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Corporate sponsorship and sports facilities development in Delta State, Nigeria: Athlete, organisation, and event sponsorship as drivers of infrastructure

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ABSTRACT

This study investigates the influence of corporate organizations' sponsorships on sports facilities development in Delta State. Sponsorship types considered included athlete sponsorships, organization sponsorships, sports event sponsorships, and brand/marketing strategies. Regression analysis of responses from 403 sports stakeholders revealed that corporate sponsorships jointly accounted for 50.3% of the variance in sports facilities development. Athlete sponsorship, and event sponsorship showed significant relative impacts, while brand/marketing strategies were also influential. The study found that returns on investment (ROI) and tax waivers were critical incentives to attract private investors. Findings underscore the need for robust public-private partnerships (PPPs) to overcome government funding shortfalls and develop world-class facilities.

Keywords: Corporate sponsorship, sports infrastructure, public-private partnership, and athlete sponsorships.

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1. INTRODUCTION:

Sports have become a global phenomenon that receives attention from all works of life irrespective of age, race, and gender. Everyone tends to show

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

The concept of sports has been viewed by many scholars in different ways. Sports are different recreational activities in which humans engage (Oyedokun et al., 2021). This school of thought limited sports to pastimes played for enjoyment and relaxation during the day. From a sociological perspective, sports can promote camaraderie and harmonious cohabitation among individuals despite a variety of obstacles, including social class, gender, race, and place of origin (Efebeh, 2020). Participating in sports for fun and social reasons is only one aspect of sports concepts. Sport is a physically demanding and skill-based competitive activity where teams or individuals compete against one another for entertainment. More broadly, play, leisure, organised or competitive sports, and indigenous sports and games are all types of physical exercise that support physical fitness, mental health, and social engagement (Federal Ministry of Youth and Sports Development, 2022).

Sports are planned, unplanned physical activities that can be played inside or outdoors, competitively or non-competitively, to help people develop their physical abilities, unwind mentally, and improve their physical health (Bolarinwa, 2021). Sports are physically demanding and complicated activities that call for a variety of particular physical capabilities in order for an athlete to perform as well as possible when executing skills involving strength, speed, endurance, agility, flexibility, and bursts of energy (Ogunjimi, 2021). It is clear from all schools of thought that sports are associated with physical activity, energy expenditure, rivalry, and enjoyment for the players. Sports have evolved from being only physical activities and forms of entertainment to being a massive global investment industry that provides a means of income for a large number of individuals as well as a source of growth for numerous societies worldwide (Federal Ministry of Youth and Sports Development, 2022). In a nutshell, sports are any organized physical activities engaged in either as a form

of recreation or as competition, aimed at developing the total system of the body and also as a means of earning a living.

• **Sports Development in Delta State**

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

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

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

Delta State sports festival tagged as Delta State unity games was held in

2017. The festival was pattern after national sports festival and it is aimed at preparing athletes for national sports festival. In 2019, the government of Dr. Okowa revamped the state school sports festival to prepare athletes for national youth games, declared annual inter-house sports compulsory for all schools in Delta State and the last period before break every Thursday was reserved for sports in all schools. In 2020, Delta State ALGON Athletics competition was introduced, a competition that is aimed at discovery potential athletes. Delta State have been known as one of the states that invest heavily on sports which is one of the reason most of the federations want to host their sports activities in delta state. For instance, in 2023, Delta State budget for sports is N15.7 billion almost double of the federal government of N8.664 for sports.

• Corporate Organisations Sponsorships

Sponsorship is a powerful marketing strategy used worldwide. It is a part of marketing communication that involves promoting product, prices, distribution and communication. The main objectives of sponsorship are to invest in an event or project in order to achieve the company's goals. This can include increasing sales, improving brand image and reputation, and raising awareness about the brand. Corporate organizations often sponsor sports events to connect their products, brands, and services with widely publicised or advertised sports events. They provide financial resources to support these events and achieve their own company goals (Zhang, 2020).

The origins of sponsorship can be found throughout Greek history. "Chorigos" is a term that means "I lead people." Sponsorships have their roots in the past, when affluent Greeks were required to pay an additional fee that the general public could not afford in order to receive specific advantages within the community. Since the Olympics and the World Cup are two of the biggest sporting events in the world that most people are interested in, big companies like Coca-Cola, Nike, Rolex, Visa, and others spend millions of euros sponsoring these events, it is clear that the concept of leading the people is what makes sponsorship understandable to everyone (Nwanze, 2021).

Sponsorship happens when a person or a business gives products, services, or money to support a sports team or an event. This support creates a connection in the minds of customers between the company, its products and the team or events. This connection is why sponsors need to choose teams and events that match the image of their product and business. Sports sponsorship

refers to when a company invests money or other resources in a sports team, player, league, event, or facilities in exchange for promoting a positive connection between the sponsor and the entity being sponsored. Companies do this because they want to be associated with the positive values and qualities of the sports entity, which can help improve their own brand image and reputation in the long run. Additionally, companies also have hope to build stronger relationships with their fans. This is why companies often focus their sponsorship investments on this goal (Nikodimou & Dimitrakopoulou, 2019).

Sports sponsorship is a business strategy that benefits both the sponsor and the sponsored event. The sponsor gets to promote and create awareness for their brand, while the sponsored event receives the necessary funds to support their corporate, marketing, and communication goals (Rufer, 2019). Sports sponsorship is a marketing tool used by many companies across industries for over half a century. It remains appealing as it involves providing resources directly to an event or activity I exchange for a direct association. This association helps organisations achieve their corporate, marketing, or media objectives (Siripipatthanakul & Chana, 2021). One of the main ways that various games are promoted and funded is through sports sponsorship. It greatly aids in developing brand quality based on consumers. The majority of fruitful sponsorships enhance the quality and loyalty of the brand. There is no denying the fact that marketing scholars consider sponsorship to be part of marketing communication. The main different between sponsorship and advertisning is that the sponsor does not have complete control over the communication channel and its message. When it comes to event sponsorship, it is like providing financial or other resources to support an event. This means that sponsors contribute money or resources to cover some or all of the expenses and requirement of an event. The main purpose of sponsorship is to help companies achieve their corporate goals. This includes creating a positive corporate image, building brand awareness, and directly boosting sales of products, and services (Maldonado-Erazo et al., 2019, p. 163).

Sports sponsorship has become a billion-dollar business and is expanding yearly. In 2018, the North American market alone generated over 17 billion US dollar and it is expected to grow to USD 19.88 billion by 2021. From 2014 to 2018, the growth rates ranged between 2.2 and 5.4 percent. Sports sponsorship is the second largest growing segment in the sports market in North America, after media right. On a global scale, the total expenditure on sports sponsorship

in 2012 was USD 40 billion. Sponsoring of sports events can vary greatly, from local competitions in small towns or cities to international contests like the Olympic Games. Toyota is a prime illustration of the latter, having inked a sponsorship agreement with the International Olympic Committee (IOC) in 2015. This deal was worth USD 1.64 billion and covered the year 2017 – 2024. In 2019, corporate organisations spent 44.295 US dollars on sports sponsorship. It grew to 97.35 US dollars in 2022 and 105.47 US dollars in 2023 and expected to reach 189.54 US dollars in 2030 (Maldonado-Erazo et al., 2019; Siripipatthanakul & Chana, 2021; Thomas et al., 2022).

In Nigeria, corporate entities have been supporting sports for more than thirty years, but in the past ten years, this has evolved into a major business strategy. Nowadays, the value of sports sponsorship in Nigeria has increased dramatically, reaching billions of naira, and is now a larger part of the annual budgets of the majority of businesses in the nation. Some businesses have been successful in linking their products to particular sports, and as a result of their yearly sponsorship of select sporting events, they have gained a lot of popularity among customers, spectators, and sports event organisers in Nigeria. Corporate entities continue to be a major factor in the expansion of sports in Nigeria by providing a means of enjoyment for participants, referees, organisers, and fans alike. Companies such as Coca-Cola, Nigerian Breweries, Guinness, Mobil, and others have improved the way athletes are prepared for important tournaments. Other corporations and business organisations, such as Cadbury, MTN Communications, Shell, Nestle Foods, Central Bank of Nigeria, and Globacom, have all actively sponsored competitive sports in Nigeria at various levels (Ewanlen & Obeki-Obeki, 2021; Oyedokun et al., 2021; Thomas et al., 2022).

• Forms or Types of Sports Sponsorships

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

Sport Athlete Sponsorships: This is the situation where a brand sponsors an athlete. When participating in sports or attending public gatherings like press conferences, they may dress in the brand's apparel. They may also appear in commercials or other brand-related promotional materials. In return, the company will either give them a certain sum of money or pay for things like their sporting equipment, travel fees, or gear. Several well-known instances of

sports athletes being sponsored are Roger Federer by Uniglo, Cristiano Ronaldo's Nike endorsement contract, and Anthony Joshua by Under Armour (Nuseir, 2020). Sports Organisation Sponsorships: Sponsorships by sports organizations entail a brand providing assistance to a club or league. Similar to individual athletes, they may be compensated by the brand or given items like equipment, clothing, or assistance with field maintenance. In return, a team or club may be given the opportunity to display banners, wear sponsored uniforms, or have their name linked to a business. By paying for competitions and travel expenses, the sponsor carries out their portion of the contract (Nwanze, 2021; Odedede, 2021). The English Premier League is sponsored by Barclays, Formula One racing teams are sponsored by Red Bull, Mercedes-Benz, and Alfa Romeo, the Nigeria Premier League is sponsored by MTN, the Nigeria Handball League is sponsored by Prudent Energy, and the Delta State FA league is sponsored by Bet9ja (Nuseir, 2020).

Sports Events Sponsorship: This includes when a company supports a sporting event, like a state, national, regional, or international competition. In exchange for this collaboration, the event organizers may receive payment or have costs such as venue rental, hospitality, food, advertising, programs, and officials' expenses paid. The brand's name or emblem may be used on official items. In other words, the brands give money to keep the event going and give away free merchandise to attendees (Moronfolu & Shoniran, 2019). Brands like Coca-Cola, Airbnb, and Visa sponsoring the Olympics, Milo sponsoring the Secondary School Basketball Championship, Access Bank sponsoring the Lagos State Marathon Race, and Zenith Bank sponsoring the Delta State Principals' and Head Masters' Cups are a few well-known examples of sports event sponsorship (Ewanlen & Obeki-Obeki, 2021; Nuseir, 2020).

Elements of Sponsorship

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

Fans Involvement: Fans involvement is a fundamental element when it comes to building recognition and awareness of the sponsoring firm. It also influences the attitudes and advocacy of the sponsoring firm. Fans can be defined as the supporters, spectators, or consumers of a sport or sports. They stand for a person's apparent interest in and significance of sports in their own lives. The number of sponsorships in a given sport is directly impacted by the level of fan involvement. It has been discovered to actually positively impact sponsorship

awareness. Furthermore, enthusiastic sports fans are more inclined to buy the sponsor's goods and show a clear preference for that specific sponsor's product (Pieter-Jan, n.d.).

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

Fans/spectators involvement, connectedness, and program performance play significant roles in shaping the Fans/spectators perception of television programs. Fans/spectators involvement refers to how viewers perceive the importance of a program. This suggests that the significance of a sports event is influenced to a large extent by the needs, values, and interests of the viewers themselves. On the other hand, connectedness pertains to the level of emotional attachment and engagement that Fans/spectators develop towards the characters and the setting of the event (Ko et al., 2008).

Sponsorship/Brand Awareness: One of the most important parts of the sponsorship benefits sequence is sponsorship awareness. Sponsorship needs to be made public in order for target audiences to take any significant action. Sponsors are unable to accomplish their next goals in the absence of awareness. Sponsors must raise awareness since it directly improves their brand and makes people more likely to want to buy their items. The degree of sponsorship awareness attained can be used to gauge the success of a program. This widely accepted technique serves as a yardstick to gauge the program's success. A sponsor's strong awareness is of utmost importance for building brand equity and safeguarding against the ambush marketing strategies employed by competitors (Ewanlen & Obeki-Obeki, 2021).

By attaining a high level of sponsor awareness, companies can strengthen their brand presence and mitigate the risks posed by rival marketers. To evaluate brand awareness, two key measurements can be used: brand recognition and brand recall. These measurements assess the extent to which customers can correctly identify a brand among its competitors, based on previous exposure. Brand awareness serves as a metric to gauge the level of familiarity that

customers have with a brand. Brand recognition and brand recall are the primary indicators of brand awareness. Successful brand recall/recognition involves accurately retrieving a brand name or symbol from memory (Ko et al., 2008). Sponsor Image: The promotion of corporate and brand image is a crucial objective of sponsorship. Sponsor image refers to the perception and reputation that a specific organization or establishment holds in the minds of a certain segment of the public. Numerous studies have demonstrated that sports events which have a more positive perception on a sponsor's products are more likely to draw customers to them than sporting events, which tend to have a negative perception (Pieter-Jan, n.d.).To elaborate, the perception of a sponsor has a big impact on how customers make decisions. Customers are more inclined to trust and feel favorably about a sponsor's goods or services when they have a positive image of the sponsor. This positive association between the sponsor's image and its offerings creates an added level of credibility and attractiveness to potential customers.

Furthermore, a sponsor's image can also influence brand loyalty and customer retention. Customers are more inclined to become brand loyalists and trusting when they have a favorable impression of a sponsor. This can result in repeat business and long-term customer relationships, which are invaluable for businesses aiming for sustainable growth. To enhance their sponsor image, organizations need to carefully curate their brand identity and ensure it aligns with the values and expectations of their target audience. Investing in marketing and advertising efforts that showcase the positive attributes of the brand can help shape the desired image in the minds of consumers. Additionally, building strong relationships with key stakeholders, such as athletes or teams, can also boost sponsor image as their positive association reflects onto the brand. In summary, sponsor image is a critical factor in sponsorship success. Organizations must recognise the impact that their image has on consumer behavior and take proactive steps to cultivate a positive perception. By doing so, they can gain a competitive advantage by capturing the attention and trust of their target audience, ultimately leading to increased sales and brand loyalty (Ko et al., 2008). Purchase Intentions: Since it has a direct impact on future sales, this is an important indicator that shows how effective sponsorship is. Purchase intentions are the deliberate plans of an individual to actively obtain a specific brand or the driving forces behind participating in a particular purchasing activity. It's critical to realize that people behave in ways that are determined by their objectives and sense of control. Many things, including attitudes toward the action, the perception of control over the behavior, and

subjective norms, might have an impact on these intents.

When it comes to sponsorship, fans' response goes through a series of stages. It starts with them becoming aware of the sponsors and gradually progresses towards adopting purchase intentions and actual behaviors towards the sponsors' products. This implies that the success of a sponsorship can be measured not only by the initial awareness it generates but also by the extent to which it influences fans to consider purchasing the sponsored products. Studies. Purchase intentions serve as a strong predictor of actual purchasing behavior, making it a valuable metric for measuring sponsorship effectiveness. By focusing on the development and consolidation of purchase intentions, sponsors can drive long-term brand loyalty and ultimately boost sales (Ewanlen & Obeki-Obeki, 2021; Ko et al., 2008).

Statement of the Problem

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

Consequently, there are limited opportunities for sportsmen/women for growth and development and to compete favourably and its negative impact on youth sports development and mentorship that impedes sports development in Delta State. While most studies have explored Corporate Sponsorships in sports development, Delta State is facing sports development challenges marked by sports infrastructural deficits, untapped sports talents and unequal access to sports facilities, which hinders elite athletes' development in Delta State. Therefore, this study investigated, corporate sponsorship and sports facilities development in Delta State: athlete, organisation, and event sponsorship as drivers of infrastructure

Aim and Objectives of the Study

The aim of this study was to investigate corporate sponsorship and sports facilities development in Delta State: athlete, organisation, and event sponsorship as drivers of infrastructure. The specific objectives were to:

i. identifies the level of sports facilities development (funding, sports policy, accessibility of sports facilities and sport's needs) in Nigeria.

ii. ascertain the joint prediction of corporate organisations' sponsorships (sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships and brand/ marketing strategy) on sports facilities development in Delta State.

iii. ascertains the relative contributions of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships and brand/ marketing strategy on sports facilities development in Delta State.

Research Question

This research question was raised and answered in the study:

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

Hypotheses

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

Ho1: There was no significant joint prediction of corporate organisations' sponsorships (sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships and brand/ marketing strategy) on sports facilities development in Delta State.

Ho2: There was no significant relative contributions of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships on sports facilities development in Delta State.

Scope of the study

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

Research Design

The descriptive survey research design was used for this study. The justification for using this method by the researcher is because it concentrates on description

of events, recording, analysis and interpreting data relating to conditions that are already existing. The sample size for this study was four hundred and fourty three (443) respondents which was 60% of the sports stakeholders that were drawn from Delta State. Multistage sampling procedure was used to select the respondents. Purposive sampling technique was used to select 40 sports associations that are into sports development in Delta State. This gives equal chance to the associations to be represented in the study.

A self-developed and validated questionnaire was used as instrument for data collection in this study. The administration of the research instrument was divided into three groups based on the number of senatorial districts in Delta State (Delta North, Delta South and Delta Central) where the respondents were located for easy questionnaire administration. The researcher led the research assistants for questionnaire administration from one senatorial district to the other to ensure standard and good return of the questionnaires.

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

Presentation of Data

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

Table 1: Summary of Result on Level of Sports Facilities Development in Delta State

S/n	Question Items	SA	A	D	SD	Mean	Std. Dev.
1.	Delta State need strategic planning that can help develop sports facilities	66 (16.4)	211 (52.%)	56 (13.%)	70 (17.%)	2.68	0.95
2.	A good scrutiny can attract private investors and facilitate sports facilities development	137 (34.0)	211 (52.%)	55 (13.%)	0 (0.0%)	3.20	0.66

3.	Returns on investments (ROI) can attract private investors to develop sports facilities in Delta State	137 (34.0)	211 (52.%)	55 (13.%)	0 (0.0%)	3.20	0.66
4.	Giving corporate companies' tax waivers can be used to promote sports facilities development.	133 (33.0)	270 (67.%)	0 (0.0%)	0 (0.0%)	3.33	0.47
5.	Some of the stadia in Delta State are not good for hosting world class competitions	6 (1.5%)	396 (98.%)	1 (0.2%)	0 (0.0%)	3.01	0.13
6.	With adequate sports facilities, Delta State can produce world class athletes	117 (29.0)	285 (70.%)	1 (0.2%)	0 (0.0%)	3.29	0.46
7.	Athletes' accessibility to and use of sports facilities can aid the development of sports development in Delta State	4 (1.0%)	399 (99.%)	0 (0.0%)	0 (0.0%)	3.01	0.10
8	Sports facilities development can predict sports development in Delta State	3 (0.7%)	400 (99.%)	0 (0.0%)	0 (0.0%)	3.01	0.86
9	Adopting build-opera and transfer agreement could guarantee sports facilities development in Delta State	403 (100%)	211 (52.%)	0 (0.0%)	0 (0.0%)	3.00	0.00
						Weighted mean=3.09	

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

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

Table 1 reveals that 66 (16.4%) respondents strongly agreed that Delta State needs strategic planning that can help develop sports facilities, 211 (52.4%) agreed, 56 (13.9%) disagreed, while 70 (17.4%) strongly disagreed. Moreover, 137 (34.0%) respondents strongly agreed that a good scrutiny can attract private investors and facilitate sports facilities development, 211 (52.4%) agreed, while 55 (13.6%) disagreed. Furthermore, 137 (34.0%) respondents strongly agreed that returns on investments (ROI) can attract private investors to develop sports

facilities in Delta State, 211 (52.4%) agreed, while 55 (13.6%) disagreed. In addition, 133 (33.0%) respondents strongly agreed that giving corporate companies' tax waivers could be used to promote sports facilities development, while 270 (67.0%) agreed.

In addition, 6 (1.5%) respondents strongly agreed that some of the stadia in Delta State are not good for hosting world class competitions, 396 (98.3%) agreed, while 1 (0.2%). Similarly, 117 (29.0%) respondents strongly agreed that with adequate sports facilities, Delta State can produce world class athletes, 285 (70.7%) agreed, while 1 (0.2%) disagreed.

Equally, 4 (1.0%) respondents strongly agreed that athletes' accessibility to and use of sports facilities can aid the development of sports development in Delta State, while 399 (99.0%) agreed. Correspondingly, 3 (0.7%) respondents strongly agreed that sports facilities development can predict sports development in Delta State, while 400 (99.3%) agreed. Also, 403 (100.0%) respondents strongly agreed that Adopting build-opera and transfer agreement could guarantee sports facilities development in Delta State, Table 1 further revealed that the weighted mean was 3.09 which indicated that the score was high based on the decision rule. This means that the level of sports facilities development in Delta State was high and most of the facilities are in poor condition.

Hypotheses

The following hypotheses were tested in this study.

Ho1: There was no significant joint prediction of corporate organisations' sponsorships (sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy) on sports facilities development in Delta State.

Table 2: Regression Analysis of JointPrediction of Corporate Organisations' Sponsorships on Sports Facilities Development

R=0.713
R2=0.508
Adj. R2=0.503
Std. Error=1.92891

Model	Sum of Squares	Df	Mean Square	F	Sig. (p value)	Remark

Regression	1528.924	4	382.231	102.731	0.000	Significant
Residual	1480.842	398	3.721			
Total	3009.767	402				

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

Table 2 reveals that the linear combination of corporate organisations' sponsorships (sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships' and brand/ marketing strategy) was tested significant onsports facilities development in Delta State($F(4,398)= 102.731$, $p<0.05$). The result yielded a coefficient of multiple regression of $R=0.713$ and multiple R-square of 0.508. The result also revealed that adjusted $R2=0.503$; indicating that about 50.3% of variance was accounted for by the independent variables. This means that, there was a significant joint prediction of corporate organisations' sponsorships (sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships and brand/ marketing strategy) on sports facilities development in Delta State. The null hypothesis was therefore rejected.

Ho2: There was no significant relative prediction of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships and brand/ marketing strategy on sports facilities development in Delta State.

Table 3: Regression Analysis of Relative Prediction of Corporate Organisations' Sponsorships on Sports Facilities Development

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

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

Table 3 shows sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships and brand/ marketing strategy, the unstandardised regression weight (ß), the standardized error of estimate (SEsß), the standardized coefficient, the t-ratio and the level at which the t-ratio was significant. As indicated in the table, sports athlete sponsorships (ß=0.320, t=7.714, $p<0.05$),

sports organisations' sponsorships (ß=-0.305, t=-8.389, p<0.05), sports events sponsorships' (ß=0.158, t=3.300, p<0.05) and brand/ marketing strategy (ß=-0.455, t=-9.842, p<0.05). This means that there was a significant relative prediction of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships and brand/ marketing strategy on sports facilities development in Delta State. The null hypothesis was therefore rejected.

Discussion of Findings

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

In addition, most respondents strongly agreed that most of the stadia in Delta State are in poor condition and not good for hosting world class competitions. Similarly, majority of the respondents agreed that with adequate sports facilities, Delta State can produce world class athletes. Equally, most respondents agreed that athletes' accessibility to and use of sports facilities can aid the development of sports development in Delta State. Correspondingly, most respondents agreed that sports facilities development can predict sports development in Delta State. Also, all the respondents strongly agreed that adopting build-operate and transfer agreement could guarantee sports facilities development in Delta State. The finding of this study on high level of sports facilities development in Delta State was in line with a previous assertion that sports facility is considered to be a basic, physical, and design unit. It has become one of the essential factors in promoting sports activities (Nassr & Al-Neaimi, 2021).

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

variables. The implication of this outcome was that, the combination of corporate organisations' sponsorships such as sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships and brand/ marketing strategy had substantive impact on sports facilities development in Delta State. The finding of this study was in line with the outcome of a previous study that corporate organizations often sponsor sports events to connect their products, brands, and services with widely publicized or advertised sports events. This in turn improve sports development (Rufer, 2019).

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

Conclusion

It was concluded in this study that the level of sports facilities development in Delta State was high but most of the facilities are in poor condition. It was further concluded that there was a significant joint prediction of corporate organisations' sponsorships of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships and brand/ marketing strategy on sports facilities development in Delta State. It was affirmed further that there was a significant relative prediction of sports athlete sponsorships, sports organisations' sponsorships, sports events sponsorships and brand/ marketing strategy on sports facilities development in Delta State. Also, it was concluded that there was a significant composite prediction of government funding and corporate organisations' sponsorships on sports facilities development in Delta State.

- ***Recommendations***

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

1. The Delta State Sports Commission should intensify more efforts to ensure that the level of sports facilities development in Delta State is improved upon the existing level to meet up with global best practices in sports facilities development.
2. Delta State government should create an enabling environment to ensure that corporate organisations' sponsorships are encouraged to attain a high level. This could be in terms of sports athlete sponsorships, sports events sponsorships and brand / marketing strategy sponsorships implementation through government and corporate organisations collaboration.
3. Delta State Sports commission should develop a template for sponsorships and synergies with corporate organisations that sponsor sports to scale up sports facilities' development to a world class standard in Delat State. This could be achieved through granting of tax waivers/holiday to corporate organisations sponsoring sports in Delta State.

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