ABSTRACT

WOJDYLO, JESSE ROSS. The impact of size and location on collegiate sports sponsorship. (Under the direction of Robb Wade).

The purpose of this study was to examine the effects of location and size on sponsorships in collegiate athletics. The study compared university's number of sponsors based on size in terms of student population and size of a respective football program. The study also compared industry sponsorship rate to location of an athletic department. Small universities, under 15,000 students, were found to have a greater number of sponsors than large universities with 15,000 or more students. The size of the football program had no relationship on the total number of sponsors for an athletic department. Several industries were regionalized in terms of high sponsorship rate. The sponsors that were the most regionalized were the telecommunications industry in the Southeast, the medical industry in the Northwest and the automotive industry in the Midwest. An analysis of these variables and a discussion of the results are presented in this study.

THE IMPACT OF SIZE AND LOCATION ON COLLEGIATE SPORTS SPONSORSHIP

By
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BIOGRAPHY

Jesse Ross Wojdylo was raised in Topton, North Carolina. He completed his undergraduate and graduate degrees in Parks, Recreation and Tourism Management with a concentration in Sports Management at North Carolina State University. Jesse has been at intern at Sports & Properties, Inc. while completing his thesis.

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Professional Sport Sponsorship Industry

In 1972, Rich Products Corporation acquired the first naming rights contract for Buffalo's new NFL stadium for $1.5 million over 25 years. Today, there are 72 naming rights agreements for facilities in the five major professional sports leagues. In 2005, over 66% (87/131) of teams in the five major professional sports league will play in named facilities. The average term of the agreement for the facilities is approximately 19 years (Carrow, 2006).

Sponsorship has become a vital part of funding for a wide range of sporting, artistic, and social events. The worldwide sponsorship market has grown from an estimated $2 billion in 1984 to $16.6 billion in 1996 in the United States (Meenaghan, 1998). The 1996 Atlanta Olympics raised $540 million in sponsorship from corporations. The Sydney Organizing Committee for the Olympic Games in 2000 budgeted for sponsorship income of $830 million. (Speed & Thompson, 2000). Olympic Properties of the United States was responsible for over $850 million in corporate sponsorships for the 2002 Salt Lake Olympic Games.

Professional sports in the United States have produced some significant naming rights sponsorship deals. In professional baseball, twelve teams play in stadiums that have sponsorship fee of $2,000,000 or more annually. The average annual fee among Major League Baseball stadiums with corporate title sponsors is $2,226,666. Based on the deals where the term is known, the average is 23.4 years.

Professional football teams have 17 facilities that have corporate names. The annual sponsorship ranges from the $620,000 annual payment. Table 1 displays the naming rights sponsorship figures for the National Football League.

Table 1: National Football League Facilities with Naming Rights

Facility	Organization	Sponsor	Estimated Annual Fee	Term Length
Alltel Stadium	Jacksonville Jaguars	Alltell	$620,000	10 Years
Bank of America Stadium	Carolina Panthers	Bank of America	$7,000,000	20 Years
Edward Jones Dome	St. Louis Rams	Edward Jones	$2,650,000	13 Years
Fedex Field	Washington Redskins	Fedex	$7,000,000+	26 Years
Ford Field	Detroit Lions	Ford Motor Company	$1,000,000	38 Years
Gillette Stadium	New England Patriots	Gillette	$7,000,000+	14 Years
Heinz Field	Pittsburgh Steelers	H.J. Heinz Co.	$2,850,000	20 Years
Invesco Field at Mile High	Denver Broncos	Invesco Funds Group, Inc.	$6,000,000	19 Years
Lincoln Financial Field	Philadelphia Eagles	Lincoln Financial Group	$6,500,000+	20 Years
M&T Bank Stadium	Baltimore Ravens	M&T Bank	$5,000,000	14 Years
Monster Stadium	San Francisco 49ers	Monster Cable Products, Inc.	$1,500,000	4 Years
Network Associates Coliseum	Oakland Raiders	Network Associates	$1,000,000	10 Years
Qualcomm Stadium	San Diego Chargers	Qualcomm	$900,000	20 Years
Qwest Field	Seattle Seahawks	Qwest Communications	$7,500,000	15 Years
Raymond James Stadium	Tampa Bay Buccaneers	Raymond James Financial Services	$3,000,000+	18 Years
RCA Done	Indianapolis Colts	RCA	$1,300,000	15 Years
Reliant Park	Houston Texans	Reliant Energy	$9,000,000+	32 Years

Naming Rights in Collegiate Athletics

Currently, there are 27 facilities in the United States that serve as a home to a college or university team and have a corporate sponsor. The majority of the facilities are arenas with six of the facilities being football stadiums and two being baseball stadiums. The average annual sponsorship fee is $907,142 and the average length of term is 14.76 years. The data may to be skewed due to the fact that several of the venues are also homes to professional sports teams. The two facilities with the highest annual fees are the RBC Center, home to the Carolina Hurricanes and North Carolina State basketball, and Raymond James Stadium, home to the Tampa Bay Buccaneers and South Florida football.

Collegiate Football Corporate Sponsored Facilities

Among the six football stadiums, Raymond James Stadium and Qualcomm Stadium, were built first to be professional football venues. Due to the fact that they were designed for professional sports teams and not the San Diego State Aztecs and South Florida Bulls respectively, there were many amenities added to each of the facilities. The college football facilities with corporate sponsored facilities are found in Table 2.

Table 2: College Football Facilities with Corporate Naming Rights

Facility	University	Sponsor	Estimated Annual Fee	Term Length
Carrier Dome	Syracuse University	Carrier		Life
Jones SBC Stadium	Texas Tech University	SBC	$1,000,000	20 Years

Table 2 continued

Movie Gallery Veterans Stadium	Troy State University	Movie Gallery, Inc.	$250,000	20 Years
Papa John's Cardinal Stadium	University of Louisville	Papa John's Pizza	$500,000	10 Years
Qualcomm Stadium	San Diego State	Qualcomm	$900,000	20 Years
Raymond James Stadium	University of South Florida	Raymond James Financial Services	$3,000,000+	18 Years

The average annual fee of the three purely collegiate football facilities (Jones SBC Stadium, Movie Gallery Veterans Stadium, and Papa John's Cardinal Stadium) is $583,333 and the average length of term is 16.67 years. One collegiate football facility that is not included in the chart is the proposed new stadium for the University of Minnesota Golden Gophers. The on-campus, 50,000 seat stadium is estimated to cost $235 million. Bills are currently pending in the Minnesota legislature to have the state fund 40% and the university fund 60% of the costs. Much of the 60% that the university has to pay will be raised through corporate sponsorship and private donations. While waiting for the bill to pass legislation, the University of Minnesota board of trustees approved a $35 million, 25 year naming rights deal with TCF Financial Corporation. The stadium, which is expected to open in 2008 if legislation passes, will be called "TCF Bank Stadium" (Garrison-Sprenger & Vomhof, 2005).

Collegiate Basketball Corporate Sponsored Facilities

Unlike football where it has taken time for corporate sponsorship to flourish college basketball has shown significant growth in corporate sponsorship. There are 18 arenas that are used by university basketball programs that have a corporate sponsorship. The majority of the arenas are not used strictly for basketball. They are also used to facilitate music and concerts events. The college basketball facilities with corporate sponsors are found in Table 3.

Table 3: College Basketball Facilities with Corporate Naming Rights

Facility	University	Sponsor	Estimated Annual Fee	Term Length
Allstate Arena	DePaul University	Allstate Insurance	$1,000,000	
Alltel Arena	University of Arkansas	Alltel	$450,000+	18 Years
Alltel Pavilion	Virginia Commonwealth University	Alltel	$200,000	10 Years
Bank of America Arena	Washington University	Bank of America	$510,000	10 Years
Colonial Arena	University of South Carolina	Colonial Life and Accident Insurance	$500,000	12 Years
Comcast Center	University of Maryland	Comcast	$800,000	25 Years
Continental Airlines Arena	Seton Hall University	Continental Airlines	$1,400,000	15 Years
Coors Event Center	University of Colorado	Adolph Coors, Inc.		Life
Cox Center	San Diego State University	Cox Communications	$290,000	Life
Cox Pavilion	University of Nevada-Las Vegas	Cox Communications	$500,000	10 Years
Dunkin Donuts Center	Providence College	Dunkin Donuts	$830,000	10 Years
Pepsi Arena	Sienna College	Pepsi-Cola	$450,000	5 Years
RBC Center	North Carolina State University	RBC Centura Bank	$4,000,000	20 Years
Save Mart Center	California State University	Save Mart Supermarkets	$1,500,000+	22 Years
US Cellular Arena	Marquette University	US Cellular	$400,000	5 Years
United Spirit Arena	Texas Tech University	United Supermarkets	$500,000	20 Years
Value City Arena	Ohio State University	Value City	Unknown	Life

Table 3 continued

Wells Fargo Arena	Arizona State University	Wells Fargo	Unknown	Life

The average annual fee of the college basketball facilities with corporate naming rights is $888,667. The average term length is 14 years when life terms are not included.

Collegiate Spending on Athletic Facilities

Athletic departments have often struggled to gain the revenue to support their programs independently. Tuition is often used to increase overall revenue to assist in funding athletic departments but that alone does not always cover costs. Although university revenues from tuition nearly doubled between 1985 and 1993, total expenses for NCAA Division 1-A football programs nearly tripled between 1985 and 1997 (Suggs, 1998). In 1992, only 25 of over 1000 colleges with football programs, including all NCAA divisions, had revenues exceeding expenses (Mullin, 1993). More recently, 84 percent of the 477 NCAA Division I and II athletic departments have been shown to be losing money (Suggs, 1998).

With expenses outweighing revenues, "Colleges and universities have begun to emphasize nontraditional funding sources (i.e., those other than tuition, alumni gifts, and government grants) to cover the costs of their athletic programs" (Sneath, 2000).

For example, in 1993, the University of New Mexico agreed to a sponsorship deal with a local bank, which contributed directly to the university as a sponsor of the athletic program and provided an estimated $75,000 in advertising through special bank-sponsored promotions (Ray, 1993). Sponsors of the school's basketball and football programs also include Calmat of New Mexico, a construction materials company, Frost Mortgage Company, Cafe Oceana, 66 Diner, The Prairie Star Restaurant (Velasco, 1996), and Giant Industries, Inc. (Giant Industries, 1997). Today, universities continue to use sponsorships at an even greater rate.

Although many universities cannot cover the expenses of their athletic departments, it has not stopped them from enhancing their facilities. Over the last ten years, fifteen universities have spent over $100 million in spending for athletic facilities as shown in Table 4. Many other universities have ongoing projects that exceed $15 millions (See Table 5). In addition to millions of dollars being spent over the last ten years, many universities have plans on spending even more money on renovations and breaking ground for new facilities. Universities that are planning major construction in the near future are shown in Table 6.

The increase in athletic department spending on facilities has related directly the amount of marketing and sponsorships sold through the athletic department. Several universities have sold the naming rights to their sporting venues to help finance the expenses due to the fact that the costs of enhancing the program outweigh the revenue created. Maryland, Virginia, Texas Tech, North Carolina State, Texas, Ohio State and Louisville have sold naming rights for their basketball, baseball or football facility in the last ten years. Seven of the fifteen universities who have spent over $100 million in the last ten years have sold corporate naming rights for their facilities. Athletic departments have also relied on sports marketing in the form of sports sponsorship within their venues (Philbeck, 2006).

Table 4: Schools sports construction cost over the last 10 years

School	Facility Spending (in millions)
Ohio State	$345
Michigan	$233
Maryland	$222
Virginia	$221
Penn State	$188
Texas Tech	$180
North Dakota	$171
North Carolina State University	$169
Texas	$163
Florida State	$156
LSU	$153
Oklahoma State	$144
Stanford	$130
Purdue	$112
Louisville	$100

Table 5: Major sports construction projects on campus

School	Facility	Price (in millions)
University of Virginia	John Paul Jones Arena	$128
Oklahoma State University	Boone Pickens Stadium	$90
University of Southern California	Galen Center	$89
University of Iowa	Kinnick Stadium	$86.8
Stanford University	Stanford Stadium	$85
Saint Louis University	Saint Louis University Arena	$70
North Kentucky University	Bank of Kentucky Arena	$60
University of Nebraska	Tom and Nancy Osborne Athletic Complex/Memorial Stadium	$51
Nova Southeastern University	Nova Southeastern University Center	$50
University of Alabama	Bryant-Denny Stadium	$40
University of California, Davis	Multi-use Stadium	$29.8
University of Tennessee	Allan Jones Intercollegiate Aquatic Center(2007)	$24.3
Penn State University	Medlar Field at Lubrano Park	$23
Texas Tech University	Lubbock Stadium	$22

Table 5 continued

California Polytechnic State University	Memorial Field at Alex G. Spanos Stadium	$21.5
Yale University	Yale Bowl	$21
Ohio State University	Woody Hayes Athletic Center (2007)	$19.5
Dartmouth College	Memorial Field	$19.4
University of Texas	UFCU Disch-Falk Field (2008)	$18

Table 6: Major University projects being planned

School	Facility (project completion)	Price (in millions)
University of Minnesota	TCF Bank Stadium (TBD)	$248
University of Michigan	Michigan Stadium (2009)	$200
University of California, Berkeley	Memorial Stadium (2008)	$180
University of Oregon	Oregon Arena (2009)	$180
University of Southern California	USC High-Performance Center (2008)	$125
University of Miami	Orange Bowl Stadium (TBD)	$125
University of Illinois	Memorial Stadium (2008)	$120-$150
Florida Atlantic University	FAU Stadium (2008)	$108-$125
University of Tennessee	Neyland Stadium (2007)	$107
University of Maryland	Byrd Stadium (2008)	$95
University of Minnesota, Duluth	UMD Hockey Arena (2008)	$67
University of Akron	Zips Stadium (TBD)	$60
University of Central Florida	Golden Knights Stadium (2007)	$60
Washington State University	Martin Stadium (2009)	$55
Western Kentucky University	L.T. Smith Stadium (2008)	$33.5
Appalachian State University	ASU training facility (2007)	$32
Louisiana State University	Alex Box Stadium (2008)	$23.5
Texas A&M University	Aggies training facility (2008)	$23
Texas Tech University	Jones SBC Stadium (2008)	$17

Table 6 continued

Florida International University	Florida International University Football Stadium and Field House (2008)	TBD
UCLA	Rose Bowl (TBD)	TBD
University of Washington	Husky Stadium (TBD)	TBD

Statement of Problem

With millions of dollars being poured into sponsorships in collegiate athletics, there are significant questions that the research in the sports marketing field do not address. The problem is that there is little research completed comparing industries to location of sponsorship. There is a large amount of research on the amount of sponsorships in collegiate athletics, but little research on the types of sponsors and where they are like to sponsor an athletic department geographically. There is also very little research done comparing the size of a university to the total number of sponsors of the respective athletic department.

Research Questions

1. Is there a relationship between the types of industries willing to sponsor an athletic department based on the location of the athletic department?

2. Is there a relationship between the size of a university in terms of student population and the total number of sponsors of that respective university's athletic department? Do universities with a larger student population receive a greater number of corporate sponsors?

3. Is there a relationship between the size of a football program and the number of corporate sponsors of an athletic department? Do universities with Division I-A football

programs receive more corporate sponsors than universities with Division I-AA programs or no football programs at all?

Hypotheses

1. There is a direct relationship between the size of a university in terms of student population and the total number of that respective university's athletic department. As the student population increases, the total number of sponsors also increases. The hypothesis is created because corporations would like to get as much exposure as possible and large universities will provide the exposure to a large number of people including alumni and current students.
2. There is a relationship between sponsors and location of an athletic department. There will be specific sponsors that are more likely to sponsor athletic departments in specific regions of the United States. With specific industries headquarter or well established in certain areas of the country, those respective industries will have a higher percentage of sponsorship in the region they are headquartered or well established.
3. There is a direct relationship between the size of a football program and the number of corporate sponsors of an athletic department. As the size of the football program increases, the total number of sponsors also increases. Division I-A football programs receive more exposure because of conference ties to television contracts. Corporations would be impressed with the amount of exposure and be more likely to sponsor with universities with large football programs, particularly Division I-A programs.

Limitations

The research is limited to a sample study of 81 due to the resources and time available. The study also did not go into any depth concerning money figures. Most athletic departments were unwilling to provide any information concerning sponsorship amounts; therefore the research does not contain specific money statistics.

Chapter Two – A Review of the Literature

Before studying the relationship of size and location to sponsorship in college athletics, it is necessary to gain an understanding of what sponsorship is and how the sports marketing industry has reached the position it is in today.

The ultimate goal of corporate sponsorship is to change attitudes about a product or service resulting in sales or purchases (Mason, 2005). Marketers strive to make a connection with customers in many ways such as advertising, public relations and sponsorship. "Sponsorship occurs when a corporation funds a program or event whereby the sponsoring corporation has promotional material included into the program or event." In the beginning, advertising for radio and television programs occurred in the form of corporate sponsorship (Harvey, 2001). Over the last fifteen years, corporate sponsorship has grown into an enormous promotional tool, especially in the sports marketing industry. An example of the growth in sponsorship is shown in the increase in sponsorship expenditures in the United States. In 1984, sponsorship expenditures were $850 million and in 2000, sponsorship expenditures grew to $8.7 billion. In 1994, approximately 4500 companies spent around $4.2 billion on sponsorship rights in North America and over two-thirds, (67%), of the rights that were purchased were sports related (McDaniel, 1999).

Sports marketing can be traced back to ancient Rome when Roman patriarchs sponsored gladiator games for the same reasons corporations do today – to increase awareness (Shannon, 1999). Although most sports fans perceived sponsorship as a contemporary activity, "modern sports sponsorship can be traced to the 1950s when then-President Dwight D. Eisenhower asked Mutual of Omaha and Union Oil to sponsor the first presidential physical fitness program (Lazarus, 1984)." The 1984 Olympics is usually attributed with turning athletics into a sponsored business (Schlossberg, 1996). The 1984 Olympics were the first Olympics that depended solely on private money rather than public funding. Today, with a growing interest in sports at the professional level, it has become a business. With athletes compensated with millions of dollars per year, new stadiums built annually with limitless amenities and the cost of sports franchises escalating above $100 million, there is no doubt that sports is a true business venture.

According to Schlossberg, sports sponsorship reached $2.5 billion in 1990. In 1987, every dollar spent in sponsorship equaled five dollars spent on other forms of sports marketing such as television, radio and event signage (Eisenhart, 1988). Some estimates valued the overall sales in the sports marketing industry to be more than $179 billion in 1990. Meek (1997) estimated the sports industry as a $152 billion industry in 1995. Even though the figure is just an estimate, the sports industry ranked as the eleventh largest industry in the United States in 1995.

Cultures in the United States and Europe place a value in entertainment, competition and accomplishment. Therefore, corporate sport sponsorship has become increasingly attractive in these locations (McCook, 2004). In, 2004, the sports industry in the United States was worth roughly $320 billion.

In the United States new sports facilities costing over $6 billion are currently being built or planned to be built in the next decade. The financing for the facilities has become a very important part of the economy of the cities where these stadiums and arenas will be located. Corporate naming rights are an option that facilities have to assist with financing the facility.

Without sponsorship and marketing in college athletics, they would not be run much like the business they are today. Twenty years ago, collegiate sports rarely, if ever, were willing to accept sponsorship or marketing efforts of corporations. After professional sports paved the way by showing the sports marketing can be successful, collegiate programs quickly established relationships with corporate sponsors (Carrow, 2006).

Many sports marketing departments are reluctant to accept naming rights for a venue but have been willing to accept corporate sponsors inside and around the site. Only 23 universities have sold naming rights of facilities to corporate sponsors. In the future this number will drastically increase (Carrow, 2006). It is similar to the way professional sports adapted to naming rights sponsorships. Many organizations were reluctant to accept naming rights for their professional football stadiums fifteen to twenty years ago, but today 17 national football league teams play in stadiums with corporate naming rights as shown in Table 1.

Research within collegiate sports marketing has shown that loyalty to the program often transfers to the products and companies that support these teams. Coca-Cola recognized this trend many years ago and has advertised with a number of collegiate athletic departments. (Shannon, 1999).

> "It is time that the academic marketing discipline woke up to the fact that industry-specific research is both valued and needed. If we do not embrace sports marketing, other areas will, as has already begun to happen. Most of the research to date in sports marketing has been done in the areas of kinesiology, physical education and recreation, sociology, and

> psychology. The primary reason for this has been the inability to get sports marketing research published in marketing journals. This has been especially true in domestic (US) marketing publications. If we do not wake up and begin to accept such research, sport marketing will become yet another area of our discipline which we "give away", as has happened to a great extent with health care marketing, tourism and recreation marketing, merchandising (especially fashion merchandising), and, to some extent, advertising and public relations. All of these are marketing functions which are housed and researched, academically, not only outside of marketing departments, but outside of business colleges. And, if we are not careful, sports marketing will follow these leads" (Shannon, 1999).

In recent years, collegiate athletics have grown into a multi-million dollar industry. Although there is a great amount of money created in collegiate athletics, there are also a large number of expenses including increases in salaries of coaches and athletic department staffs, enhanced facilities, and the cost of compliance with the NCAA (Worth, 1993).

Although there have been increases in revenues from rising enrollment, tuition, donations, and tickets sales, total expenses of athletic departments have increased at an even higher rate. From 1985 to 1993, tuition nearly doubled, but total expenses for NCAA Division 1-A football programs nearly tripled from 1985 to 1997 (Suggs, 1998). "In 1992, only 25 of over 1000 colleges with football programs (including all NCAA divisions) had revenues exceeding expenses (Mullin, Hardy & Sutton, 1993)."

With athletic departments seeking different forms of revenue including sponsorship, it is important to know what corporations are willing to sponsor specific athletic departments. Unfortunately there is a gap in the literature when it comes to comparing sponsorships in college athletics. The following information will give sports marketing professionals an understanding of what industries sponsor in what regions of the United States. It will also portray any difference there many be in the size of a university, in terms of student population and football program, and the total number of corporate sponsors of that respective university's athletic department.

Chapter Three – Methods

This study was designed to analyze sponsorships of collegiate athletic programs. The athletic departments were compared on the variables: student population, location, number of total sponsors, type of sponsors, and size of football program.

1: Description of Study Sample

Athletic departments throughout the United States were selected to complete a survey on marketing and sponsorship. The survey is attached as Appendix A. All athletic departments were selected at random, but dividing the United States into four regions and randomly selecting universities from each region from the NCAA handbook. The breakdown of athletic departments that received the survey are listed in Table 7. Over 50% of the distributed surveys were returned. The numbers of returned surveys are listed in Table 8.

Table 7: Athletic Departments Receiving Sponsorship Survey

Location	Number of Surveys Distributed
Northeast	20
Southeast	21
Midwest	20
West	20
Total	81

Table 8: Athletic Departments Returning the Sponsorship Survey

Location	Number of Surveys Returned
Northeast	9
Southeast	10
Midwest	12
West	10
Total	41

2. Instrumentation

In order to compare the sponsorships of the athletic departments, it was necessary to attain the data for the five variables: student population, location, number of total sponsors, type or sponsor, and size of football program. The survey that was distributed is referenced in Appendix A. The survey that was distributed had at least one question regarding each variable. An example of a question regarding student population is:

What is the total student population at your university?
___less than 5000
___5001-10,000
___10,001-15,000
___15,001-20,000
___20,001-25,000
___25,001+

In this study, sports marketing employees of selected athletic departments completed the survey by answering questions related to their respective sports marketing department. Prior to distributing any surveys, a phone call was made to establish a contact within a respective athletic department. The surveys were emailed because it was the easiest way for each athletic department to receive the survey and quickly return it without the hassle of mailing it. It also established contact with individuals who are not easily accessible.

3. Data Collection

The athletic departments that completed the survey included universities from the northeast, southeast, Midwest and west. Forty-one (return rate of 50.6%) athletic departments successfully completed a survey. Out of the forty-one participants, nine were from the northeast, 10 were from the southeast, twelve were from the Midwest and ten were from the west (see *Figure* 1).

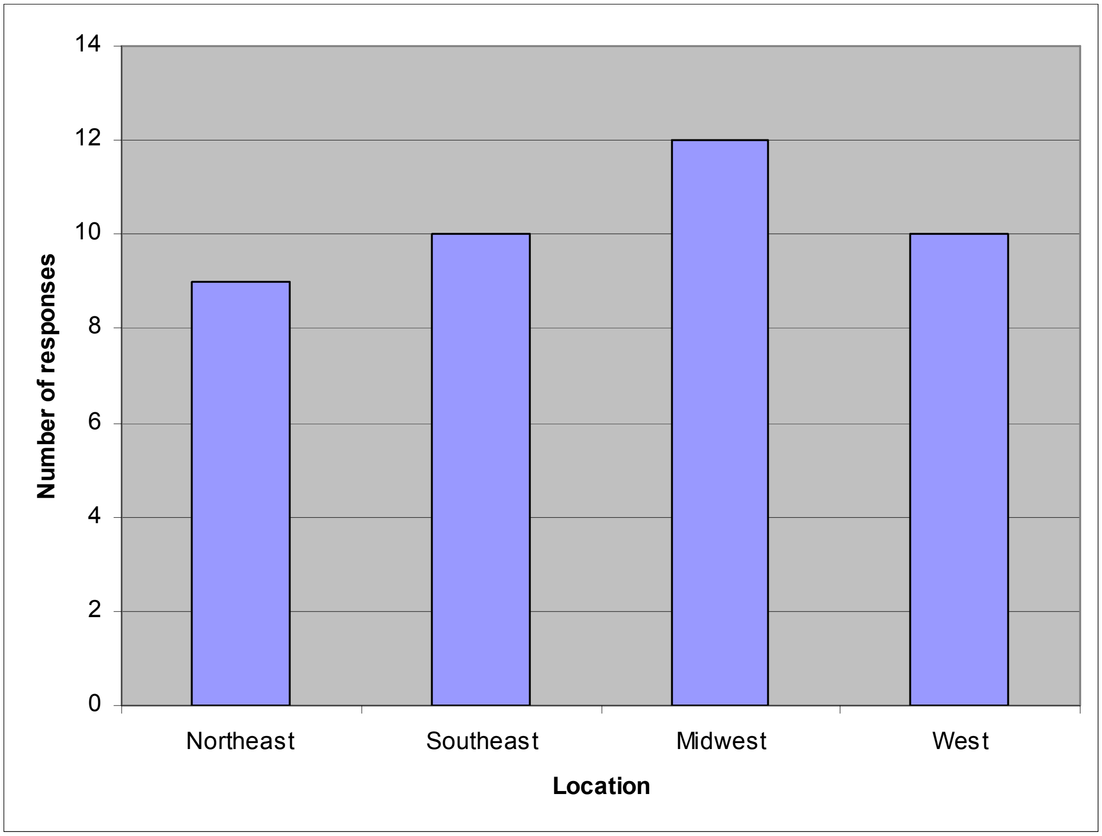

Figure 1: Survey Responses

When analyzing the data, the student population was divided into two categories; large and small universities. Large universities were designated as universities with a student population 15,001 and above. Small universities were designated as universities with a student population 15,000 and under. Of the forty-one respondents, nine had a student population under 5,000, seven had a student population between 5,001 and 10,000, six had a student population between 10,001 and 15,000, eight had a student population between 15,001 and 20,000, three had a student population between 20,001 and 25,000 and eight had a student population over 25,001 (see *Figure* 2).

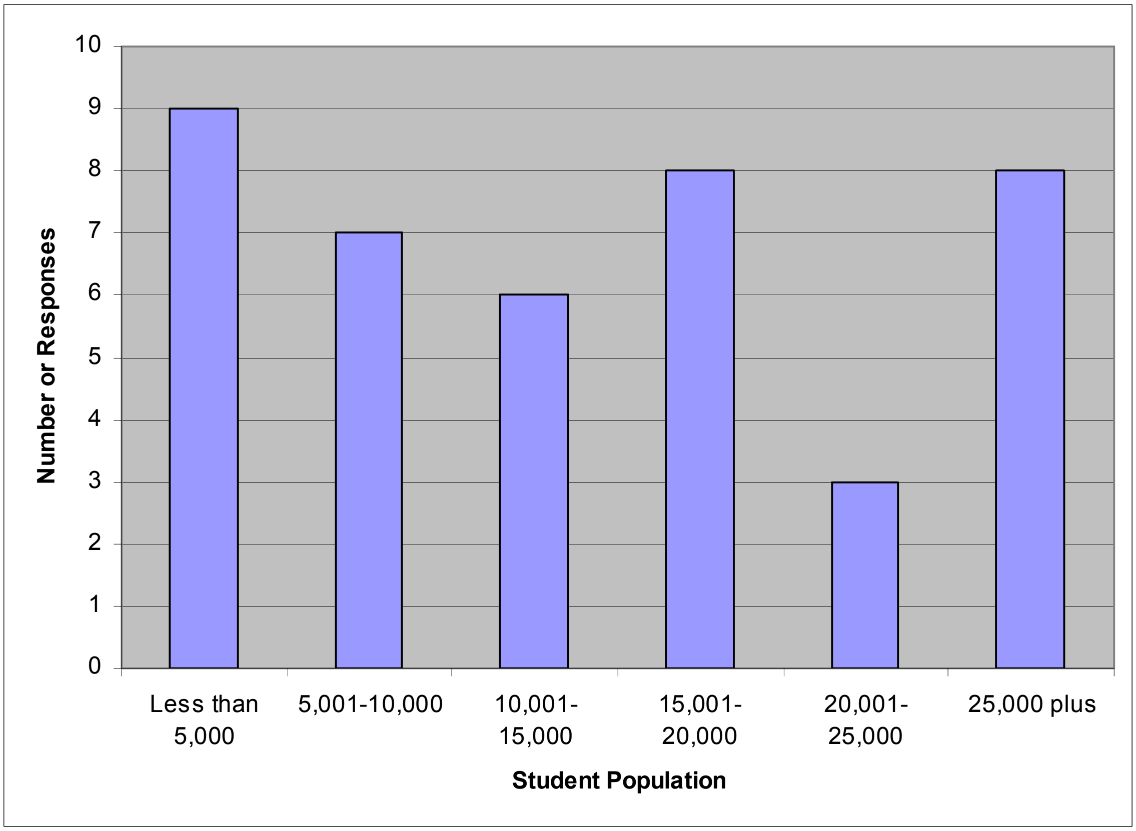

Figure 2: Student Population

Of the forty-one respondents, three had less than five corporate sponsors, four had between five and ten corporate sponsors, five had between 11 and 15 corporate sponsors, eight had between 16 and 20 corporate sponsors, one had between 21 and 25 corporate sponsors and twenty had over 25 corporate sponsors (see *Figure* 3).

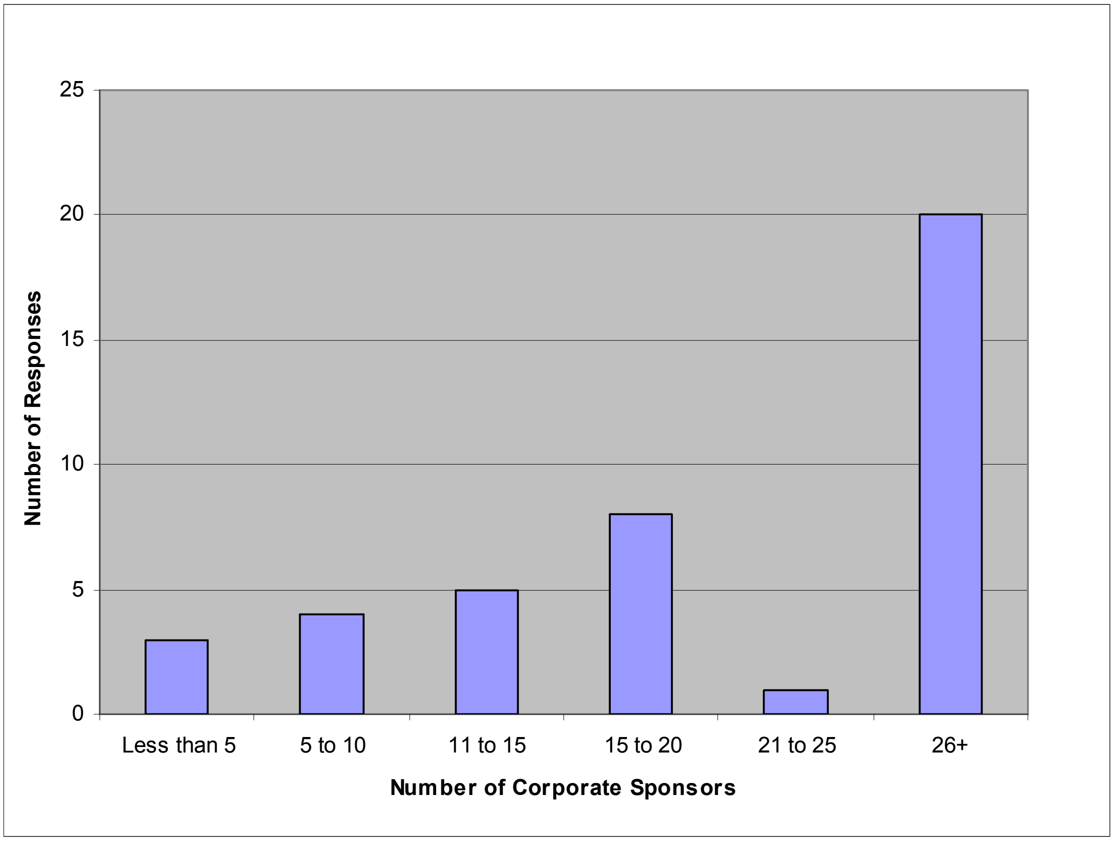

Figure 3: Number of Corporate Sponsors

Of the forty-one respondents, sixteen had a division I-A football program, ten had a division I-AA football program, and fifteen did not have a football program. There were no respondents that had a division II or division III football program (see *Figure* 4).

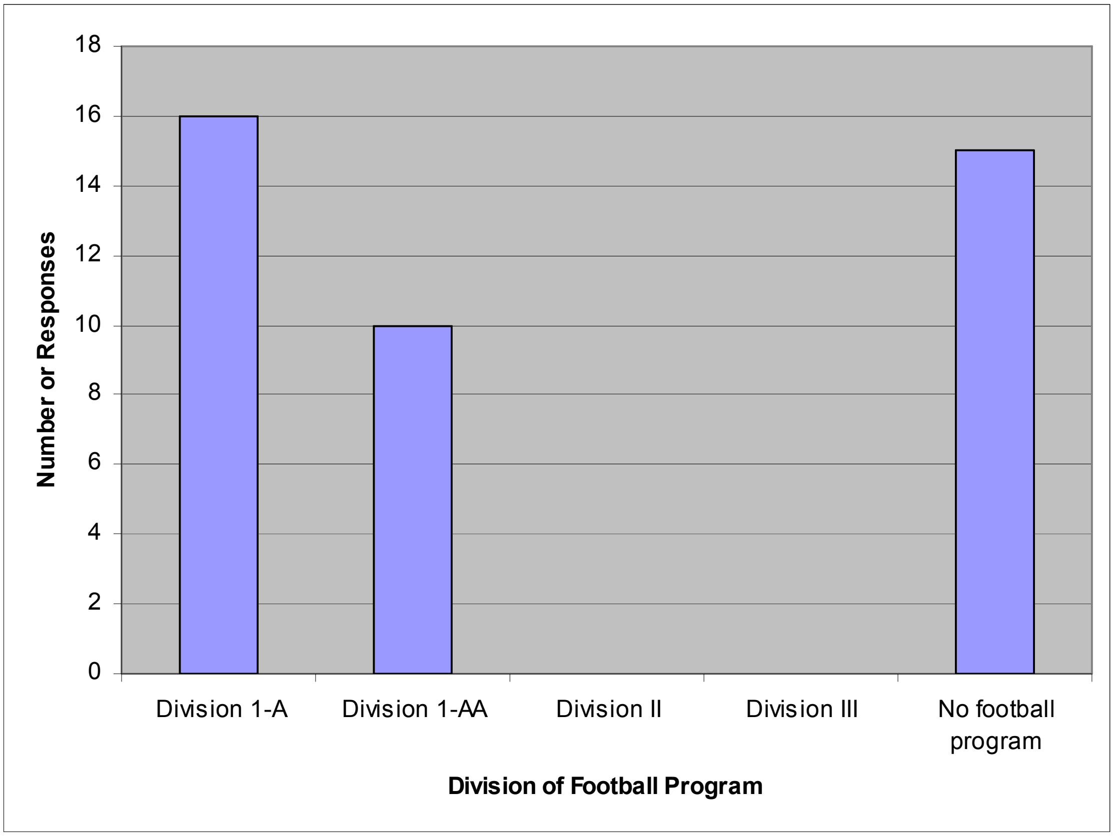

Figure 4: Division of Football Program

<u>4. Proposed Data Analysis Procedures</u>

After collecting the data for student population, location, number of total sponsors, type or sponsor, and size of football program the data was analyzed. A statistical analysis of mean was calculated for the student population, location, number of total sponsors, type or sponsor, and size of football program. Prior to entering the data, each response was printed out and coded for input. All data was entered and analyzed using Microsoft Excel. The data was then charted using Microsoft Excel to analyze trends associated with location of an athletic department and the type of sponsorships. The data was also charted to analyze trends with the student population and the number of total sponsors. Size of the football program and number of total sponsors was also analyzed to determine if there was any relationship.

Chapter Four – Data, Analysis & Results

The purpose of this study was to analyze sponsorships of collegiate athletic programs. First of all, the study analyzed the effect of total student population on the total number of sponsors of an athletic department. The study also analyzed the industry of the sponsor based upon location of the athletic department. The final analysis that the study completed was to compare the size of the football program to the total number of sponsors of an athletic department. In the following section, the results will be presented for the analysis of the effect of total student population on the total number of sponsors of an athletic department. The second section will present the analysis of the industry of the sponsor based upon location of the athletic department. The final section will provide the results comparing the size of the football program to the total number of sponsors of an athletic department.

1. The effect of total student population on the total number of sponsors

Total student population was divided into six categories: less than 5,000, 5,001 to 10,000, 10,001 to 15,000, 15,001 to 20,000, 20,001 to 25,000 and above 25,000. Total number of sponsors was divided into six categories: less than five, five to ten, eleven to fifteen, sixteen to twenty, twenty-one to twenty-five and above twenty-five.

Among the nineteen large universities, two had five or less sponsors, three had five to ten sponsors, three had eleven to fifteen sponsors, one had sixteen to twenty sponsors and ten had more than twenty-six sponsors (see *Figure* 5).

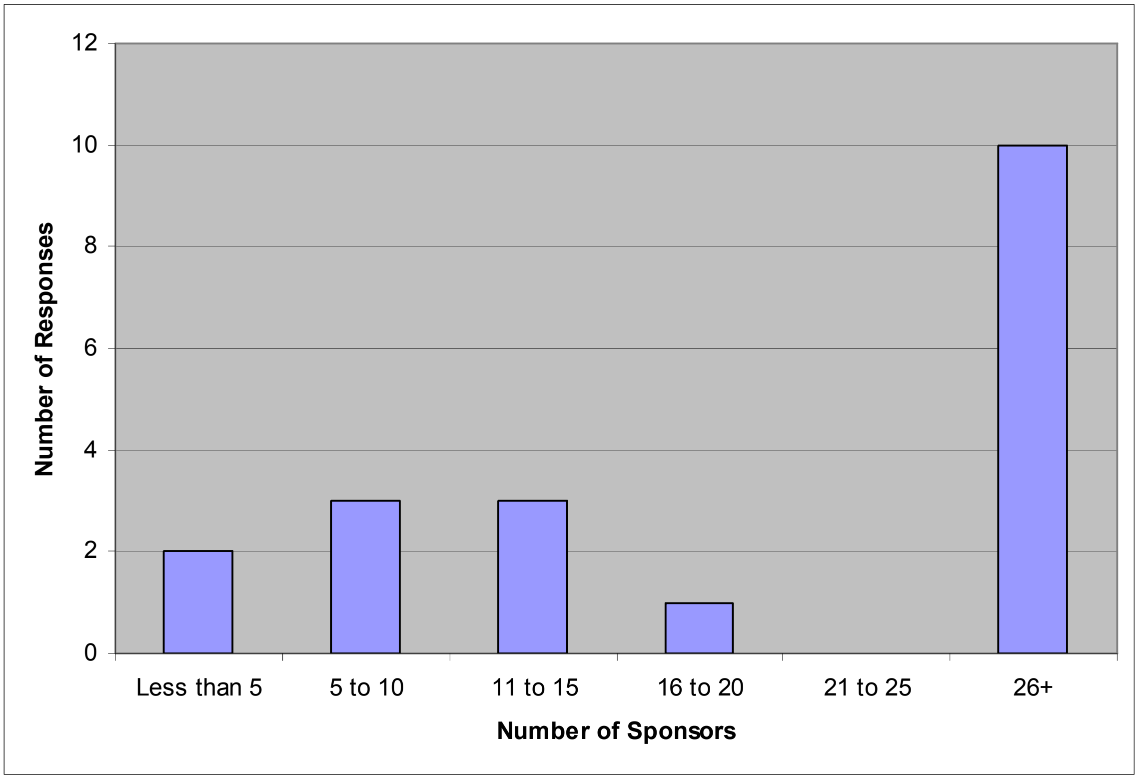

Figure 5: Number of Sponsors for Large Universities

Among the twenty-two small universities, one had less than five sponsors, one had five to ten sponsors, two had eleven to fifteen sponsors, five had sixteen to twenty sponsors, three had twenty-one to twenty-five sponsors and ten had more than twenty-five sponsors (see *Figure* 6).

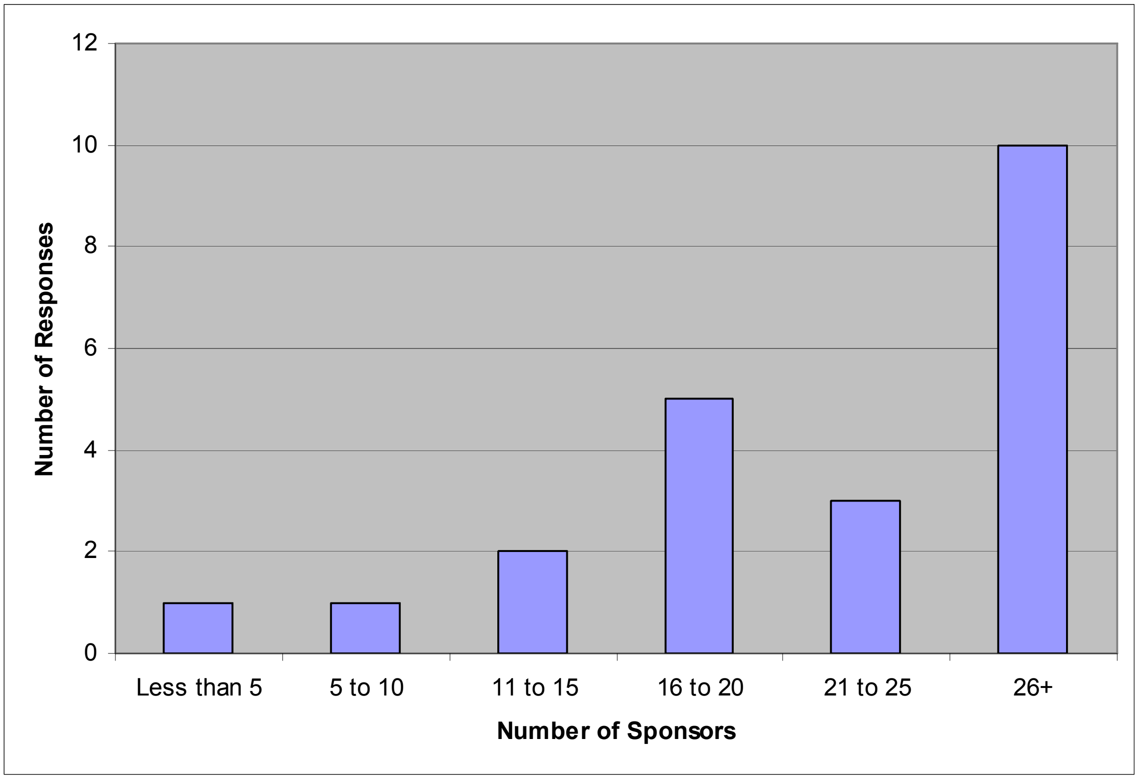

Figure 6: Number of Sponsors for Small Universities

When comparing the data of large and small universities with the overall data, it illustrates that small universities are more likely to have a higher number of sponsors than large universities. For the entire sample, 70.7% of the respondents had sixteen or more sponsors. Of the small universities 81.8% had sixteen or more sponsors compared to 57.9% of the large universities with sixteen or more sponsors.

2. Type of sponsor based upon location of the athletic department

After doing research with Sports & Properties, Inc, fifteen of the most popular industries for the sports marketing industry were selected for the survey. The fifteen industries were medical, financial services, telecommunications, computers, automotive, home furnishings, accessories, utilities, food, metals, beverages, mailing personal care, consumer electronics, and hotel. The industry sponsorship percentage at the selected universities is shown in Table 9.

Table 9: Industry Sponsorship

Industry	Number of Universities Sponsored (n=41)
Financial Services	35 (85.4%)
Food	33 (80.5%)
Beverages	32 (78%)
Hotel	27 (65.9%)
Medical	26 (63.4%)
Automotive	25 (61%)
Telecommunications	24 (58.5%)
Accessories	12 (29.3%)
Home Furnishings	8 (19.5%)
Utilities	6 (14.6%)
Electronics	6 (14.6%)
Mailing	5 (12.2%)
Personal Care	3 (7.3%)
Computers	2 (4.9%)
Metals	1 (2.4%)

The United States was divided into four regions for the purpose of this research. Northeast, Southeast, Midwest and West were the regions that were analyzed. In the Southeast, the financial services (70%), telecommunications (80%), food (80%), and beverage (70%) industries were sponsors at 70% or more of the sampled universities. The entire breakdown of the industries which sponsored universities in the Southeast is shown in *Figure* 1.7. When comparing the industries with sponsors in the Southeast to the entire United States, several industries were unique. In the Southeast, 80% of the sampled universities had a telecommunications sponsor. The overall average for telecommunications sponsorship in the United States was 58.5%. The financial services industry sponsored 70% of the responding universities in the Southeast and 85.4% of the universities nationwide showing that financial services sponsors are not as abundant in the Southeast.

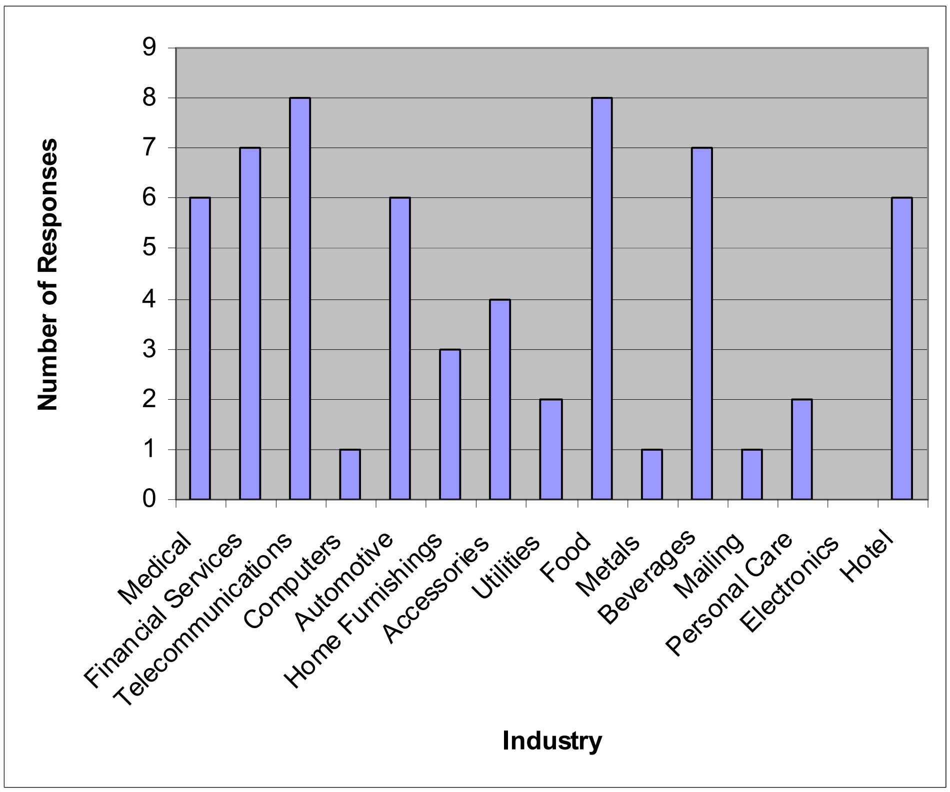

Figure 7: Industry Sponsors in the Southeast

In the Midwest, the financial services (100%), automotive (83.3%), food (91.6%), beverage (91.6%) and hotel (83.3%) industries were sponsors at 70% or more of the sampled universities. The entire breakdown of industries which sponsored universities in the Midwest is shown in *Figure* 1.8. In the Midwest, the automotive industry had a much higher percentage of sponsorship than in any other part of the United States. The overall average for the entire sample was 61% for the automotive industry while the percentage of sponsorship in the Midwest was 83.3%. The food and beverage industries also have a high percentage of sponsorship in the Midwest. Both industries sponsored at 91.6% of the sampled universities while the respective percentage of sponsorship for the entire population were 80.5% and 78%. The percentage of sponsorship for the hotel industry was also higher in the Midwest than any other part of the country. The overall population had a percentage of sponsorship of 65.9% for the hotel industry while the percentage of sponsorship for the Midwest was 83.3%.

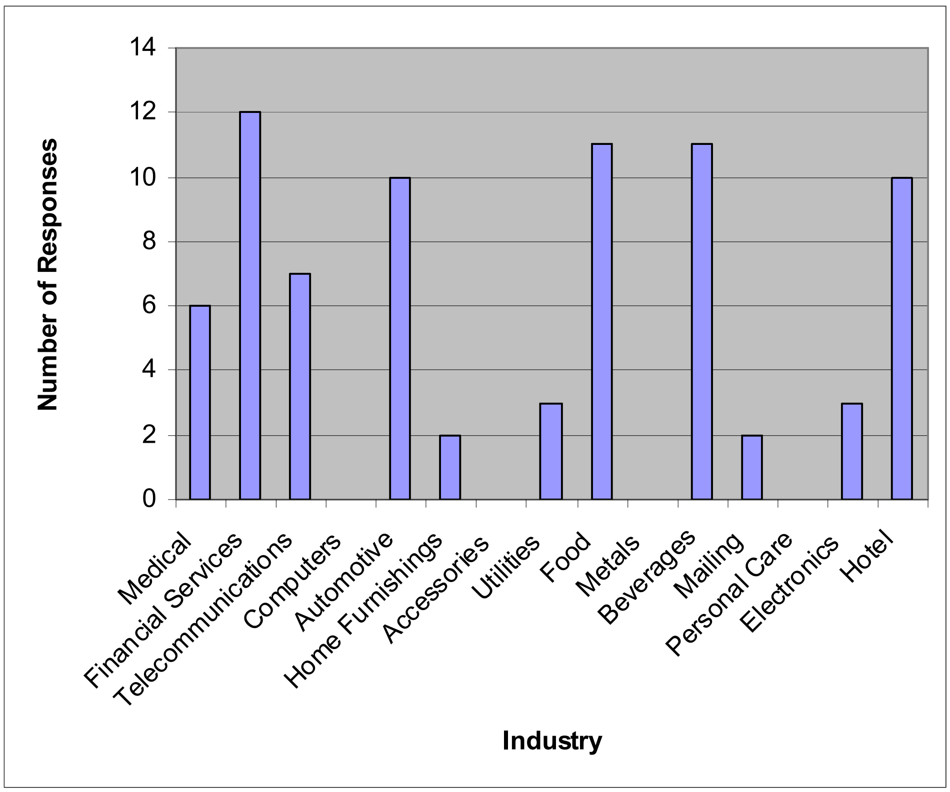

Figure 8: Industry Sponsors in the Midwest

In the West, the financial services (90%), food (80%) and beverage (80%) industries were sponsors at 70% or more of the responding universities. The entire breakdown of industries which sponsored universities in the West is shown in *Figure* 1.9. The overall average of the entire sampled for financial services (85.4%), food (80.5%), and beverage (78%) was the highest of all industries analyzed. Although the percentages of sponsorship of the three industries was not significantly higher than the entire sample, it is still important to acknowledge that the financial services, food and beverage industries are major contributors to athletic sponsorships in the West.

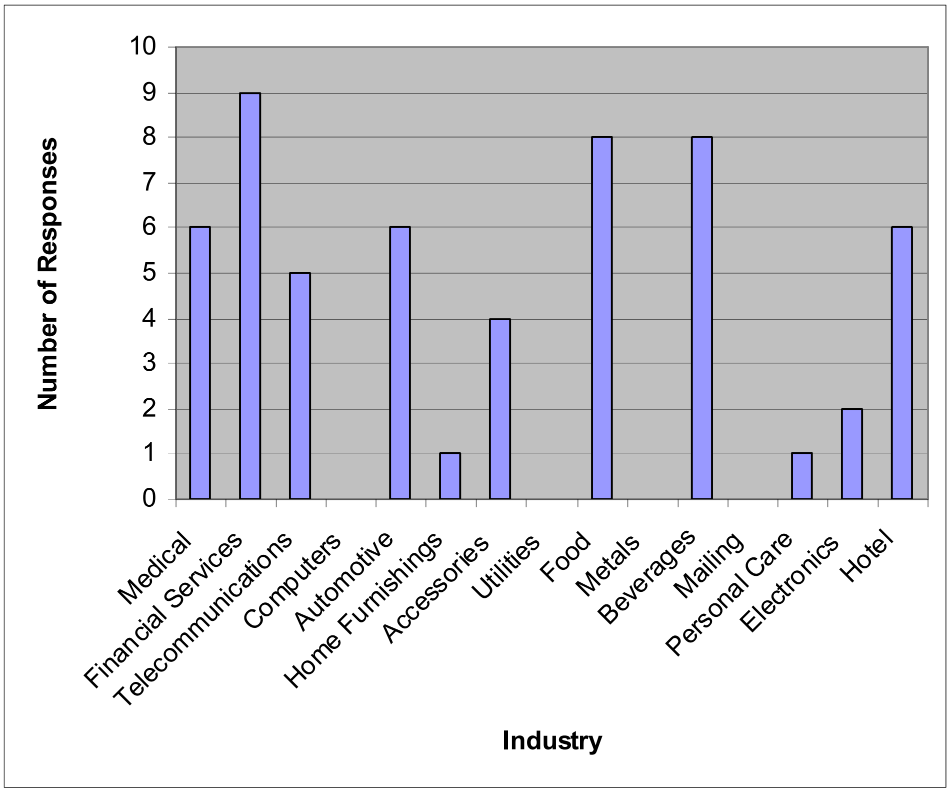

Figure 9: Industry Sponsors in the West

In the Northeast, the medical (88.9%) and financial services (77.8%) industries were sponsors at 70% or more of the sampled universities. The entire breakdown of industries which sponsored universities in the Northeast is shown in *Figure* 1.10. The average percentage of sponsorship for the entire population was 63.4% for the medical industry. In the Northeast, the medical industry sponsors at a 25.5% higher percentage than the overall population. The financial service industry sponsored 85.4% of the entire population. Among the nine universities sampled in the Northeast, the financial service industry sponsored seven (77.8%). Although the average for financial service sponsorship in the Northeast is lower than the overall population, it is still important to acknowledge that the financial service industry is a major sponsorship industry in the Northeast.

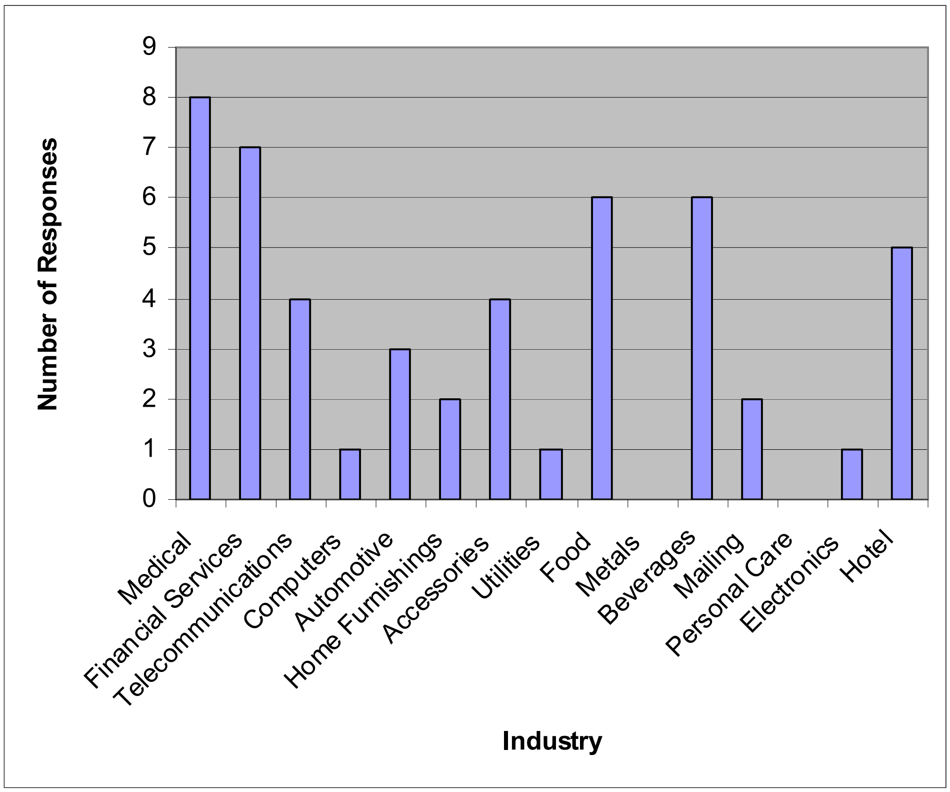

Figure 10: Industry Sponsors in the Northeast

<u>3. Size of football program compared to the total number of sponsors</u>

Size of the football program was divided into five categories for the purpose of the research. The divisions were Division I-A, Division I-AA, Division II, Division III and no football program. There was no data for Division II and Division III football programs. Among the 41 respondents, 16 were Division I-A, 10 were Division I-AA, and 15 had no football program.

When analyzing the data, the number of sponsors were divided into two categories; fifteen or fewer sponsors and more than fifteen sponsors. Overall, 12 (29.3%) universities had fifteen or fewer sponsors and 29 (70.7%) had more than fifteen sponsors.

Among the universities with Division I-A football programs five (31.3%) had fifteen or fewer sponsors and 11 (68.7%) had more than fifteen sponsors. Among the universities with Division I-AA football programs three (30%) had fifteen or fewer sponsors and seven (70%) had more than fifteen sponsors. Among the universities with no football program four (26.7%) had fifteen or fewer sponsors and eleven (73.3%) had more than fifteen sponsors. Table 10 displays the data.

Table 10: Size of Football Program Compared to the Total Number of Sponsors

Size of Football Program	Fifteen or Less Sponsors (%)	More than fifteen sponsors (%)
Division I-A	31.3%	68.7%
Division II-A	30%	70%
No Football Program	26.7%	73.3%

The hypothesis that the larger the football program, the more sponsors the university would have was proven untrue. There is no strong data to indicate that universities with a large football program have a greater number of sponsors.

Chapter Five – Discussion

The review of literature showed that there is a gap in the research analyzing location of sponsorship to a specific industry. The research in this study compared fifteen industries to determine if a specific industry was more or less likely to sponsor in a particular region of the United States. The results help to determine if there is a relationship between industry type and location of a respective athletic department in which there is a sponsorship.

There is also a gap in the research when comparing the size of a university to the total number of sponsors of the university's athletic department. This study analyzed the effects of size of student population as well as size of a football program to the number of sponsors at a respective athletic department. The size of a university is very important in terms proposing sponsorships and creating marketing plans.

Hypothesis one stated there is a direct relationship between the size of a university in terms of student population and the total number of that respective university's athletic department. As the student population increases, the total number of sponsors also increases. The hypothesis is created because corporations would like to get as much exposure as possible and large universities will provide the exposure to a large number of people including alumni and current students. Also the greater the student population, the greater the number of alumni, which in turn would result in a greater number of impressions that will be made at a sporting event. With a greater number of impressions, it seems that corporate sponsors would be willing to pay for the rights of sponsorship at a specific athletic department. Sponsorship rates are determined by the number of impressions, or views, that a sponsor receives. As the number of impressions or views increases the cost of sponsorship increases as well. With each impression, that particular sponsor is hoping to increase their business (Carrow, 2006).

Hypothesis one was proven false as small universities, those with a student population of 15,000 and under, actually had more overall sponsors than large universities, those with a student population greater than 15,000. For the entire sample, 70.7% of the respondents had sixteen or more sponsors. Of the small universities, 18 of 22 (81.8%) had sixteen or more sponsors compared to 11 of 19 (57.9%) of the large universities with sixteen or more sponsors.

There may have been a higher number of overall sponsors at small universities because they do not receive the large sponsor contracts that the large universities do. With the number of impressions being much higher at large universities sponsors pay a much higher amount. Small universities cannot receive as much per sponsorship therefore they have to seek out a greater number of sponsors. Also, small universities do not have as many alumni therefore it is likely that they do not receive the same amount of donations that the large universities do.

Going into greater depth in terms of financial backing from sport sponsorships at small and large universities would help to prove or disprove that small universities do in fact rely on sponsorship more than large universities. Unfortunately, it is very difficult for individuals outside the athletic department to access any financial information concerning sport sponsorship. The study would have to be completed by someone within the respective athletic department.

The financial services and beverage industries were two of the top three industries to sponsor the respondents' athletic departments. The food industry was the other industry in the top three. Industries that were regionalized included the telecommunications industry in the Southeast, the medical industry in the Northeast and the automotive industry in the Midwest. Industries that had a high sponsorship rate throughout the United States included financial services (85.4%), food (80.5%) and beverages (78%).

Hypothesis two stated there is a relationship between sponsors and location of an athletic department. There will be specific sponsors that are more likely to sponsor athletic departments in specific regions of the United States. With specific industries headquartered or well established in certain areas of the country, those respective industries will have a higher percentage of sponsorship in the region they are headquartered or well established.

The medical industry sponsored at eight of nine (88.9%) of the universities sampled in the Northeast compared to 26 of 41 (63.4%) of the universities sampled throughout the United States. The telecommunications industry sponsored at eight of ten (80%) of the universities sampled in the Southeast compared to 24 of 41 (58.5%) of the universities sampled through the United States. The automotive industry sponsored at 10 of 12 (83.3%) universities in the Midwest compared to 25 of 41 (61%) of the universities sampled throughout the United States.

The Northeast, Southeast and Midwest each had an industry that was more likely to sponsor in each respective region. The Northeast had high sponsorship in the medical industry, the Southeast had high sponsorship in the telecommunications industry and the Midwest had high sponsorship in the automotive industry.

Universities in each region in which there is a specific industry that is more likely to sponsor should research possible sponsorships with corporations in that industry. Further research within each respective industry would further depict the relationship of industries within that region. A study focused solely on a specific region with a large number of universities sampled would improve the relationships of industries to regions.

Hypothesis three stated there is a direct relationship between the size of a football program and the number of corporate sponsors of an athletic department. As the size of the football program increases, the total number of sponsors also increases. Division I-A football programs receive more exposure because of conference ties to television contracts. Corporations would be impressed with the amount of exposure and be more likely to sponsor with universities with large football programs, particularly Division I-A programs.

There was no strong data to prove the hypothesis to be true. Response rate for schools with Division I-A football programs that had 15 or more sponsors was 68.7%. Response rate for Division I-AA football programs was 70% and the response rate for schools with no football program was 73.3%.

Universities with Division I-A football programs are likely to have a higher number of impressions due to attendance and television viewers. With the number of impressions being large, the amount of revenue produced from each sponsorship will also be large. Due to the fact that Division I-AA football games are rarely televised and attendance is much lower, the amount of revenue received through sponsorship is much lower than at large universities therefore they must seek a greater number of sponsors to gain funding (Brokaw, 2000). Universities that have no football program must find a way to support their athletic department in ways other than revenue through the football program, therefore it is likely that they seek a greater number of sponsors to increase funding through sponsorship at other sporting events.

Further research within a specific athletic department at each level of football program would assist in proving or disproving that athletic departments with smaller or no football programs rely more on sponsorship to fund their athletic department. Obtaining financial information would be very difficult; therefore it would be much easier for someone within each respective athletic department to conduct the research.

Overall the data provides sport marketing professionals with the knowledge as to which industries are established in which regions. When creating a marketing plan for a university in a specific region, it would be important to include what industries are likely to sponsor within the athletic departments region. The data also provides information relating the size of a university to the number of sponsors.

Sports marketing professionals can find this information valuable when seeking corporate sponsors. As a sports marketing professional within an athletic department, access to financial information should no be difficult. Assessing that information to determine how much that respective athletic department depends on sport sponsorship is very important. Also, knowing what other athletic departments of similar size are doing in terms of sport sponsorship will help to determine what types of sponsors to seek out.

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APPENDIX

Appendix: Collegiate Sports Marketing survey

All information obtained through this survey will be used solely for the research of Jesse Wojdylo's thesis.

Please place an X in the appropriate response.

1. Where is your university located?
   ___Northeast
   ___Southeast
   ___Midwest
   ___West

2. What is the total student population at your university?
   ___less than 5000
   ___5001-10,000
   ___10,001-15,000
   ___15,001-20,000
   ___20,001-25,000
   ___25,001+

3. Does your university athletic department receive financial backing from corporate marketing or private donations?
   ___Corporate marketing
   ___Private donations
   ___Both

4. Which industries are corporate partners of your university athletic program? (Mark all that apply)
   ___Medical
   ___Financial Services
   ___Telecommunications
   ___Computers/Software
   ___Automotive
   ___Home Furnishings/Home Improvement
   ___Accessories
   ___Utilities/Power
   ___Food/Restaurant
   ___Metals/Mining
   ___Beverages
   ___Mailing/Shipping
   ___Personal Care
   ___Consumer Electronics
   ___Hotel/Hospitality

5. How many corporations are sponsors of your athletic department?
___Less than 5
___5-10
___11-15
___16-20
___21-25
___26+

6. What level is the football program at your university?
___Division I-A
___Division I-AA
___Division II
___Division III
___No football program

Thank you for your time and effort!