

Abstract

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“Measuring the antecedents and outcomes of football sport sponsorship of team identification in Egypt”

Due to the unlimited challenges that are facing the traditional marketing & promotional techniques, marketers started to search for new channels such as sponsorship. Sponsorship provides more face to face communication with the target market in order to reach the corporate goals more effectively. Although sports sponsorship is considered to be the most attractive area of sponsorship due to its ability to build a relationship with the sport's fans to accomplish the sponsor's goals, however, not all sports arenas have the same attention from sponsors. Football domain is the most popular sport form, also it has the largest share in the global sports market; it gains the majority of the sponsorship effort in Egypt. The core of this study is to measure sponsorship effectiveness by stressing on fans' level of team identification; some crucial antecedents; outcomes that were investigated in a number of previous studies. This study focuses on team's perceived prestige, domain involvement; team performance as the three antecedents of fans' level of team identification, it measures sponsor's recognition, satisfaction with the sponsor's product service, attitude towards the sponsor; purchase intention as the outcomes consequences of fan's level of team identification. A quantitative study is conducted using self-administrated questionnaires which are distributed among football fans in stadiums, sporting clubs, in places that broadcast football matches in different Egyptian governorates. After distributing 800 questionnaires 500 questionnaires were completed & returned, descriptive analysis was conducted. The general results of the analysis supported the great importance of fans' level of team identification for an effective football sponsorship strategy in Egypt. Generally, the results show that domain involvement; team performance have a positive relationship with fans' level of team identification. Also, the results show that highly identified fans tend to recognize the sponsor of their favorite football team, to be satisfied more with the sponsor's product service, to have more positive attitude toward the sponsor; higher purchase intention of the sponsor's product service. Finally, this study provides recommendations for the sponsors to have an effective sports sponsorship campaign; direction for future academic studies to improve the understanding; implementation of sports sponsorship in general; football sponsorship in particular.