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## Impact of School Sports Sponsorship on Development of Sports in Public Secondary Schools in Lagos State

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### Abstract

*This study focused on the perceived impact on school sports sponsorship on sports development in public secondary schools in Lagos state. The variables studied were facility provision, talent identification and support, financial gains, scholarship awards and intramural sports development. Five hypotheses were formulated and tested in the study. The descriptive research design was used for the study. The sample used for the study was four hundred and sixty (460) participants using the stratified sampling techniques for selection of participants. A self-developed and validated questionnaire was used for the study. The data was analysed using the frequency counts and percentages for demographic information while inferential statistics of chi square ( $X^2$ ) was used to test hypotheses at 0.05 level of significance. Results showed that school sports sponsorship had significant impact on facility provision, talent identification, financial gains by athletes, scholarship awards and intra mural sports development in schools in Lagos state. The study recommended that cooperate organisations should endeavour to sponsor one or two sports among secondary schools in Lagos state as a way of rendering social service and also improve the lives of students in these schools. In view of the findings of this research study, it is concluded that's school sport sponsorship had significant impact on facility provision in schools, talent identification and support, financial gains, scholarships awards and intramural sports development in public secondary schools in Lagos state. The study recommended that corporate organisations should ensure continuity of school sports sponsorship in the bid to help improve facility provision and utilization, more talents are needed to replace old athletes and secondary schools should be made as platform, for recruiting athletes that will become grown up stars in sports.*

**Key Words:** *Facility provision, Sports development, Sports sponsorship, Talent identification*

### Introduction

Schools sports programme has been part of educational curriculum for so many years. The programme of activities has been designed to create and develop social interaction physical development and recreational skill development. Sports are co-curricular activities that goes in line with academic matters and programmes in the school. Secondary school students, based on their nature and characteristics are vibrant and agile. Play is inherent in these set of young adolescents and thus the need for sports and games to keep them busy for the usage of their energies and also develop the manipulative skills inherent in them. School sports programme include major sports like football, Volleyball, Table Tennis, Handball,



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Gymnastics, Dance, Cultural activities and other related sports that is an annual event (Humpherey, 2013).

Public secondary schools in Lagos state are government owned school which is funded by the state government. The sports officer is charged with the responsibility of directing and coordinating sports at the school. However, over the years there is a neglect of the school sports programmes at the school, state and national level as observed by education experts. The school's sports have been left uncatered for in the area of funding and sponsorship for it to have strong footing and base so as to be a continuous programme that will not be hindered by problems (Amuchie, 2003). Sponsorship has always been the most sought-after source of funding sports programmes in secondary school since it is the only way to keep sports alive in our schools. The government through her meagre resources has found it difficult to fund sports at the secondary school levels hence the downturn in school sports programmes and participation among students (Adesanya, 2009).

According to Awoyinfa (2008) sport sponsorship is a powerful and impactful marketing technique. This consists of the association between a company who is the sponsor and the school who is the sponsee, the main goal is to partner in the development of sports and also aim to generate brand awareness and customers' loyalty. The school demand for the financing source so as to develop sports in the secondary school setting.

When sports in the secondary schools are sponsored by a private company, it is envisaged that the developments of talents in sports is likely to be the end product. Sponsorship is bound to bring about economic goals to both parties as the school will enjoy the provision of facilities and equipment's in sports. The sponsors are bound to involve and engage schools in organized competitions, there is talent identification and genuine support and maximization of identified talents. The annual intramural sports competitions among students will be strengthened. This in essence will bring about social integration among the students' populace. Students athletes that excel in these championships can attract scholarship awards from the sponsors (Ojeme, 2003).

Historically most Nigerian athletes and footballers were detected in secondary school sports competition. Haruna Ilerika, Stephen Keshi, the likes of Henry Nwosu were all recruited from the secondary school to the national team of this country. The old students of most schools supported the sponsorship of sports in public secondary schools because funding has been the bane of sports development in schools. The privately owned schools sponsor sports on yearly bases the rivalry that existed among schools then gave room for better sports performance at the secondary school level. But for this present dispensation most public secondary schools have no sponsorship deals for any sports programme within the schools. It becomes even very difficult for secondary schools to take part in interscholastic sports competitions organized by corporate organizations since there is no funds set aside for sports programmes. In view of this this research wants to find out the impact of sponsorship on sports development in secondary schools in Lagos state.

### **Statement of the Problem**

The neglect of school sports has been a reoccurring problem in the development of sports in secondary schools that are public in structure and nature. The facilities and playgrounds in secondary schools are not maintained, the equipment and supplies of jerseys for competitions are not available, and most public secondary schools in Lagos state don't get involved in sports competition organized by corporate bodies such as the GTB principals' cup and the likes of Nestle Basketball championships.



Sports in secondary school are not well developed as it doesn't involve financial gains and rewards that can motivate learners to be involved in sports. The lack of incentive by the schools and sponsors is a big problem to sports development in public secondary school.

The intramural sports competition in the form of inter class competition are not sponsored. The annual inter house sports events and programme have been abandoned because of the money involved in staging such a big programme for secondary school students. The problem of talents identification and support has been absent in school sports for lack of sponsors that will help locate these prospects and groom them to stardom. Sponsors have decided not to embrace public secondary schools. It is on this premise that the research wants to determine the impact of school sports sponsorship in sports development in public secondary schools.

The focus of this research is to determine the impact of school sports sponsorship on sports development in public secondary schools in Lagos State. In the study, the following research hypotheses were formulated:

1. School sports sponsorship will have no significant impact on facility provision, equipment and supplies in public secondary schools.
2. School sports sponsorship will have no significant impact on talent identification and support in public secondary schools.
3. Sponsorship of sports will not significantly have any impact on financial gains and scholarship awards in public secondary schools.
4. Sponsorship of school sports will not have any significant impact on intramural sports development in public secondary schools.

### **Research Methodology**

The population studied comprised of principals, vice-principals, sport officers, teachers and student-athletes in public secondary schools in Lagos State. The study was delimited to public secondary schools in Lagos state. A sample of 460 participants were selected and used for the study. The participants were selected from five local government areas of Lagos State. Ten (10) schools were randomly selected with 46 participants selected from each school. The stratified sampling technique was used in selecting the participants for the study who were the principals, vice principal, sports officers, teacher and students athletes in each of the schools selected for the study. A self-developed and validated questionnaire was used for the study. The reliability of the research instrument was determined through a test-retest method with 0.82 reliability coefficient.

The questionnaire was administered on the selected participants in schools. The questionnaire was collected and retrieved immediately after completion. The data generated were coded and analyzed using the descriptive statistics for presenting demographic information of participants while inferential statistics of Chi-Square ( $X^2$ ) was used to test the formulated hypotheses for the study at 0.05 level significance.



## Results

Participants' demographic information is stated below

Figure 1: Distribution of participants by age

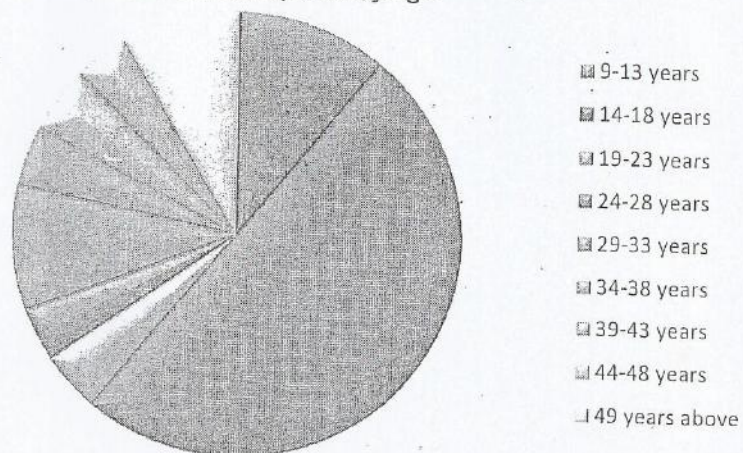


Figure 1 showed that 10.9% of the total participants were within age range of 9-13 years, 50% were 14-18 years, 4.4% were 19-23 years, 3.9% were within age range 24-28 years, 9.1% were 29-33 years, 4.4% were 34-38 years, 4.8% were 39-43 years, 3.9% were 44-48 years while 8.6% were 49 years and above in age respectively.

Figure 2: Distribution of participants by designation

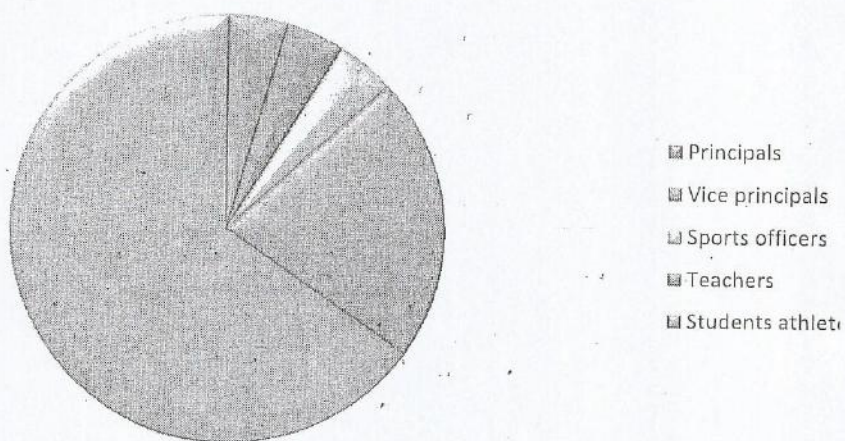


Figure 2 showed that 4.4% of the total participants were principals of schools, 4.4% were vice principals by designation, 4.4% were sport offices in secondary schools, 21.6% were teachers while 65.2% were student athletes in secondary school respectively.



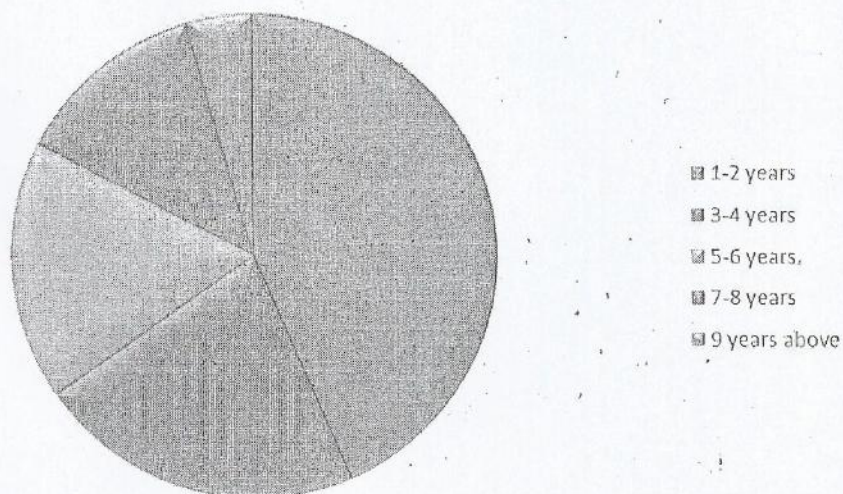
**Figure 3: Distribution of participants by years of experience in sports**

Figure 3 showed that 60.9% of the total participants had 1-5 years of experience in sports, 21.7% had 6-10 years of experience in sports, 13.5% had 11-15 years, 2.2% had 16-20 years and 1.7% 21 years and above experience in sports.

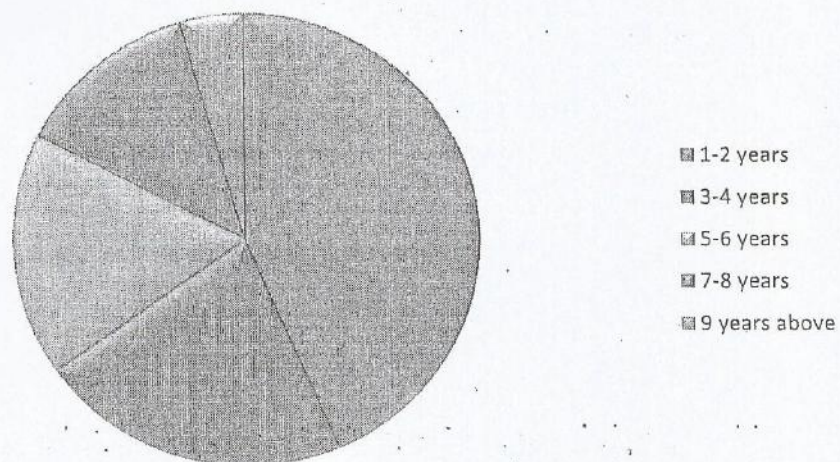
**Figure 4: Distribution of participants by years of school sports sponsorship.**

Figure 4 shows that 42.5% had and witnessed 1-2 years of school sports sponsorship, 21.7% had 3-4 years of school sport sponsorship in secondary school, 17.4% witnessed 5-6 years, 13.5% witnessed 7-8 years sponsorship while 4.4% witnessed 9 years and above of school sports sponsorship in public secondary schools.



### Testing of Hypotheses

In testing hypothesis one, the Chi-Square statistical tool was used in determining the significant impact of sponsorship on facility provision, equipment and supplies in public secondary schools in Lagos State. The result obtained is presented in Table 1.

**Table 1: Chi-Square ( $X^2$ ) analysis on sports sponsorship impact on facility provision in secondary schools.**

Variables	N	df	LS	Calc. $X^2$ Value	Crit. $X^2$ value	Remarks
impact of sports sponsorship *Significant on facility provision, equipment and supplies	460	9	0.05	123.1	16.92	

Table 1 result showed that the calculated Chi-Square value of 123.1 was greater than the Critical Chi-Square value of 16.92, with a degree of freedom 9, established at 0.05 level of significance. Hypotheses one was significant. Therefore this implies that school sports sponsorship had a significant impact on facility provision, equipment and supplies in public secondary schools in Lagos State.

**Table 2: Chi-Square ( $X^2$ ) analysis on school sports sponsorship impact on talent identification and support in public secondary schools.**

Variables	N	df	LS	Cal $X^2$ value	Crit $X^2$ value	Remarks
School sports sponsorship impact on talent identification and support in public secondary schools	460	9	0.05	42.6	16.92	*Significant

In testing null hypotheses two, the Chi-Square ( $X^2$ ) statistics was used to test the hypothesis. Table 2 showed that the calculated Chi-Square value of 42.6 was greater than the Critical Chi-Square value of 16.92, with a degree of freedom 9, established at 0.05 level of significance. Null Hypotheses two was significant. This implies therefore that school sports sponsorship had impact on talent identification and support of student athletes in public secondary schools.



**Table 3: Chi-Square ( $X^2$ ) analysis on the impact of sponsorship on financial gains and scholarship awards in public secondary schools.**

Variables	N	Df	LS	Cal $X^2$ value	Crit $X^2$ value	Remarks
Impact of School sports sponsorship on financial gains and scholarship awards in public secondary schools	460	9	0.05	48.41	6.92	*Significant

In testing this hypothesis three, the Chi-Square ( $X^2$ ) statistics was used. Table 3 showed that the calculated Chi-Square value of 48.4 was greater than the Critical Chi-Square value of 16.92, with a degree of freedom 9, established at 0.05 level of significance. Null hypothesis three was rejected. This means that sponsorship of school sports in public secondary schools in Lagos State had significant impact on financial gains and scholarship awards.

**Table 4: Chi-Square ( $X^2$ ) analysis on sports sponsorship impact on Intramural sports development in public secondary schools.**

Variables	N	df	LS	Cal $X^2$ value	Crit $X^2$ Value	Remarks
Sports sponsorship impact on intramural sports development in public secondary schools.	460	9	0.05	87.51	6.92	*significant

In testing this hypothesis, the Chi-Square statistics was used. Table 4 showed that the calculated Chi-Square value of 87.5 was greater than the Critical Chi-Square value of 16.92, with a degree of freedom 9, established at 0.05 level of significance. The null hypothesis four was significant. This means that sponsorship of school sports had significant impact on intramural sports development in public secondary schools in Lagos State.

#### Discussion of Findings

Hypothesis one findings showed that schools sports sponsorship had significant impact on facility provision, equipment and supplies in public secondary schools in Lagos State. This finding is supported by Ojeme (2010) who asserted that sponsors in corporate organizations have over the years concentrated in promoting sports in public schools through funding. He further reiterated that donations of sports equipment to schools in sponsored competitions has been on the increase. Kolateh (2008) also corroborated this finding in that champions of school sports competitions in Lagos State are privileged to have the sports playground regressed and goal posts as permanent structure with score board provided and that without sponsorship most school will not be able to afford all these largesse.

Hypothesis two findings showed that school sports sponsorship had impact on talent identification and support in public secondary schools. This findings is supported by Kreithner & Cassidy (2012) that sponsored competitions are staged among schools to bring about the detection and selection of raw talents in sports that can be supported and trained for better challenge. He further explained that the dearth of elite athletes in sports is duly



replaced by the selection of prospects among talented players that will replace aging athletes and grow gradually to become star athletes.

Hypothesis three findings revealed that the sponsorship of school sports in secondary schools had significant impact on financial gains and scholarship awards. This finding is supported by Kolateh (2008) when he revealed that through sponsorship grants students athletes are given scholarships awards throughout their studies in school. He furthered asserted that most runners of sponsored competitions win financial rewards and this serve as compensation to their efforts. Peter (2009) also corroborated this assertion that the developed countries support their collegiate athletes through grants in aid for sports training and competition which promotes dedication and high optimum performance in sports.

Hypothesis four findings showed that sponsorship of school sports have significant impact on intra-mural sports development in public secondary schools. This finding is supported with the assertion of Amusa (2000) that when competitions are sponsored it gives room for intra mural sports competition where athletes and players in these schools are selected. This in essence encourages inter class competitions where budding athletes are seen and groomed for major championship thus developing healthy rivalry within the school. Ojeme (2010) asserted that intramural sports competition in schools is the avenue to locate prospect to be developed for greater sports challenges and these set of athlete thrive well if sponsored and necessary incentives to promote their enthusiasm in sports

### **Conclusion**

In view of the findings of this research, it is concluded that's school sport sponsorship had significant impact on facility provision in schools, talent identification and support, financial gains, scholarships awards and intramural sports development in secondary schools in Lagos State.

### **Recommendations**

The following recommendations are hereby made that:

1. The corporate organisations should ensure continuity of school sports sponsorship in the bid to help improve facility provision and utilization:
2. More talents are needed to replace old athletes and secondary schools should be made as platform, for recruiting athletes that will become grown up stars in competitive sports.
3. Sponsored competitions should attract financial gains and scholarship awards to student athletes.
4. Intramural sports is the bedrock of sports skill acquisition among untapped athletes in secondary schools, therefore government and corporate organisation should encourage and participate fully through funding of sports programmes in schools.

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