





# The role of committee attitude on company's decision for sponsoring sports events

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## ABSTRACT

Partnerships with companies or sponsorships cannot be separated in the implementation of sporting events; even sponsorship is a significant investment given by companies in the sports industry. However, every company has considerations before sponsoring a sporting event, one of the influencing factors is the attitude of the organizing committee to the company that is a potential sponsor. The purpose of this study is to demonstrate the importance of the committee's attitude toward the company's decision to sponsor a sporting event. By using quantitative descriptive research and survey methods, this study collected data from 33 companies that met the criteria of having sponsored a sporting event and were willing to participate in the study by completing a willingness sheet. The data is taken from a questionnaire filled out by the Company Owner or the company's Marketing Department by first answering questions about the duration of work in the company. Then, respondents responded to statements that came from four indicators, namely the relationship between the committee and the company, the company's interest in the committee, the committee provided a sense of comfort for the company in working together, and the company felt benefited from working together, with the answer strongly agree, agree, disagree, and strongly disagree. After that, the data was analyzed using excel and shown in graph on percentages to explain that the indicator of comfort in working together plays the highest role with a total of 42.42% strongly agree and 48.48% agree. Indirectly, this facet provides information to future sports organizers to assist them in obtaining funding for sports events through a win-win situation or mutualistic relationship.

**Keywords:** Sports management; committee; sponsorship; sports event



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## INTRODUCTION

As an activity that is always held to commemorate various important things, the event is an important agenda that is part of human life (Maryadi & Herliani, 2018). One of the many events organized by the government on a large scale is a sporting event. This is because sporting events are a combination of sports development and economic development (Sukarmin, 2010). Both of these are the meaning of the benefits that can be obtained when an area hosts a sporting event (Masterman, 2014), such as being a forum to measure the abilities of local athletes to spur the construction of adequate sports facilities to be used as

venues. In addition, sporting events are also able to become a driving force for the local economy because they bring in many people to the potential for strengthening the political field.

However, in the implementation of sports events, partnerships with companies or can be referred to as sponsorships cannot be separated even sponsorship is a big investment given by companies in the sports industry (Biscaia et al., 2014; Meenaghan et al., 2013). This happens because in organizing events, there is great potential for promotion and marketing so that various companies, both of developed and newly established have begun to take the opportunity to become sponsors in order to introduce their brands (Henseler et al., 2011; Schlesinger & Güngerich, 2011). Because of through the events, companies have the opportunity to get direct access to communication with potential customers at lower prices (Cornwell et al., 2005; Kim et al., 2011). In line with the previous statement, sponsorship is also able to increase brand awareness of a product and help companies to create a good image to potential customers through events (Salma, 2017). Later, the impact of this sponsorship will be the difference between the level of product sales from one company to another (Jonatan & Laksmidewi, 2018). In addition, with sponsorship, the organizing committee can also get income that supports the success of the event (Böhler et al., 2007).

However, every company has considerations before sponsoring a sporting event, one of the influencing factors is the attitude of the organizing committee to the company as potential sponsor (Chen & Zhang, 2011). The attitude of the committee is not only seen when the committee offers cooperation, but also the track record of how the committee serves the company as sponsor in the event. Many committees are unable to provide services to sponsors, so many companies are disappointed and are no longer willing to become sponsors. This is caused not all event committees successfully promote their event. Thus, many companies consider the committee's ability to work collaboratively and deliver on the promises made as part of their decision-making process. These circumstances are consistent with Reise and Waller's (2009) theory, which states that a person's attitude toward an object has a significant impact on the object's response, as attitude is a person's psychological tendency following an evaluation of whether an object is suitable or not (Albarracín et al., 2014). That statement shows how important attitude of the committee toward sponsor to get the trust of potential company.

However, many committees still ignore the importance of their attitude towards companies that will become sponsors or have already become sponsors. Most of them think that once they get sponsorship from the company, then their job is done without thinking about the long-term impact. This makes many companies unwilling to sponsor sporting events when they do not know the organizers well and makes many sports event organizers, especially those who are just learning to organize sporting events always confused about how to get sponsors. Therefore, the committee needs to understand what kind of attitude is expected by the company from a committee and this research will help event committees to be able to understand what is the concern of the company towards how the committee behaves to them because this has not been widely discussed in research so it is not known how big the role of the committee's attitude towards the company in influencing the company's decision to sponsor a sporting event. Therefore, the purpose of this study is to determine how significant the committee's attitude toward the company was in convincing them to be a sponsor in a sporting event.

## **METHOD**

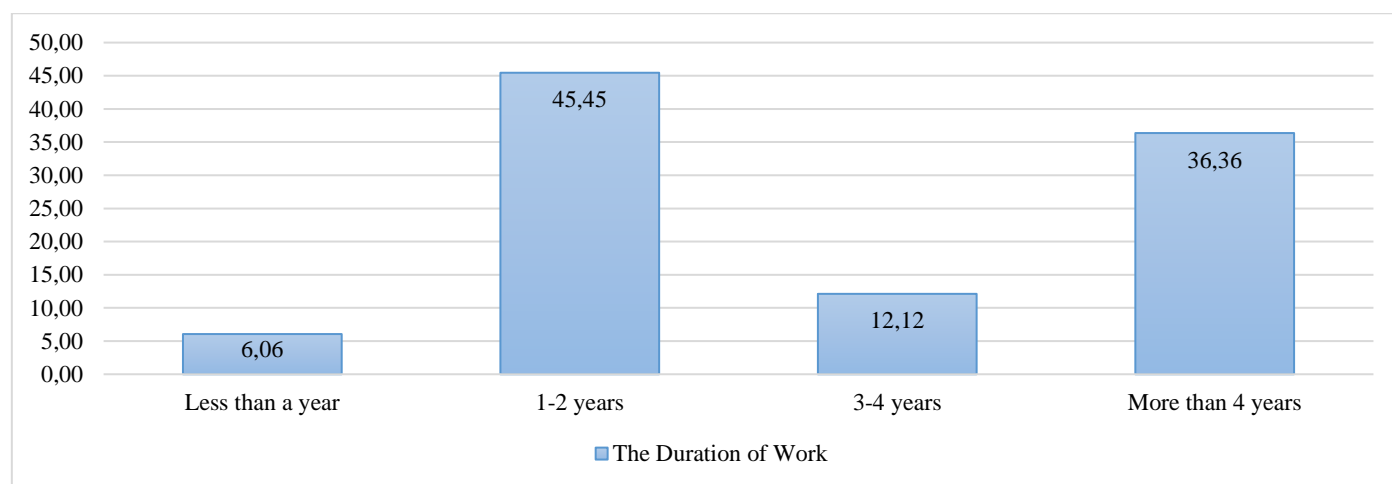
A quantitative descriptive study is designed to ascertain the factors that influence a company's decision to sponsor a sporting event. This study begins by collecting data on companies that have sponsored sporting events in Central Java Province. Companies were then contacted to find out their willingness to become research respondent. This study uses a survey method with an instrument in the form of a questionnaire adopted from Speed and Thompson (2000) with necessary modifications. The questionnaire uses a 4-point Likert scale with answer choices, namely strongly agree, agree, disagree, and strongly disagree used to avoid neutral option, with indicators including the relationship between the committee and the company, interest of company to committee, pleasant work with committee, and benefited in working together.

The population of this study is the owner or marketing department of companies in Central Java that had been sponsored sporting events. By using purposive sampling, 33 companies were found and willing to be

respondents. The sample also met criteria, such as decision makers in responding to sponsorship requests and willingness to become respondents, including filling out a willingness sheet. In addition to primary data, the questionnaire also takes data on years of service in the company which is divided into several time span options, namely 1) less than one year; 2) 1-2 years; 3) 3-4 years; and 4) more than four years. The data that has been obtained is then analyzed using excel which is then known the percentage of each indicator in the form of percentage to see which indicators are the most considered by the company to decide whether to sponsor or not.

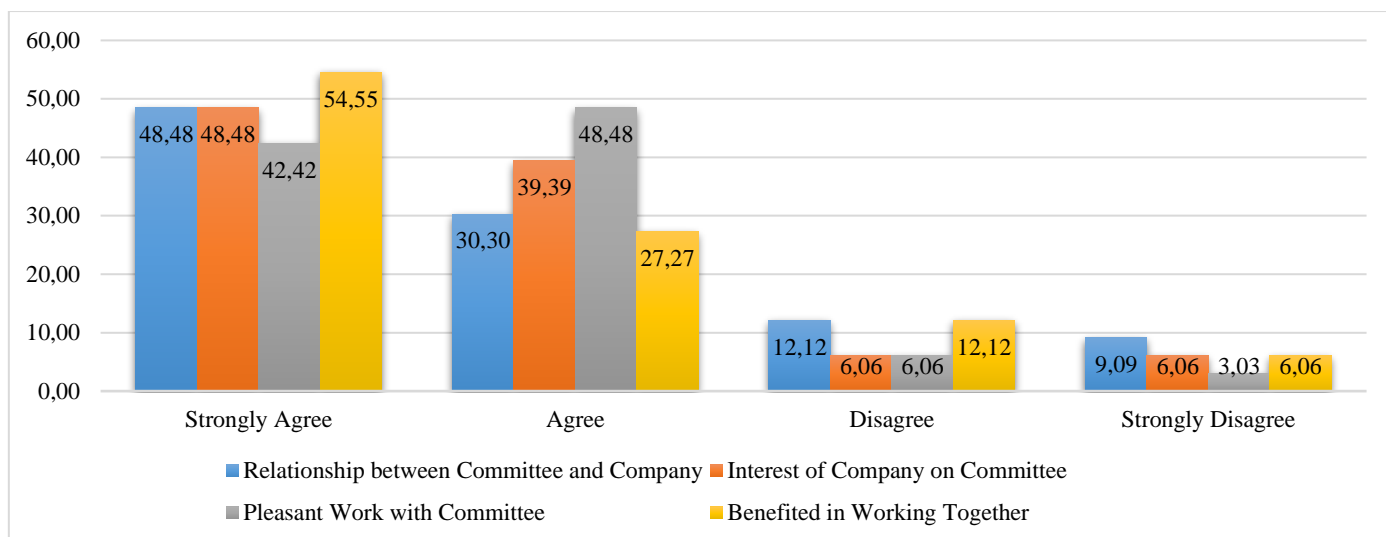
## RESULTS AND DISCUSSION

Based on the results of data processing, it was found that the respondents who became the sample in this study, mostly, were people who had worked for 1-2 years, namely 45.45% and followed by people who had worked for more than four years as many as 36.36%. These results show that the people who make decisions in terms of sponsorship are employees who already have a good understanding of the company's needs for promotion through sponsorship. The graph is shown through Graph 1 below.



**Graph 1. Respondents Duration of Work in Percentage**

The results of data analysis in Graph 2 also show that all indicators are considered important and play a role when the company considers whether the company will sponsor a sporting event or not. However, the indicator most chosen by companies to provide sponsorship is a sense of comfort in working with the organizing committee with 42.42% strongly agree and 48.48% agree. These results can be attributed to the credibility of the company that has often provided sponsors, so they prefer to work with the organizing committee who is able to understand the company's needs. Committees who have been able to provide a sense of comfort in working with a company usually have collaborated before so the company expects an elaboration of better cooperation (Schwartzkopff & Strauer, 2006). In addition, working with companies with good credibility also ensures a positive image from participants, spectators, and parties who join sporting events to want to participate (Rifon et al., 2004; Wang et al., 2012).



**Graph 2. Company's Consideration for Sponsoring Sports Event based on Committee's Attitude**

Besides, on the graph 2, we can also see that 54.55 percent strongly agree and 27.27 percent agree if companies are looking for committee who can give benefit when they are working together. That result is a clue for committee to maintain cooperation between the organizing committee and the company through providing a good promotional platform. The understanding of it by the committee is one of important keys to improve company interest to become sponsor.

It is including the committee's understanding of the products offered or sold by the company. This understanding is useful so that what the committee conveys to the public regarding the product is not misinterpreted and can provide a clear picture, including when the company will display their product, the committee must ensure that prospective customers can see the product clearly (Pettigrew et al., 2013). The committee also needs to make the promotion process interesting and fun for potential buyers because the more tedious the promotion process is, the lower the customer's interest in seeing the product (Parreño et al., 2013). In addition, the committee must also understand what message the company wants to convey or what branding the company wants to promote. This is an image that is built by companies regarding their identity, so companies often ask for help from the committee to invite participants to participate in promoting their products. This is used to show a positive impression and the company's closeness to potential customers (James, 2011), one thing that can be done is to work with participants with lots of fans to promote sponsored products (Dhurup, 2014; Hong, 2011).

In addition to the sense of comfort that is formed from good cooperation between the committee and the company through the quality of service from the committee to promote sponsored products, the committee also has to look at other indicators that also play a role in the company's consideration of providing sponsors. Sequentially, there are three other indicators that have a role, including the company's interest in the organizing committee, the company feels it will beneficial from working together, and the relationship between the company and the organizing committee. If seen in Graph 2, it can be seen that the company's interest in the committee occupies the second position as an indicator considered by the company with 48.48% strongly agree and 39.39% agree. This is related to the company's trust in the committee to carry the company's name and promote it. This is determined when the organizing committee negotiates and convinces the company to become a sponsor until the company is interested and believes that the committee can have a positive impact (Jin & Lutz, 2013; Mullin et al., 2014). Previous research has also shown that the committee's ability to manage events has an impact on the company's motivation to provide sponsorship (Biscaia et al., 2014).

The third indicator that has a role in the company's consideration of sponsoring sporting events is the benefits that can be taken from cooperation with the sports event committee. This advantage is related to the promotional value that can be obtained by the company. The value of this promotion can be seen from the amount of promotional capital issued by the company and how many potential products will be sold in the

future (Cheong et al., 2019). Companies must have a promotional budget that has been prepared, including product samples that can be given free of charge to viewers or participants. This becomes a win-win solution for committees who need souvenirs or gifts for mini-games to fill the time void and companies to introduce their products directly. Later, potential customers who have tried the company's products can provide feedback and reviews directly, including promoting it through social media (Carrillat & D'Astous, 2012). The last indicator considered by the company is the relationship between the committee and the company. This is a final consideration because no matter how good the relationship between the committee and the company, the company's satisfaction when working with the committee becomes the benchmark. However, regardless of the committee's role in forming partnerships with companies, the committee must be able to convince companies that promoting their products through sporting events is a very effective way (Ellert et al., 2014).

## CONCLUSION

From the discussion above, it can be concluded that the convenience of working together is the most considered role by companies in deciding whether to sponsor a sporting event or not. This factor can be met when committee start to understand what company needs. In addition, the committee also needs to understand well that the companies are not only selling the product but also needs to deliver a message of the company to potential consumers. This research has limitations that the sample only takes companies headquartered in Central Java Province. There is a need for further research covering a wider range of companies. On the other hand, further research is still needed to find out what kind of comfort the company expects when working together to what benefits the company wants when becoming a sponsor.

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## CONFLICT OF INTEREST

The authors declared no conflict of interest occurred during preparation time and publication of this article. The result of this research was not affected by any parties of sponsors.

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