

CORPORATE SPONSORSHIPS AT NCAA  
DIVISION I-A INDEPENDENT COLLEGES

by

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(ABSTRACT)

This study was conducted to determine what the most frequently used methods were in obtaining corporate sponsors for athletic departments. A questionnaire was sent to all NCAA division I-A independent colleges ( $N = 24$ ) in the United States. Twenty-one athletic departments returned the questionnaire for a response rate of 88%.

The questionnaire investigated several areas of corporate sponsorship programs in the athletic departments: (a) staff size, (b) types of solicitation used to attract corporate sponsors (c) the athletic department's association with corporate sponsor, (d) the location of corporate sponsor, and (e) the benefits received by both corporate sponsor and the athletic department.

Two important findings were made because of the study. First, 80% of the corporate sponsors used were either vendors or sponsors who employed alumni. Seventy-four

^

percent of the corporate sponsors were located between zero and one hundred and fifty miles from the university.

## DEDICATION

My thesis is dedicated to \_\_\_\_\_, my  
daughter, who gives me strength and hope.

#### ACKNOWLEDGEMENTS

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## CHAPTER 1

### INTRODUCTION AND PROBLEM

Fund raising has become a top priority for athletic teams and events. A few areas which benefit from this fund raising are equipment purchases, scholarships, and salaries. Since there is such a tremendous emphasis on making money, more athletic departments are beginning to market their programs.

In 1963, the leaders of the National Football League (NFL) recognized the need to market the league. They formed NFL Properties which functions as the licensing, marketing, and publishing arm of the NFL. The primary objective was to promote and enhance the image of the NFL while making a profit (The NFL, 1985). Because of their success, other leagues and college teams alike are following the lead of NFL Properties.

Professional and collegiate athletic teams reach a large, diversified marketing segment that certain retailing companies such as Anheuser Busch, Coca Cola, Ford, Nike, and Marlboro would like to attract. Corporate sponsorship benefits all involved: the company, the athletic team, and the consumer.

American intercollegiate athletics have reached a point in their evolution where they face a dilemma of a magnitude

unlike any confronted at any time in their glamorous, yet controversial history. The quandary rests on the ability of the promotions department of the athletic programs, particularly those programs designated as 'big-time', to acquire enough resources to maintain their current levels, and for some athletic programs to expand (Frey, 1982).

Corporate sponsorship is the involvement of an athletic team with a corporation whereby an agreement is made for the corporation to receive advertisements or tickets and the athletic department to receive money or goods. As the financial crunch hits colleges, athletic directors will begin to look to the concepts of corporate sponsorship as a viable option to funding their athletic programs (Krupa, 1989).

Corporate sponsorship exists at the collegiate level to enhance the image of the athletic program, provide a source of revenue for the athletic department, and provide a professional approach in representing the university through athletics. Donald Dell, corporate executive officer of ProServ, a \$25 million-plus sport marketing firm, indicated, "There's no limit to the sports marketing aspect. Because sports can only grow; corporate America isn't going to shrink. And the reason I'm so confident it is going to get bigger and bigger is because all of the international

companies are finally getting aggressive in sports". (Maher, 1987, p. 14).

The future of sports marketing is today. The concept of corporate sponsorship is growing enormously day by day. "In 1987, more than 3,400 companies pumped 1.35 billion dollars into the sports marketing economy. This year it is predicted the number of companies involved in sports marketing will pass 3,700 and their total expenditure will climb 29.6 percent to 1.75 billion dollars". (Gloede, 1988, p. 19).

#### Definitions

The following is a list of definitions used throughout this study.

Corporate sponsorship - "investments in causes or events to support corporate objectives (e.g., enhance company image or marketing objectives) (e.g., increase brand awareness), and are usually not made through traditional media channels". (Gardner, 1987, p. 11).

Division I-A Institution - The institution shall sponsor a minimum of eight varsity intercollegiate sports, including football, in Division I. The institution shall schedule and play at least 60 percent of its football games against members of Division I-A football (NCAA, 1986).

Financial Services - money, goods, or resources of an organization furnished to an athletic program (Guralnik, 1972).

Independent Institution - not affiliated with any conference for football.

Vendor - one who sells a product or provides a service to the university or athletic program (Guralnik, 1972).

#### Purpose of the Study

To show a profile of the athletic departments' corporate sponsorship program at Division I-A football independent schools ( $N = 24$ ) and what types of procedures were used to acquire financial services from corporate sponsors.

#### Justification

There has been little research done to determine what the successful methods of obtaining fund raising and corporate sponsorship for collegiate athletic departments are. Bortner's Master's thesis, Athletic fund raising at NCAA Division I-A Institutions, shows the need for athletic fund raising in today's society. Several other studies have been conducted to determine if monetary contributions are linked to a winning or losing season in football or basketball (Brooker & Klastorin, 1981; Singleman & Bookheimer, 1983; Singleman & Carter, 1979). No specific

research can be found on corporate sponsorship at this time. This study is undertaken to find the methods currently used in seeking corporate sports sponsorship at Division I-A independent institutions and to analyze their operation.

#### Summary

College athletics are looking for ways to improve their athletic fund raising. Corporate sponsorship is one area in which athletic departments can improve this aspect of their overall program. Corporate sponsorship can generate revenue for an athletic program if the sponsors are approached correctly and a well designed program is planned to meet the needs of both the sponsor and the athletic department. No research in the area of corporate sponsorship can be found.

## CHAPTER 2

### REVIEW OF THE LITERATURE

Financial problems are increasing for intercollegiate athletics and administrators are looking for new and better ideas on how to raise money. As some college programs move deeper into debt, the solutions are varied and complex. To understand the fiscal situation of intercollegiate athletics, six topics will be addressed: the need to raise money; traditional sources of revenue for the athletic department; how money is raised through donations; the effects of the win-loss records on athletic fund raising; various positive and negative effects of athletic fund raising; and corporate sponsorship, a new area of fund raising in which more and more athletic programs are becoming involved.

#### The Need to Raise Money

Why do athletic departments need to raise money to supplement gate receipts and/or student fees? The financial problems at Division I-A institutions have been blamed on a number of factors: inflation; Title IX; and increasing competition from professional sports and participation sports (Raiborn, 1982). "Notre Dame never had to raise dollars. Gate receipts and TV paid the way. But no more," stated Gene Corrigan, Commissioner of the Atlantic Coast

Conference and former Athletic Director at Notre Dame (Brill, 1988, p. B4). By 1977, 69% of all men's athletic programs across the country were deficit-producing and the average deficit for NCAA Division I programs, reflecting a loss, had grown to an astronomical \$553,000.00 (Lopiano, 1979). At the January 1988 National Collegiate Athletic Association conference, Mitchell Raiborn, an economist from Bradley stated that "the average athletic budget among Division I-A football schools was \$9 million, and 35% of them would show a deficit, averaging \$1 million". (Brill, 1988, p. B1).

Gene Corrigan pointed out: "The problem is that expenses are growing greater than revenues at every level". (Brill, 1988, p. B4). Athletic departments are feeling the problem of growing expenses across the nation. Louisiana State University incurred a \$390,000.00 deficit in 1981, its first in modern times, with the prospect of a \$12.2 million deficit over the next seven years ("Money Problems," 1982). The Athletic Association at Virginia Tech is debt ridden in excess of \$4 million as of 1987, with little possibility of overcoming the debt in the next several years (Douglas, 1987). As the athletic administrators see the deficit problem growing, they are turning to athletic fund raising, "the only major income source that has not been fully tapped". (Atwell et al. 1980, p. 34).



### Traditional Sources of Revenue

Athletic programs need to generate more revenues because their traditional sources of income are starting to stabilize and in some cases decrease. Raiborn's (1986) study for the NCAA shows the overall percentages of incomes for 406 NCAA member-institutions. Gate receipts representing 38%, guarantees representing 8%, and student activity fees representing 5% of the total Division I Athletic revenues show a decline between 1977 and 1985. All three are specifically related to athletic events.

Distributions from conferences and post season play representing 13% and contributions from alumni representing 13% of the total revenues for Division I institutions increased (Raiborn, 1986). The key finding in the study is that private contributions are the only major source of income of Division I Athletic revenues that increase every year.

Another study was conducted by Atwell, Grimes, and Lopiano (1980), indicating that the prevailing attitude at all institutions included in their study was that the most probable source of increasing athletics revenue was through private giving.

### Donations

Most athletic programs raise money by donations or private giving. Alumni and friends of the college donate

millions of dollars each year to colleges' athletic programs. A survey conducted by Sinclair and Kelly in 1982 for the Omaha World-Herald found that Stanford University led all colleges in donated athletic funding with \$4 million; the University of Oklahoma, at \$3.5 million, was second; followed by Clemson University, at \$3.14 million; the University of North Carolina, at \$3 million; the University of Georgia, at \$2.7 million; the University of South Carolina, at \$2.3 million; Florida State University, at \$2.1 million; the University of Washington, at \$2 million; the University of California, at \$2 million; and Southern Methodist University, at \$1.9 million. The survey reviewed 58 of the top athletic colleges in the country and found that they raised a total of \$77.7 million in 1981.

To raise the millions of dollars needed to run an athletic program, athletic fund raisers turn to booster clubs, special events, and annual fund raisers for the money and support. By joining a booster club the donor is provided with 'perks' which can vary from school to school. The more money given by the donor the better the 'perk', such as a parking pass for a small donation to a private booth at the stadium for a very large donation.

Another method of attracting donors are special events. Golf tournaments, banquets, phone-a-thons, luncheons, and

auctions are just a few of the special events that athletic programs are using to raise money for athletics. These events sometimes have past and present athletes, coaches and athletic administrators from the school appear and talk to attract the donors.

Athletic fund raisers also hold annual fund raising campaigns to solicit donations. These campaigns are usually for specific projects, such as building a new track or adding seats on to a stadium. A committee is formed which generally raises half of the money needed prior to the official announcement of the campaign. This practice is executed because donors like to jump on a successful band wagon. It has been realized that by having approximately half the money raised people are more inclined to give because they do not want to be left out and they can also see the success of the campaign (Duke Perry, personal communication, November 30, 1987).

#### Win - Loss Record

Can a football team's record affect whether donators increase their donations or not? David L. Brown, president of the Miami Alumni Association indicates it does. He stated "Football has a great deal to do with fund raising. It shouldn't, but it does". ("Colleges", 1988, p. B2). The University of Oklahoma had an increase of \$2.4 million in contributions to the university in 1985 after winning the

national football championship over the previous year. Penn State also had the second largest one month donation of \$8.1 million in January of 1987 following their national football title ("Colleges", 1988 p. B2).

Two separate studies found that donations can be directly tied in with the football or basketball team's win-loss record, but in different ways. Brooker-Klastorin's 1981 study, To the victors belong the spoils? College athletics and alumni giving, researched 58 institutions using ten years of athletic data (1962-1971) and nine years of donation data (1963-1971) from each school. Their study found the number of donors and the total amount of money donated to the university's annual fund increased with a winning record in football or basketball. Singelman-Bookheimer's 1983 study, Is it whether you win or lose? Monetary Contributions to big-time college athletic programs, researched two areas to find out if the win-loss record had affected donations. The researched areas were one, donations made directly to the athletic department and two, voluntary donations to the university's annual fund. Singelman-Bookheimer were unable to find any connection between donations to the university's annual fund and athletic success. Winning in football did increase donations to the athletic fund, but the basketball's team success did not have the same impact. Another study that

supports part of the Singleman-Bookheimer study on alumni donations to the university's annual fund is the study by Singleman-Carter in 1979, Win one for the giver? Alumni giving and big-time college sports, which looked at one hundred NCAA Division I football schools over a fourteen-year period. They concluded that there is no relationship between alumni giving to the university and the win-loss records of the football or basketball teams.

#### Positive and Negative Effects

Whether or not a team's win-loss record affects donations, donors can affect the athletic program both positively and negatively. In seeking donations for their budget, athletic programs begin catering to the needs of both the small and large donors who can both help and hinder their program. Some view the special 'perks' that donors receive as taking away from the average supporter. Parking privileges, 50-yard line seats, and tax benefits go to the large donors helping to make them feel a part of the program. Positive developments can come from donations for both the donor and the athletic program. Every donor can take pride in the athletic program, support the school, build his/her ego, receive recognition or just show appreciation. The athletic program receives money, new friends, and loyal supporters.

Regardless of the potential benefits, there can be problems with the 'donor system'. Some donors can go too far in assisting an athletic program. These donors like to publicly identify themselves with the athletic program, the success of the program and the recognition of the athletic program. These individuals will sometimes break the NCAA rules to help the program.

Another negative aspect of athletic fund raising is the direct conflict it has with the college's development office. Donors may specify their contributions for athletics only, leaving the college development office with a few less patrons. This conflict is resolved in some cases when the same donor gives a contribution to both the development office and the athletic fund. Therefore, it is through the donor's interest in athletics that he becomes involved in the college and the college's development office now benefits from the donor's interest in the athletic program. Dr. Gary A. Ransdell, vice-president for institutional advancement at Clemson University, expects to bring in a record \$10 million for academic programs and IPTAY (I Pay Thirty A Year), the athletic fund raising arm at Clemson, which will take in about \$6 million this year. Ransdell also stated that IPTAY's work is "supportive and helpful, certainly not a deterrent". (Jabcohs, 1988, p. 30).

Corporate Sponsorship

Athletic fund raising is a key solution to most athletic programs' budget problems. The one area of athletic fund raising that has not been fully addressed is corporate sponsorship. Corporate sponsorship is a step in helping athletic programs solve their fiscal problems. "Sheer inflation and escalating costs have forced schools to be innovative. States are not able to fund the universities like they used to. Schools that aren't self-sufficient like Michigan are going to have to go out and get it themselves," stated Don Canham, former Athletic Director of the University of Michigan (Paris, 1986, p.91).

Corporate sponsorship enables corporations to associate their product with a particular sport or college. Corporations and athletic programs have found unique ties to each other. An example is the Dole Fruit Company and the Pittsburgh State Gorillas. Dole sponsors the mascot Gorilla that gives away 10,000 wind breakers, hands out 500 pounds of bananas at a football game, and pays the student radio station \$25,000.00 to broadcast the Gorilla's basketball games ("Dole Top", 1987). The money and products given to a school, such as Pittsburgh State, is just a small amount of money that corporate sponsors are spending on sporting events or teams. Corporate sponsors spent \$680 million in 1985 and \$800 million in 1986 just on sports according to an

article on the Gross National Sports Product by Sports Inc.  
The Sports Business Weekly and Wharton Econometrics  
Forecasting Associates (Sandomir, 1987).

Corporate sponsors are being attracted to sports for various reasons from exposure for the company to changes in their marketing budgets. Corporation directors realize the unique opportunity that a sporting event can offer them by reaching a target audience. "If your target audience is consistent with the audience that watches, say, tennis matches, if you go talk to them while they're watching tennis, you're hitting a very high efficiency ratio of who your potential customer is". (Gloede, 1988, p.20).

Corporate directors have been allocating more money into promotions like corporate sponsorship in the past several years. A Donnelly Marketing study of company's marketing budgets showed an average increase of 54% to 64% of the marketing budgets to promotions, between 1972 and 1985 (Gloede, 1988).

Can corporate sponsorship continue to grow? Mr. Del Wiber, president and CEO of Del Wiber and Associates, a sports marketing consultant, stated, "I think there's a finite amount of money in marketing, even though it's enormous. There's some growth left, in terms of total dollars. But there will be reallocation". (Gloede, 1988, p.25). Mr. Wiber indicates the companies will start to look



for events other than sports on which to spend their marketing money, such as art shows. John Mellein, manager of event marketing for Miller Brewing Company disagrees: "I see it [sports marketing] growing, very definitely, because of some of the retail extensions that the sports tie-in offer. It's only a matter of creativity to find what you can take to retail or what you offer the media to get some coverage. I don't think it's saturated by any means".

(Gloede, 1988, p.25).

#### Summary

The University of Michigan has one of the largest athletic budgets in the country at \$19 million. Not all schools are as fortunate to have such a large budget and the average for a Division I institution is \$9 million. Rising costs of scholarships, salaries, and equipment are forcing schools to search for new means of raising revenues. Traditionally, schools obtain their income from gate receipts, student fees, television and radio fees, and post season play, such as bowl games.

Alumni are attempting to make up deficits in athletic budgets through contributions. Cash donations, special events, and annual fund raisers are several ways money is obtained. Are donations affected by the football or basketball team's record? Fund raisers indicated that they are and two different studies support this position.

Another separate study shows no correlation between alumni donations and the win-loss record of the football or basketball team.

Fund raising for athletics can be a benefit or a hindrance to the program. Overzealous boosters making illegal recruiting inducements can put schools on NCAA probation or the university as a whole can gain from athletic fund raising. Corporate sponsorship is just one area that college athletic programs are turning to so they can increase revenues. Athletic programs will find links between alumni and corporations to help with the concept of corporate sponsorship. How can athletic programs obtain the best use out of corporate sponsors? How do athletic programs acquire corporate sponsors? These are just two questions that athletic fund raisers are beginning to answer.

## CHAPTER 3

### METHODOLOGY AND PROCEDURE

#### Introduction

The purpose of this study was to identify how NCAA Division I-A independent football colleges solicited corporate sponsors. This chapter will review subjects, instrumentation, procedures used, analysis of data and a summary.

#### Subjects

All athletic fund raising or marketing directors of NCAA Division I-A independent colleges (N=24) that sponsor varsity football teams were surveyed for this research. The 1986-87 Blue Book of College Athletics (1986) provided telephone numbers for the athletic departments. All 24 athletic departments were telephoned and requested to furnish the names and mailing addresses of the individual responsible for athletic corporate sponsors.

#### Instrumentation

An initial questionnaire was constructed from interviews with Mr. Dutch Baughman, former Director of Athletics at Virginia Tech, Ms. Peggy Morse, Promotions Director at Virginia Tech, and Elyzabeth Holford, Assistant Professor in Sports Marketing at Virginia Tech (Appendix A). The initial questionnaire and cover letter (Appendix B) was

sent out to ten NCAA Division I-A conference affiliated football schools for a pilot study those institutions included: University of Virginia, University of North Carolina, University of Alabama, University of Oklahoma, Purdue University, University of Kansas, University of Maryland, University of Nebraska, University of Kentucky, and University of Georgia. The individuals responsible for athletic corporate sponsors at the ten schools were requested to complete the questionnaire and then to make suggestions to improve or enhance the questionnaire. The feedback received from the responses was used to design the final questionnaire.

#### Procedure

Each contact person at the 24 independent colleges was sent a packet including the questionnaire (Appendix C), a cover letter discussing the research (Appendix D), and a self-addressed stamped return envelope. Each questionnaire was number coded on the first page in the upper right hand corner. This was to identify each questionnaire so that follow-up mailings were not sent to early respondents. One week after the survey was sent a postcard (Appendix E) was mailed as a reminder and thank you to all subjects. One follow-up letter (Appendix F) was sent out to non-respondents three weeks after the initial mailing by certified mail. The follow-up letter contained the same

material as the initial letter, and emphasized the importance of returning the completed questionnaire. Dillman (1979) recommends this procedure for obtaining the best response rate.

#### Analysis of Data

To analyze the collected data, the following statistical treatment were employed: percentage and frequency counts.

#### Summary

This study included 24 NCAA Division I-A independent colleges that received a questionnaire on corporate sponsors. The survey was compiled from several different interviews with individuals involved in athletics, marketing, and sponsorship. Percentages and frequency counts were used to analyze the data.

## CHAPTER 4

### ANALYSIS OF THE DATA

#### Introduction

In this chapter the information gathered from a survey sent to 24 NCAA Division I-A Independent Colleges is explained using frequency of responses and the corresponding percentages. The 26-questions on the survey are broken into several areas of common interest according to the questions. Tables are used to indicate the frequency and percentages of some questions, and other questions are answered in summary form.

A total of twenty-one institutions or 88% returned the survey. Out of the twenty-one returned surveys, one institution indicated they had no corporate sponsors and so that survey was not used in calculating the percentages. Not all surveys were totally completed, so the number of responses varies from question to question.

The first section of this chapter is a summary of the departmental information collected. The second section summarizes the corporate sponsorship information.

#### Departmental Information

The survey showed that there are various titles given to the person who is in charge of corporate sponsors. There were 12 different titles used, four of the respondents were

called Athletic Promotions Director. Assistant Athletic Director and Marketing Manager were each used three times, while Associate Athletic Director and Director of Electronic Media were each used twice. Director, Sports Information Director/Promotions Coordinator, and Athletic Director were each cited once.

Ninety-five percent (20 of 21) each had corporate sponsors. Ninety percent (18 of 20) had designated a person to direct a corporate sponsorship program, 83% (15 of 18) each had full time employees. Seventy-seven percent (14 of 18) each of designated directors had been in the position 0-3 years, 5% (1 of 18) 4-6 years, 16% (3 of 18) 7-9 years, and 5% (1 of 18) 10 or more years.

The background of the designated directors was diverse. Many had combined backgrounds including one or more areas. Seventy-two percent (13 of 18) each had a marketing background, 66% (12 of 18) athletic administration, 27% (5 of 18) coaching, 27% fund raising, 11% (2 of 18) university development, 22% (4 of 18) management, 5% (1 of 18) sports information, 16% (3 of 18) communications, and 5% (1 of 18) advertising. The education of all the designated directors included college, 61% (11 of 18) of the directors each had masters degrees', while the remaining 39% (7 of 18) each had bachelors degrees'.

The majority of the schools had one staff member working full time on the corporate sponsorship program, that being 39% (7 of 18). Thirty-four percent or 6 of the 18 each had two full time staff members, 22% (4 of 18) had three, and 5% (1 of 18) had four. One school had only one part time staff member, while another had two part time employees. Eleven percent (2 of 18) had graduate assistants and 11% (2 of 18) had undergraduate assistants (Table 1).

When asked how long their institution had a corporate sponsorship program, the answers were broken down by ticket sponsors and advertising sponsors. Under ticket sponsors, 38% or 6 of the 16 each have had the corporate sponsorship program for 1-3 years, 25% (4 of 16) 4-6 years, 19% (3 of 16) 7-9 years, 6% (1 of 16) 10-12 years, 0% 13 - 16 years, 6% (1 of 16) 17-20 years, and 6% (1 of 16) 26 or more years. The majority, 28% 5 of the 18, of the advertising sponsors each had been established in schools for 4-6 years, 17% (3 of 18) 1-3 years, 22% (4 of 18) 7-9 years, 17% (3 of 18) 10-12 years, 0% 13 - 16 years, 5% (1 of 18) 17-20 years, and 11% (2 of 18) 26 or more years (Table 2).

The participating colleges were asked to name other departments assisting with obtaining corporate sponsors. They could list more than one department. Fifty-three percent (10 of 19) each named the promotions department, 42% (8 of 19) each for the boosters club and the fund raising



Table 1

## Institutions' Responses to Question A-7

"What is the number of staff members in each category that are involved in the corporate sponsorship program?"

Type of Staff	Number of Staff							
	One		Two		Three		Four	
	Percent	# of Institutions	Percent	# of Institutions	Percent	# of Institutions	Percent	# of Institutions
Full Time	39%	7	34%	6	22%	4	5%	1
Part Time	0%	0	5%	1	0%	0	0%	0
Graduate Assistants	5%	1	5%	1	0%	0	0%	0
Undergrad Assistants	5%	1	11%	2	0%	0	0%	0

N = 18

Table 2

## Institutions' Responses to Question A-8

"How long has your institution had a corporate sponsorship program?"

Years	Advertising Sponsors		Ticket Sponsors	
	Percent	# of Institutions	Percent	# of Institutions
26+	11%	2	6%	1
21-25	0%	0	0%	0
17-20	5%	1	6%	1
13-16	0%	0	0%	0
10-12	17%	3	6%	1
7-9	22%	4	19%	3
4-6	28%	5	25%	4
1-3	17%	3	38%	6

N = 18

N = 16

department, 39% (7 of 19) sports information, 16% (3 of 19) the athletic association, 10% (2 of 19) university development, and 16% (3 of 19) had no other departmental assistance.

The amount of money that the corporate sponsorship program raised the last fiscal year from ticket sponsors was one of the questions included in the questionnaire. Eleven percent (1 of 9) each answered with \$0-5,000; \$20,001-30,000; \$150,001-200,000; \$200,001-300,000; and \$400,001-500,000. And 22% (2 of 9) each answered with \$5,001-10,000 and \$10,001-20,000. The same question was included for the advertising sponsors. Twenty-one percent (3 of 17) each raised \$50,001-60,000 and \$500,001 and up. Fourteen percent (2 of 17) each raised \$60,001-80,000; \$80,001-100,000; \$200,001-300,000 and \$300,001-400,000. Seven percent (1 of 17) each raised \$10,001-20,000; \$100,001-150,000 and \$400,001-500,000 (Table 3).

The schools were to indicate what percentage of the total athletic budget made up their corporate sponsorship program. For ticket sponsors, 88% (7 of 8) each had 5% or less of the athletic budget involved in their programs, and 12% (1 of 8) each had 6-10%. For the advertising sponsors, 56% (9 of 16) each had less than 5%, 13% (2 of 16) each had 6-10% and 11-15% and 6% (1 of 16) each had 21-25%, 26-30% and 30% or greater of the athletic budget.

Table 3  
Institutions' Responses to Question A-10  
"How much money did your corporate sponsorship program raise last fiscal year?"

Amount of Money	Ticket Sponsors		Advertising Sponsors	
	Percent	# of Institutions	Percent	# of Institutions
500,001 - Greater	0%	0	21%	3
400,001 - 500,000	11%	1	7%	1
300,001 - 400,000	0%	0	14%	2
200,001 - 300,000	11%	1	14%	2
150,001 - 200,000	11%	1	0%	0
100,001 - 150,000	0%	0	7%	1
80,001 - 100,000	0%	0	14%	2
60,001 - 80,000	0%	0	14%	2
50,001 - 60,000	0%	0	21%	3
40,001 - 50,000	0%	0	0%	0
30,001 - 40,000	0%	0	0%	0
20,001 - 30,000	11%	1	0%	0
10,001 - 20,000	22%	2	7%	1
5,001 - 10,000	22%	2	0%	0
0 - 5,000	11%	1	0%	0
	N = 9		N = 17	

There was a split as to whether or not the football and basketball games had exclusive sponsors. Under football, 58% (11 of 19) each did have exclusive sponsors, while 42% (8 of 19) each did not. For basketball, 42% (8 of 19) each had exclusive sponsors and 58% (11 of 19) each did not.

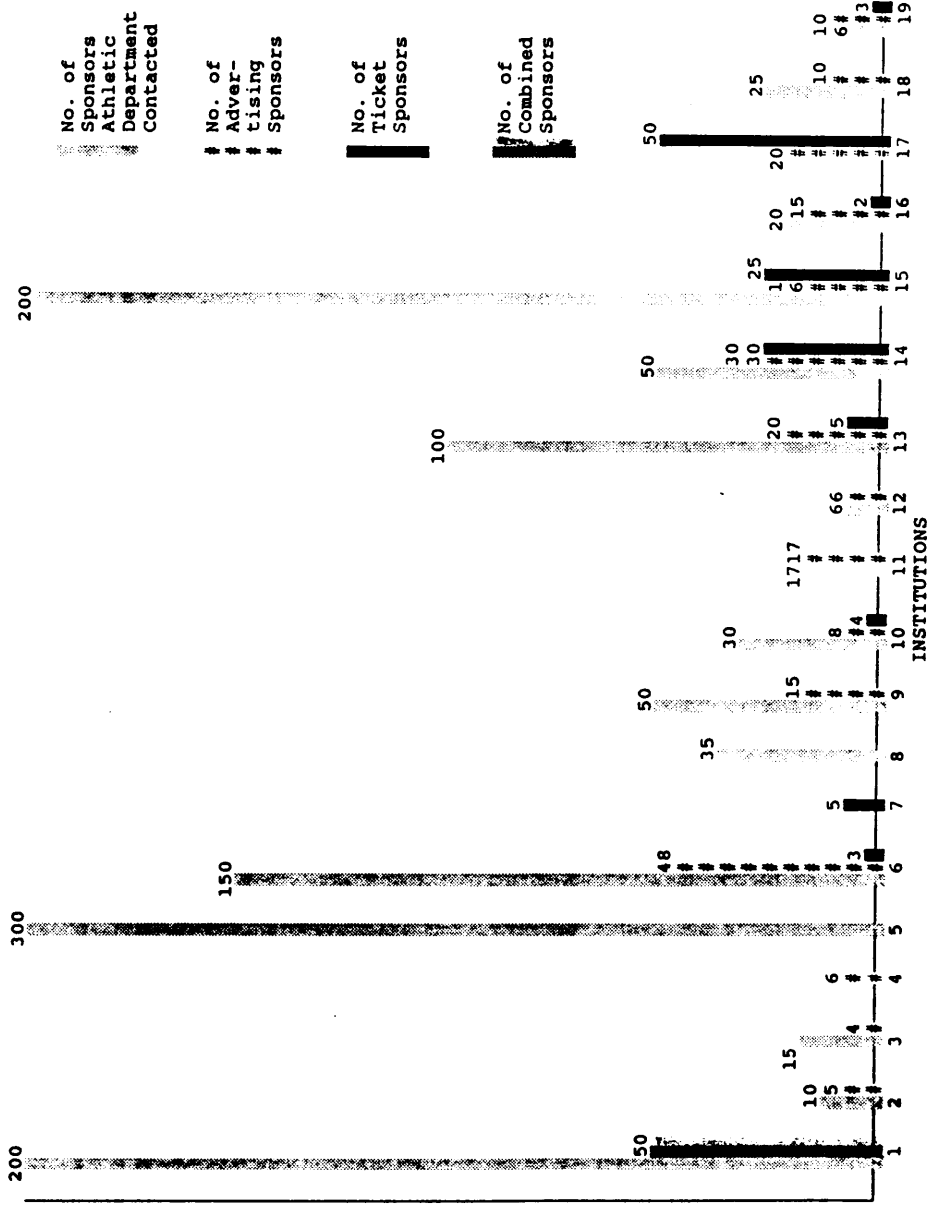
The subject of trademarks was the final question in the departmental information section. Seventy-three percent (14 of 19) each had a trademark license on the school mascot and 95% (18 of 19) each had a trademark license of the school logo.

#### Corporate Sponsor Information

The number of corporate sponsors that contacted the athletic department was information sought from the first question. Seventy-seven percent (10 of 13) each answered ten or less for advertising. The other 23% (3 of 13) each answered 11 or more. Under corporate sponsors for tickets, 90% (9 of 10) each answered 10 or less. The remaining 10% (1 of 10) answered 11 or more.

The director was to indicate the number of corporate sponsors that the athletic department contacted. This number varied from 6-310, 69% (11 of 16) each contacted between 6-50 corporate sponsors, while the remaining 31% (5 of 16) contacted 51-310 corporate sponsors (Figure 1).

The next three questions in the questionnaire included information of the number of corporations that the athletic



"Number of Corporate sponsors that the Athletic Department contacted." "What is the total number of companies involved in your corporate sponsorship program?"

Institutions' Responses to Questions B-2+6

Figure 1

department solicited one, two and three times, and the methods used for advertising sponsors and ticket sponsors. When the initial contact was made to advertising sponsors, 75% (12 of 16) of the time it was by mail, and 84% (16 of 19) of the athletic departments used this method to initiate contact to the majority of their sponsors. Two other methods were used to solicit advertising sponsors, those being face to face contact and telephone contact. When the corporations were solicited a second time, 69% of the athletic departments used the telephone calling 50% or more of their sponsors. When the advertising sponsors were solicited a third time, face to face contact was made 75% (12 of 16) of the time to 100% of the sponsors.

These same three questions were included for the ticket sponsors. Thirty-one percent (5 of 16) each solicited 67% of their ticket sponsors face to face for the first contact. In the second solicitation, 50% (8 of 16) each solicited both over the telephone and face to face to 60% of their ticket sponsors. And in the third solicitation, 44% (7 of 16) each of the schools solicited 66% of their ticket sponsors face to face.

There was a tremendous range in the number of companies involved in the corporate sponsorship program. Under advertising sponsors, four was the lowest number, 400 was the highest, and 10 the mean. Under ticket sponsors, the

lowest number of sponsors was two, the highest was 50 and the mean was five.

The nature of the association with the corporate sponsor revealed that for advertising sponsors 61% (11 of 18) were alumna who were employees of a corporate sponsor. As for ticket sponsors, 44% (8 of 18) were companies that were vendors (Table 4).

Responses concerning proximity of the corporate sponsors to the university indicated that 61% (11 of 18) each of the advertising sponsors were located 0-50 miles from the university. Twenty-eight percent (5 of 18) each of the ticket sponsors were also within 50 miles of the university (Table 5). Another factor considered when looking at corporate sponsor programs was the length of time the corporate companies had been associated with both the ticket sponsorship and advertising sponsorship programs. In advertising sponsors 47% (9 of 19) each had been involved in the program 3-4 years. For ticket sponsors 32% had been involved 1-2 years and 3-4 years (Table 6).

Companies received items from the athletic department. The most common one was tickets, 68% (13 of 19) going to the advertising sponsors. Sixty-eight percent (13 of 19) of the ticket sponsors received tickets.



Table 4  
Institutions' Responses to Question B-7  
"What is the nature of your association with your corporate sponsors?"

	Advertising Sponsors		Ticket Sponsors	
	Percent	# of Institutions	Percent	# of Institutions
Alumni who are employees of a corporate sponsor	61%	11	17%	3
Conference Affiliation	0%	0	0%	0
Athletic Personnel on corporate sponsor's board	0%	0	0%	0
Companies that sponsor academic programs	17%	3	6%	1
Companies that are vendors	56%	10	44%	8

N = 18

Table 5  
Institutions' Responses to Question B-8  
"Proximity of the corporate sponsors' representative to the university."

Miles	Advertising Sponsors		Ticket Sponsors	
	Percent	# of Institutions	Percent	# of Institutions
501 - beyond	22%	4	5%	1
301 - 500	5%	1	0%	0
251 - 350	0%	0	0%	0
101 - 250	11%	2	5%	1
51 - 100	17%	3	17%	3
0 - 50	61%	11	28%	5

N = 18

Table 6

## Institutions' Responses to Question B-9

"How many corporate sponsors have been working with the athletic department?"

Length of Time	Advertising Sponsors		Ticket Sponsors	
	Percent	# of Institutions	Percent	# of Institutions
11 yr - up	11%	2	0%	0
9 - 10 yr	11%	2	0%	0
7 - 8 yr	5%	1	5%	1
5 - 6 yr	16%	3	11%	2
3 - 4 yr	47%	9	16%	3
1 - 2 yr	37%	7	16%	3
1 - 11 mn	37%	7	5%	1

34

N = 19

### Discussion

The purpose of this study was to gather information on corporate sponsorship programs at intercollegiate athletic departments. The data received indicated several areas that will assist athletic department corporate sponsorship programs in making decisions about the direction of their program.

Staff size of the department working on corporate sponsors averaged two and an half with six as a high and one as the low. The staff size had no effect on the number of sponsors obtained or the amount of money raised.

The more sponsors an institutions did have didn't mean the more money they were going to raise. One institution had a total of ten sponsors and raised over \$500,000 while another institution had twenty-five sponsors and raised only \$65,000 from their corporate sponsors. The average number of sponsors per institutions was 21 with 70 as a high and four as the lowest.

Ticket sponsors and advertising sponsors were both solicited by the same methods but different patterns were used. Advertising sponsors were first mailed material, then telephoned, and finally talked to face to face. Institutions approached ticket sponsors in a different pattern. Seventy-four percent of the institutions used face to face in their initial contact. The second contact was

made by telephone or face to face a majority of the time. Face to face was also the favorite choice for a third meeting.

Two other points the study asked were: (1) what is the nature of your association with your corporate sponsor? and 2) what is the proximity of the corporate sponsors' representative to the university? These two questions can help institutions in selecting possible corporate sponsors.

The institutions indicated that 47% (130 of 275) of their sponsors had alumni working for the sponsor and 33% (90 of 275) of the sponsors were also vendors to the university. The greatest number of corporate sponsors, 74% (204 of 275) were between 0-100 miles from the university. According to this data it would be best for institutions to solicit companies within a 100 mile radius of the university and to find companies with alumni employed there. Soliciting vendors to the university should also be very easy to do with help from the purchasing or business offices in obtaining a list of vendors and possible contact people at each vendor.

The data reported in this chapter should give corporate sponsorship programs of athletic departments needed information so they can plan and function at an improved level. Not all data will help every institution, but a majority will assist most.

## CHAPTER 5

### SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Corporate sponsorship programs can assist athletic departments in raising the much needed funds to keep pace in today's world of intercollegiate athletics. No research on corporate sponsors of collegiate athletic programs was found in a review of literature. The information from this questionnaire can help both existing corporate sponsorship programs or new corporate sponsorship programs which are in the formative stages.

#### Summary

Twenty four NCAA Division I-A independent colleges were sent a questionnaire about their corporate sponsorship programs. The information in the questionnaire was broken into two selections, one asked about departmental information and the other information about corporate sponsors.

#### Conclusions

When looking further into the corporate sponsor program, the fact that corporate sponsors were associated with specific sports was relevant. Eighty-nine percent (17 of 19) of the schools surveyed had specific sponsors for their football programs in advertising. Thirty-two percent (6 of 19) of the corporate sponsors were associated with the

football programs as ticket sponsors. The men's basketball program also had a significant number of advertising sponsors. Eighty-nine percent (17 of 19) of the corporate sponsors were specific to men's basketball. Seventy-four percent (14 of 19) of the ticket sponsors were specific to men's basketball. The colleges were to list what they received from corporate sponsors. Seventy-four percent (14 of 19) received money, 50% (11 of 19) sponsored ads, and 58% (11 of 19) received a product. All sponsors were advertising sponsors.

How companies purchased tickets as corporate sponsors was answered basically in two ways. Sixty-three percent purchased block tickets for a whole season and 37% purchased block tickets for one game. All sponsors questioned were ticket sponsors.

Companies received items from the athletic department. The most common one was tickets.

An inordinate number of companies were contacted as possible corporate sponsors with a very low-success rate of these companies becoming sponsors. Therefore, it may be concluded that the list should be screened prior to the initial contact regarding possible success of a company becoming a corporate sponsor.

### Recommendations for Further Study

This study was limited to NCAA Division I-A independent universities and their athletic department's corporate sponsorship programs. The sample size of the study allows for several recommendations for future research.

They are:

1.) This study or a similar study could investigate the entire NCAA Division I-A population's athletic department corporate sponsorship program.

2.) A study of NCAA Division I-AA, Division II, or Division III athletic corporate sponsorship programs should be undertaken.

3.) A comparison of public universities athletic department's corporate sponsorship program verses private universities Athletic department's corporate sponsorship programs should be studied.

4.) This study or any of the previously mentions studies should be repeated after a few years to be compared to determine tends, weakness, or strengths in any specific program or in specific technique being used in athletic corporate sponsorship programs.

5) A study should be conducted to compare the geographic location of the universities and the number of possible corporate sponsors within a 150 mile radius of each university.



6) A study should be conducted to determine what percent of the donated money is given by corporate sponsors.

7) A study should be conducted to determine how success or probation of athletic teams effects corporate sponsorship donations.

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## Appendix A: Pilot Study Questionnaire

1. Respondent's specific job title: \_\_\_\_\_
2. Do you have any corporate sponsors?  
☐ Yes  
☐ No, if no please return questionnaire
3. Has your institution's athletic department designated a person to direct a corporate sponsorship program?  
☐ Yes      If Yes, answer below  
☐ No        If No, proceed to question 7  
  
IF YES,  
☐ Full-time position  
☐ Part-time position
4. How long has this person occupied this position?  
☐ 0 - 3 years  
☐ 4 - 6 years  
☐ 7 - 9 years  
☐ 10+ years
5. What is the background of this person?  
(Check all that apply)  
☐ Marketing  
☐ Athletic Administration  
☐ Coaching  
☐ Fund raising  
☐ University Development  
☐ Management  
☐ Other, please specify \_\_\_\_\_
6. How many staff members work on corporate sponsors?  
☐ Full-Time  
☐ Part-Time

7. How long has your institution had a corporate sponsorship program?

☐ 1 - 3 years  
☐ 4 - 6 years  
☐ 7 - 9 years  
☐ 10 - 12 years  
☐ 13 - 16 years  
☐ 17 - 20 years  
☐ 21 - 25 years  
☐ 26+ years

8. What other departments assist with getting corporate sponsors? (Check all that apply)

☐ University Development  
☐ Alumni Association  
☐ Sports Information  
☐ Athletic Boosters Club  
☐ Sports Promotion  
☐ Sports Fund Raising  
☐ Others, please specify \_\_\_\_\_

9. How much money did your corporate sponsorship program raise last fiscal year?

☐ 0 - 5,000  
☐ 5,001 - 10,000  
☐ 10,001 - 20,000  
☐ 20,001 - 30,000  
☐ 30,001 - 40,000  
☐ 40,001 - 50,000  
☐ 50,001 - 60,000  
☐ 60,001 - 80,000  
☐ 80,001 - 100,000  
☐ 100,001 - 150,000  
☐ 150,001 - 200,000  
☐ 200,001 - 300,000  
☐ 300,001 - 400,000  
☐ 400,001 - 500,000  
☐ 500,001 - greater

10. What percentage of your total athletic budget is your corporate sponsorship program?

\_\_\_\_\_ Less than 5%  
 \_\_\_\_\_ 6 - 10%  
 \_\_\_\_\_ 11 - 15%  
 \_\_\_\_\_ 16 - 20%  
 \_\_\_\_\_ 21 - 25%  
 \_\_\_\_\_ 26 - 30%  
 \_\_\_\_\_ 31 - above

11. What is the total number of companies involved in your corporate sponsorship program?

\_\_\_\_\_ Number

12. \_\_\_\_\_ Number of corporate sponsors that are vendors.

13. \_\_\_\_\_ Number of corporations that contacted the Athletic Department.

14. \_\_\_\_\_ Number of corporate sponsors that the Athletic Department contacted.

15. Number of corporations that you initially solicited. Indicate the number of companies by each category.

\_\_\_\_\_ Face to Face  
 \_\_\_\_\_ Telephone  
 \_\_\_\_\_ Mail  
 \_\_\_\_\_ Newspaper or Magazine Ads  
 \_\_\_\_\_ Radio  
 \_\_\_\_\_ TV  
 \_\_\_\_\_ Other \_\_\_\_\_



16. Number of corporations that your second contact with them was. Indicate the number of companies by each category.

\_\_\_\_\_ Face to Face  
 \_\_\_\_\_ Telephone  
 \_\_\_\_\_ Mail  
 \_\_\_\_\_ Newspaper or Magazine Ads  
 \_\_\_\_\_ Radio  
 \_\_\_\_\_ TV  
 \_\_\_\_\_ Other \_\_\_\_\_

17. Number of corporations that your third contact with them was. Indicate the number of companies by each category.

\_\_\_\_\_ Face to Face  
 \_\_\_\_\_ Telephone  
 \_\_\_\_\_ Mail  
 \_\_\_\_\_ Newspaper or Magazine Ads  
 \_\_\_\_\_ Radio  
 \_\_\_\_\_ TV  
 \_\_\_\_\_ Other \_\_\_\_\_

18. Promoxity of the corporate sponsors' office to University.

Number of Companies

_____	0 - 50 miles
_____	51 - 100 miles
_____	101 - 250 miles
_____	251 - 350 miles
_____	351 - 500 miles
_____	501 - above

19. How many corporate sponsors have been working with the Athletic Department? Indicate number of companies.

\_\_\_\_\_ 1 - 11 months  
 \_\_\_\_\_ 1 - 2 years  
 \_\_\_\_\_ 3 - 4 years  
 \_\_\_\_\_ 5 - 6 years  
 \_\_\_\_\_ 7 - 8 years  
 \_\_\_\_\_ 9 - 10 years  
 \_\_\_\_\_ 11 - up

20. Number of companies that sponsor each sport. Indicate number of companies for each sport.

\_\_\_\_\_ Football  
 \_\_\_\_\_ Basketball  
 \_\_\_\_\_ Women's Basketball  
 \_\_\_\_\_ Baseball  
 \_\_\_\_\_ Swimming  
 \_\_\_\_\_ Wrestling  
 \_\_\_\_\_ Soccer  
 \_\_\_\_\_ Tennis  
 \_\_\_\_\_ Track & Field  
 \_\_\_\_\_ Cross Country  
 \_\_\_\_\_ Women's Volleyball  
 \_\_\_\_\_ Whole Athletic Program  
 \_\_\_\_\_ Other \_\_\_\_\_

21. Number of companies that gave to the athletic program. Indicate number of companies for each category.

\_\_\_\_\_ Money  
 \_\_\_\_\_ Product  
 \_\_\_\_\_ Services  
 \_\_\_\_\_ Giveaways  
 \_\_\_\_\_ Ads - TV  
 \_\_\_\_\_ Ads - Radio  
 \_\_\_\_\_ Ads - Program  
 \_\_\_\_\_ Ads - Messageboard

22. Number of companies that received any items listed below from Athletic Department. Indicate the number of companies by each category.

\_\_\_\_\_ Tickets  
 \_\_\_\_\_ Private Booths  
 \_\_\_\_\_ Scholarship named for Donor  
 \_\_\_\_\_ Away Game Tickets  
 \_\_\_\_\_ Preferred Parking  
 \_\_\_\_\_ Ad Signs at Stadium or Coliseum  
 \_\_\_\_\_ Travel with Football or Basketball Team  
 \_\_\_\_\_ Ads - TV  
 \_\_\_\_\_ Ads - Radio  
 \_\_\_\_\_ Ads - Program  
 \_\_\_\_\_ Ads - Messageboard

23. What type of tie-in do you have with any of your corporate sponsors? Indicate the number of companies by each category.

- \_\_\_\_\_ Alumni who is employee of corporate sponsor
- \_\_\_\_\_ Conference affiliation
- \_\_\_\_\_ Athletic Personnel on Company's Board
- \_\_\_\_\_ Company's that Sponsor Academic Programs at the University
- \_\_\_\_\_ Companies that are Vendors

24. Do any of your football or basketball games have exclusive sponsors?

- \_\_\_\_\_ Football
- \_\_\_\_\_ Yes
- \_\_\_\_\_ No
- \_\_\_\_\_ Basketball
- \_\_\_\_\_ Yes
- \_\_\_\_\_ No

25. Do you have a trademark license on your:

- \_\_\_\_\_ School Mascot
- \_\_\_\_\_ Yes
- \_\_\_\_\_ No
- \_\_\_\_\_ School Logo
- \_\_\_\_\_ Yes
- \_\_\_\_\_ No

26. List your 10 best corporate sponsors.

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Return to:

Kevin Downey  
407 Piedmont Street  
Blacksburg, Virginia 24060

## Appendix B: Pilot Study Cover Letter

407 Piedmont St.  
Blacksburg, VA 24060  
March 24, 1988

Dear:

Athletic fund raising is very important to any athletic program and, corporate sponsorship is one aspect of fund raising that is growing. The information this study will provide can benefit all sporting organizations from little league groups to high schools to colleges to professional teams. By using the information found in this study a sports organization will be able to successfully obtain a corporate sponsor.

You are one of ten schools selected for a pilot study to evaluate the questionnaire. In order to evaluate the questionnaire please answer all questions and then go back and make any suggestions, positive or negative about the questionnaire as a whole or about any specific question. It is important that the person who is directly in charge of corporate sponsorship complete the questionnaire. From your feedback a final questionnaire will be developed.

The questionnaire breaks corporate sponsors into two groups, advertising and tickets. Advertising corporate sponsors are involved in print ads, television ads, radio ads, promotional items, game events and ads at facilities. Ticket corporate sponsors are companies who buy blocks of tickets for the season or a single game.

The questionnaire has a code number in the upper right hand corner for mailing purposes only. All results will kept completely confidential. Your university's name will not appear anywhere in the results or be released for any reason.

If you have any questions, please do not hesitate to call or write me. My telephone is (703) 961-5497. Please return by March 4, 1988 in the self addressed, stamped envelope, which I have provided for your convenience. Thank you for your help.

Sincerely,

Kevin Downey  
Graduate Student  
Enclosures

Margaret Driscoll  
Thesis Advisor

## Appendix C: Questionnaire

A Survey of Corporate Sponsorships at  
NCAA Division I-A Independent Colleges

A. Departmental Information

1. Your job title: \_\_\_\_\_

2. Does your athletic department have any corporate sponsors?

\_\_\_\_\_ Yes

\_\_\_\_\_ No, if no please return questionnaire

3. Has your institution's athletic department designated a person to direct a corporate sponsorship program?

\_\_\_\_\_ Yes      If Yes, answer below

\_\_\_\_\_ No      If No, proceed to question 7

IF YES,

\_\_\_\_\_ Full-time position

\_\_\_\_\_ Part-time position

4. How long has this person occupied this position?

\_\_\_\_\_ 0 - 3 years

\_\_\_\_\_ 4 - 6 years

\_\_\_\_\_ 7 - 9 years

\_\_\_\_\_ 10+ years



5. What is the background of the person occupying this position? (Check all that apply)

☐ Marketing  
☐ Athletic Administration  
☐ Coaching  
☐ Fund raising  
☐ University Development  
☐ Management  
☐ All of the above  
☐ Other, please specify \_\_\_\_\_  
☐ None of the above

6. Please indicate the highest postsecondary educational degree earned by this person.

☐ BA/BS  
☐ MA/MS  
☐ PhD/EdD  
☐ None

7. What is the number of staff members in each category that are involved in the corporate sponsorship program?

☐ Full-Time  
☐ Part-Time  
☐ Graduate Assistants  
☐ Undergraduate Students

8. How long has your institution had a corporate sponsorship program?

Tickets Sponsors	Advertising Sponsors
<input type="checkbox"/>	<input type="checkbox"/> 1 - 3 years
<input type="checkbox"/>	<input type="checkbox"/> 4 - 6 years
<input type="checkbox"/>	<input type="checkbox"/> 7 - 9 years
<input type="checkbox"/>	<input type="checkbox"/> 10 - 12 years
<input type="checkbox"/>	<input type="checkbox"/> 13 - 16 years
<input type="checkbox"/>	<input type="checkbox"/> 17 - 20 years
<input type="checkbox"/>	<input type="checkbox"/> 21 - 25 years
<input type="checkbox"/>	<input type="checkbox"/> 26+ years

9. What other departments assist with obtaining corporate sponsors? (Check all that apply)

☐ University Development  
☐ Alumni Association  
☐ Sports Information  
☐ Athletic Boosters Club  
☐ Sports Promotion  
☐ Sports Fund Raising  
☐ All of the above  
☐ Others, please specify \_\_\_\_\_  
☐ None

10. How much money did your corporate sponsorship program raise last fiscal year?

Tickets Sponsors	Advertising Sponsors
_____	_____ 0 - 5,000
_____	_____ 5,001 - 10,000
_____	_____ 10,001 - 20,000
_____	_____ 20,001 - 30,000
_____	_____ 30,001 - 40,000
_____	_____ 40,001 - 50,000
_____	_____ 50,001 - 60,000
_____	_____ 60,001 - 80,000
_____	_____ 80,001 - 100,000
_____	_____ 100,001 - 150,000
_____	_____ 150,001 - 200,000
_____	_____ 200,001 - 300,000
_____	_____ 300,001 - 400,000
_____	_____ 400,001 - 500,000
_____	_____ 500,001 - greater

11. What percentage of the total athletic budget makes up your corporate sponsorship program?

Tickets Sponsors	Advertising Sponsors
_____	_____ Less than 5%
_____	_____ 6 - 10%
_____	_____ 11 - 15%
_____	_____ 16 - 20%
_____	_____ 21 - 25%
_____	_____ 26 - 30%
_____	_____ 31 - above

12. Do any of your football or basketball games have exclusive sponsors?

a) Football  
       \_\_\_\_\_ Yes  
       \_\_\_\_\_ No

b) Basketball  
       \_\_\_\_\_ Yes  
       \_\_\_\_\_ No

13. Do you have a trademark license on your:

a) School Mascot  
       \_\_\_\_\_ Yes  
       \_\_\_\_\_ No

b) School Logo  
       \_\_\_\_\_ Yes  
       \_\_\_\_\_ No

B. Corporate Sponsor Information

1. **Number** of corporate sponsors that contacted the Athletic Department.

**Number**

\_\_\_\_\_ Advertising  
       \_\_\_\_\_ Tickets

2. \_\_\_\_\_ **Number** of corporate sponsors that the Athletic Department contacted.

3. In each category indicate the **number** of corporations that you initially solicited.

Tickets Sponsors

Advertising Sponsors

_____	_____	Face to Face
_____	_____	Telephone
_____	_____	Mail
_____	_____	Newspaper or
		Magazine Ads
_____	_____	Radio
_____	_____	TV
_____	_____	Other _____

4. In each category, indicate the **number** of corporations that you solicited a second time.

Tickets Sponsors	Advertising Sponsors
_____	_____ Face to Face
_____	_____ Telephone
_____	_____ Mail
_____	_____ Newspaper or
	_____ Magazine Ads
_____	_____ Radio
_____	_____ TV
_____	_____ Other _____

5. In each category, indicate the **number** of corporations that you solicited a third time.

Tickets Sponsors	Advertising Sponsors
_____	_____ Face to Face
_____	_____ Telephone
_____	_____ Mail
_____	_____ Newspaper or
	_____ Magazine Ads
_____	_____ Radio
_____	_____ TV
_____	_____ Other _____

6. What is the total **number** of companies involved in your corporate sponsorship program? (Please do not include companies who just have ads in your program.)

**NUMBER**

\_\_\_\_\_ Advertising

\_\_\_\_\_ Tickets

THE TOTAL NUMBER OF CORPORATE SPONSORS IN QUESTION # 6  
SHOULD BE USED FOR THE REMAINING QUESTIONS.

7. What is the nature of your association with your corporate sponsors? Indicate the **number** of companies by each category.

Tickets Sponsors	Advertising Sponsors
_____	_____ Alumni who is an employee of a corporate sponsor
_____	_____ Conference affiliation
_____	_____ Athletic personnel on company's board
_____	_____ Companies that sponsor academic programs at the university
_____	_____ Companies that are vendors

8. Proximity of the corporate sponsors' representative to the University.

**NUMBER of Companies**

Tickets Sponsors	Advertising Sponsors
_____	_____ 0 - 50 miles
_____	_____ 51 - 100 miles
_____	_____ 101 - 250 miles
_____	_____ 251 - 350 miles
_____	_____ 351 - 500 miles
_____	_____ 501 - above

9. How many corporate sponsors have been working with the athletic department? Indicate **number** of companies.

## Tickets Sponsors

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## Advertising Sponsors

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1 - 11 months  
1 - 2 years  
3 - 4 years  
5 - 6 years  
7 - 8 years  
9 - 10 years  
11 - up

10. Indicate the number of companies that sponsor each sport.  
(N/A = not applicable - no tickets sold for that sport.)

## Tickets Sponsors

[illegible]

## Advertising Sponsors

[illegible]

Football  
Basketball  
Women's Basketball  
Baseball  
Swimming  
Wrestling  
Soccer  
Tennis  
Track & Field  
Cross Country  
Women's Volleyball  
Other \_\_\_\_\_  
Whole Athletic  
Program

11. In each category, indicate the **number** of Advertising Sponsors that gave any of the following to the athletic program.

Advertising Sponsors

\_\_\_\_\_ Money  
 \_\_\_\_\_ Product  
 \_\_\_\_\_ Services (ex. Lawn care company -  
 athletic field  
 \_\_\_\_\_ Ads - TV  
 \_\_\_\_\_ Ads - Radio  
 \_\_\_\_\_ Ads - Program  
 \_\_\_\_\_ Ads - Messageboard  
 \_\_\_\_\_ Ads - Media Guide  
 \_\_\_\_\_ Ads - Ticket Backs  
 \_\_\_\_\_ Promotional Items (ex. pom  
 poms, bumper stickers)  
 \_\_\_\_\_ Signage  
 \_\_\_\_\_ Schedule cards  
 \_\_\_\_\_ Ticket Applications

12. **Number** of companies that purchased tickets as corporate sponsors.

Ticket Sponsors

\_\_\_\_\_ Bargain Group Tickets  
 \_\_\_\_\_ Minimum Number of Tickets  
 \_\_\_\_\_ Block Tickets for One Game  
 \_\_\_\_\_ Block Tickets for Whole Season

13. **Number** of companies that received any items listed below from Athletic Department. Indicate the **number** of companies by each category.

## Ticket Sponsors

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\_\_\_\_\_

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\_\_\_\_\_

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\_\_\_\_\_

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## Advertising Sponsors

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## Tickets

## Private Booths

Access to Press

Box

### Away Game Tickets

## Preferred Parking

Ad Signs at Stadium or

Coliseum

Travel with

Football or

## Basketball Team

Ads - TV

Ads - Radio

## Ads - Program

Ads - Messageboard

Other, specify \_\_\_\_\_

Please return to:

Kevin Downey

407 Piedmont Street

Blacksburg, VA 24060



## Appendix D: Cover Letter

May 5, 1988

Dear:

Athletic fund raising is a very important aspect of any athletic program, and corporate sponsorship is one sector of fund raising that is growing. I am conducting research on corporate sponsors at NCAA Division I-A independent colleges.

You are one of twenty-four schools selected for this study. Enclosed you will find a survey to complete. The results from this study will provide a general profile of NCAA Division I-A independent colleges' corporate sponsorship programs. It will only take about 10 minutes to complete the survey and it is important that the person who is directly in charge of corporate sponsorship complete the survey.

The survey breaks corporate sponsors into two groups, advertising and tickets. Advertising corporate sponsors are involved in print ads, television ads, radio ads, promotional items, game events and ads at facilities. Ticket corporate sponsors are companies who buy blocks of tickets for the season or a single game.

The survey has a code number in the upper right hand corner for mailing purposes only. All results will be kept completely confidential. Your university's name will not appear anywhere in the results nor will they be released for any reason. A copy of the results will be sent to all schools that respond.

If you have any questions, please do not hesitate to call or write to Kevin Downey. My telephone number is (703) 961-5497 or 552-5912. Please return the survey by May 20, 1988 in the self addressed, stamped envelope, which I have provided for your convenience. Thank you for your help.

Sincerely,

Kevin C. Downey  
Research Co-ordinator

Dr. Elyzabeth Holford  
Thesis Advisor

Enclosures

## Appendix E: Post Card

May 12, 1988

Last week a survey seeking information about corporate sponsorship with your athletic program was mailed to you. Your athletic program is one of twenty-four that was selected from around the United States for this important study.

If you have already completed and returned it to me please accept my sincere thanks. If not, please do so today. Because it has been sent to only a small, but representative sample of Division I-A institutions; it is extremely important that yours also be included in the study if the results are to be accurately represented.

If by some chance you did not receive the survey, or it got misplaced, please call me right now, (703) 552-5912 or 961-5497 and I will get another one in the mail to you today. Thank you for your assistance.

Sincerely,

Kevin C. Downey  
Research Co-ordinator

Appendix F: Follow-up Letter

May 23, 1988

Dear:

About two weeks ago I wrote to you about the ^F2^ athletic corporate sponsorship program. As of today I have not received your completed survey.

This research project has been undertaken to benefit all universities' athletic programs in the soliciting of corporate sponsors. The results will show a general profile of NCAA Division I-A independent universities' corporate sponsorship programs.

I am writing you again because of the significance each survey has to the accuracy of this research. You are one of twenty-four universities selected for this research. For the results to be accurately portrayed, all athletic programs must return their completed surveys. Because of these reasons, I have sent you a certified letter to insure delivery.

The survey breaks corporate sponsors into two groups, advertising and tickets. Advertising corporate sponsors are involved in print ads, television ads, radio ads, promotional items, game events and ads at facilities. Ticket corporate sponsors are companies who buy blocks of tickets for the season or a single game.

I have enclosed a copy of the original survey in case you misplace it. Your contributions to success of this research are greatly appreciated.

Sincerely,

Kevin C. Downey  
Research Coordinator

P.S. Several schools have asked when the results will be sent out. I will send them out by mid-June.

Appendix G: List of NCAA  
Division I-A Independent  
Institutions

## NCAA DIVISION I-A INDEPENDENT INSTITUTIONS

University of Akron

Boston College\*

University of Cincinnati\*

East Carolina University\*

Florida State University\*

University of Louisville

Memphis State University\*

University of Miami\*

Northern Illinois University\*

University of Notre Dame\*

Pennsylvania State University\*

University of Pittsburgh\*

Rutgers University\*

University of South Carolina\*

University of Southern Mississippi\*

University of Southwestern Louisiana\*

Syracuse University\*

Temple University\*

Tulane University

University of Tulsa\*

United States Military Academy\*

United States Naval Academy\*

Virginia Polytechnic Institute and State University\*

West Virginia University\*

\* Institutions that returned the survey



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