CHAPTER V
SPONSORSHIP AND SPORTS IN THE UNIVERSITIES:
A COMPARATIVE ANALYSIS
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A comparative analysis was done on 400 university represented sports persons. 140 Directors of Physical Education and 75 companies and organizations sponsoring sports activities from various parts of India. This study reaffirm the need for incentive to improve the status and performance of sports person, the role of the Directors of Physical Education, who approach the sponsors and get sponsorship for the promotion of university sports, and the part played by the sponsors in the uplift of the sports standards in the university sports programmes.

It is very unfortunate that even after stepping into 21st century, where every person is talking of the info tech system, the condition of Indian sports scenario is very bleak. There are only quite a few who have really understood the problem of university sports person especially of the players whose domicile is rural India. One of the important data in the limelight of the study is that, among the 400 sports persons, 41 percent resided in rural area, and among 140 Directors of Physical Education, about 88 percent of them were working in the universities located in urban and semi urban areas. Only a handful of Indian sports persons like Vishwanathan Anand, Leander Paces, Mahesh Bhupathi, Sachin Tendulkar are lucky enough to be well heeled.
Almost all the modern facilities for practice and competition required for player exists in urban and semi urban areas. Even though the sports men and women in the rural areas are talented, they are deprived of even the basic facilities.

In addition, sports persons from rural areas have to spend most of their time traveling from home to college and back and most of the colleges in India as known are located in urban and semi urban areas. This lack of sufficient time and non-availability of the facilities are hindrance to them in performing better.

Every day thousands of students take part in sport. Only the luckier ones who have strong monetary support with scientific training and talent will reach the top of their event, making international representation, winning medals in major competitions and grabbing the headlines in their hour of glory. While other sports persons who sweat out blood and tears never make it to the top.

It is true that a sports person cannot take up competitive sport without big money from their family, institution, university and external agencies to acquire sophisticated gadgets, have quality food and reduce the burden of travel expenses. The study shows that most of our sports men and women hail from middle class family having an monthly income between Rs.5, 000/- to Rs.8, 000/-, parents with this small earnings are not in a position to meet all the
requirements of their family. In this condition, providing a sophisticated training to their children in sports would be a big burden and also remain as a dream.

In such a situation, government should provide the assistance to the competitors by bearing the training and competition expenses, enabling them to pursue their goal without the worries of working finding the necessary resources. But, in a developing country like India, our government is not in a position to meet the demands and needs of the ever-growing population. In order to conduct various sports activities which includes, conducting coaching camps, setting of modern training centers, organizing intercollegiate, inter university sports meets, majority of the universities collect a meager annual sports fee of within Rs.30/-. Though the combination of sport and technology has been used for many years to improve the performances of sports persons, expand spectators involvement, the amount collected from the students is meager and insufficient to provide sophisticated equipment, set hi-tech training centers or to give better incentives including good diet. The study reveals that majority of the university sports persons do not come from the family with sports background. Family influences sports participation. Children tend to take up sports, if they have role model parents or other family members.

Though most of the players had involved in sports at the right age, only a few were able to reach the top and bring glory to their university at the inter
university, national and international sports meets. The number of students' population actively involved in sports was also less. One of the main reasons for the drawbacks seen in the players is due to the lack financial support from the university, institution and family. Finance plays a major role in students undergoing scientific training and to purchase good quality sports gadgets. Such methodical training boosts confidence among the players to compete with other sports persons especially from the developed country. But it is deploring to see the state of our sports men and women who are facing hard times even to get their minimum needs. Our economy being unstable, it is impossible for the university to provide all the assistance to the sportsmen and women.

The study also highlights the necessity of sponsorship in the field of sport. But according to the information gathered, only 20.71 percent of the inter collegiate sports programmes and 30.71 percent of the inter university sports programmes had received sponsorship.

As told earlier that the sports fee collected by the universities from the sports persons is very less, it becomes inevitable for the universities to depend upon the external agencies for the smooth functioning and better organization of sports activities. External assistance is obtained from individual local bodies, industries and voluntary organization.
For majority of sports, sponsorship is no longer an evil but a necessity. The days of patronage from a generous benefactor have gone, and are replaced by commercial businessmen who seek only return on their investment. In this tough necessary market place all sports, but particularly the less popular ones, increasingly look towards sponsorship to make ends meet. Income generated from the larger high profile championship events is an essential means to support grass root development.

For most sports administrator, the differences between rich and poor sports, the rewarded and disadvantaged players, and the prosperous and deprived communities, probably seem greater than ever. And as more sports are introduced, levels of participants increases, and the striving for higher standard intensifies, the need for greater and more wide spread funding will continue to grow.

How can a sport attract and secure sponsors and assist in promotional and media campaigns, that benefit both the sponsor and the event in understanding why a company sponsors a particular project is crucial for any institution and organization wishing to approach that company for sponsorship, since all approaches must be seen through the sponsors eyes. If the project and activity is having linkage with any existing sponsorship theme changes of obtaining support will increase greatly. Since sponsorship is a two way process where both parties should enter with their eyes open, the key to success
depends on how the parties relate to each other and the need to keep working at it. It is the responsibility of the concerned university authority and sports persons to do research on the objectives of the company, that is how clear policy on what they do and do not of sponsor. It is also necessary to take some time to find out who in a company deals with sponsorship so as to expect to develop a long term working relationship. Sports authorities should try to have an accurate idea of the value of a sponsorship of the company and based on this pitch the sponsorship value at its perceived market rate.

The best way of understanding the variety of sponsorship source is to know to get information about sponsorship. In libraries, offices of sponsored research and other reference points one will be able to find numerous guides and directories and profiles of sponsoring possibilities. Sponsoring possibilities may also be discovered by reading the newspapers to find out what is important to the company and organization.

Sponsorship takes a variety of forms: International national local, series / event / team / individuals, and sports / arts / environment community interest. Sponsorship seems to have become big business today. This success can partly be attributed to the mass broadcasting of these events via the satellite channels. Today most Indian companies too are prepared to spend large amount for sponsoring events with certain set of objectives. Which could benefit them like
Media coverage. The company or brand name obtains media exposure in editorial matter; sponsorship sometimes makes more efficient use of promotional resources than advertising.

Customer relation – invitation to attend the sponsored event can be issued to key customers and prospects.

Community relations can be enhanced by local sponsorships

Employee morale may be lifted

Provision of promotional opportunities – e.g. linkage to advertising of selling points for representatives.

Sponsorship costs include the following, prizes, provision and creation of display materials, wages and salaries of employees at the event, hospitality to guests, administration charges, travel, advertising of the sponsorship, and costs associated with evaluation. So one should make the basis of approach in line with the benefits to the sponsor and on what they wish to sponsor. The receiver should try to provide information on exactly what the sponsor can get out of the sponsorship deal. Obviously, in order to achieve value for money a key factor is publicity, something that all commercial sponsors try to maximize. So work on how to help the sponsors to achieve it. If there is a
major patron or celebrity it could enhance the opportunities for media coverage.

Out of the 75 sponsors, 64 percent of them were particular of the event to sponsor. Cricket, Golf, Tennis, and Football being the games played and viewed by millions of people, are the favorites of the sponsors. More importantly, with television coverage of Cricket becoming more sophisticated after the advent of competition through the satellite television, advertisers are living up for a piece of action. Today a viewer can very clearly see for instance what shoes a batsman, bowler and fielder is wearing.

Corporate sponsorship of cricket is part of a carefully planned, marketing strategies aimed at extracting the maximum mileage from the game. Pepsi company for instance, is increasing its brand awareness among students by attaching the name of its orange drink. Miranda school level tournaments. Some companies are thinking long term: they are picking up relatively unknown players who have the potential to become major stars of tomorrow to advertise their products.

But majority of the sponsors were ready to sponsor the inter university level competitions than the inter collegiate levels. There are reasons for this, not all sponsors are willing to sink money when returns are uncertain or meager in terms of exposure, both in the print and electronic media. Since the
participants and spectators to the inter university sports are more than the inter collegiate sports activities. sponsorships are more for the inter university sports.

The study shows that, out of 75 companies, 44 percent of them sponsored directly and 56 percent of them sponsored through the agencies. One important question to the concerned authorities is how can a sport both attract and secure sponsors and assist in promotional and media campaigns that benefit both the sponsors and the event. For many sports, utilization of an experienced sponsorship agency is the best answer using an agency, which has specific experience of dealing with sports, television and potential clients and which is motivated through payment by results, can provide an economic and effective solution. Sports will surely find benefit by appointing an agency to work on their and the sponsors behalf, to maximize benefits for both.

It is the responsibility of the sports authority to see that the agency appointed by them have complementary skills and resources to those of sports, mutual understanding and interest and the two parties should work together for the best result to be achieved. As every sport differs, so does every agency. In simple terms, agencies can either act as brokers attempting to match a sponsor with a sport, being paid commission for clinching the deal or as consultants, charging a regular fee for advice and administrative work or some combination of both.
Researchers found that all the companies or organizations wished to sign the agreement with the concerned university authority and sports person for getting the sponsorship. Signing of an agreement is the start of the working relationship, not the end. Most sponsors are reluctant to give long-term commitments until credibility and professionalism have been proved.

Companies spend a great deal of money establishing and maintaining it. The company's logo is a fundamental priority and the sponsorship receiver should ensure to use it correctly. The university authority and sports person should appear to work together giving feedback and making the sponsors feel involved. Doing so, chances of establishing a long-term relationship will increase. Flexible approaches to venue, dates, locations and other details can pay dividends. An open mind is required from both parties. Finally with regard to public and once the sponsorship is agreed it should be the start of a relationship based on mutual trust, not the end. Keeping all the above said points in mind the seeker should also be tactful enough to approach and draw the attention of the sponsors towards him and university.

Sponsorship has proved promotional in motivating the sports persons to pursue his or her career in sports. Sponsorship in terms of cash and kind boosts confidence in a player and motivates him or her to strive to higher levels. Many of the multinational companies had established academies for identifying and training the young talents. Examples. Britannia formed the
foundation with Amritraj brothers (BAT) in Madras. Leander Paes, the most successful tennis player at the moment is a product of this system. MRF Pace Foundation in Madras is another splendid example of sponsorship enriching the national talent pool. The TATA Foot Ball Academy in Jamshedpur. The Air India Academy in Delhi, BPL sponsored Badminton Academy in Bangalore are standing testimony of commitment to serve the cause of sports.

The study also highlights that: the sponsoring companies will get the benefits of tax concession for sponsoring sports tournaments. The income tax law says that, the assessee whose income is assessed for tax under the head "profits and gains of business or profession" are eligible to claim deduction for expenditure incurred for organizing sports tournaments under section 37(1) of the income tax Act 1961. In the expenditure incurred on holding. such tournaments would qualify as an admissible business deduction. However, if an assessee makes donation for organizing the sports events, donations would be considered as admissible reliefs under section 80G of the income tax act. If the conditions specified in section 80G are fulfilled.

This shows that. universities can put some effort to bring more and more sponsorship for the university sports programmes.

Though sponsorship has such a big hand in the promotion of sports at all levels, however. it remains in the elitist milieu. Sponsorship is still an urban
phenomenon directly proportional to publicity and propaganda where commercialization has an ugly face and a tendency to corrupt a well-established system. Instance of sponsors bending rules or bossing over administrations are plenty. The sponsors ignore many of the indigenous and strenuous games like kho-kho, kabaddi. Unless the sponsors come forward or the university authorities make efforts to draw more participants and spectators, there are fewer chances for many of the indigenous games to flourish. It is high time that the Directors of Physical Education and concerned university authority would take initiative measures to grab the attention of sponsors for the good will of talented sports persons.