CHAPTER II

REVIEW OF RELATED LITERATURE
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The present investigation is addressed towards Exploring the scope of sponsorship for the promotion of sports in the universities and the investigation is based on the hypothesis that such possibilities of exploring the scope of sponsorship could be identified by applying questionnaire on university representatives, directors of physical education of various Indian universities and sponsors would yield useful information for development of university sports in India. The present investigator has reviewed the available literature on the concerned field of investigation.

Much of the study has gone into the investigation of sports administration as well as relation of sponsorship with sports in various levels and in competitions. Since this dissertation is exclusively on exploration of sponsorship for the betterment of university sports, the investigator has done a literature search for the purpose of investigation, update with respect to some games in general and with respect to university sports in detail. The literature has taken into account most of the important studies made available by the world wide sports personalities and writers during the past decades and considering the constraints of companies, universities and sports persons. Some major studies done so far in the field with respect to the topical problem of this dissertation have been briefly highlighted topic by way of two sections.
The first dealing with motivation and scope of sponsorship in general and the second with respect to sponsorship and sports in particular.

The contemporary status of studies on sports sponsorship is the outcome of the vast literature available on sports sponsorship. The study involves the literature pertinent to exploring the scope of sponsorship for the promotion of university sports. Yet, pertinent literature, and though peripheral to sports sponsorship deemed to be relevant and that which are effective for the meaningful study is incorporated.

Thyagarajan (1996) says, “Sport is today perceived as an essential component in society. It commands primacy like any other welfare programs, demanding attention not merely to keep pace with its own enlarging range and dimension but also focussing on its flair, glamour and effervescence. This is impossible without generous funding. No single agency however endowed it may be with resources, will be able to meet the challenge. Given these constraints, Governments too can play only a limited role, what then, is the remedy? Is sponsorship the panacea.”

The word sport is derived from the Old French word ‘disport’ which means amusement, and that this amusement, this distraction, this play are the primary factors which motivate the aspiring sportsman to exert himself. Sport
should be fun over emphasis of its beneficial effects, as if it were some kind of medicine, may nearly put people off.

Peter McIntosh and Valerie Charlton (1985) point to a paradox "If sport is promoted and pursued as an end in itself, it may bring social benefits which will elude the grasp of policy makers if they treat it as little more fashion those benefits' they write".

David Carpenter (1992) says, "today's Jargon is that sport as open 'amateurs' and 'professionals' are concepts and words of the past. But the melody is strong and lingers on, if the lyrics have changed. At Barcelona, there was a huge range in earnings, from the USA basket ball 'dream team'. Cari Lewis and Sergey Bubka, to the archers, shooters, modern penfathletes and Judokans for whom the Olympic Games remain a high profile holiday from their normal lives and jobs."

Around the world, sport still operates at two levels, the elite, and everyone else. Only the former earns money, and it is largely the former who earns cash for their sport, because they pull the crowds, the television, the press, and the sponsors. Of course, the rest of us are also the vital pyramid the mass of activity within which the best can develop their talent and pulling power we are the perpetual amateurs, now called the grass roots' sport for all".
David Carpenter (1992) also said "It is an irony that sport, fundamentally an active and healthy pursuit whose hallmarks are energy and sweat, should profit from the 20th century trend towards inactive home entertainment".

MOTIVATION

Motivation in general, denotes internal push'. The individual to satisfy basic needs' of life or external pull' to achieve certain predetermined goals, which includes extraordinary incentives, like prize, prestige, praise. Sponsorship has occupied the top sport. Now-a-day's, it is one of the strong motivational factors for a sports person. Because of commercialization of sports, the corporate agencies are acting as the main motivators. In India cricket is the only game, which has caught the eye of the sponsors. So most of the sports persons are careful in choosing the event that is a majority of them are inclined towards cricket since sponsorship is a motivating factor behind them.

To achieve anything in life, a strong motivation is needed in terms of cash, moral support, awards etc. The present sports generation is badly in need of cash from gadgets to travel allowance.

Cheat's (1995) research reports about the appropriate administration of incentives to athletes. The results of the study indicate that for good sports performance in their country, the need exists to encourage the athletes through
incentives at the end of the competition. This agrees with study Adeyanju (1988) on soccer players who showed that award improves their and motivation. The incentive can be in different forms such as official reception, award of the certificates by the government, recognition by the athletes' communities, or the government initiating a project in the athletes' communities in recognition of their services.

Kamalesh (1986) a sports Psychologist says that "Motivation is a process by which an individual is inspired, goaded or coaxed to do something. It is one of the most important conditions, which aids learning. The inspiration to act or react in a particular manner may come from within or from outside. A felt need is a precondition for motivation. Need and goal are thickly related. In the absence of one, the other cannot exist".

Sukumar Bose and Narisingha K. Bhattacharya (1998) said, motivation is an inner state that energizes, activates, or moves, and that directs or channels behavior towards goals. A motive is restlessness, a lack, a yen, and a force. Once in the grip of a motive, the organism does something. It most generally does something to reduce the restlessness to remedy the lack, to alleviate and yet to mitigate the force.

Motivation is required to a sports person for a better effort to attain greater achievements. Like sponsorship, physical educators who are trained in different events are also the essential motivators for excellence and superior
performances, in sports and games. S. Srivastava speaks about the role of physical educators in motivating a sports person.

Srivastan (1993) says, “Physical Education is as old as mankind. Perhaps it can be said that in a way physical education has been a part of human civilization from times immemorial. With the passage of time physical education with advancement in scientific knowledge and with the effect of allied disciplines of physiology.”

Psychology, sociology, physical, chemistry, medicine etc. give an offshoot scientifically termed under modern sports terminology coaching. Originally, qualified physical educators, who had the knowledge, training, and expertise to motivate potential sportsmen and women for a better effort to attain greater achievements, gave specialized instructions for competent sportsmen and sportswomen. With the experience of a social brand of individuals - coaches - since 1961 in our country specialized care of sportsmen and women has become a responsibility of these coaches. We are aware of the techniques adopted by the coaches to motivate individuals for better performance in their chosen sports and fame. The purpose of this presentation is to highlight the role of the physical educator who work in all levels of education and still not recognized for their contribution excellence and superior performance in sports and games. Actually, the physical educators wherever they may work are the rail blazers for motivation of effort to realize their goal -
betterment of records and success in competitive conditions in a creditable way.

There is no denying of the fact and there are no two opinions about this viewpoint. But it is very necessary to highlight the fact that how the clan of trained coaches catch of the threads left by the physical educators, to continue the work of undertaking the task of completing the weaving of the design of excellence in sports performance. In the sense of physical educators is the wasp and the coach is the weft of the texture of the motivated individual in sports.

John Magnottor (1986) says, “Besides the motivational impetus provided by the administrators teachers need to have a strong inner drive and a clear sense of purpose. They need an atmosphere where the fear of failure’ is not dominant.”

According to Heckhausin (1994) “achievement motivation as the striving to increase or keep as high possible ones own capacity in all activities in which standard of excellence of such activities can either succeed or all”.

In education in general and in physical education and sports in particular the emphasis is on pushing the individual to learn activities of life and achieve higher standards of performance. Motivation is a very effective device for physical educators to bring about the needed and effective changes in the
behaviors, attitude, and the performances of the individuals at any stage. Intrinsic and extrinsic motivational techniques are studied for their values and adopted by Physical education teachers in their effort to draw the best from each. The natural urge or activity (intrinsic) coupled with the objective motivational drives (extrinsic motivation) such as awards, honors, trophies, privileges, rewards, marks etc, assist potential sportsmen and women in not only stimulating them for general learning but more so for higher attainments in sports and games performances.

University News (1993) research studies on motivation indicate that young children (age group of 8-16) should not be motivated beyond their physiological as well as psychological limits. So it is imperative that the physical education teachers should understand... why, what, how, when, and were and to whom and how much of motivation in dealing with individuals under his and her professional service.

Varma (1989) says "Achievement motivation is relatively a new concept in the field of motivation, it is the motive to be achieved. It comes into picture when an individual knows that his performance will be strictly evaluated. Hence their motive may be considered as a deposition to approach success even after a hard struggle and cut-throat competition."
SPONSORSHIP

Sponsorship has been defined by Sleight (1994) as “A business relationship between a provider of funds, resources or services and individual, event or organization which offers in return some rights and association that may be used for commercial advantage.”

Sandier and Shani (1993) “There have been difficulties in defining sports sponsorship itself and in delimiting the groups of activities that are involved in it. Reasons for this are two – fold: partly from popular confusion with concepts such as charity, philanthropy, endorsement and patronage: and also because of the labeling as “sponsorship” of various activities which might not be considered as such by commentators.”

Cornwell (1995) “Commentators have found various historical contexts for the origins of sports sponsorship. The wealthy of ancient Greece supported athletic and arts festivals in order to enhance social standing and gladiators could be supported by members of the Roman aristocracy for the same purpose.”

Sleight (1989) “The first modern, commercial use of this promotional activity has been traced to the placement of advertisement in the official program of the 1896 Olympic games and the product sampling rights purchased by Co-co Cola for the 1928 Olympic. Australia may have been the
first nation to have been involved in sports sponsorship when, in 1861. Spiers and Pond sponsored the first two of Australia by the MCC, claiming a profit from the activity of £ AUS 11,000.00;”

Marshall and Cook (1992) “The first recorded used of the sponsorship of sport in the United Kingdom occurred in 1898, when the Nottingham Forest Soccer team endorsed the beverage company.”

Meenaghan (1991) “Researchers in the area argue that corporate sponsorship of sport, as it is understood today, is a phenomenon of the period from 1975 to the present. The largest increase in sponsorship of sport occurred between the 1976 Montrel Olympic games and the 1984 Los Angels Olympic games, partly as a reaction to the losses incurred by the city of Montreal.”

Concilia Moran’s (1996) vision and spirit to shape today’s concept of sponsorship, he says that, “the old expressions of accountability and relationship were no longer appropriate to the present. In the late 1970’s she adopted the concept of sponsorship to describe and symbolize the accountability.”

Meenaghan (1998) defines sponsorship as “an investment in cash or in kind in an activity, in return to access to the exploitable commercial potential associated with that activity.” This definition highlights that the primary
justification for sponsorship is commercial benefit and as such distinguishes sponsorship from patronage and philanthropy.

Andrew Mann's (1994) definition on sponsorship is "a mutually beneficial business partnership between an organization seeking support and a company offering such opportunities. Hence sponsorship is a two way process which both parties should enter with their eyes open. His marriage which can be for either a short period, involve a divorce or last forever. The key to success is how the parties relate to each other and the need to keep working at it. The anticipated benefits to each of the sponsorship agreement should be clear from the outset. With no surprises as the sponsorship develops."

Dorchester (1988) defines sponsorship as "the material or financial support of some activity, usually sports or the arts, with which the sponsor is not, in the normal course of his business, associated."

IEG's complete guide (1995) to sponsorship defined sponsorship as a cash and/or in kind fee paid to a property (typically in sports, arts, entertainment or courses) in return for access to the exploitable commercial potential associated with the property"
NEED FOR MORE SPONSORS

In the modern competitive world of sports, sponsorship has a greater part in shaping one's achievement. Though the national budget covers a certain budget of sports activities, corporate sponsorship plays an important role to meet the needs for the development of sports.

In the regard, Zhang Wuiris (1996) of China states that "Sports is a necessary part of people's life. Both participation in physical exercises and watching games has cultivated thousands of sports enthusiasts. However, we must have sufficient funds to develop sports and, in particular to hold competitions. The cost of a medium size meet amounts to over ten thousand RMB Yuan, which includes the cost of housing the athletes, renting the facilities, and other organizational work. The national budget covers a certain proportion of sports expenditure. Yet, the appropriations by the state and local governments cannot meet the need at the athletes renting the facilities, and other organizational work. What the sponsors want is to enhance the reputation of their products. Their money will be wasted if nobody notices their effort. How to impose a strong influence is the responsibility of the party that accepts sponsorship money. If the media sponsors an activity, they can either have the commercial printed or shown on screen. The whole of China is engaged in an upsurge of reform and
opening to the outside world, which has provided new and fertile soil for the full development of corporate sponsorship.”

Sponsorship is very essential to meet the demands of a sports person. Sport Gadgets are so expensive that a parent with an average income finds it very difficult to encourage his child and provide hi-tech coaching. Sponsors are needed to set up coaching academies in India.

Prakash Padukone (1998) the only Indian to have won the coveted, All England Championship now manages the BPL Badminton Academy in Bangalore, the only one of its kind in the country, which grooms potential young badminton players and gives them necessary exposure to succeed at international level. Prakash expressed his views about the badminton scene in India and the role that he has envisaged for his academy in the promotion of the game. “Players from the BPL Academy are sent abroad to participate in International tournaments. Not all of them are sent abroad. When we feel that a player has reached a certain level and needs international training and competition. BPL doing a great job and we need more sponsors like them in the country. With more sponsors we can start a similar academy in the north too.”

Most of the Indian sports federations are not well financed. They lack the event marketing skills to pursue sponsorship.
Dhanraj Pillai and Mohammed Arif (1994) the two international hockey players who are unsatisfied regarding the lack of monetary back up by their federation admits that “Average Indian Athletes is badly off unlike professional sports persons they are not paid to play, and most federations, not self-sufficient financially, lack the event marketing skills to pursue sponsorship. This year, the sports management group, private sports promoters, offered to sponsor the Indian hockey team, having decided in advance how much money to give players and to the IHF.”

While the France, every need of a sportsman from daily practice to attending a tournament is met through the sponsorship. Direct and indirect forms of aids to sports fields are encouraged in India.

Ghislaine Jeannot (1996) a sport Journalist of France says “In France from daily practice to the Olympic games, sports requires financial resources coming from different means. They are sports lottery; assistance from territorial collectives may be direct or indirect. Since the decentralizing law was introduced, territorial collectives receive a global donation for equipment of which they alone are the administrators. There are also indirect forms of aid such as free sports installations or tax-free allowance on certain imports. Sponsorship is also a means of financing which is becoming increasingly important.”
Sports lottery is one of the popular ways of funding for sport activities in European countries. For the success of this and maximum amount of additional funding support from all the sports organizations has to be ensured.

Bob Peach (1992) and the Labour party sportsman says the labour party spokesman for sport has said. “Sport is an underrated social service as well as part of our cultural inheritance. It promises to set up a major review of sports finances and sponsorship, betting levies, taxation including the proposal for a national lottery in order to ensure that a fairer proposition of the money taken out of sport goes back into sport.”

Bob Peach (1992) says that “Money for sport feature contains the views of several sports specialists and administrators with suggestions on how to get additional funding. These include aspects of marketing such as the use of research and agencies to attract and keep commercial sponsorships, and the circumstances and benefits of charitable status. In spite of sports demonstrable value to the economic and social health of our community not even the widest optimist would be on any real increase in direct public funding from central or local government, particularly with current economic climate.”

Fortunately, this gloomy picture is balanced by more positive developments in the areas of sponsorship, with the introduction of sports match, a government scheme to encourage private sector support and in
particular the proposed National Lottery, described as sports winning ticket. a view amply justified by the contribution made to sport in many other countries across the world.

Although these developments are welcome, the benefits will not be properly realized without the support of all sports organizations to ensure that these initiatives are introduced effectively to provide the maximum amount of additional funding. This includes encouraging necessary attitudes and action for the contribution of existing funding schemes such as the foundation for sport and the arts, as well as enthusiastically supporting new projects to deliver the best deal for sport alongside other community requirements”.

For many sports, sponsorship has a very significant role. An expressed sponsorship agency is necessary in order to acquire sponsors. It is always better to find an individual person with appropriate knowledge of the sponsorship markets as well as the necessary business and media content. Such an agency can be economical says. Helan Day has confidence on Sponsorship agencies.

Helan Day (1994) explains the need of sponsorship “Sponsorship is an increasingly important fact of life for many sports, the role of men and women in the middle the sponsorship agents-is acquiring significance. For many sports, utilization of an experienced sponsorship agency is the best answer.
While employment of an in house sponsorship person can sometimes help the sports own administration. it is hard to find in one individual person the full breadth of appropriate knowledge of the sponsorship market as well as the experience of dealing with sports, television and potential clients. and which is motivated through payment by results. can provide an economic and effective solution. This can be a revolutionary move."

Sponsorship has its positive and negative sources. In order to get more sponsorship any sports organization or even an individual sports person has to approach a sponsored in a methodical and scientific way.

Keeping this in view Paul Keeping (1990) says, "The drive towards sponsorship has its positive and negative sources. While the assertion that sponsorship will never take place of the core funding" seems to ring hollow at times when central allocations appear thinner than ever. it seems good use to start your quest with a positive motivation."

He also said when you go for sponsorship go for it. do by halves. but go in with realistic expectations. By methodical exploitations and a scientific approach, you will find that sponsorship can become a useful add-on to your current promotional output.

Sponsorship plays such an important part in the modern sports world that in order to acquire more and more sponsors the Government of England
had announced to provide business sponsorship incentives to the private sector to attract private sector companies into sport sponsorship.

On this account Robert Atkins (1992) Minister for Sport (Conservative party England) gave the statement that "to provide incentives to the private sector, I have announced plans to introduce a business sponsorship incentive scheme to cover England, Scotland and Wales, targeted at grass roots level, particularly for young people and in inner city areas. More than three million will be available from the government for this scheme in its first year. The aim is to attract companies into sport sponsorship with the promise of pound for pound government funding. The scheme is to be run by the institute of sport sponsorship and aim to have it up and running by April."

Sponsorship for the prizes, for the participation of the teams for gadgets and many other supplies is needed for the success of any particular sports event or even to reach the higher level needed. In one way sponsorship and sports go hand in hand.

Francis Bacon (1995) says, "Sponsorship can be of prizes, teams, individuals, equipment's or entire events such as games and tournaments. There can be multi-sponsorships, as with racing cars, which bear the names of several sponsors. On the other hand, an event like a marathon can have a major
sponsor of the event, and many sub sponsors of supplies. The choice is so wide, and the financial undertaking can be large or small, but there is almost certain to be something will satisfy your objectives and reach your particular market.”

ROLE OF SPONSORS

Sponsorship and fund raising are actually the two different aspects. Sponsorship goes in hand with the commercialization of sports, which involves the corporate agencies for their benefit especially in the betterment of their public relations and betterment of sales. While fund raising includes voluntary support who does not except commercial benefit in return for their donation.

Howard and Crompton (1998) said “Fund raising and sponsorship are different but related mechanisms for bringing money into the funding mix for intercollegiate athletics programs. Sponsorship focuses on a two-way exchange between sport and business. Though involvement in sponsorship, corporations except tangible commercial benefits in the form of increased visibility and sales. The motivation for many corporations to become involved in sponsorship seems to be that of gaining an enhanced image in the market place. Fund raising, on the other hand, tends to focus more on obtaining donations from individuals. Private donations are often characterized as voluntary, one-way transfers of income or goods to an organization. What actually motivates
people to support inter-collegiate athletic programs. give that individuals in return for their donations do not expect tangible commercial benefits?

Sponsorship has made such an impact on the competition world of sports that without this the event will not gain popularity. In turn the player feels neglected. suffers without the proper monetary aid for traveling, gadget etc. in this matter.

Edmond Hanke (1995) former operations and marketing editor for CUEW. is currently pursuing his communications career in South Florida. Says that “pity the little league team that lacks a sponsor. This group of youngster typically takes to the field without sufficient training, equipment and - most obviously - uniforms. ultimately. suffering ridicule from peers and the pain of a less than seller season. The same could be said of credit unions that lose sponsorships. But not in all cases.”

Now a day every sports person is very careful in choosing a game. It is quite true that sports event with huge sponsorship will be made of his and her choice. This attitude towards sponsorship has changed the face of sport.

Thyagarajan (1996) “Sponsorship has unquestionably changed the face of sport. whether for better or worse will depend; to a large extent. on where you are sitting.”
Progress in any area would be bleak without sponsorship

Hobson (1996) says, "No area of activity, but of all sport, will progress without sponsorship. Nothing exemplifies this more than the current wills world cup cricket tournament which is estimated to have attracted around Rs 500 crores in sponsorship."

Any game with good sponsorship motivates the player. Through promotional activities, the sponsor improves his public relation and excels his company's reputation.

Jason Copley (1995) of ABSA says, "The benefits of sponsorship are promotional. Sponsorship is used as part of the overall marketing and public relations strategy to raise awareness of the company name through the placement of the logo on posters and printed materials. It can also help to reposition the company image. If the sports organization has a reputation for excellence, the business will often benefit by association. He also said about arts sponsorship "The Arts and Business Communities are working in partnership across a wide range of activities to their mutual benefit. ABSA is a first point of reference for any business that is thinking about sponsoring the arts and we are able to offer professional guidance and expertise about how best to approach sponsorship."
Sponsorship offers a brilliant field to services and products with high quality competition.

Peter Jackson, (1995) Managing Director. Sales Comments. our sponsorship is more than just a vehicle for promoting our business locally. It offers an excellent way in which we can associate our business, services and products with high quality competition."

Sponsorship is not just receiving money and saying good bye. In turn, the sponsors expect a returning value to build up a long-term relation.

Jim Johnston (1986) says “Sponsorship is a part of public relations, but is becoming so important in the leisure industry that we shall give it a separate slot. Hyundai, the emergent South Korean Car manufacturer are part sponsoring the 1988 Seoul Olympics, by providing hundreds of cars for the use by competitors, officials, organizers and journalists. Thus, an influential, international audience will have the chance so sample Hyundai vehicles. Much smaller events and Venus can offer a good deal to local sponsors. The same hence to sample Hyundai vehicles. Much smaller events and Venus can offer good deal to local sponsors. The same principles apply to sponsorship arrangements for a few hundred pounds as to the Olympics; give the customer value for money. Sponsorship is not just taking the money and running. It is returning value for money building up a long-term relationship with your
sponsor. So give them posters, advertisements in the program, mention in your press releases, availability of their product and service at the sponsored event, and tie in with their wider marketing campaign.”

Michael Collins, (1990) Director of the Institute of Sport and Recreational Planning and Management, Loughborough University, say that “The structures of financial support are changing; players and members make a substantial contributions to voluntary, sector finance. Funding through a lottery rather than state grants, though producing large scenes, is not a secure basis for financial planning nor are TV fees and sponsorship. A strong lobby seems to be growing for a national lottery in Britain although we already spend more on gambling than many countries. Sponsorship, though growing is still a relatively minor contribution to the total economy of sport whether delivered at national level as in the UK and West Germany or at Club level and as sponsorship agents become more expert the length of deals tend to be shorter. So the only really secure income for sports bodies is that which they raise from a secure membership base, again, the UK needs to book hard at its record.”

Sports council of UK launched a program called what is your sport sponsored by the Milk Marketing Board, to turn interest in sport. Mr. Delta O. Cathain, (1987) Managing Director of Milk marketing (London) said, “We believe there is a natural link between our product and the benefits to be gained by active participation in sport.”
Sponsors get a good benefit in turn. Sponsorship is also a good source of cheap publicity. Speaking on the intern benefit that sponsors expects.

According to David Watt. (1995) “Whatever the situation it must clearly specify what the event promotion is what benefits it will bring to the sponsor will be expected to contribute and what exactly he will get in return. It may be that you can stratify this package - giving various sponsorship opportunities for certain inputs. We have found this successful with our half marathon where we as yet have no major sponsors.”

Further, he says that “Sponsors should and can get an identifiable benefit even if it is just greatly increased public awareness of their name. Work closely together with the sponsor and both can benefit enormously, and he will come back for more! Secondly, you will get a reputation for being a good source of cheap publicity and will damage prospects of getting realistic deals for you and others in the same sport of locality.

Do not forget that you can get sponsorship in kind. If your event relies totally on equipment or transport, then the supply of that may be all you want.”

Sponsorship has become a major source of finding for special and on going sporting events. Many a times, trial samples of the sponsor’s product are offered. Most of the receivers responded positively to the product and intend to purchase the product, which covers promoters, the sales.
Ronald McCarville, Christopher Flood, and Tabatha A. Froats. (1998) University of Waterloo says, "Sponsorship has become a major source of funding for special and ongoing sporting events. However, sponsors may question return on their investment in such events. Managers may find that potential sponsors are reluctant to invest in sporting activities as a result. One of their studies says that, the issue of return on investment by monitoring reaction to a sponsor's promotional efforts in an experimental setting. In the context offered by a hypothetical non-profit sporting event, participants were randomly assigned to groups who received (a) basic information about the sponsor (b) discount coupons offered by the sponsor and (c) trail samples of the sponsor's product. Those who received the product trial responded most positively to the sponsorship message. They rated the sponsor's product in terms that are more positive and were more likely to intend to purchase that product within the next month. Conversely, promotions that presented only logos, sponsor's telephone numbers slogans or coupons generally failed to alter perceptions of the product sponsor."

Colin Tweedy (1995) says "In recent years, the nature of business sponsorship of the sports has evolved to include not just the giving of cash but also companies giving products and services to sports organization as gifts in kind sponsorship in kind is one of the fastest growing areas of business sponsorship."
Apple Yard. (1995) President of FIH said “we are very anxious to attract sponsorship”. He also said FIH in promoting the game through sponsorship by effective marketing. And FIH was endeavoring for a global sponsorship from multinationals to support the youth program.”

It is always believed that with the good motivation and support we can produce champions. So even in India with continuous and sustained sponsorship, there are every chance to see world class players. ITC, which promotes in general and athletics in particular.

One of the Sports Reporter of the Journal called ‘A statesmen special’ (1990) states that “ITC. (Indian Tobacco Company) has always believed that give the impetus and the will champions made in India” is a possibility. To this end, it has through many years, focussed on sports in generic terms by a continuous and sustained sponsorship of events. This has now culminated in the ITC Sports Trust, which will promote in general and athletics in particular.

As reported by the earlier authors that sponsors charge in return some benefits like promotion of sales of their product, better public relation etc. However big the sponsorship may be from the tobacco company the it is prohibited on events, where the majority of the participants are under 18 years of age and are particular about the size of the health warnings. In this, regard the British governmental
The British Government has negotiated voluntary arguments with the tobacco industry "to regulate tobacco companies sponsorship of sport. These arguments are designed to bring about a reduction in spending by tobacco terms on sports sponsorship and to agree grass root level and return from their investment."

The commercial Consideration by the sponsors is more important when they sponsor. When the private sectors finances an event, the bulk of sponsorship goes to those sporting event where television coverage is guaranteed.

Action Britain (1994) says, "sponsorship is worth over £200 million a year to British Sport - the bulk of which is naturally given to those sports or sporting events where television coverage is guaranteed. When the private sector finances sport, it does so far private benefits. A successful sponsorship is generally regarded as one, which generates column inches in newspapers and magazines or the company or product logo or name in TV, screens. Sporting bodies need to continue potential sponsors that community projects which support sport at grass roof level and return from their investment."

Clive Caseley (1990) Marketing Officer for the London Borough of Eating "There is little doubt that commercial considerations will become even more important in local government event planning. The private sponsorship
route can be very successful, especially when there is a good relationship between a company committed to their area and a commercially astute local authority."

The Leisure Manager (1995) Sponsorship is worth about L250 million a year to British Sport, involving some 2000 British Companies. The bulk of sponsorship goes to those sports or sporting events where television coverage is guaranteed."

Sponsorship opportunity enhances a company’s marketing program and this adds value to its overall image. Companies usually try to select the most popular games through which they are recognized easily. But its not only enough to select an event, it must be in a position to commit that event.

Michael Rosenberg and Kimberly Woods (1995) says that “Even sponsorship is just one of many promotional activities that, when part of a carefully designed integrated marketing program, can enhance a companies presence in the market place and add value to its overall image. Yet to maximize the potential a sponsorship opportunity provides, the companies event must not only be carefully selected, but the organization itself must be in position to commit a significant amount of time and resources to its ultimate success.”
Corporate sponsors play an important role in the success of Olympic games. Millions of dollars are spent in the form of products and services. The sponsors are contributing everything from sophisticated information, telecommunication facilities, air conditioning, spring water, rooms, airline seats etc.

Jen Foul's Meuret (1996) said about Sponsorship in Olympics. "The formal agreement was signed on 21st June by Mr. Wiener Niches. Vice President of the supervisory board of Daimler - Benz and President and CEO of Mercedes - Benz and IOC President Mr. Juan Antonio Samaranch. Marketing the culmination of several decades of strong and constant support by the automobile manufacturers for different sports events in Germany and other parts of the Olympic games. This partnership first started at the games of XX Olympiad in Munich. It continued successfully in Seoul. In Barcelona, Daionler - Benz will be setting up an international club, a convivial gathering point for athletes, officials and journalists at the games to meet in a sporting yet relaxed atmosphere. However, Danuler Benz, in the desire to become more involved, has also given strong financial support to the Olympic Museum currently under construction. To this welcome participation in the cultural sphere of the games is added a vehicle fleet placed at the IOC's disposal comprising various odes to suit its daily needs and for special occasions."
In Atlanta Olympics 1996, "the corporate sponsors, most of whom are contributing millions of dollars in the form of products and services, the Olympics means delivering top-notch technology, goods and support at a frenetic pace to a mind-bogglingly large audience. The sponsors are contributing everything from sophisticated information systems and state-of-the-art telecommunication facilities, to 44,000 tones of air conditioning, four million gallons of spring water, thousands of rooms and airline seats:"

Des Thwaites. (1998) "University of Leeds & Andrews Carrcethers. University of Bradford. Their paper studies the corporate sponsorship of both rugby league and rugby union clubs. The broad objectives of the research were to establish the degree to which the rigorous framework for sponsorship management identified in the literature is applied in practice. In general the league sponsors adopted a more commercial approach to their initiatives, although further approach to their initiatives although further analysis highlighted the diverse nature of union sponsors who may be identified on a motivational continue from commercial philanthropic. Clear opportunities are identified wherein sponsorship programs may be adopted to contribute more fully to corporate marketing objectives though a greater application of the prescriptions in the current literature. Specific issues addressed include functional control, selection, objective setting, implementation, evaluation, and leverage. An assessment of the extent to which this situation is common to the
sponsorship of other sports in England is made by reference to studies of professional soccer and horse racing."

Richard Tracy, (1986) "Environment Minister with special responsibility for sport federation has welcomed a sponsorship agreement between some companies and sports council, British Olympic Association. The agreement provides £1.5 million to assist competitors during the run up to the 1988 Olympic games in Seoul."

Britain's top competitors now have the opportunity to concentrate fully on these preparations for the Olympic games without worrying about personal expenses.

He also commenting on the argument said "There is a success story for Sebastain Coe's Olympic Review Group, the sports council and every one involve to the benefit of Britain's Olympic team and ultimately through their efforts of sport generally in this country.

Competitive sports today cannot take is place without big money especially the Government of India is unable to bear the huge costs of the sports persons. Most of the time the teams are badly in need of cash to take a player to international games. The only game, which is enjoying the taste of sponsors with its independent board, is cricket. Cricket has become a multimillion industry today. There is no money in the games; the masses play
hockey, football, volleyball, & athletics. Commercialization is the only way out. Regarding the bleak state of Indian sports persons some of the official comment

Gill, (1999) Election Commissioner of India said “Today sports, cricket particularly in the sub-continent, has become a prisoner of soft drinks. Coca-cola and Pepsi are the real cricket control boards. These giants’ sponsors make or mar players. They fix tournaments, and there is major cricket even in May and June. Cricket has become a multi-million industry today. Satta mills are working overtime as the World Cup final approaches. Corporate money in cricket is leading to a sort of apartheid in sports in India. There is no money in the games the mass play—hockey, football, volleyball and athletics.”

Raghunath Race (1995) said “There are obviously no easy solutions to recharge Indian sports and perhaps the only way out is commercialization. Unless other sports learn to earn for themselves as cricket has done, there is little chance of Indian sports persons finding a level playing field at international level.”

Shekar Gupta (1999) said “you can’t run competitive sport today host big money, and if you have any doubts ask your hockey players how badly cash is needed to take a nation to international level in any game. But as in any free market, the inflow of cash should be directly determined by the quality of
goods and services provided. This is not quite, so in Indian cricket because the board, the sponsors, the sports management fixes, and other lowlier forms of life such as bookies have now completely overwhelmed this market. Even wonder how the most unlikely names keep on making into the final eleven’s and how when they do make it there, advertisements featuring them begin to appear on your TV screens.”

Shivaramkrishnan, (1998) Manager, Advertising & Sales Promotion. National Panasonic said “Today most Indian companies too are prepared to spend large amounts for sponsoring such events as was evident in the World Cup.”

Vibha Risi, (1995) Vice President of Pepsi says “The game (Cricket) is Attracting money today like never before.”

In way cricket can be called as money making game. Most of the sponsoring companies like ITC; cocoa cola, Pepsi etc spend crores of rupees to cricket. They host a number of cricket matches also. While the national game like hockey has to satisfy with just 5 to 10 lakhs of rupees from the small sponsors. In addition, this is the fate of other games also.

For in the run up to Wills World Cup 1996, cricket is rapidly turning into the biggest money-spinner in the history of Indian sport. According to one estimate companies spend around RS. 230 crores on the game like ITC, Coca-
cola, Pepsi and TV channels. Such high voltage hype is not restricted to the World Cup. Even domestic cricket is suddenly on a much stronger wicket, with corporate sponsorship of games becoming increasingly common. Pepsi, for instance, is sponsoring a host of matches including the state-league Pepsi Ranji Trophy Cup, the Zonal Pepsi Duleep Trophy, as well as the zonal Pepsi Deodhar Trophy. ITC has been sponsoring the Wills Trophy between top eight states since 1978.

Om Pathak. (1995) Vice Chairman of the Sahara India Indira Gandhi Gold Cup International Hockey Tournament, the meet has redefined its budget as well as accepted the offer of those with small sponsorship schemes. In the event, each match will be sponsored to the tune of RS. 5-10 lakhs. Indian Bank and JK cement have agreed to sponsor two matches each along with Philips.

Television coverage is also a source to attract the sponsors. Sponsorship rate has been increased where there is good media coverage especially TV. This is just a means to attract the viewers for the better sales of their product. Coke, Pepsi, and Wills are competing for the logos on the players.

Amrith Mathur (1999) says “the cricket world cup can never compare financially with the Olympics but the game is making some progress. One offer in this 42 match tournament is $300,000 (RS. 1.26 crores) for the winner $100,000 (RS. 42 lakhs) for the losing semifinalists. Each team gets an
appearance money of $250,000 (RS. 1.05 crores). Breaking traditions, the current World Cup disposed with naming a title sponsor. Instead a clutch of supplies and sponsors paying L500,000 (RS. 3.45 crores) and L2 million (RS. 19.8 crores) have been roped in but the organizers have found only four sponsors - Pepsi, Vodafone, Emirates Airlines and Nat West Bank - instead of the expected eight.”

He also said about the high visibility provided by television, sponsorship stakes have risen. The chief players are colon giants with Pepsi. Currently holding long term rights to sponsor one dayers and tests in India. Coke, trying vainly to catch up and insert a foot in the door, paid $1.75 million (Rs.7.35 crore) for the low interest (following India’s defeat) Asian Test Championships. What it got in return was debatable because Pakistan (eventual winners) refused to touch coke or wear logos citing previous contracted arrangements with Pepsi. For potential sponsors having the Indian team sport this logo is a matter of prestige. At present, the property belongs to wills. The tab for 7.5 sq. in sign on the chest and the sleeve is Rs. 22 lakh for a test and RS. 17 lakhs for a one dayer.