex

Sex	Frequency	Percent
Male	117	29.0
Female	286	71.0
Total	403	100.0

Source: Field Survey, Dela State, Nigeria.(2024)

Table 4.1 reveals that 117 (29.0%) respondents were male, while 286 (71.0%) were female. This means that, most of the respondents were female.

Table 4.2: Distribution of the Respondents by Highest Qualification

Highest Qualification	Frequency	Percent
OND	124	30.8
HND	73	18.1
First Degree	177	43.9
Higher Degree	29	7.2
Total	403	100.0

Source: Field Survey, Dela State, Nigeria. (2024)

Table 4.2 reveals that 124 (30.8%) respondents obtained OND, 73 (18.1%) had HND, 177 (43.9%) obtained First Degree, while 29 (7.2%) had Higher Degree. This means that most of the respondents had First Degree.

Table 4.3: Distribution of the Respondents by Profession

Profession	Frequency	Percent
Sports stakeholders	403	100.0

Source: Field Survey, Dela State, Nigeria. (2024)

Table 4.3 reveals that all the respondents (403=100%) were sports stakeholders.

4.2 Presentation of Data

Research Questions

The following research question was answered in this study.

Research Question One: What is the level of sports facilities development in Delta State?

Table 4.4: Summary of Result on Level of Sports Facilities Development in Delta State

S/n	Question Items	SA	A	D	SD	Mean	Std.
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						Dev.
1.	Delta State need strategic planning that can help develop sports facilities	66 (16.4)	211 (52.%)	56 (13.%)	70 (17.%)	2.68 0.95
2.	A good scrutiny can attract private investors and facilitate sports facilities development	137 (34.0)	211 (52.%)	55 (13.%)	0 (0.0%)	3.20 0.66
3.	Returns on investments (ROI) can attract private investors to develop sports facilities in Delta State	137 (34.0)	211 (52.%)	55 (13.%)	0 (0.0%)	3.20 0.66
4.	Giving corporate companies' tax waivers can be used to promote sports facilities development.	133 (33.0)	270 (67.%)	0 (0.0%)	0 (0.0%)	3.33 0.47
5.	Government funding to sports facilities development is low	60 (14.9)	343 (85.%)	0 (0.0%)	0 (0.0%)	3.15 0.36
6.	Some of the stadia in Delta State are not good for hosting world class competitions	6 (1.5%)	396 (98.%)	1 (0.2%)	0 (0.0%)	3.01 0.13
7.	With adequate sports facilities, Delta State can produce world class athletes	117 (29.0)	285 (70.%)	1 (0.2%)	0 (0.0%)	3.29 0.46
8.	Tertiary institutions can synergize with government to enhance sports facilities' development in Delta State.	73 (18.1)	328 (81.%)	1 (0.2%)	1 (0.2%)	3.17 0.40
9.	Government needs to build world class sports facilities for all the sports in Delta State.	65 (16.1)	283 (70.%)	55 (13.%)	0 (0.0%)	3.02 0.55
10.	Athletes' accessibility to and use of sports facilities can aid the development of sports development in Delta State	4 (1.0%)	399 (99.%)	0 (0.0%)	0 (0.0%)	3.01 0.10
11.	Sports facilities development can predict sports development in Delta State	3 (0.7%)	400 (99.%)	0 (0.0%)	0 (0.0%)	3.01 0.86
12.	Adopting build-opera and transfer agreement could guarantee sports facilities development in Delta State	403 (100%)	211 (52.%)	0 (0.0%)	0 (0.0%)	3.00 0.00
						Weighted mean=3.09

Decision rule: 1.00-1.49=Very low, 1.50-2.49=Low, 2.50–3.49=High, 3.50-4.00=Very high

Source: Field Survey, Dela State, Nigeria. (2024)

Table 4.4 reveals that 66 (16.4%) respondents strongly agreed that Delta State needs strategic planning that can help develop sports facilities, 211 (52.4%) agreed, 56 (13.9%) disagreed, while 70 (17.4%) strongly disagreed. Moreover, 137 (34.0%) respondents strongly agreed that a good scrutiny can attract private investors and facilitate sports facilities development, 211 (52.4%) agreed, while 55 (13.6%) disagreed. Furthermore, 137 (34.0%) respondents strongly agreed that returns on investments (ROI) can attract private investors to develop sports facilities in Delta State, 211 (52.4%) agreed, while 55 (13.6%) disagreed. In addition, 133 (33.0%) respondents strongly agreed that giving corporate companies' tax waivers could be used to promote sports facilities development, while 270 (67.0%) agreed. Besides, 54 (13.4%) respondents strongly agreed that government funding to sports facilities development is low, while 343 (85.1%) agreed. Also, 6 (1.5%) respondents strongly agreed that government funding to sports facilities development is low, 402 (99.8%) agreed, while 1 (0.2%) disagreed. In addition, 6 (1.5%) respondents strongly agreed that some of the stadia in Delta State are not good for hosting world class competitions, 396 (98.3%) agreed, while 1 (0.2%). Similarly, 117 (29.0%) respondents strongly agreed that with adequate sports facilities, Delta State can produce world class athletes, 285 (70.7%) agreed, while 1 (0.2%) disagreed. Likewise, 73 (18.0%) respondents strongly agreed that tertiary institutions can synergize with government to enhance sports facilities' development in Delta State, 328 (81.4%) agreed, 1 (0.2%) disagreed, while 1 (0.2%) strongly disagreed. Also, 65 (16.1%) respondents strongly agreed that Government needs to build world class sports facilities for all the sports in Delta State, 283 (70.2%) agreed, while 55

(13.6%) strongly disagreed. Equally, 4 (1.0%) respondents strongly agreed that athletes' accessibility to and use of sports facilities can aid the development of sports development in Delta State, while 399 (99.0%) agreed. Correspondingly, 3 (0.7%) respondents strongly agreed that sports facilities development can predict sports development in Delta State, while 400 (99.3%) agreed. Also, 403 (100.0%) respondents strongly agreed that Adopting build-operate and transfer agreement could guarantee sports facilities development in Delta State, Table 4.4 further revealed that the weighted mean was 3.09 which indicated that the score was high based on the decision rule. This means that the level of sports facilities development in Delta State was high and most of the facilities are in poor condition.

Hypotheses

The following hypotheses were tested in this study.

Ho1: There was no significant joint prediction of government funding (budget allocation, subvention, grants and sports trust fund) on sports facilities development in Delta State.

Table 4.5: Regression Analysis of Joint Prediction of Government Funding on Sports Facilities Development

R=0.787						
R ² =0.619						
Adj. R ² =0.616						
Std. Error=1.69646						
Model	Sum of Squares	Df	Mean Square	F	Sig. (p value)	Remark
Regression	1864.325	4	466.081	161.947	0.000	Significant
Residual	1145.441	398	2.878			
Total	3009.767	402				

Source: Field Survey, Dela State, Nigeria. (2024)

Table 4.5 reveals that the linear combination of personal factors government funding (budget allocation, subvention, grants and sports trust fund) was tested

significant on sports facilities development in Delta State. ($F_{(4,398)} = 161.947, p < 0.05$). The result yielded a coefficient of multiple regression of $R = 0.787$ and multiple R-square of 0.619. The result also revealed that adjusted $R^2 = 0.616$; indicating that about 61.6% of variance was accounted for by the independent variables. This means that, there was a significant joint prediction of government funding of budget allocation, subvention, grants and sports trust fund on sports facilities development in Delta State. The null hypothesis was therefore rejected.

Ho2: There was no significant relative contributions of budget allocation, subvention, grants and sports trust fund on sports facilities development in Delta State.

Table 4.6: Regression Analysis of Relative Prediction of Government Funding on Sports Facilities Development

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	15.579	3.968			3.926	0.000
Budget allocation	1.408	0.076	0.909		18.465	0.000 Significant
Government subvention	-0.359	0.109	-0.140		-3.299	0.001 Significant
Grants	0.479	0.114	0.157		4.197	0.000 Significant
Sports trust fund	0.103	0.131	0.044		0.782	0.434 Not Sig.

Source: Field Survey, Dela State, Nigeria. (2024)

Table 4.6 shows budget allocation, subvention, grants and sports trust fund, the unstandardised regression weight (β), the standardized error of estimate ($SE\beta$), the standardized coefficient, the t-ratio and the level at which the t-ratio was significant. As indicated in the table, budget allocation ($\beta = 0.909, t = 18.465, p < 0.05$), subvention ($\beta = -0.140, t = -3.299, p < 0.05$), and grants ($\beta = 0.157, t = 4.197, p < 0.05$); while sports trust fund ($\beta = 0.044, t = 0.782, p > 0.05$) did not. This means that there was a significant relative prediction of budget allocation, subvention and grants on sports facilities development

in Delta State; while sports trust fund did not. The null hypothesis which stated that there would be no significant relative predictions of budget allocation, subvention and grants on sports facilities development in Delta State was therefore rejected.

Ho3: There was no significant joint prediction of corporate organisations' sponsorships (sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy) on sports facilities development in Delta State.

Table 4.7: Regression Analysis of Joint Prediction of Corporate Organisations' Sponsorships on Sports Facilities Development

Model	Sum of Squares	Df	Mean Square	F	Sig. (p value)	Remark
Regression	1528.924	4	382.231	102.731	0.000	Significant
Residual	1480.842	398	3.721			
Total	3009.767	402				

Source: Field Survey, Dela State, Nigeria. (2024)

Table 4.7 reveals that the linear combination of corporate organisations' sponsorships (sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy) was tested significant on sports facilities development in Delta State ($F_{(4,398)} = 102.731, p < 0.05$). The result yielded a coefficient of multiple regression of $R = 0.713$ and multiple R-square of 0.508. The result also revealed that adjusted $R^2 = 0.503$; indicating that about 50.3% of variance was accounted for by the independent variables. This means that, there was a significant joint prediction of corporate organisations' sponsorships (sports athlete sponsorships,

sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy) on sports facilities development in Delta State. The null hypothesis was therefore rejected.

Ho4: There was no significant relative prediction of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy on sports facilities development in Delta State.

Table 4.8: Regression Analysis of Relative Prediction of Corporate Organisations' Sponsorships on Sports Facilities Development

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Remark
	B	Std. Error	Beta			
(Constant)	65.553	6.066		10.807	0.000	
Sports athletes sponsorship	0.868	0.112	0.320	7.714	0.000	Significant
Sports organisations' sponsorship	-2.572	0.307	-0.305	-8.389	0.000	Significant
Sport events sponsorships	0.343	0.104	0.158	3.300	0.001	Significant
Brand marketing strategy	-0.401	0.041	-0.455	-9.842	0.000	Significant

Source: Field Survey, Dela State, Nigeria. (2024)

Table 4.8 shows sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy, the unstandardised regression weight (β), the standardized error of estimate ($SEs\beta$), the standardized coefficient, the t-ratio and the level at which the t-ratio was significant. As indicated in the table, sports athlete sponsorships ($\beta=0.320$, $t=7.714$, $p<0.05$), sports organisations' sponsorships ($\beta=-0.305$, $t=-8.389$, $p<0.05$), sports events sponsorships' ($\beta=0.158$, $t=3.300$, $p<0.05$) and brand/ marketing strategy ($\beta=-0.455$, $t=-9.842$, $p<0.05$). This means that there was a significant relative prediction of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy on sports facilities development in Delta State. The null hypothesis was therefore rejected.

Ho5: There was no significant composite prediction of government funding and corporate organisations' sponsorships on sports facilities development in Delta State.

Table 4.9: Regression Analysis of Composite Prediction of Government Funding and Corporate Organisations' Sponsorships on Sports Facilities Development

R=0.574
R²=0.329
Adj. R²=0.326
Std. Error=2.24706

Model	Sum of Squares	Df	Mean Square	F	Sig. (p value)	Remark
Regression	990.064	2	495.032	98.014	0.000	Significant
Residual	2019.703	400	5.049			
Total	3009.767	402				

Source: Field Survey, Dela State, Nigeria. (2024)

Table 4.9 reveals that the linear combination of prediction of government funding and corporate organisations' sponsorships was tested significant on sports facilities development in Delta State ($F_{(2,400)}=98.014, p<0.05$). The result yielded a coefficient of multiple regression of $R=0.574$ and multiple R-square of 0.329. The result also revealed that adjusted $R^2=0.326$; indicating that about 32.6% of variance was accounted for by the independent variables. This means that, there was a significant composite prediction of government funding and corporate organisations' sponsorships on sports facilities development in Delta State. The null hypothesis was therefore rejected.

4.3 Discussion of Findings

The findings of this study on socio-demographic characteristics revealed that, most of the respondents were female, majority had First Degree; while all the respondents were sports stakeholders. The outcome of this study revealed that the level of sports facilities development in Delta State was high. This was established through

the weighted mean which indicated that the score was high based on the decision rule. This was further established through the responses of most of the respondents which affirmed that most respondents agreed that Delta State needs strategic planning that can help develop sports facilities. Moreover, majority of respondents agreed that a good scrutiny can attract private investors and facilitate sports facilities development. Furthermore, most respondents strongly agreed that returns on investments (ROI) can attract private investors to develop sports facilities in Delta State. Besides, most respondents strongly agreed that giving corporate companies' tax waivers can be used to promote sports facilities development.

Besides, most respondents agreed that government funding to sports facilities development is low. In addition, most respondents strongly agreed that most of the stadia in Delta State are in poor condition and not good for hosting world class competitions. Similarly, majority of the respondents agreed that with adequate sports facilities, Delta State can produce world class athletes. Likewise, most respondents agreed that tertiary institutions can synergize with government to enhance sports facilities' development in Delta State. Also, majority of the respondents agreed that Government needs to build world class sports facilities for all the sports in Delta State. Equally, most respondents agreed that athletes' accessibility to and use of sports facilities can aid the development of sports development in Delta State. Correspondingly, most respondents agreed that sports facilities development can predict sports development in Delta State. Also, all the respondents strongly agreed that adopting build-operate and transfer agreement could guarantee sports facilities development in Delta State. The finding of this study on high level of sports facilities

development in Delta State was in line with a previous assertion that sports facility is considered to be a basic, physical, and design unit. It has become one of the essential factors in promoting sports activities¹.

The finding of this study revealed further that there was a significant joint prediction of government funding of budget allocation, subvention, grants and sports trust fund on sports facilities development in Delta State. This outcome was established through the linear combination of personal factors government funding (budget allocation, subvention, grants and sports trust fund) that was tested significant on sports facilities development in Delta State. Furthermore, the result indicated that about 61.6% of variance was accounted for by the independent variables. The implication of this outcome was that, the combination of government funding of budget allocation, subvention, grants and sports trust fund had substantive impact on sports facilities development in Delta State. The finding of this study was in in line with the finding of a previous study that corporate organisations sponsorship of sports facilities by funding the construction and maintenance of sports facilities improve sports².

The outcome of this study also revealed that there was a significant relative prediction of budget allocation, subvention and grants on sports facilities development in Delta State; while sports trust fund did not. The significance was revealed through the results that affirmed that the unstandardised regression weight (β), the standardized error of estimate ($SE\beta$), the standardized coefficient, the t-ratio and the level at which the t-ratio was significant on budget allocation, subvention as well as grants. The main implication of this finding on the relative prediction is that government funding of budget allocation, subvention and grants independently had strong impact on sports

facilities development in Delta State; while sports trust fund did not. The finding of this study was in contrast to the finding of a previous study which stated that lack of funding for sports facilities, corruption in the sports sector, lack of maintenance culture which leads to facilities falling into despair; and usually affect sports³.

Concerning the finding on corporate organisations' sponsorships and sports facilities development; it was established that there was a significant joint prediction of corporate organisations' sponsorships (sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy) on sports facilities development in Delta State. The result also revealed that about 50.3% of variance was accounted for by the independent variables. The implication of this outcome was that, the combination of corporate organisations' sponsorships such as sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy had substantive impact on sports facilities development in Delta State. The finding of this study was in line with the outcome of a previous study that corporate organizations often sponsor sports events to connect their products, brands, and services with widely publicized or advertised sports events. This in turn improve sports development⁴.

Regarding the relative prediction, it was established that there was a significant relative prediction of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy on sports facilities development in Delta State. The significance was revealed through the results that affirmed that the unstandardised regression weight (β), the standardized error of estimate ($SE\beta$), the standardized coefficient, the t-ratio and the level at which the t-ratio

was significant on sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy. The main implication of this finding on the relative prediction is that sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy independently had strong impact on sports facilities development in Delta State.

The finding of this study revealed that there was a significant composite prediction of government funding and corporate organisations' sponsorships on sports facilities development in Delta State. The result also revealed that about 32.6% of variance was accounted for by the independent variables. The implication of this outcome was that, the combination of government funding and corporate organisations' sponsorships had substantive impact on sports facilities development in Delta State. The finding of this study was in contrast to the previous study on funding which established that over-reliance on government funding, and neglect of the private sector and insufficient allocation of resources leading to poorly planned and executed facilities projects; which has a long term effect on sports development.

Endnotes

- 1 E. H. Nassr and K. G. Al-Neaimi. *The Importance of Sports Infrastructure for Residential Neighbourhoods'Centres*.IOP Conference Series: Earth and Environmental Science. 2021, 754 012010
- 2 A. Kang and D.Funk.*Strategic Sports Marketing*.Routledge. 2020
3. N.Idoko. *Nigerian Professional Sports Infrastructure*.Nicholas Idoko Technology, 2023
4. M. Rufer. *Sports Marketing and Its Social Impact*; Diploa Thesis. 2019.

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Chapter Five

Conclusion

This chapter presents the conclusion of the study.

5.1 Summary of Findings

This study examined government funding and corporate organisations' sponsorships as predictors of sports facilities development in Delta State. In addition, a research question was raised and answered, while five hypotheses were formulated and tested. Furthermore, relevant literature were reviewed under diverse sub-headings. The review of related literature covered the conceptual studies, theoretical model and review of empirical studies, conceptual model and summary of the review literature. The conceptual studies in this study focused on concept of sports development in Delta State as well as sports sponsorships and government funding and corporate sponsorships. It also include sports facilities development like government funding and sports facilities development, corporate organisations sponsorship and sports facilities development as well as marketing strategy and facilities development.

Moreover, literature was reviewed on government funding and national competitions, budget allocation, subvention, grants, sport trust fund. Corporate organisations sponsorships was equally reviewed on forms or types of sponsorships, sport athlete sponsorships, sports organisations' sponsorships, sports events sponsorships as well as brand/marketing strategy. Public Goods Theory, Economic Development Theory and Social Capital Theory were used as the theoretical framework. The review of empirical studies covered government funding and sports facilities development as well as corporate organisation sponsorships and sports

facilities' development. Furthermore, the reviewed literature was carried out to appraise the reviewed of conceptual studies, theoretical models and empirical studies.

The descriptive survey research design was used for this study. Population for this study comprised all the sports stakeholders in the sports industry in Delta State. The purposive and total sampling techniques were used for the selection of respondents. Self-developed and validated questionnaire was used for data collection. The descriptive statistics of frequency counts and percentages were used to analyze the socio-demographic characteristics of the respondents and the research questions. Inferential statistics of multiple regression was used to analyze all the hypotheses.

The results of this study on socio-demographic characteristics revealed that, most of the respondents were female, majority had first degree; while all the respondents were sports stakeholders. The outcome of this study revealed that the level of sports facilities development in Delta State was high. This was established through the weighted mean which indicated that the score was high based on the decision rule. This was further established through the responses of most of the respondents which affirmed that most respondents agreed that Delta State needs strategic planning that can help develop sports facilities. Additionally, majority of respondents agreed that a good scrutiny can attract private investors and facilitate sports facilities development. Furthermore, most respondents strongly agreed that returns on investments can attract private investors to develop sports facilities in Delta State. Also, most respondents strongly agreed that giving corporate companies' tax waivers could be used to promote sports facilities development.

In the same vein, most respondents agreed that government funding to sports facilities development is low. In addition, most respondents strongly agreed that most of the stadia in Delta State are in poor condition and are not good for hosting world class competitions. Similarly, majority of the respondents agreed that with adequate sports facilities, Delta State can produce world class athletes. Furthermore most respondents agreed that tertiary institutions can synergize with government to enhance sports facilities' development in Delta State. In addition, majority of the respondents agreed that Government needs to build world class sports facilities for all the sports in Delta State. Equally, most respondents agreed that athletes' accessibility to and use of sports facilities can aid the development of sports development in Delta State. Correspondingly, most respondents agreed that sports facilities development can predict sports development in Delta State. Also, all the respondents strongly agreed that adopting build-operate and transfer agreement could guarantee sports facilities development in Delta State.

The outcome of this study established further that there was a significant joint prediction of government funding of budget allocation, subvention, grants and sports trust fund on sports facilities development in Delta State. This outcome was established through the linear combination of personal factors government funding (budget allocation, subvention, grants and sports trust fund) that was tested significant on sports facilities development in Delta State. Furthermore, the result indicated that about 61.6% of variance was accounted for by the independent variables. The implication of this outcome was that, the combination of government funding of budget allocation,

subvention, grants and sports trust fund had substantive impact on sports facilities development in Delta State.

The outcome of this study also revealed that there was a significant relative prediction of budget allocation, subvention and grants on sports facilities development in Delta State; while sports trust fund did not. The significance was revealed through the results that affirmed that the unstandardised regression weight (β), the standardized error of estimate ($SE\beta$), the standardized coefficient, the t-ratio and the level at which the t-ratio was significant on budget allocation, subvention as well as grants. The main implication of this finding on the relative prediction is that government funding of budget allocation, subvention and grants independently had strong impact on sports facilities development in Delta State; while sports trust fund did not.

Concerning the finding on corporate organisations' sponsorships and sports facilities development; it was established that there was a significant joint prediction of corporate organisations' sponsorships (sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy) on sports facilities development in Delta State. The result also revealed that about 50.3% of variance was accounted for by the independent variables. The implication of this outcome was that, the combination of corporate organisations' sponsorships such as sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy had substantive impact on sports facilities development in Delta State.

Regarding the relative prediction, it was established that there was a significant relative prediction of sports athlete sponsorships, sports organisations' sponsorships,

sports events sponsorships' and brand/ marketing strategy on sports facilities development in Delta State. The significance was revealed through the results that affirmed that the unstandardised regression weight (β), the standardized error of estimate ($SE\beta$), the standardized coefficient, the t-ratio and the level at which the t-ratio was significant on sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy. The main implication of this finding on the relative prediction is that sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy independently had strong impact on sports facilities development in Delta State.

The outcome of this study revealed that there was a significant composite prediction of government funding and corporate organisations' sponsorships on sports facilities development in Delta State. The result also revealed that about 32.6% of variance was accounted for by the independent variables. The implication of this outcome was that, the combination of government funding and corporate organisations' sponsorships had substantive impact on sports facilities development in Delta State.

5.2 Conclusion

It was concluded in this study that the level of sports facilities development in Delta State was high but most of the facilities are in poor condition. It was established that there was a significant joint prediction of government funding of budget allocation, subvention, grants and sports trust fund on sports facilities development in Delta State. Conclusion was further made that there was a significant relative prediction of budget allocation, subvention and grants on sports facilities development in Delta State; while sports trust fund did not. It was further concluded that there was a significant joint

prediction of corporate organisations' sponsorships of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy on sports facilities development in Delta State. It was affirmed further that there was a significant relative prediction of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy on sports facilities development in Delta State. Also, it was concluded that there was a significant composite prediction of government funding and corporate organisations' sponsorships on sports facilities development in Delta State.

5.3 Recommendations

Based on the findings of this study, the following recommendations were made:

1. The Delta State Sports Commission should intensify more efforts to ensure that the level of sports facilities development in Delta State is improved upon the existing level to meet up with global best practices in sports facilities development.
2. The Delta State Sports Commission should ensure that the government improve on funding of sports. This could be done by ensuring that budget allocation to sports development is increased and backed financially, while subventions should be improved on.
3. Governments at all levels should ensure strong collaboration to ensure that more grants are provided for sports development, while sports trust fund should be re-engineered for sports development and accounted for.
4. Delta State government should create an enabling environment to ensure that corporate organisations' sponsorships is encouraged to attain a high level. This could be in terms of sports athlete sponsorships, sports events sponsorships' and brand /

marketing strategy sponsorships implementation through government and corporate organisations collaboration.

5. Delta State Sports commission should develop a template for sponsorships and synergize with corporate organisations that sponsor sports to scale up sports facilities development to a world class standard in Delta State. This could be achieved through granting of tax waivers/holiday to corporate organisations sponsoring sports in Delta State.

5.4 Contributions to Knowledge

This study contributed to knowledge in the following ways:

1. This study confirmed that the level of sports facilities development in Delta State was high but most of the facilities are in poor condition.
2. It was established that there was a significant joint prediction of government funding of budget allocation, subvention, grants and sports trust fund on sports facilities development in Delta State.
3. This study affirmed that there was a significant relative prediction of budget allocation, subvention and grants on sports facilities development in Delta State; while sports trust fund did not.
4. It was further confirmed that there was a significant joint prediction of corporate organisations' sponsorships of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy on sports facilities development in Delta State.

5. It was affirmed further that there was a significant relative prediction of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy on sports facilities development in Delta State.

6. Moreover, it was also established that there was a significant composite prediction of government funding and corporate organisations' sponsorships on sports facilities development in Delta State.

5.5 Suggested Areas for Further Research

The following suggestions were made for further research based on the findings of the study.

1. The study of this nature on government funding and corporate organisations' sponsorships as predictors of sports facilities development should be carried in other states in south-south part of Nigeria.

2. Other variables other than government funding and corporate organisations' sponsorships can also be investigated on sports facilities development by other researchers.

3. Experimental studies on sports facilities development among sports stakeholders can be worked upon by other researchers in the subsequent studies.

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Appendix 1

Lead City University

Faculty of Education

Department of Kinesiology, Sports Science and Health Education

Questionnaire

Dear Respondent,

I am a master degree student of the above university and carrying out a research on **Government Funding, and Corporate Organisations' Sponsorships as predictors to Sports Facilities Development in Delta State** in partial fulfillment of the Master Degree (M.Sc.) in Sports Administration. I solicit your assistance in completing this questionnaire and your response will be used for academic purpose only and shall be treated with utmost confidentiality.

Yours faithfully,

Odedede, Avwerosuoghene Godspower

Section A: Personal Data

Instructions: Please tick/ fill in correct information as appropriate.

1. Sex: (a) Male () (b) Female ()
2. Highest Qualification: (a) Primary School Certificate ()
(b) Secondary School Certificate () (c) OND () (d) NCE () (e) HND ()
(f) First Degree () (g) Higher Degree ()

Section B: Government Funding Scale (GFS)

ITEMS					
SN	Budget Allocation	SA	A	D	SD
1.	The state annual budget for sports is enough to build world-class standard sports facilities				
2.	Poor budgeting allocation affect regular maintenance of sports facilities				
3.	Poor budgeting implementation system affect the development of sports facilities in the state				
4.	With good budgeting allocation, construction of world-class standard sports facilities across the state can be achieved				
Government Subvention					
5.	Government subvention to sports institutions in Delta State is grossly inadequate to achieve desire result in sports facilities development				
6.	Delay in the release of subventions affects the achievement of sustainable sports facilities development.				
7.	Government subvention aids the provision of sports facilities				
8.	Government subvention is not necessarily needed for sports facilities development.				
Grants					
9.	Providing grant to fund a particular sports facilities project will help to fast track sports facilities development				
10.	Grant from government will aids in equipping sports facilities				
11.	Government grant can aid in hosting sports events thereby leading to the development of facilities.				
12.	For effective facilities development, government grant is supposed to be available on regular bases.				
Sports Trust Fund(STF)					
13.	Establishment of Sports Trust Fund can guarantee easy access to finance for sports facilities development				
14.	Sports Trust Fund can serve as a good source of funds for financing sports facilities development				
15.	Through Sports Trust Fund, sports facilities can receive special attention thereby leading massive turnaround in sports facilities development				
16.	The establishment of sports trust fund in Delta State will serve as the fastest way of growing and developing sports facilities in the state.				

Section C: Corporate Organisations Sponsorships Scale (COSS)

ITEMS					
SN	Sports Athletes' Sponsorships	SA	A	D	SD
1.	Corporate organisation sponsoring athlete (s) can boost provision of sports facilities to enhance athletes' performance				
2.	Adoption and sponsorships of athlete locally can enhance sports facilities development				
3.	Athlete sponsorships can aid regular maintenance sports facilities				
4.	Sponsorship of athletes education can enhance the development of institutional sports facilities				
Sports Organisations' Sponsorships					
5.	Sports organisations sponsorship can enhance the provision of world-class sports facilities				
6.	Sports organization sponsorship contributes minimally to the financial sustainability of sports facilities in Delta State.				
7.	Corporate sponsorships greatly facilitates the growth of sports facilities in Delta State.				
8.	Corporate sponsorships of sports organisationis instrumental in fostering talent development in sports thereby enhancing sports facilities within Delta State.				
Sports Events Sponsorships					
9.	Hosting of sports events provides opportunity for raising fund for development of sports facilities.				
10.	Sponsorship of sports events enhances the development of modern sports facilities.				
11.	Sports events sponsorship does not enhance the development of sports facilities in Delta State				
12.	Through sports events sponsorship, modern equipment are installed in the facilities thereby enhance the facilities.				
Brand /Marketing Strategy					
13.	Marketing strategies play a significant role in advancing sports facilities development in Delta State.				
14.	Marketing strategies has positive impact in promoting sports participation in Delta State				
15.	Marketing strategies play a significant role in advancing sports facilities development in Delta State.				
16.	Marketing strategy can be effective in promoting				

	sports facilities.				
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Section D: Sports Facilities Development Scale (SFDS)

ITEMS					
SN	Sports policy	SA	A	D	SD
1.	There is no workable sports policy in Delta State				
2.	A good sports policy can attract private investors thereby facilitate speedy development of sports facilities				
3.	Having a good sports policy in Delta State could be the magic wand to having modern and world-class sports facilities.				
4.	A good sports policy guarantee return in investment thereby boosting the confidence of investors to invest in sports facilities development.				
Funding					
5.	Inadequate funding is a major challenge to sports facilities development in Delta State.				
6.	Funding is the bedrock of sports facilities development				
7.	Funding of sports facilities in Delta State is solely the responsibility of the state government				
8.	Corporate organisations funds sports facilities un Delta State				
Accessibility of Sports Facilities					
9.	There are stadiums in the 25 local government areas of Delta State				
10.	Majority of stadiums in Delta State are dilapidated therefore functioning below capacity				
11.	Only Stephen Keshi stadium, Asaba that is functioning optimally				
12.	There is hardly a tertiary institution in Delta State without mini-stadia for both indoor and outdoor sports practices				
Sports Needs					
13	There are no enough sports facilities for all the sports in Delta State				
14	Majority of the sports in Delta State are in needs of standard facilities				
15	Only about 5 or 7 sports that have facilities across the state				
16	Delta state is in need of world-class standard sports facilities for all sports				

Bio data

A. Personal Data

1. Full Names: GodspowerAvwersuoghene, ODEDEDE
2. Email and Phone No: godedede15@gmail.com 08136755542
3. Date of Birth: Sept. 3rd, 1984
4. Nationality: Nigerian
5. Name and Address of Next of Kin: Bright Oghenevwaire ODEDEDE
1 OkuokokoOkirikperhe Boundary Road,
Okirikperhe

B. Educational Background

Institution Attended	Qualification Obtained	Date
Delta State University, Abraka	B.Sc(Ed)	2015
Delta State College of Physical Education, Mosogar	NCE	2005

C. Working Experience with Date

Director: Fitness and Recreation Int'l Ltd, Effurun	2013 – Present
Sports Director Chinkelly School, Ekpan	2007 – 2013
Fitness Instructor Eagle Hand Fitness Center, Warri	2008 – 2011

D. Award and Fellowship (if any)

- i. Character Merit Award, 2004 by Pythagoras College, Mosogar.
- ii. Best Teacher of the Year Award, 2012 by Chinkelly School, Ekpan
- iii. Distinguished Merit Award; Young Personality of the Year, by
NAPHER-SD, Delta State branch 2018
- iv. Outstanding Leadership Award, by NAPHER-SD,

E. Memberships of Academic Professional Bodies

Nigeria Association for Physical, Health Education, Recreation, Sports and Dance
(NAPHER.SD)

F. Publications**Articles**

1. Odedede A. Godspower. Impact of Covid-19 on School Sports in Delta State. The Journal of NAPHER.SD-Delta State (JONAPHER.SD-D), 2021, Special Edition, Pg 88
2. Odedede A. Godspower and Pst.Adebayo Dada. Impact of Covid-19 on Uvwie NAPHER.SD Activities. The Journal of NAPHER.SD-Delta State (JONAPHER.SD-D), 2021, Special Edition, Pg 92

Books

1. Godspower A. Odedede (2017) Fundamental Principles of Looking Younger and Aging Gracefully. Godedede press, Effurun
2. F. O. Money (Phd), Onohwakpor A. (Phd) and G. A. Odedede (2018). Concise Physical and Health Education Handbook for Junior Secondary School one, Masega Publishers, Benin City

G. Major Conferences/Workshops Attended with Date

1. Nigeria Association for Physical, Health Education, Recreation. Sports and Dance
(NAPHER.SD) **52nd National Conference, Abuja** 2024
2. Nigeria Association for Physical, Health Education, Recreation. Sports and Dance
(NAPHER.SD) **51st National Conference, Asaba** 2023
3. Nigeria Association for Physical, Health Education, Recreation. Sports and Dance
(NAPHER.SD) **50th National Conference, Zaria** 2022
4. National Olympic Committee (NOC) **First Aids and Anti-Doping Virtual Training** 2022

H. Referees

1. Alero Hilda Awani

Ministry of Higher Education,
Asaba
07056450454

2. Olorogun (Dr) Ebenezer Okorodudu

Delta State publishing and printing
08052376650

3. Prof. Samuel Adodo

University of Benin, Benin City
08121586678

Signature

Date

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The University Compliance Certification

This is to certify that this Thesis written by GodspowerAvwersuoghene ODEDEDEwith matriculation number LCU/PG/003886 in the Department of Kinesiology, Sports Science and Education, Faculty of Education, Lead City University, Ibadan is in full compliance with the approved University format and style.

Signature

Date

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