

Sports Organizations Sponsorship (Example of Beko Basketball League)

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Objective: To evaluate the positive sides of sport organizations sponsorship from different perspectives which have a major importance in today's world emphasizing the example of Beko Basketball League.

Methods: The data were obtained using a questionnaire designed for the current research. Full count method was used including all the respective executives of 16 teams competing in Beko Basketball League. A questionnaire was given to 73 executives of 16 teams using a face to face interview method. Frequency, percentage, t test and one-sided variant analysis were done after transferring the data to statistical package programme. Additionally, for the credibility of the questionnaire, Cronbach α value for each variable was calculated (the value above 0.70 was the credibility limit).

Results and Conclusion: The average age of the executives was 40, they were predominantly male and married. No significant difference was observed ($p>0.05$) between the respective people in terms of demographic data, professional status and their opinion on Beko's contributions to league by sponsorship. Although, it was ascertained that club executives highly (75.24%) agreed that Beko sponsorship contributed to league's corporation, fan-federation relationships, league's income, sponsorship opportunities, public relations and marketing combinations and managing processes, their demographic characteristics and professional status did not take part in their opinions. Similarly, although club executives stated that they had highly (77.54%) positive thoughts on corporate values, economic and organizational potentials and business associations that Beko had except the league sponsorship, their demographic characteristics and professional status did not take part in their opinions.

Key words: Basketball, event sponsorship, sponsorship, sports sponsorship, Turkish Basketball League