

**DIGITAL SATELLITE TELEVISION (DSTV) SPONSORSHIP ON
THE DEVELOPMENT OF BASKETBALL PREMIER LEAGUE IN
NIGERIA, 2008/2009-2012/2013 SEASON**

BY

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(SPORTS MANAGEMENT)**

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DECLARATION

I hereby declare that this work is the product of my own research efforts undertaken under the supervision of Prof. M.G Yakasai and that it has not been presented elsewhere for the award of any degree or certificate. All sources have been dully acknowledged at the references section.

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CERTIFICATION

This is to certify that this research work for this dissertation and the subsequent preparation of the dissertation by Jamilu Mohammed with registration number (SPS/10/MHE/00028) were carried out under my supervision.

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DEDICATION

This work is dedicated to my late grandmother, Hajiya Aisha Murtala, for her support, care and love during the conduct of this work.

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ABSTRACT

The study investigated the influence of Digital Satellite Television (DSTV) sponsorship on the development of Basketball Premier League in Nigeria from the 2008/2009 to the 2012/2013 seasons. The Ex-post factor research design was adopted. The population of the study comprised all the players, coaches, officials and spectators of the Nigeria Basket Premier League estimated to be one hundred and twenty-three thousand (123,000). The sample was three hundred and eighty-four (384) respondents from eight (8) premier league clubs in Nigeria selected through the simple random sampling technique. The major instrument for data collection was the questionnaire. Three hundred and eighty-four copies were distributed and three hundred and sixty-three were retrieved. A major hypothesis and five sub-hypotheses were formulated and tested using chi-square at the 0.05 level of significance. The results obtained indicated that DSTV sponsorship has significantly improved the provision of facilities, live coverage and spectators' patronage for the basketball premier league in Nigeria during those seasons. The findings also indicated that there has not been significant improvement in the provision of funding and equipment to the Basketball Premier League in Nigeria even with D.S.T.V. sponsorship. It was concluded that the sponsorship has significantly improve the development of Basketball Premier League spectators in Nigeria. Based on the findings of the study it was recommended that more companies and private organizations, while government agencies should support the Basketball by providing enabling environment the league to thrive.

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Chapter One

INTRODUCTION

2.0 Background of the Study

Sports is one of the most important social concepts in the world today and many countries, organizations and institutions use sports as a tool for political, economic and diplomatic development (Omedium & Onyellegwu, 1986). Participation in sports in Nigeria has become the requirement for a social concept that is backed by government policy. The sports Development Policy (1989) and the Vision 2010 remain the most comprehensive documents regarding sports development in Nigeria, (Awosika, 1996). In the opinion of Adedeji (2000), sports development is the process of continuous improvements of the sports structure, institution and programmes in order to create a societal condition conducive to human fitness for all participants and the effective functioning for selfactualization .

According to Adams (2004), sports development is all about attracting, retaining and nurturing sports participants in the community. This could beachieved through planning and developing targeted programmes that are delivered and managed in a variety of sports settings. Thus the management of manpower development is the identification of both current and future training, needs and programmes, as well evaluating it to determine whether or not the planned training objectives has been realized. Matt (2005), reported that the English Premiership generated revenue morè than any other league in Europe in the 2003/04 seasons. It earned 3 billion pounds which widens the gap between the premiership and Italy's Series A, the sccond highest earning league, by 128 million pounds to 823 million pounds. Olukanmi. (2003) also postulated that British clubs are also the pacesetteers in managing sports through exploiting the commercial potential of merchandising, sales of souvenirs, match programmes, restaurants and bars, raffle draws at matches and replica teams shirts the sales. Adams (2004) stated further that presently Manchester United gets about 50% of its 70 millions additional

revenue yearly from sponsorship, catering and retailing. Olukanmi (1997) opined that the management of Chelsea FC invests the club's fund in real estate, hostels and superstores on its stadium site in the prime area of London. He also stated that eighteen British Sports Club's are on the stock exchange. The above assertions proved that sports in the developed world has gone beyond depending on one source of funding (i.e, government, as the case is in Nigeria).

Hart (1988) viewed sponsorship as a means of promotion that is a deliberate financial support given to an event to achieve brand awareness, enhance corporate image, increase goodwill and raise employee morale. Anthony (2010) conceptualized sponsorship as a technique that seeks to create a linkage between the sponsors (and its products or services) and the event or organization, which is being sponsored. Sponsorship, according to Ikhiova (1995), is an aid or assistance given to another person or organization to achieve an objective or goal while at the same time projecting or promoting the product of the aider or organization. Ikhiova (1995) further emphasized that sponsorship could be in cash or in kind (materials and facilities) or a combination of both.

While the history of basketball is largely obscure in Nigeria, majority of the writers agreed that the soldiers of the West African Frontier Force returning from the 2nd World War, the American Peace Corps, Missionaries and traders were jointly instrumental to the introduction of the game into Nigeria (Alex, 1999). Basketball was already international sports at the close of the Second World War and the soldiers who went to fight in the Far East came into contact with the game and, as they returned home, they introduced it to their various military formations. The army for some time, has been a major factor in the basketball scene with the armed forces sponsoring teams and many officers involved in the administration of the game at all levels. Major Gen. J.N Garba (deceased) was the moving force behind the development of the game in the military and in the nation. Basketball continued to grow in Nigeria until

the birth of the Nigerian Basketball League in 1994(Bello, 2015). Currently, the DST Basketball League has the following teams both from Atlantic conference and savanna conference including: Savannah Conference - Mark Mentors (Abuja), Bauchi Nets B.C. (Bauchi), Kano Pillars (basketball) (Kano), Niger Potters (Minna), Plateau Peaks (Jos), Gombe Bulls (Gombe), Yewa Hawks (Bauchi), Kada Stars (Kaduna), Atlantic Conference - Oluyole Warriors (Ibadan), Dodan Warriors (Lagos), Egun Comets (Lagos), Lagos Islanders (Lagos), Nigeria Customs (Lagos), Union Bank Basketball Club, Police Batons (Lagos) and Royal Hoopers (Port Harcourt).

Digital Satellite Television (D.S.T.V) is a multi – choice service in Africa founded in 1995. It provides general entertainment, movies, lifestyles and culture, documentation news, children, music and sports channels to multi-choice subscribers. Recently, D.S.T.V signed a sponsorship agreement with the Nigeria Basketball Federation (N.B.B.F) for a four year deal worth 1,000,000 dollars, from 2008/2009-2012/2013 seasons (Nigerian Basketball Magazine, 2013). Therefore, the sponsorship of DSTV benefited Nigerian Basketball premier league in the developing standard facilities, equipment, live coverage and spectators patronage.

DSTV media sales, an arm of the Multi - Choice group, is responsible for selling advertising airtime and sponsorship on DSTV channels and programmes. DSTV premier basketball league along with this deal is the all important TV right acquisition, which provides the opportunity of live coverage of the matches on the super sport channel which does not happen anywhere in Africa. Multi choice through the sponsorship of the DSTV premier league has continued to keep peace with the Nigeria sport sector. It is in view of the above background that the researcher decided to embark on the current study on influence of DSTV sponsorship on the development of basketball premier league.

1.1 Statement of the Problem

With the establishment of the Nigeria's basketball Premier League sponsored by D.S.T.V (Digital Satellite Television) in 2008, the expectation was high, as all the stakeholders believed that the League would witness rapid development while the league will run like what is obtainable in the National Basketball Association (NBA) in America, Euro League, Spain, Germany and other countries. In those countries, leagues are run like business enterprises and account for the high turn-over in their annual income. In addition, the league and the clubs in America and other European countries are in the stock market. They also generate additional fund through merchandizing, promotion, membership dues, tickets and TV rights, to mention but a few. There are standard facilities and equipment, live coverage, large spectators turn out, security and adequate funding (James 2010).

Unfortunately, the Nigeria Basketball Premier League has not been able to achieve these goals. The facilities and equipment used were sub-standard: matches were not broadcast live and were played sometimes in empty arenas. Funding clubs was also inadequate and led to poor performances of the players as well as the national team (James, 2010).

In 2008, NBBF signed another deal with D.S.T.V worth \$1,000,000 from 2009 – 2013, which is the highest sponsorship deal ever recorded in the history of NBBF with any other private organization. Based on this sponsorship deal, the study to investigate the influence of D.S.T.V sponsorship on the development of basketball premier league from 2009 – 2013. Therefore, it attempted to answer the following questions:

1. Has DSTV sponsorship from the 2008/2009 to the 2012/2013 seasons improved the provision of funding for the basketball premier league in Nigeria?
2. Has DSTV sponsorship from the 2008/2009 to the 2012/2013 seasons improved the provision of facilities for the basketball premier league in Nigeria?

3. Has DSTV sponsorship from the 2008/2009 to the 2012/2013 seasons improved the provision of equipment for the basketball premier league in Nigeria?
4. Has DSTV sponsorship from the 2008/2009 to the 2012/2013 seasons improved the provision of live coverage for the basketball premier league in Nigeria?
5. Has DSTV sponsorship from the 2008/2009 to the 2012/2013 seasons improved on the increase the number of spectators at various arenas of the basketball premier league in Nigeria?

1.2 Purpose of the Study

The purpose of the study is to investigate the influence of DSTV sponsorship on the development of basketball premier league, with a view to assess the positive changes brought about by the DSTV sponsorship of the Basketball Premier League clubs in Nigeria in terms of facilities acquisition, equipments procuments, funding, live coverage and spectators patronage.

1.3 Hypotheses

The following hypotheses were formulated to guide the conduct of the study:

Major Hypothesis:

The DSTV sponsorship from 2008-13 has no significant influence on the development of the basketball premier league in Nigeria.

Sub-Hypothesis

HO₁ DSTV sponsorship has not significantly improve the provision of funding for the basketball premier league in Nigeria from 2008-2013.

HO₂: DSTV sponsorship has not significantly improved the provision of facilities for the basketball premier league in Nigeria from 2008-2013.

HO₃:DSTV sponsorship has not significantly improved the provision of equipment for the basketball premier league in Nigeria from 2008-2013.

HO₄: DSTV sponsorship has not significantly improve the provision of live coverage for the basketball premier league in Nigeria from 2008-2013.

HO₅: DSTV sponsorship has not significantly improve in the number of spectators for the basketball premier league matches in Nigeria from 2008-2013.

1.4 Significance of the Study

The findings of the study would be useful to government, basketball administrators and others stakeholders with a view to making better contributions for the steady growth and development basketball premier league and better administration of basketball programme for the benefit of players, coaches, officials and fans in Nigeria.

1.5 Delimitation of the Study

The study was delimited to the influence of DSTV sponsorship on the development of basketball premier league in terms of the provision of fund, equipment, facilities, and live coverage and spectator patronage in Nigeria. It was also delimited to the officials, coaches, players and fans of the sixteen premier basketball clubs in the country. The study covered five (5) sports seasons ie 2006/2009 to 2012 to 2013

1.6 Operational Definition of Terms

The following were defined operationally as viz:

DSTV: An enterprise television station with a series of sport channels that promotes sport through live coverage and broadcast.

Sponsorship: is an aid or assistance given to the Basket ball Premier League by the DSTV to improve the development of Basket ball in Nigeria.

Basketball Premier League: competitive matches of basketball between top clubs within a league in order to determine the champion.

NBBF: A board of professionals charged with organizing and conducting the basketball league in Nigeria.

Chapter Two

REVIEW OF RELATED LITERATURE

2.0 Introduction

The study will investigate the influence of D.S.T.V. sponsorship on the development of the Basket ball Premier League in Nigeria. This chapter contains the review of related literature and is presented under the following sub-headings:-

Historical development of Basket Ball in the world

Concept of sport development: Issues of development of basketball

Concept of sports sponsorship

D.ST.V sponsorship and Development of Basketball in Nigeria

Summary and uniqueness of the study

2.1 The Historical Development of Basket Ball in the World

In contrast to other sports, basketball has a clear origin. It is not the evolution from an ancient game or another sport and the inventor is well known: Dr. James Naismith. Naismith was born in 1861 in Ramsay township, Ontario, Canada. He graduated as a physician at McGill University in Montreal and was primarily interested in sports physiology.

In 1891, while working as a physical education teacher at the YMCA International Training School (today, Springfield College) in the United States, Naismith was faced with the problem of finding in 14 days an indoor game to provide "athletic distraction" for the students at the School for Christian Workers (Naismith was also a Presbyterian minister). After discarding the idea of adapting outdoor games like soccer and lacrosse, Naismith recalled the concept of a game of his school days known as duck-on-a-rock that involved accuracy attempting to knock a "duck" off the top of a large rock by tossing another rock at it (Herzog, 2003).

After rejecting other ideas as either too rough or poorly suited to walled-in gymnasiums, he wrote the basic rules and nailed a peach basket onto a 10-foot (3.05 m) elevated track. In contrast with modern basketball nets, this peach basket retained its bottom and balls had to be retrieved manually after each "basket" or point scored. This proved inefficient, however, so the bottom of the basket was removed, allowing the balls to be poked out with a long dowel each time (Herzog, 2003).

Basketball was originally played with a soccer ball. The first balls made specifically for basketball were brown. It was only in the late 1950s that Tony Hinkle, searching for a ball that would be more visible to players and spectators alike, introduced the orange ball that is now in common use. Dribbling was not part of the original game except for the "bounce pass" to teammates. Passing the ball was the primary means of ball movement. Dribbling was eventually introduced but limited by the asymmetric shape of early balls. It only became a major part of the game around the 1950s, as manufacturing improved the ball shape (Eric, 2008).

The peach baskets were used until 1906 when they were finally replaced by metal hoops with backboards. A further change was soon made, so the ball merely passed through. Whenever a person got the ball in the basket, his team would gain a point. Whichever team got the most points won the game. The baskets were originally nailed to the mezzanine balcony of the playing court, but this proved impractical when spectators on the balcony began to interfere with shots. The backboard was introduced to prevent this interference; it had the additional effect of allowing rebound shots. Naismith's handwritten diaries, discovered by his granddaughter in early 2006, indicate that he was nervous about the new game he had invented, which incorporated rules from a children's game called "Duck on a Rock", as many had failed before it. Naismith called the new game "Basket Ball". The first official game was

played in the YMCA gymnasium in Albany, New York, on January 20, 1892, with nine players. The game ended at 1–0; the shot was made from 25 feet (7.6 m), on a court just half the size of a present-day Streetball or National Basketball Association (NBA) court. By 1897–1898, teams of five became standard (Griffiths, 2010).

The baskets retained their bottoms so balls scored into the basket had to be poked out with a long dowel each time and dribbling (bouncing of the ball up and down while moving) was not part of the original game. The sport was an instant success and thanks to the initial impulse received by the YMCA movement, basketball's popularity quickly grew nationwide and was introduced in many nations. Although Naismith never saw the game develop into the spectacular game we know these days, he had the honor to witness basketball become an Olympic sport at the 1936 Games held in Berlin (Griffiths, 2010).

The game spread to American Colleges and Schools and today nearly every school and college in the USA will have a basketball team. The YMCA helped to spread the game world-wide and further impetus for it as a world sport was received through American Service Personnel playing the game overseas during the two World Wars (Griffiths, 2010).

In England, Basketball was first introduced between March 1892 and January 1893 by the President of the Birkenhead YMCA, a Mr CJ Proctor, who had seen the game during a business trip to Canada. This introduction led to a growth in participation in the new game of basketball initially as an internal league played at Birkenhead YMCA members (England's first Central Venue League), and later to other YMCA clubs in the Wirral and Merseyside regions. In June 1894, Mel Rideout, a participant in the first game at Springfield College, introduced it at a YMCA Convention held in England. This did not lead to a wider take up of the game. The Birkenhead initiative remained a local development until 1911 when a YMCA instructor brought basketball to Birmingham YMCA, and a team was produced. Within a few

months, teams had sprung up in the district playing one another in friendly matches. The American rules had been introduced, but the teams in Birmingham found them to be too complicated, and when forming a Local Basketball Association, they compiled a more practical set of rules for their own use (Griffiths, 2010).

The use of YMCA instructors from Springfield College gave a direct link to the origins of the game. Within a short time after the Birmingham development, many YMCA clubs in England had adopted the game and formed District Associations similar to the Association in Birmingham. Most of these Associations found the same difficulty of complication in the American rules and in 1912 the Birmingham Association Rules of Basketball were accepted throughout most of England with some slight differences in rules according to particular conditions. Many Inter-Club and Inter-YMCA games were played until in 1914 with the start of World War I a large number of young men left their home towns for France. Basketball naturally lost a great deal of its initial impetus and although many games were played during the War years the development was limited (Griffiths, 2010).

With the arrival of the Americans into the War in 1917, many keen British basketball players found out more about the game and, in 1918, an American YMCA Physical Director brought some influence to bear on the District Associations in England, with the result that the local rules were altered slightly and the game became more like the American game. It was influenced greatly by American forces in Europe during and after World War I and many European Countries as a result began to play basketball. Britain continued to be influenced during this period, and YMCA clubs developed the game with added flavour. Rules, however, continued to vary according to the country in which the game was played and this state was to continue for a great number of years.

In 1924, basketball was included as a demonstration game at the Paris Olympic Games. Great Britain was successfully represented in this tournament by a team from the London

Central YMCA who won all of their games. The London Central YMCA were reigning National YMCA Champions, this championship having been established in 1922. One of the players from the victorious YMCA team introduced the game to the Netherlands. In his honour, the Dutch National Trophy is called the "Luke Trophy" to this day. The game continued to develop in England and in 1936 a meeting was called at the London Central YMCA to form a Governing Body for the sport. The new Association, the Amateur Basketball Association of England and Wales (ABBA), was established with Mr. Herbert Naylor, the National Physical Director of the YMCA in England as Chairman, Mr. J. A. Clay of Birmingham as Honorary Secretary and Mr. W. Browning as London Area Secretary.

To run the Association England was divided into four areas:

1. Manchester and a radius of up to 100 miles
2. Birmingham and a radius of up to 100 miles
3. London (including Bournemouth) and a radius of up to 100 miles
4. Cardiff and a radius of up to 100 miles

With a Divisional Secretary appointed in each area, the game continued to spread in England, as it was doing worldwide. Prior to 1936, basketball had been included in the Far Eastern Olympics held in Japan each year. Many new faces appeared in Basketball in England. Mr. George Williams of London presented a cup to the ABBA (the Senior Championship Cup). The first tournament for the cup was staged in Birmingham on 6th June 1936. The finalists in this Knockout Championship Tournament were Hoylake YMCA and London Polytechnic. The former winning the 1st Championships of England and Wales by 32 points to 21 points. Greater interest was taken in basketball because of the incentive of the Championships and many more teams affiliated to ABBA the following year. The standard of play also improved and on 19th March, 1938, Hoylake YMCA (the 1937 winners) were opposed by Latter Day

Saints. This game won by Hoylake YMCA was the first game to be broadcast on radio with a running commentary being given during the final (Simmons, 2000).

The George Williams Trophy played for by the teams in this competition is still used today for EB's premier Championship Competition. Hoylake YMCA in October of 1937 represented England in a Tournament in Paris - the first International team to play for England. During 1937, basketball had increased in popularity, not only with senior players, but also with the younger members. Junior games were played extensively and in 1938 ABBA organised on similar lines to the Senior Championships a National Junior Championship of England and Wales. Plaistow YMCA presented the ABBA with a Challenge Cup. On the 9th April, 1938 the first Junior Championship Final was held in Birmingham between Ton Pentre (Rhondda Valley) Boys' Club and London Polytechnic with the Welsh Club winning the first tournament (Simmons, 2000).

On the 18th, 19th, and 20th April 1938 the Semi Finals and Finals of the Basketball Championship of England and Wales were held alongside the European Roller Speed Skating Championships. In the Final, the Catford Saints beat Rochdale Greys 61 points to 47 points. The standard of play in this Championship showed considerable improvement. On the day following the Championship, Catford Saints represented England in the first International match ever held in Britain. The game against Germany was won by England by 40 points to 35 points. On 22nd/23rd October, 1938 a composite England International team competed in the International Basketball Tournament at the Sports Palace in Berlin. The team with Mr. W. Browning as Coach and Mr. J. Clay as Manager included three Birmingham players - F. Cole, C. Hunt and A. J. Lee - four London players - F. Gibson, R. Bradley, A. Hants, M. Ashton - and also F. Allen (Rochdale) and G. McMinn (Manchester). This was the first time a composite International team had travelled abroad and this, in itself, showed the development of English basketball. Birmingham and London Area supplied the majority of

those International players in keeping with the level of the development of Basketball in England. ABBA of England and Wales had gone all out to attract the public with success. Basketball was now being played extensively in most areas of England and Wales and the public seemed to be interested. In February 1939, a London National League was started involving 6 teams playing in a League Competition at Haringey Arena. English basketball was progressing very well indeed and by including 'Catford Saints' as the English team (1939 Championship Winners) in the Liege Festival that year, the ABBA once more made England's position in European Basketball felt. It is unfortunate for the progress of Basketball that World War II started in the latter part of 1939 (Simmons, 2000).

The War, although stemming the development of the actual number of clubs in Britain, did have a good effect upon the game. The Army adopted the game and a number of Army teams were started. The Army influenced the other services and Inter-Service Tournaments were started. Many novices at basketball were introduced to a better class of play and coaching in the services. With the fall of the European Countries, many service personnel from these countries came to Britain. The Polish and French services contained some very keen basketball players. These people helped in the development of the game in the Forces.

In 1942/43 with the arrival of American Forces a further impetus to the growth of the game was given and their influence on the game in Britain continued for many years after the War. When originally formed in 1936, the Governing Body for basketball in England was the Amateur Basket Ball Association of England and Wales. In 1956, the Welsh Association became autonomous and the ABBA continued until 1974 when it changed its name to The English Basket Ball Association (EBBA). In 1979, EB became a Company Limited by Guarantee, the guarantors being the member clubs, the constituent Area Associations, the affiliated Associations and the elected directors who constitute the Executive Board (FIBA Bulletin 1999). The Association is governed by an Executive Board, comprising of directors

elected at the Annual General Meeting of The Association, and is administered from its Headquarters in Sheffield by the Chief Executive and other professional staff. In 1994, the Association made an amendment to its name, and is now called 'Basketball England' (Simmons, 2000).

2.2 The History of Basketball in Nigeria

While the history of basketball is largely obscure in Nigeria, there is a general agreement that the soldiers of the West African Frontier Force returning from the 2nd World War, the American Peace Corps, Missionaries and traders were jointly instrumental to introducing the game into Nigeria. Basketball was already an international sport at the close of the Second World War and the soldiers who went to fight in the Far East came into contact with the game and, as they returned home, they introduced the game to their various military formations. The army has for some time been a major factor in the basketball scene with the armed forces sponsoring teams and many officers involved in the administration of the game at all levels. Major Gen. J.N Garba was the moving force behind the development of the game in the military and in the nation (Bello, 2013).

The Nigerian Amateur Basketball Association NABBA was formed in 1965 and inaugurated on 8th September, 1965 and had the following members: Michael O. (Chairman), Walid Zabadne (Vice Chairman), Dan Enajekpo (Secretary) and Lt J.N Garba (treasurer). The supreme governing body of the sport in Nigeria is today referred to NBBF (Nigeria Basketball Federal).

The **Nigerian Basketball Federation (NBBF)** is the governing body for men's and women's basketball in Nigeria. NBBF has been an affiliate of FIBA Africa since 1964, and its offices are located in Lagos. The senior men's Nigerian national basketball team has participated in the FIBA Africa Championship games 15 times in: 1972, 1978, 1980, 1985, 1987, 1992, 1995, 1997, 1999, 2001, 2003, 2005, 2007, 2009, 2011, 2013, 2015, earning one gold, three

silvers and three bronze medals, and participated twice in the FIBA World Cup, in 1998 and 2006, where they placed 13th and 14th, respectively (Bello, 2013).

Recently, the team has enjoyed success, due to an orchestrated recruitment of American college and professional players of Nigerian descent. A team dominated by Nigerian-Americans qualified for the 2006 FIBA World Championship, marking only the second time in the country's history that they qualified to the FIBA World Cup. Eight players on the team that represented Nigeria at the 2009 FIBA Afro-Basket tournament were born in the United States. Nigeria also qualified to the 2012 Summer Olympics, where their team consisted of 10 Nigerian-Americans, 10 of which were born in the United States.

With the development and the overwhelming acceptance of the game in the country, the **Nigerian Premier League**, often abbreviated to the **NPL** (the pre-eminent men's professional basketball league in Nigeria) was created. The clubs are grouped into two conferences: Savannah conference and Atlantic Conference (Bello, 2013).

SAVANNAH CONFERENCE

- Mark Mentors (Abuja)
- Bauchi Nets B.C.(Bauchi)
- Kano Pillars (basketball)(Kano)
- Niger Potters (Minna)
- Plateau Peaks (Jos)
- Gombe Bulls (Gombe)
- Yewa Hawks (Bauchi)
- Kada Stars (Kaduna)

ATLANTIC CONFERENCE

- Oluyole Warriors (Ibadan)
- Dodan Warriors (Lagos)
- Ebun Comets (Lagos)
- Lagos Islanders (Lagos)
- Nigeria Customs (Lagos)
- Union Bank Basketball Club
- Police Baton (Lagos)
- Royal Hoopers (Port Harcourt)

Nigeria witnessed a lot of basketball activities, especially in schools around Ibadan and Oyo, Prominent are the Grammar School, Government College and Loyale College Ibadan, which had a good basketball program. One may add Oliver Baptist High School Oyo, which produced such players like Segun Erinle, and John Banjo who appeared on the national scene in the early 60's. The missionaries deeply planned the game in school like Civegory's College, Obalande and CMS grammar school, Bariga. The Syrian and Lebanese were also early protagonists of the game in Lagos area (Oliver, 1990).

In 1984, wonderful players emerged the winners to represent the country in African clubs side championship Nigeria has again developed the game of basketball by producing large halls of basketball known as indoor halls. Almost all the states of federation have the court for South Dakota Wizards. Muftahu Ibrahim who plays in Lebanon and stand for 1.85 meters is described as proficient, Downtown Bomber who has the reputation for hitting big shots, fairly from skinned Dozie Mbonnu, 28 years old. He feature for Allentown jet valley highly Portland Mountain Cats in USA. "BBC missionary in Swiss land before looking up with Al-Nahat sport clubs of Saudi Arabia, he was voted best foreign import for the 1997/98 season. A social psychology graduate from Lehigh University, he books to meander through

the traffic. Lastly Nigeria basketball buffs believe that with the enormous riches at their disposal and give the 83.

In 1984, wonderful players emerged. The winners to represent the country in African club side championship Nigeria has again developed the game of basketball by producing large halls of basketball known as indoor halls. Almost all the states of the federation have this, for example, Kofarmata Sani Abacha sports complex, Surulere indoor hall, Lagos national stadium, Bauchi indoor hall, in the stadium, military cantonment Makurdi, the Jos stadium, Minna gymnasium, Akure Stadium and Adamasiba Stadium (Oliver, 1990).

2.3 The Birth of the Basketball Premier League

Following the adoption by the full Council of the Nigeria Basketball Federation (NBBF) and states associations in December 1994 of the proposal by the Technical Committee to the NBBF to introduce the Premier Basketball League, the Nigerian Premier Basketball League was born. Hitherto, teams in Division I had continued to play in a boring two-phase. All teams converged at one venue format, which contributed little, to the development of players and the visibility of basketball around Nigeria. Dodan Warriors owned Colonel Sam Ahmedu (Rtd), who was then chairman of the Technical Committee of the NBBF (still then known as the Nigeria Amateur Basketball Association (NABBA) along with Toyin Sonoiki, Ayo Bakare and Flying Officer Sani Ahmed (as he then was) were the architects of a new league format, which is a combination of the NBA and NCAA models, but played under FIBA international basketball rules. Thus, two conferences - Atlantic and Savannah - carved out along geographical lines provided the frames into which the then 12 teams in Div I automatically promoted to the Premier League fitted. As with some new innovations, the initial reception to the idea was mostly sceptical, with people wondering how teams could bear the cost of such long travels when they were running on tight shoe budgets. Toyin Sonoiki and Col Ahmedu had the distinct honour of presenting the proposed new league

format to basketball stakeholders at a public presentation at the National Institute for Sports, which also had in attendance sports personalities, such as Dr Patrick Ekeji, the current DG, National Sports Commission (NSC); Alhaji Ibrahim Galadima; Dr. Tijani Yusuf; with Alhaji UK Usman, then the NBBF president, as the chief host. Whitewood Nigeria Ltd, a sports marketing company, championed the marketing of the league and Coca Cola, Nigeria, which got some brand visibility through the supply of its Sprite brand during the presentation, was initially touted as the premier sponsor, but this however fell through (Bello, 2013).

The League took off in 1995 without sponsorship and the 12 teams bore the brunt of financing themselves. Notwithstanding that, a new regime of road trips had been introduced. The Pioneer teams were Ibun Comets, Akure; Islandens, Lagos; Plateau Comets, Akure; Islandens, Lagos; Plateau Peaks, Jos; Kano Pillars' Kano; Kada Stars, Kaduna; Niger Porters, Minna; Bauchi Nets, Bauchi; Armed Forces Dragons, Lagos; Zuma Rocks, Abuja; Police Bombers, Lagos; Edo Beads, Benin and YMCA, Lagos. And the teams finished 1st to 12th in that order. That same year, a team of entire home grown players in the league with sole foreign addition in the person of the late Mohammed Acha (then home on holiday from his New Zealand base) won the Nigerian first medal, a bronze, at the African Men's Nations Cup, in Algiers, Algeria, in 1996. 7Up Plc converted its Annual Ramblers Invitational Championship sponsorship to the Premier League with an initial sum of N800,000 (Eight hundred thousand Naira), an amount it subsequently increased to about N15 Million annually courtesy of Mr. Farid Abou Hassan (then an NBBF Member) and Mr. Faisal El Khatil the MD of the 7Up Bottling Company Plc. This was followed in later years by the V Mobile (later Celtel) sponsorship which bit N35 Million Naira before they moved on. Then in came Multi Choice under its brand DSTV as sponsors in 2008 (Bello, 2013).

2.3.1 Nigeria's Basketball Premier League

Initially, Nigeria had two conferences Atlantic conference, which includes both east and southern state teams and Savanna conferences which includes all the Northern State Teams. Every state of the federation, including Abuja participate in an annual premier league sponsored by 7up bottling company in connection with NBBF. And now additional conference – the pacific – is also created making it three:

1. Egun Comets of Ondo state
2. Ogun Islander of Ogun state
3. Union Bank Lagos state
4. Chariots Lagos
5. Nigerian Customs
6. Dodan Warriors
7. Nigerian Police Force
8. Royal Hoopers, Port Harcourt

SAVANNA CONFERENCE TEAMS

1. Kano pillars of Kano state
2. Niger Potters of Niger state
3. Gboko Giants of Benue state
4. JigawaRocks of Jigawa state
5. Plateau Peak of Jos
6. Bauchi Net of Bauchi state
7. Nigerian Civil Defense
8. Nigerian Immigration service
9. Gombe Bulls of Gombe state,

Kano Pillars of Kano state won the tournament more times than any other team in the history of the Nigerian Premier League. The Nigerian Basketball Premier League have been sponsored by three different organisations from 1998-2006. These include 7up Bottling Company, V,-Mobile and NBBF itself 2007/2008 (Bello, 2013).

2.3.2 The Basketball Premier League

The final 8, the biggest basketball event in Nigeria, has in recent suffered so much setback. This was ever more obvious when at the end of the 2007/2008 season, a date to hold the championship that will crown the league champions could not set. The Nigerian Basketball Federation (NBBF) has by many critics been blamed for the dwindling state that basketball program is in at present. However, many NBBF advocates would blame this situation on lack of sponsorship. So much deliberation and rescheduling the championship finally set in late December 2008, which coincidentally was supposed to have been around the time of the 2007/2008 season was to begin. Disenchantment and the fact that the championship again has no sponsors make such team like Plateau Peak and Dodan Warriors pull out of the championship that was billed to hold in Kano.

To make matters worst, word of depending champion Lagos Islander not participating shortly followed; as such, on the opening day the tournament been in what would later be sarcastically tagged as finals since only 5 teams show up. Host team Kano Pillars, Union Bank of Lagos, Ebun Comets of Akure, Niger Potters of Minna and Yelwa Hawks of Bauchi were the only teams that showed up to participate and earn the chance to become the champions, thereby representing Nigeria at the club championship in 2008 (On-Court, 2009).

2.3.3 The Tournament

The opening match took place on December 14, 2007 at exactly 4PM with Niger Potters taking Yelwa Hawks in a very physical and exciting game that was to become more or less about two explosive players, Abubakar Usman and Edem Luis, who all season long had been

scoring records. Both has over 20 points per game in the regular season. The half time score was even, 26-26. By the second half, however, Usman stepped into high gear and put up 34 points effort to help his team edge the Hawks out and set the tournament is high teammate, Jeffry Lohor, and Ejike O to clinch each 13 and 12 points respectively. Edem Luis dropped 29 points, a valiant effort and while fellow teammates, Stanley Gumut and Leo Alabson, added 15 points it, wasn't good enough Potters won 95-88. In the second opener, host Kano Pillars went up against Union Bank in the first league encounter. The game, a very slow sloppy, but still yet a tension packed game, was a match. In the beginning, Pillars managed to pull out by the end of the half 33-23. At one time Pillars led by 20 points in the third quarter but a late run by Union Bank brought the game back to 10 points. It ended in favour of Kano Pillars, 62-55. The rest of the games standing were as follows (On-Court, 2008).

DATE

14/12/07

TEAM	TIME	SCORE
Potters vs Hawks		
15/12/07	2pm	95-88
Pillars vs Union Bank	4pm	62-55
Hawks vs Pillars	12pm	85-94
U. bank vs comets	2pm	
16/12/07	Hawks vs Comets	4pm 81-96
	Pillars vs Comets	2pm 96-100
	Potters vs U.bank	4pm 71-64
	Potters vs Comets	12pm 74-81
	Union Bank vs Hawks	4pm 80-78

Team	G p	w ,	l	ff	bf	B a	B d	position	
e. comet potters	n. 4	44	3	1		305	336	272	+33
				'				+22	Ist2 nd ?
k. pillars	422			333			336	-3	3rd
Ubank	4	1	3	241	269		-28	4 th	
y hawks	4			311			355	-24	5th

At the end of championship. comet emerged the champions of the 2007/2008 premier league.

2.3.4 The Emergence of Professional/Premier League in Nigeria

The Dodan Warriors played a very significant role in getting Multi Choice to consider sponsoring the Nigerian Premier League. For basketball scholars and seekers of historical facts, let it be on record that when Dodan Warriors hosted the Finals of the 2006 FIBA Africa Champions Cup for Men, Multi Choice Nigeria was awarded the TV rights for the event through a deal brokered in South Africa with the parent company and Mr. Michael Finley and by Col. Sam Ahmedu (Rtd), the president of the Dodan Warriors. Supersports Nigeria, therefore, provided live coverage of the semi finals, 3rd Place Match, which featured Serge Ibaka of Congo Brazzaville playing against Dodan Warriors (Ibaka now plays with the Oklahoma Thunder of the NBA). Live coverage was also provided for the allimportant matches between Petro Atletico and Primeiro D'Augusto of Angola, with Petro emerging as Champions. Further thereto, the quartet of Mr. J.G. Buba (the former CG of the Nigeria Customs Service and the then president of NBBF), Col. Sam Ahmedu {Rtd), Barrister Ricky Agu and Gbiri Francis (the Secretary General, NBBF) sat with the Multi Choice team led by

its Managing Director, Mr. Collins Khumalo, to fashion out a new 4year deal worth over \$1,000,000 (One Million UD Dollars). Here is the breakdown of the 1,000,000 dollars budget from 2008-2012 as follows: one million dollars for the duration of four years including 40% of the amount goes to the participating teams for the welfare of the players, sign on fees, transportation, hotel bills and other logistics. Also, 30% goes to the officiating officials. This is for their transportation, accommodation, feeding and other logistics. 20% of the balance is for the financials of the final eight of allstar games winner prizes and awards. While the last 10% is for the maintenance of basket ball facilities, the provision of equipment to the teams and other things like coverage by the sponsors themselves (Bello, 2013).

The League was thus christened "DSTV Premier Basketball League." Along with this deal is the allimportant TV rights acquisition, which provides the opportunity of the live coverage of the matches on the Súper sports channel, which does not happen anywhere in Africa.

Overall, Multi Choice, through the sponsorship of the DSTV Premier Basketball League, has continued to keep pace with the Nigerian sports sector. Basketball has been taken to another level in this country and both players and officials alike now have a candor of pride and self - belief. Through the windows of opportunities provided by this sponsorship and TV exposure, the Dodan Warriors has been able to reach out and market itself to the world as a successful Nigerian sports brand. With the DSTV Premier League, we have endless oportunties to chart a new course to move forward to greater responsibilities. was first started in the 2009 season, and Kano pillars basketball team was the first club to win the championship back, to back, that is 2009 and 2010. Even though they are the champions of 2008, that is before the DSTV started to sponsor the Nigièrìa basketball league. The DSTV league is organized by a body called NBBF Nigeria, the Nigeria basketball federation.

The league is made up of two conferences, Atlantic Savannah which each of has eight clubs. Atlantic Conference comprises teams from the southern part of Nigeria while the Savannah

Conference is made up of teams from the northern part of the country. At the end of a round robin in each confidence, the best four teams from each zone qualified to the zonal eight, which can host at any state of the federation. From there, the league champion emerges and the runner up, and that team will now represent Nigeria at the Africa clubs championships (Bello, 2013).

2.3.5 The 2009/DSTV Premier League Participation teams/ Registered Nigerian Basketball Premier League Clubs at 2012

S/No	Atlantic Conference	Savannah conference
1.	Dodon Warrior	Kada Siarts
2.	Union Banks	Kano Pillars
3.	Police Baton	Niger Potters
4.	Nigeria Custom	Bauchi Nots
5.	Royal Hoppers	Yalwa Hawks
6.	Union Banks	Ahip Kano
7.	Lagos Islanders	Tafgun Rockers
8.	Ebun Comet	Plateau Peaks

2.4 The Concept of Sports Sponsorship

Renowned authors in the field of marketing and sports have all given different notions to the definition of sponsorship. ESA defines sponsorship using the ICC Code of Sponsorship definition as ‘‘any commercial agreement by which a sponsor, for the mutual benefit of the sponsor and sponsored party, contractually provides financing or other support in order to establish an association between the sponsor’s image, brands or products and a sponsorship property in return for rights to promote this association and/or for the granting of certain agreed direct or indirect benefits’’.

Lagae (2005gtttg6tf6) defines sponsorship as ‘‘a business agreement between two parties. The sponsor provides money, goods, services or know-how. In exchange, the sponsored party (individual, event or organisation) offers rights and associations that the sponsor utilizes commercially.’’ Shank (2009) regards it as ‘‘investing in a sports entity (athlete, league, team or event) to support the overall organisational objectives, marketing and promotional strategies.’’ Despite the fact that different authors gave different definitions, majority of them have some similarities and majority of them lay emphasis on the relationship advantage between an organisation and the sponsored object that sponsorship offers.

The sports development of any nation, including Nigeria, depends substantially on the status of facilities, equipment, the motivation of athletes, sports personnel, and sports an preparations, among others. These require a huge amount of financial resources. Since Nigerian government allocation for sports is inadequate, considering the econòmic recession and demands from other sectors of the economy, the need for sports organizers to scout for where and how to get both -financial and material assistance for sports development outside government arises. One of the means of getting the necessary resources and assistance for sports development is through winning sports sponsorship deals from sponsors, especially corporate sponsorship.

Many companies make investment to sponsor the big sports events such as Olympics, World Cup and popular sports games. Although being the official sponsor requires a huge amount of financial resource, it is expected to create more favorable outcomes, including profit increases, improved stock returns and positive advertising effects. While sports sponsorships were 7.8% of the size of advertising expense in the 1985, they were 13.9% of the size in 2006 (BMI Sport info). Coca-Cola spent \$40 million to become an official sponsor of 1996 Olympic Games and an estimated \$500 million to maintain this sponsor status (Shani and Sandler, 1996). Sponsorship opportunities are increasing for companies to connect their

brands with the world's most recognized sporting event (Syracuse, 2004). For example, Bridgestone responded quickly when electronics firm NEC announced to drop the sponsorship of the PGA tournament. Bridgestone was eager to raise awareness for Bridgestone Golf on the consumer levels, and to develop a unique story against its competitors on trade level (Meyer, 2006).

Given this, marketers have paid attention to the effectiveness of sports-related event sponsorship. The effect of sports sponsorship has been examined either in terms of consumer psychology or financial perspectives. However, a comprehensive explanation on the effect of sponsorship on financial performance and consumer behavior mechanism have different point of view. The consumer psychological approach focuses on process in which sports sponsorship is transferred into behavioral intention based on a cognitive and affective psychological mechanism. Meanwhile, scholars who approach to sponsorship in terms of stock market returns tend to pay the most attention to financial performance or outcome. Therefore, the benefits of sponsorship mentioned above have not been fully investigated because there is no integrative approach to sponsorship.

Sponsorship refers to the “provision of assistance either financial or in kind to as activity by a commercial organization for the purpose of achieving commercial objectives” (Meenaghan, 1983). Sports sponsorship makes it possible to link the aspiration and passion of a target audience to specific sports (Arun, 2004). In general, sponsorship holds a unique position in the marketing mix because it is effective in building brand awareness, providing differentiated marketing platforms, facilitating direct business benefits and providing valuable networking and hospitality opportunities (ADREVIEW). The number of companies sponsoring events has increased over the past decade.

There is no doubt that sports organizers seek for sports sponsorship. Pope (1998) defined sports sponsorship as the provision of resources (eg, money, people, equipment) by

an organization (the sponsor) directly to a sponsee (eg, sports personality, sporting authority or sport body or code) to enable the sponsee to pursue some activity (eg, participation by the individual or event management by the authority or sport body or code) in return for rights contemplated in terms of sponsor's marketing communication strategy. Sports sponsorship refers to the financial or material assistance sought and granted to a sports organizer (sponsee) towards promoting sporting event, athletes, sports body or code, sports facilities, equipment and supplies and sports personnel by an individual or organization (sponsor) in expectation of some rights and benefits.

Sports, especially competitive sports, require a huge amount of money for its organization, especially in the sphere of purchase and maintenance of sports facilities and equipment. Abone (2003) noted that it has become extremely difficult for government to provide adequate funds for sports in the face of global economic recession. Since a sports organizer or administrator cannot afford the required huge amount of money for sports, there is the need for sponsors to come to aid. Corporate bodies have been involved in sponsoring sports in Nigeri.

Dibb, Simkin, Pride and Ferrell (1994) defined sport sponsorship as a financial or material assistance by an organization for some independent activity, such as sport "not usually related to the organization's normal business but support from which the organization would hope to benefit. Sport sponsorship, according to Dibb, Simkin, Pride and Ferrell (1994) is the financial or material support of an event, activity, person, organization or product by an unrelated organization or donor in return for prominent exposure of the sponsor's generosity, products or brands. In the same vein, Olukanmi (1997) is of the opinion that sports sponsorship takes place when a payment is given in return for some business, consideration or benefit. Olukanmi (1997) regarded sports sponsorship as the practice of

promoting the interest of an organization and its brands by associating the organization with a specific activity or event such as tennis tournament.

Sponsorships can take many forms. The level at which companies choose to sponsor events, such as sporting events, may range from simple and low involvement to an elaborate and expensive level of involvement. Signage at a single sporting event, tickets printed with a company logo, or logos on team athletic uniforms are but a few examples of the sponsorship opportunities available to corporations who wish to spread the message about their company or product. Print-based messages can include the use of a company name, logo, slogan, product name or a combination of these on signage, T-shirts and promotional merchandise that may be displayed at events. Sponsors have the opportunity to purchase a wide variety of sponsorship types.

2.4.1 Sport Sponsorship as a Marketing Tool

Profitmaking is usually a great concern of most companies due to the fact that their products and/or services need to dominate over that of their competitors in the same field of business as they are. This is vital due to the fact that most products and services are quite similar in most instances and, as such, companies need to be creative in their marketing strategies so as to stand out from the crowd. Most company's departments use various means of reaching out to both existing and potential customers to purchase their own products. Using promotion as a marketing tactic is of essence, as companies need to get their brands, name, and their messages directly across to the consumers (Buhler & Nufer 2010, p. 98).

It is believed that advertising is an old form of communication and a well-known promotional tool, but in recent times, consumers have been over-saturated with advertisement both on television and on the print media and majority cannot recall most of the commercials they come across. Over the years, marketers developed new means of promotional tools to reach out to the consumer markets with the likes of public relations, sales promotion, direct

marketing, sponsorship and product placement (Buhler & Nufer 2010, p. 98). As such, sponsorship can be linked to other forms of promotional tools, as shown in Figure 1.

2.4.2 Sports Marketing

Sport is generally understood to include physical activities that go beyond competitive sports. Incorporated into the definition of sport are all the forms of physical activity that contribute to physical fitness, mental well-being and social interaction. These include: play; recreation; organized, casual or competitive sport; and indigenous sports or games (http://www.sportanddev.org/learnmore/what_is_sport_and_development/what_is__sport__/ accessed on October 24, 2010).

During the past few decades, sport has developed from a relaxing weekend activity into a complex industry. This is evident from various phenomena. On the one hand, sport is magnified daily in the media. A good example of this is all the news concerning Wayne Rooney, David Beckham or Tiger Woods. On the other hand, the sports sector tries to take advantage dynamically of the socio-economic developments. For instance, the explosive growth of the fitness sector results from diverse economic, demographic and marketing evolutions. The speed with which all this happens demands creative and determined sports management. In an age in which consumers are flooded with information, it is essential for a brand to communicate distinctively. With an appealing sports project, brands can break through the immunity that consumers have developed to the innumerable advertising stimuli. Through a sports sponsorship project, a brand communicates information and avoids confusion with other competitors (Lagae 2005, p. 2).

During the last couple of decades, sport amateurism has risen dramatically into a far more professional business and the level of entertainment that came along with this phase was quite rapid. The evolution, which commenced in the United States, has expanded rapidly around the world where many people now tend to make their favourite sporting activity as the

primary means or making a livelihood. Most athletes are full time professionals with incomes from both sponsorship endorsements and contracts. A couple of the biggest events that take place around the world include the Olympics, World Cup or the Super Bowl.

These events generate huge amounts of revenues for their respective organizers. Sports at either the amateur or professional levels are considered to be big business and, as such, the organizers need to fully well comprehend the importance and basic principles of marketing. Companies would always want to see a return on their sponsorship investments; while the fans and spectators would want to see their respective club sides and team perform well by winning what is at stake in the whole tournament.

2.4.3 Sponsorship from the sponsor's perspective

When companies commit themselves to sponsoring a certain activity, they should always have clear reasons and objectives for their actions. Sponsorship goals should always be linked to promotional objectives and in a wider sense to the marketing objectives of the organization (Shank 2009, p. 333). Differentiates between direct and indirect sponsorship objectives. The direct sponsorship objective is expected to have an immediate impact on sales, as well as impacting the level of consumer behaviour. The indirect sponsorship objective, on the other hand, is regarded as a long-term commitment, which requires a high level of generating awareness and company image before the companies can reach their set indirect objectives.

2.4.3.1 Create Exclusivity

Many a time, companies usually negotiate a sponsoring or licensing agreement that would make the company an exclusive sponsor to an event. The advantage related to this type of sponsorship is a high level of exposure without having to worry about certain competitors and the cluttering, which is quite synonymous with the traditional mode of advertising (Mullin et al. 2007, p. 322). Sponsorship tends to communicate a company's message in a more different and less commercial way. The IOC designed an exclusivity contract back in 1988

Seoul Olympics to selected companies to use the Olympic rings logo on their products in all parts of the world, which guarantees that the sport entities will use only their product-lines and not of unlicensed competitors (Mullin et al. 2007, p. 322).

2.4.3.2 Building Goodwill

Sponsorship is a great way of conducting business on a more personal basis in order to create a certain level of goodwill. Through the aid of hospitality and entertainment, an amicable business environment can be created, which, in turn, can boost a company's image positively (Mullin et al. 2007, p. 328).

2.4.3.3 Secure Entitlements or Naming Rights

Naming rights and entitlement can be procured by companies in a sponsorship agreement in various sport entities or sporting events. They can either be part of a sport event or the whole event, which might include the facilities as well. 'Naming rights are the most expensive sport marketing investment in the present market place and it is also regarded as the less utilized mode of sponsorship' (Friedman, according to Mullin et al. 2007, p. 332).

2.4.3.4 Relationship Marketing

Many companies are now involved in building long lasting relationships with their customers and at the same time seeking new innovative means in acquiring new lasting ones, too. The NASCAR has incredible success results from creating memorable experiences that often translate into lasting customer relationships (Armstrong & Kotler 2009, p. 9). According to Hardy et al, R. McKenna regards finding a means to integrate the customers into the company, so as to create and sustain some level of relationship between the company and the customer (Mullin et al. 2007, p. 296).

Gronroos, according to Mullin et al, identifies three main conditions under which relationship marketing is a productive and successful marketing approach. The first approach is the customer having an ongoing desire for some level of service. Secondly, the customer of

the service tends to control the selection of the service supplier. Lastly, there are alternative service suppliers (C. Groonroos, Service Management and Marketing, 1990). These conditions are highly present in the sport market-place and also provide an excellent forum for relationship marketing, since sport consumers are highly involved consumers who usually have a desire for long-term association with a particular sport team or brand products (Mullin et al. 2007, p. 296). Shank (2009, pp. 339-340) regards this as giving the sponsors ample space to perform, so as to entertain both new and old clients, as well as themselves too in the process.

2.4.3.5 Sales Increment

The whole purpose of a sponsorship deal is to increase the level of sales. When organizations consider investing in sponsorship contracts, they must initially assess their organizational objectives and marketing goals and then decide which form of sponsorship will aid in achieving them (Shank 2009, p. 344):

2.4.3.6 Competition

Companies engage themselves in sponsorship deals at times due to some level of threat from their competitors. It has been argued by many sponsors that this is the main reason for sponsorship activity. In other words, if they are not interested and fail to invest in sponsorship, then some of their competitors will. That will eventually lead to a market loss for them in major events like the Olympics, for instance (Shank 2009, p. 334).

2.4.3.7 Image Building

One of the most important aspects why organizations go into sponsorship deal is either to build the organization's image or to maintain a high level image. It is a two-way street for both the sports entity and the sponsoring organization whereby the latter tends to associate itself or its brands with the positive images obtained by the unique personality of the sporting event (Shank 2009, p. 342).

The situation can be fully verified in the case of Tiger Woods where many of his sponsors, which included the likes of Gillette, Accenture, AT&T and General Motors, discontinued their sponsorship deals with him after news of his numerous infidelities broke out to the public. Many of these companies did not want their brands to be associated with such scandals and some went to the extent of pulling out the television commercial, which featured the golf star.

2.5 DSTV Sponsorship In Nigeria

MultiChoice Nigeria made an entry into the Nigerian market in 1994 in partnership with MultiChoice Africa, a company born and bred in Africa, with a firm commitment to the development of the continent. Their leadership in premium pay television technology and entertainment continues to keep Africa connected in real time with the world through the DSTV platform. They are a responsible investor devoted to promoting and projecting Africa, its successes and the aspirations of its people in a coherent and sustainable way by making significant investments in African TV and film production. Since pioneering digital television in Africa in 1995, DSTV has built a presence across 48 African countries, entrenching its position at the forefront of entertainment benchmarked against the best operators across the globe. DSTV's unparalleled family entertainment packages allow subscribers flexibility in price and choice without compromising quality or variety (On-Court, 2008).

MultiChoice is committed to partnering with local entrepreneurs, governments and broadcasters in Africa, tailoring its operations to suit local needs while maintaining the highest levels of service and product quality. MultiChoice Africa's success grows its local partnerships, which have enabled the company to operate with an understanding of, and respect for, the many different cultures found on this diverse continent. It was one of the first pay-TV operations to launch outside the United States of America. It all began in South

Africa in 1986 when M-Net was founded as one of the first two subscription television services outside of the United States. At this stage, MultiChoice was incorporated to provide subscriber management services for M-Net (On-Court, 2008).

Slightly more than ten years ago - pre-1993 - MultiChoice was the subscriptions management department of M-Net, the company which introduced pay-television to South Africa in 1986. In the early 90s, while conventional wisdom was that one could make a good business from analogue technology, MultiChoice literally bet the bank on the idea that digital technology was the future of broadcasting in Africa. In 1995, It launched its premium DSTV bouquet on a newly-constructed digital platform, which has grown to cover nearly 50 countries in Africa and adjacent Indian Ocean islands, offering a range of pay-television services with a variety of language options, as well as enhanced television. Multichoice Nigeria is located at Plot 1383 Tiamiyu Savage Street, Victoria Island, Lagos (On-Court, 2008).

Basketball league in Nigeria started getting sponsorship way back in 1996. 7up Plc converted its annual ramblers invitational championship sponsorship to the premier league with an initial sum of N800,000 (eight hundred thousand naira) an amount it subsequently increased to about N15million annually courtesy of Mr. Farid Abou Hassan (then an NBBF members) and Mr. Faisel, El Khalil, the MD, 7up Bottling Company, Plc. This was followed in later years by the V.mobile (later Celtel) sponsorship, which hit N35 million naira before they moved on. Further thereto, the quarter of Mr. J.G. Buba (the former CG of the Nigeria Customs Services and the then president of NBBF), Col. Sam Ahmed (RTD), Barrister Ricky Agu and Gibiri Francis (Secretary General, NBBF) sat with the multichoice team led by its managing director, Mr. Collins Khumalo, to fashion out a new 4years deal worth over \$1,000,000 (one million ud dollars). Then multichoice under its brand D.S.T.V as sponsors from 2008/2009 to the 2012/2013 season. (NBBF, 2009)

2.6 The Concept of Sports Development

In the opinion of Adedeji (2000), sports development is the process of continuous improvements of the sports structure, institution and programs in order to create a societal condition conducive to human fitness for all participants and the effective functioning for self actualization. According to Adams (2004), development includes training. Thus the management of manpower development is the identification of both current and future training, needs, programme, as well as evaluating it to determine whether or not the planned training objectives have been realized. Matt Ball (2005) posits that English Premiership generated revenue more than any other league in Europe 2003/04 seasons. It earned 3 billion pounds which widens the gap between the premiership and Italy's series A, the second highest earning league, by 128 million pounds to 823 million pounds, Olukanmi (2003) also postulated that British clubs are also the pacesetters in managing sports through exploiting the commercial potential of merchandising, sales of souvenirs, match programmes, restaurants and bars, raffle draws at matches and replica team shirt sales. He stated further that presently Manchester United Now gets about 50% of its 70 millions additional revenue yearly from sponsorship catering and retailing. Olukanmi (1997) opined that the management of Chelsea FC invests the clubs fund in real estate, hostels and superstores on its stadium site in the prime area of London. He also stated that eighteen British Sports Clubs are on the stock exchange. The above assertions prove that sports in the developed world has gone beyond depending on one source of funding (i.e, government, as the case is in Nigeria).

Sport has become an important sector of the nation's economy, capable of sustaining itself through various financial options and management models. Sport development necessitates the call for managerial development (continuous education) for our Sports Managers in order to learn how to adopt various management theories and models for sports development in Nigeria. The application of Management Techniques/Models to Sports-

Management Manpower Development Option Several techniques, technologies, models and skills is involved in the management process. Thus, it is essential that the sports manager who will succeed develop these elements of management. In fact, according to Makinde (1991), management is the mixing mix, thus inhibiting the Nigerian national development quest. Management techniques that are in vogue now include programme planning and budgeting systems (PPBS) Decision Trees. Networks like critical path Analysis (CPA), program Evaluation and review technique (PERT) and strength, weaknesses, opportunities threats (SWOT), among others. These require either the use of quantitative or qualitative or analytical methods.

The importance of funding in the effective management and' administration of basketball and other sports is very profound. The provision of adequate fund is the key to success in sports. No matter the amount of well-laid out plans, programs and strategies by coaches and administrators, the inadequate supply of funds for such noble plans will spell doom for the success of such programmes. Bucher (1986) noted that the services that are involved such as the recruitment and training of personnel, the purchase of equipment, the construction of standard facilities, Transportation and care of athletes all require large sums of money. In simple terms, a sport is generally capital intensive and more than anything else, it is important to stress that adequate funding of the country's basketball programs will go a long way in improving the performance and standard of the play of players. While it is accepted that for effective performance in soccer funding is important, it should also be borne in mind that there is an increasing cost of equipment and facilities for sports. Okpaku (1997) quoting Bucher (1983) highlighted some reasons why funding games and sports has become difficult due to the high prices of supplies and equipment. The need to finance an increasing number of men and women, crowd control, the costs of athletic meetings as a result of violence,

expensive product liability and lawyer contingency funds and' an-inflation rate result in a rising the cost for labour, teachers, coaches and other personnel.

It is a generally acknowledged fact that sports cost a lot of money to administer effectively. Thus, the need for administrators to seek for other sources of generating revenue Venkartewarlu (1999) opined that the inflated costs of the construction of facilities and buying equipment and the increasing cost of organizing sports programmes in institutions, as in other sectors, demand a fresh and innovative approach to the funding of sports. He further stated that private sectors should be actively involved not only in the sponsorship of competitions but also in the construction of sporting facilities.

Furthermore, Makinde (1991) listed areas through which sports could be funded to include: gate-receipts, ministry or board of education donations, special projects, students feed and, in some cases, endowment funds. Concluding, she stated that unless adequate funding is provided, the dream of Nigerians that our athletes would one day take their rightful place in the world of sports will remain but a dream and nothing more. Awosika (1996) stated that it is a general consensus that no establishment can single handedly finance sports programmes. He stated further that it can be stated without hesitations or contradiction that fund is the bedrock of any successful of sports when judiciously used. It should be noted that fund is a determining factor in performance, though it may not be the ultimate. The motivating power of funds is unequalled to any other variable in sports organization and performance.

In Nigeria, if the vibrancy in our basketball fortunes must be sustained, we must go beyond the excessive display of intuitive management of basketball. It is a task that needs not only the right leadership, the right attitude and appropriate commitment but also fund and efficient resources management.

It is crystal clear that the government alone cannot fund sports adequately if one is to take the present economic recession resulting in the high cost of supplies and equipment into

consideration. Consistently, the cry for funds has become a ready-made excuse by almost all administrators for dwindling fortunes and decaying facilities and infrastructure in basketball. It is, therefore, necessary for efforts to be geared towards attracting sponsorship in basketball programs both for national and international tournaments, i.e. all premier league clubs, in order to enhance performance, for, in the words of Iheanach (1999), funding sports can be done through many possible operations. The most appropriate and of course the most reliable is that of sponsorship.

2.6.1 The Facilities and Development of Basket Ball

Facilities are very important in achieving optimum performance in sports. Awosika (1992) stated that facilities and equipment play a major role in the organization and administration of sports. He further said that they represent the tools with which the job will be carried out. For the success of any sports programme, there must be the availability of qualitative and quantitative facilities, Awosika (1996) noted that facilities serve as a moral booster to performing athletes thus enhancing to a great extent their happiness. According to Oyebanji (1996), athletes have come to realize that improved performance and the development of special skills can be enhanced through better sports facilities and equipment.

Awosika (1996), while commenting on the status of facilities and equipment in producing successful Olympic athletes stated that "facilities and equipment present a sensitive area in all ramifications of sports administration". According to him, they occupy such an enviable position since their provision comes with them certain standards determined by age, weight and the experience of the users as well as the type of activity. Commenting further, he stated that facilities and equipment is programme related, so if they are available, adequate and well maintained, there is every possibility of having a good programme. Several studies have indicated that standard facilities and equipment are an essential pre-requisite to good and impressive performances in sports at all levels (Ajisafe, 1993).

Ekenem (1995) stated that, among other things, adequate facilities and equipment have the following advantages:

- They promote interest in sports and recreation
- They make training interesting and easy
- They motivate the athletics, the coaches and trainers .
- They enhance in skills and understanding techniques

They encourage the athletes to stay within the country rather than drifting to foreign lands where the facilities abound.

With adequate modern facilities, the country can host international sports competitions. However, the state of sports facilities in Nigeria today leaves much to be desired Awosika, (1996), states that sports administration and management in Nigeria today is hindered by the number of facilities and equipment that is available. Also, Oyebanji (1996), emphasized that most facilities in Nigeria today are terribly bad and risk prone, and as well as in various state of disrepair. In the same way Awosika (1996) has substantiated the substandard and poor quality status of sports facilities and equipment in Nigeria. Olukanmi (1997) while commenting on the problem with Nigerian basketball, stated that one of the major problems is the lack of facilities that will match the last growing number of untapped talents. The importance of facilities cannot be down-played Awosika (1996) looking at the relationship between facilities, personnel, funding sports and athletic achievement, emphasized that the improvement of sports facilities has been one of the major factors for the improvement of athletic achievement. This assertion, according to Awosika (1996), is evidenced in the dominance of the U.S.S.R, U.S.A. and Romania in gymnastics and basketball respectively, as well as many other-games of the world. It is a well known fact that these countries have better facilities than many other countries.

In as much as it is recognized that facilities are very essential in building good sportsmen and women in general and skilful basketball players in particular, it need be stated that facilities must be constructed according to international standards and in such a way as to make full utilization possible. The facilities must be of quality and sufficient enough. Oyebanji (1996) emphasized in clear terms-that, for effective organization and for sports performance to improve significantly, the administrative òrgans must provide sufficient and quality facilities. She further stated that, "it is important that proper and adequate facilities and supplies be provided to prevent injuries and enhance excellence". According to her, for facilities to be considered proper, they must be constructed according to recommended standard in respect of size, surfacing, lighting and various safety features.

Administrators of basketball must ensure the proper utilization of available resources in providing adequate and qualitative facilities which will match the growing number of talents that abound in our society. Such facilities when constructed should be properly maintained by professionally qualified personnel. Oyebanji (1996) stated that, apart from the provision of good facilities and equipment for basketball, adequate arrangement should also be made for their maintenance and care. It is of great importance that only those professionally prepared for groundsmanship and the maintenance of sports facilities is included in the maintenance team. Following deplorable conditions of our pitches, the Honorable Minister and Chairman National Sports Commission Engineer. Ndanusa, gave assurance that all designated stadia for the 2009 FIFA U-17 world cup would be handed over to the Nigeria Premier League for league matches. Medical facilities and Basketball Development

The importance of medical care to performance in basketball is ver vital. It is a well known fact that basketball is a contact sport and, as such, it is inevitable that players will sustain injuries. Medical care is an essential ingredient of sports organization. Ogunyemi, (1998 quoting Bucher, 1983) suggested that it is apart for each organization to have its own medical

staff or services. This he claimed will enable them to maintain a thorough medical upkeep of the participants during sports. Good health is also an important ingredient of high performance. It is only an individual who is healthy and free from injuries that will be able to put up his best and perform his physical functions. An injured player will be unable to carry out his physical duties because of the hindrance that his/her injuries constitute to his physical well being, especially his movement. Medical care is not only important in terms of physical performance alone. Bucher (1986) states that it is essential to the physical, emotional and social health of all athletes. However, despite the overwhelming importance attached to medical care for athletes, it is rather disturbing that in Nigeria the Standard may not have attained the expected height. In supporting this view, Mgbor (1992) found out that medical service was usually not provided during sporting events in Nigeria. He further found that only Red Cross officials were prominently present during sports. This is rather very disturbing.

As earlier stated, basketball is a contact sport and participants are bound to suffer from one injury or the other. Thus, the need to provide medical care during training and matches. Abone, (2003) stated that millions of people of all ages throughout the world take part in physical exercises and play sports. He further consented that irrespective of their age or seriousness about training, they all experience injuries or illness or require medical advice at one time or the other.

It is pertinent to state that available medical care should be given to all premier league clubs in the following areas:

- Injury prevention, diagnosis, treatment and rehabilitation
- Management of medical problems caused by exercise
- Pre-participation medical evaluation

- Health monitoring and management of the players education on sensitive issues like drug abuse, doping "in sports, sports dieting and the importance of good warm-up before training and adequate rest after training (Salami, 1999).

In the dispensation of medical care/services, there is the need to recruit qualitative and quantitative personnel. It is not sufficient to leave the management and treatment of injuries in the hands of a first aider or the coach alone. Egbunike (1985) stated that the physician, the paramedic or the athletic trainer should be involved in the management of athletic injuries. Salami (1991 quoting Stephenson 1978) also argued that the coach or trainer has the responsibility to determine the extent of specific injury sustained by a player when immediate medical care is not available. It is probably in recognition of this fact that' Bucher, (1986) proposed the key personnel in the management of athletes health and sports injuries as the health administrator, physician, nurse, physical dentist, dental hygienist, speech therapist, nutritionist and guidance counselors.

2.6.2 Equipment and the Development of Basket Ball

Like facilities, so it is with equipment. The two are related though not synonymous. A careful comparison of the performance of primitive man (based on available historical records) with the modern athlete would lead one to a safe conclusion that modern man has surpassed his primitive counterpart tremendously. This assertion, according to Ogunyemi (1998), is evidenced by the ever-improving performance standards of the presentday athlete. The high performance recorded by present day athletes has been attributed to so many influencing factors, such as improved instruction, increased competition, proper scheduling, better selection of sports suitable to the psychobiological, social and physical make up of individual athletes, better methods of training and the technological innovations witnessed in the manufacturing of equipment coupled with improved facilities.

Today, the world has witnessed a great technological transformation in the production of light playing basketball canvass specially built to give special effects on the ball, smaller shorts and jerseys and good balls. This equipment has in no small ways contributed to the standard of play exhibited by basketball players nowadays.

Ogunyemi (1998) stated that like facilities, equipment and materials are important for success and must be provided. Ikhioya (1995) also opined that it is obvious that for the success of any sports programme, there must be availability of qualitative and quantitative facilities and equipment. Iheanacho (1999 quoting Ajisafe, 1978) opined that equipment and facilities should be provided in sufficient quantities so as to enable all the students in the institutions to participate actively in the sports programme. The same principle applies to basketball where it is expected that all participants will be fully kited, so that they can put in their best during training and during competition. Lack of adequate equipment means lack of a well planned programme of physical activities that are capable of providing for allround development of the individual (Iheanacho, 1999). The inadequate provision of equipment could go a long way in hampering the performance of a participant in basketball and any other sport. Suffice it to say this rather unfavorable phenomenon could attribute as being one of the causes of Nigeria's performance in international sports. Ekenem (1995), writing on improving Nigeria's performance in international sport competitions stated interalia:.

"Another reason for Nigeria's low performance in international sports is the absence of Standard sports facilities and equipment in the nation. Sports, especially at the international level require highly sophisticated facilities and Equipment. in Nigeria, modern facilities and equipment are non-existent or inadequately maintained, substandard and obsolete" _ ,

Awosika (1996) was also of the opinion that sports administration and management in Nigeria today is hindered by the number of facilities and equipment that are available. He stated that it is disheartening that the few types of equipment available are not well utilized.

On the importance of equipment on sports performance, Umendum, (1986) has this to say:

"Human beings enter the world naked; soon they wear or attach appareí to themselves for comfort, for support, for. Speed and protection against injury and against elements... for proper equipment and clothing are an important (even if- over looked) part of every activity or programme the way a person dresses in physical activity has a strong psychological effect on performance"

Having gone this far, the importance and role of equipment in building and nurturing talents into greater glory is ver crutial. It has been identified as the key weapon which the advanced countries possess that makes them excel above others in virtually all the, fields of sports. The best individual athlete or basketball player can only be discovered when he is made available with quality equipment to match above others. Umendum (1986) stated that a good sports programme can function at full effectiveness only when they are supported with sufficient equipment in good condition.

2.6.3 Funding on the Development of Basket Ball

The financial arrangement surrounding Basket ball is the most creative area of business out sale the playing court You must have adequate funds to enable you run a successful leagues. Most of the successful league in the world eg. N.B.A, Spanish leagues, etc. were run with heavyloaded funds. Whenever we are discussing on financing a premier basket ball league Club in Nigeria. It is better for us to know the place from which the sum of money is available for the purpose. In that case, funding is the most essential in running a successful league. Leagues in the world were funded as a result of sponsorship.

According to the Onifade (1992), an organization finances an event in return for the self advertisements of events. Sport sponsorship is the purchase of the right from the clubs either in cash or in kind, products or structure to purchase cooperate communication or targeting objectives through predetermined activities or through the use of any linkages and symbols

associated with Clubs to the benefit of the cooperation. The Nigerian premier basket ball league is sponsored for four years by D.S.T.V. worth one million dollars that is from 2008/2009-2012/2013 seasons.

2.6.4 Live Coverage and the Development of Basketball

The National Basketball Association (NBA) has grown up over the last 20 years. Once on the verge of collapse and unwanted by television, it has become arguably the most popular league in the world of basketball. The NBA has, in fact, surpassed national football (NFL) as the number one sports in America. It is through television that the league finally established itself as a worthy counterpart of major league basketball and the NFL.

The league got its first television exposure during the **1953-54** seasons on the long-since folded dormant network. At that time, Basketball was still the national pastime and profootball was beginning to emerge as a popular sport in its own right. Even college basketball was considered a more attractive television commodity than the NBA. The NBA was considered to be a minor-league operation at the time, but when the college point-shaving scandals of the early 50's rocked college basketball and left the NBA relatively unscathed, the league began its emergence into the national spotlight. However, the interest faded, and after. Durnont folded in 1954, the league began a partnership with the national broadcasting company (NBC) for the 1954-55 season. The NBA television coverage was later on in the 1980s taken over by ESPN. At the arrival of a new commissioner of NBA, David Stern turned the NBA television fortunes around. The focus on the broadcasting of the games impacted the league's development.

In addition, there will be a comparison made to demonstrate how the coverage of the league has changed since the popularity explosion in the early 1980s to the 1990s. Up to 2000 millennium, the coverage improved in the content of commentary and the visual presentation of many NBA games. The Nigerian basket ball league is being sponsored and broadcast by a

giant cable network, D.S.T.V, whose live matches are being shown in D.S.T.V. Multi-choice television throughout Africa and some parts of the world.

2.6.5 Spectatorship and the Development of Basketball

Professional sports exist at least at their current level because of spectators. Anything that changes the desires of the spectators has the potential to change the sports themselves by a corrupt turn. Admission control can be costly, requiring computers and training in thousands, though in the vast majority of cases. Indoor hall cram in thousands of spectators without incident. It is only in Lagos a minor incident some times top sparks game, which leads to little violence without any calamity. There is the expectation of a high turnout of spectators due to the improvement of the premier league. Many teams of the Atlantic and Savannah conference have thousands of fans. These teams include Kano Pillars, Níger Potters, Dodan Warriors and many more, especially that most of the teams do not collect entrance fees. This allow many spectators to patronize the league.

2.7 Sports and Development

Sports has a lot of influence on development in relations to human society. Studies have shown that sports has influenced various forms of development in human society (James, 2008).

2.7.1 Sport and Sustainable Development

Effective development must be sustainable and human-centred. It requires that the needs of the present generation are met without compromising the ability of future generations to meet their own needs', "and human development requires that people's choices are enlarged, providing all members of society with increased opportunities and the conditions necessary to live long and fulfilling lives. " Well- designed sports programmes work to assist meeting the objectives of sustainable human development by contributing to economic and social development and environmental sustainability.

2.7.2 Sport and Economic Development

Sport is a catalyst for economic development. Globally, the sports sector is valued at US\$ 36 billion and is predicted to expand by 3 to 5 percent per year. Included in the sports sector are' the manufacture of sporting goods, sport-related services. infrastructure development and sports events, including supplementary effect from spectators, sponsors, vendors and the media. These elements of the sports economy are interconnected, both contributing to and benefiting from the development of sport.

Sport can be an effective stimulus for economic development, especially at the local level. The linkages between the different elements of the sports sector are highly effective when harnessed locally because of existing economies of scale. Individually, each of the various sectors of the sports economy can create activity jobs and wealth. When several are combined together into a single strategy; it is possible to achieve additional economic gains because of the synergies that result The local economic potential of sport is further enhanced when supported by national "sports for all" strategies. Both the design and implementation of sport-based local economic development strategies must be participatory, encouraging and facilitating partnerships between local stakeholders, including Governments, UN agencies, NGOs, community groups, employers and employees. Such strategies should

take an integrated approach, considering activities that concern small and medium-sized enterprises (SMEs), employment creation and training and the development of infrastructure.

Manufacture of sporting goods: There is a high consumer demand for sporting goods. However, many of these goods are prohibitively expensive in the developing context. This unfilled demand provides opportunities for local SMEs to use existing skills and facilities to produce specialized sporting equipment at price that is locally affordable.

Sport and job creation: Sport is an effective tool for job creation. By developing new activities based on sport, or by more effectively using existing sports facilities, sports-and community-based programmes can create jobs, particularly for young people and especially where unmet demand is identified.

Sport and employment training. Sport-related initiatives can improve the capacity of the labour force. Beyond the increased productivity generated by having a physically active workforce, sport is a valuable employment training tool. Sport teaches skills, such as the value of effort and how to work as a team, thus improving employability. This is especially effective when focused on young people and marginalized groups, including youth unemployment of up to 25 per cent, drugs and poverty. Through a network of youth centres, young people are given their own space and an opportunity to socialize and participate in sport and recreational activities, while also receiving advice, counselling and assistance with job seeking.

Sport infrastructure, economic development can be stimulated by the construction or rehabilitation of sports infrastructure and whether large facilities or small projects, such as levelling a space to make it safe and available for playing. Therefore, open spaces and the development of sports infrastructure are important in urban planning. The economic benefits of developing infrastructure include employment and investment during construction, as well as ongoing employment to manage the facilities and the activities within it. Once constructed, some sports facilities can be used for multiple purposes, including the

schools and community groups for cultural, social and other activities. In Mozambique, the ministers for youth and sports and local government are rehabilitating sports facilities with the support of IOC and other sports federations in Boane and Namaacha. In parallel, ILO, UNICEF and Right to play are running coach-to-coach training programmes that focus on using sport as a community development and social mobilization tool, in particular concerning issue surrounding health, such as sports festivals held on World AIDS Day.

2.7.3 Sport and Social Development

More than stimulating economic growth, effectively designed sports programmes strengthen basic human capabilities, create connections between individuals and teach core values and life skills. They are a valuable tool to initiate social development and improve social cohesion, especially when implemented with young people. Together, the benefits from such programmes provide a powerful means to tackle social exclusion, rehabilitate child labourers and integrate marginalized groups into their communities. In conclusion, no meaningful sport development can take place without appropriate management in place. This can be evolved through the installation and implementation of an enduring sport management development (training). This is because all the resources for sports development and indeed for sectoral development are mobilized, organized, controlled utilized and monitored by the manager, while-management is an everyday phenomenon. The sports "manager must acquire the skill.

2.8 Summary of the Study

This chapter covers some relevant areas with convincing evidence with regard to the influence of digital satellite television (D.S.T.V) multi-choice in the development of basketball in Nigeria.

The review traces the historical development of game in the world and Nigeria. The concept of sport development is also reviewed issues in the development of basketball.

The study was on the influence of DSTV sponsorship on the development of Basketball premier league in Nigeria. DSTV became a major sponsor of basketball league in Nigeria in 2009. Prior to its sponsoring basketball league in Nigeria, DSTV had never sponsored any sport competition in Africa. In this regard, nobody has ever conducted a study on its activities regarding sponsorship, ranging from finance, equipment and facilities, spectators and live coverage, which make this study unique.

Chapter THree

METHODOLOGY

3.1 Introduction

This study investigated the influence of D.S.T.V sponsorship on the development of the Basketball Premier League in Nigeria. This chapter describes the methods and strategies adopted in the conduct of the study. The demand of the research methodology include: research design, population of the study, sample and sampling procedure, instrument for data collection, data collection procedure, validity of the instrument, reliability of the instruments data analysis.

3.2 Research Design

The design for this study was the ex-post factor research type. Thomas & Nelson (2005) stated that the ex-post factor is a type of descriptive research design that is associated with certain occurrences, outcomes and conditions or types of behavior by analyzing past events or already existing conditions. It is normally used to assess the feelings of people about certain practices and can be expressed in terms of the opinion or physical observation made during or after the Nigerian Basketball Premier League. Therefore, the expost factor research design is found to be suitable for the conduct of this study.

3.3 Population of the Study

The population of this study comprised one hundred and twenty-three thousand (123,000) teams' officials, coaches, players and fans from the 16 Basketball premier league clubs in Nigeria (NBBF, 2012).

3.4 Sample and Sampling Procedure

The researcher used the table for determining sample size from a given population designed by Krejcie and Morgan (1972), who suggested that for a population of one hundred thousand

and above, 384 was sufficient enough for the study. Nigerian Basketball was stratified into 2 zones: Atlantic and Savanah conferences.

The researcher randomly selected 4 clubs from each zone using simple random sampling by writing their names on a piece of paper and assigning four (4) individuals to represent any club picked automatically that became part of the sample of the study for a total of eight clubs. Eight (8) players, four (4) coaches, six (6) officials and thirty (30) fans were selected from each team for a total of 384 respondents. Table 3.1 below gives a breakdown of the sample size.

Teams	Sample Size				Total
	Player	Coaches	Official	Fans	
Kano Pillars	8	4	6	30	48
Kada Stars	8	4	6	30	48
Gombe Bulls	8	4	6	30	48
Bauchi Nets	8	4	6	30	48
Union Bank, Lagos	8	4	6	30	48
Oluyole Ibadan	8	4	6	30	48
Police Baton, Lagos	8	4	6	30	48
Royal Hoopers, Port Harcourt	8	4	6	30	48
Total	64	32	48	240	384

3.5 Data Collection Instrument

The instrument for data collection was a self-developed questionnaire on four modified Likert scale named Questionnaire on the Influence of DSTV Sponsorship on the Development of Basketball League in Nigeria (QIDSBN), which was divided into seven sections: A, is on demographic information, B, on funding, C, is on equipments while D, facilities E, is on live

coverage and spectators patronage. The items are on a modified Liker-type Scale ranged from Strongly Agree, Agree to Strongly Disagree, Disagree (SA) has 4 points, Agree (A) 3, Strongly Disagree (DA) 2 and Disagree (SD) 1 point. For the purpose of analysis the Strongly agree and Agree and Strongly disagree and Disagree were collapsed into one another, and were also merged together.

3.5.1 Validity of the Instrument

The questionnaire was given to experts in the Department of Physical and Health Education, Bayero University, Kano for content validity. Their comments and suggestions were incorporated in the final copy of the instrument.

3.5.2 Reliability of the Instrument

To obtain the reliability of the instrument, a pilot study was conducted through the use of a smaller segment of the population from the Kano Pyramid Basketball team. The club as of the time of this study did not take part in the Basketball premier league. A total number of 10 players, 2 coaches and 15 spectators was randomly selected and used for the study. Copies of the Questionnaire were administered on the respondents and retrieved on the spot. The same questionnaire was administered on them after an interval of one month. A test-retest method was adopted for this research and a Pearson Product Moment Correlation Coefficient index of 0.87 was obtained, which confirmed the reliability of the instrument.

3.6 Data Collection Procedure

An introductory letter was obtained from the Head of the Department of Physical and Health Education, Bayero University, Kano and taken to the selected clubs management seeking permission to administer the questionnaire. The researcher employed six (6) research assistants, who assisted in administering and collecting the questionnaire. Three hundred and eighty-four (384) questionnaires were distributed by the researcher and research assistants but only 363 were successfully retrieved.

3.7 Data Analysis

Frequency count and percentages were used to organize the demographic information/data while chi-square (χ^2) was used to analyse the hypotheses at the 0.05 level of significance.

Chapter four

RESULT AND DISCUSSION

4.1 Introduction

The study investigated the Influence of Digital Satellite Television (DSTV) sponsorship on the development of Basketball Premier League in Nigeria from the 2008/2009-2012/2013 playing seasons. In this chapter, the results of the analysis and discussion were presented.

4.2 Demographic Information of the respondents

Table 4.2.1: Category of Respondents

Category of respondents	Frequencies	Percentage
Coaches	39	10.7%
Players	73	20.1%
Officials	23	6.34%
Fans	228	62.81%
Total	363	100%

Table 4.2.1 above presented the category of respondents, stating that 39 were coaches (10.7%), 228 fans (62.81%), 23 officials (6.34%) and 73 players (20.1%). This signifies that fans dominate the number of the respondents while officials were the least. This signifies that those that patronize Basket premier league in Nigeria are in better position to assess the quality of the league as a result DSTV sponsorship.

4.3 Hypothesis Testing:

Hypotheses 1:

DSTV sponsorship does not significantly influence the provision of funds toward the development of basketball premier league clubs in Nigeria from the 2008/2009-2012/2013 seasons.

Table 4.3.3: Summary of the respondents' opinion on provision of funding

Variable	agree	disagree	Total	df	X ² -cal	Prob
Fo	40	323	363	1	220.631	001
fe	181.5	181.5				
Total	363					

X² 220.631, df=1p≥ 0.05

Table 4.3.1 above shows the distribution of the respondents' opinions on the influence of D.S.T.V sponsorship premier league based on the provision of funding. The result revealed that 40 (11.02%) agreed and 323(88.9%) disagreed. The above shows the distribution of the respondents' opinions based on the provision of funding. The result revealed 40 (11.02%) agreed and 323 (88.9%) disagreed computation indicated that X² 220.631, df=1p≥ .001. This means that D.S.T.V, sponsorship is not influencing the provision of equipment for the development of basketball premier league. Therefore, the null hypothesis is rejected on the account that no significant influence exists.

Hypothesis 2

DSTV sponsorship does not significantly influence the provision of facilities toward the development of basketball premier league clubs in Nigeria from the 2008/2009-2012/2013 seasons.

Table 4.3.2: X² summary of the respondents on opinion on provision of facilities

Variable	agree	disagree	total	df	X ² -cal	Prob
Fo	282	81	363	1	111.298	0.01
Fe	181.5	181.5				
Total	363					

X²=111.298, df=1p≤ 0.05

Table 4.3.1 above shows the distribution of the respondents' opinions on the influence of D.S.T.V sponsorship on development of Basketball premier league based on the provision of facilities. The results revealed 282 (77.68%) agreed and 81 (22.31)% disagreed. The result indicated that p calculated Chi-square (χ^2 -cal) $X^2=111.298$, $df=1$ $p \leq .05$ is greater than the tabulated (χ^2 -tab) at 1 df under .001 alpha level. Therefore, the null hypothesis (H_0) is accepted while the alternated (H_1) is rejected, meaning that D.S.T.V sponsorship influences the development of basketball premier league, due to improved facilities.

Hypotheses 3

DSTV sponsorship does not significantly influence the provision of equipment toward the development of basketball premier league clubs in Nigeria from the 2008/2009-2012/2013 season

Table 4.3.2: Summary of the respondents' opinion on provision of equipment

Variable	agree	disagree	Total	df	X^2 -cal	Prob
Fo	33	330	363	1	245.315	0.02
Fe	181.5	181.5				
Total	363					

$$X^2=245.315, df=1, p \geq 0.05$$

Table 4.3.2 above shows the distribution of the respondents' opinions on the provision equipment of D.S.T.V sponsorship on development of basketball premier league based on the provision of equipment. The result revealed 33 (9.09%) agreed and 330 (90.91) disagreed.

The statistical computation indicated that $X^2=245.315$, $df=1$ $p \leq 0.05$. This means that D.S.T.V sponsorship does not influences the provision of equipment for the development of basketball premier league. Therefore, the null hypothesis is a rejected on the account that no significant influence exists.

Hypotheses 4

DSTV sponsorship does not significantly influence the provision of live coverage toward the development of basketball premier league clubs in Nigeria from the 2008/2009-2012/2013 seasons.

Table 4.3.4: Summary of the respondents' opinion on provision of live coverage

Variable	agree	disagree	Total	df	X ² -cal	Prob
Fo	211	152	363	1	9.590	002
fe	181.5	181.5				
Total	363					

X² -9.590, df=1p≤ 0.05

Table 4.3.4 above shows the distribution of the respondents' opinion on the influence of D.S.T.V. sponsorship on the development of the basketball premier league based on the provision of live coverage. The result revealed that 211(58.12%) agreed and 152(41.88%) disagreed. The result indicates that calculated P value (X² cal) X² -9.590, df=1p≤ .002 is greater than the tabulated X²-tab a df 1 degree freedom under the 0.05 alpha level.

Therefore, the null hypothesis is accepted while the alternate is rejected, meaning D.S.T.V sponsorship influences the development of basketball premier league based on the provision of live coverage.

Hypotheses 5

DSTV sponsorship does not significantly influence the provision of spectators' patronage toward the development of basketball premier league clubs in Nigeria from the 2008/2009-2012/2013 seasons

Table 4.4 x² summary of the respondents on the opinion on provision on Spectators patronages'

Table 4.3.5 summary of the respondents' opinion on provision of spectator patronage

Variable	agree	disagree	Total	df	X ² -cal	Prob
Fo	233	130	363	1	29.226 .	.001
fe	181.5	181.5				
Total	363					

$$X^2 = 29.226, df 1 p \leq 0.05$$

Table 4.3.5 above shows the distribution of the respondents on the development of basketball premier league based on the provision of spectators' patronage. The result revealed that 233 (64.19%) agreed and 130(35.81%) disagreed. The result indicated that calculated p. value X^2 -cal $X^2 = 29.226$, $df 1 p \leq .001$ is greater than the tabulated X^2 tab at $df 1$ degree of freedom under the 0.05 alpha level. Therefore, the null hypothesis is accepted while the alternate is rejected, meaning D.S.T.V sponsorship does influence the development of basketball premier league based on the provision of spectators' patronage.

4.4 Discussion

The finding from table 4.3.1 on funding revealed that the result shows 40 (11.02%) agreed and 323 (88.9%) disagreed computation indicated that $X^2 220.631$, $df=1 p \geq .001$. this signifies that, DSTV provision of funding does not influences the development of the basketball premier league in Nigeria. This is in line with the opinion conducted by Mark (2011) in the annual general meeting of FIBA board members in Nigeria reported that DSTV, the sponsors of the men's DSTV Premier Basketball League have announced the payment of all the prizes of the 1st, 2nd and 3rd positions and the players that participated in the All-Stars game decided in Lagos September last year. This of course, will stimulate players, coaches and officials. This will flush out corruption and brings development toward basketball premier leagues in Nigeria. This study is also in line with statements made by Tijjani (2013), who stated that in the DSTV stakeholders conference in Abuja, "we have no doubt that

DSTV is determined to help basketball grow in Nigeria through funding worth a million dollars which will boost the development of basketball in the country”. Another study conducted by Onifade (1992) is in line with this study on funding and Basketball: the way forwards, who stated that funding is the key measure of any sport development globally. Therefore, the Nigerian basketball premier league is financed for five years by DSTV worth one million dollars from the 2008/2009-2012/2013 seasons. This brings the rapid development of the league in Nigeria.

The finding from table 4.3.2 on facilities indicated that the DSTV provision of facilities influences the development of basketball premier league in Nigeria. This is clear that DSTV sponsorship from the 2008/2009-2012/2013 seasons brings about development in basketball premier league in Nigeria by providing different modern facilities that boost the morale of the teams and spectators in generals. This is in line with the opinion of Adewole (2013), who stated in his study on uplifting the fortunes of basketball in Nigeria that the emerging of 2012-2013 Multi-Choice's sponsorship of the DSTV Premier Basket League helped D' Tiger's qualification for the first ever London Olympics in 2012, as a result of provision of modernized basketball facilities. This is also in line with Venter (2014) in his statement during the 21 annual conferences on Basketball seeding held in Lagos on the DSTV basketball league of the 2013/2014 season dunks off to an existing start. He stated that the provision of new and standard venues by DSTV increased the image of basketball as well as the emergence of new more basketball teams in Nigeria.

The finding from table 4.3.3 on equipments revealed that the results shows that 282 (77.68%) agreed and 81 (22.31)% disagreed. This indicated that result indicated that p calculated Chi-square (χ^2 -cal) $X^2=111.298$, $df=1$ $p \leq .05$ is greater than the tabulated (χ^2 -tab) at 1 df under .001. This signifies that DSTV provision of equipment does not influenced the development of basketball, premier league in Nigeria. This is in line with study conducted by Awosika

(2006) on "sports as a means of reducing the social vices." He stated that equipment serve as a morale booster of athlete and thus enhances great performances and the development of skills and this improves the basketball premier league in Nigeria. This is also in conjunction with the study conducted by Oyebanji (1994) on the status of equipment and facilities in the Nigerian basketball premier league. He stated that the provision of equipment present a sensitive area in all the ramifications of basketball development. The study conducted by Olukanni (2001) is diverted from this study on the provision of standard facilities and equipment the major drivers of basketball development in W/Africa He stated that still the major problem confronting the Nigerian basketball premier league is lack of quality equipment produced by sponsors and this tarnishes the development of the premier league in Nigeria.

The finding from table 4.3.4 on Live coverage revealed that the results shows that 211(58.12%) agreed and 152(41.88%) disagreed. The result indicates that calculated P value (X^2 cal) X^2 -9.590, $df=1$ $p \leq .002$. this signifies that the DSTV provision of live coverage influences the development of the basketball premier league in Nigeria. This is in line with the opinion of Imoge (2011) who stated that DSTV has invested millions of naira in equipment and facilities for the coverage of the local league. This developed the league by exposing young talents in the country. Another study conducted by Rashid (2014) supported this study. In his statement while briefing the stakeholders in preparation of the 2013/2014 basketball season, he stated that, This is complemented with added incentives, such as the continuous broadcast of live matches of the league, whose value runs into hundreds of millions of naira. The expansion of the league to accommodate more clubs and the attractiveness of the league to potential teams' sponsors, as well as other avenues for brands to connect with their customers. With the growth in the popularity of the league coupled with

the high definition broadcast of matches, the DSTV Premier Basketball League becomes a major platform for brands to connect with their customers.

The finding from table 4.3.5 on spectators' patronage revealed that 233 (64.19%) agreed and 130(35.81%) disagreed. This signifies that calculated p. value $X^2\text{-cal } X^2 = 29.226$, $df 1 p \leq .001$. the study revealed the DSTV sponsorship do influence the development of spectators patronage, This study also is in line with that conducted by Umar (2011), who stated that the matches are broadcast live on high definition channels to millions of homes in 50 countries in Africa and to some other parts of the world. Without such a platform, no sport can attract any worthwhile or meaningful sponsorship: without TV broadcasts, the scope of basketball is limited to just the fans at the arena where the sporting event is taking place. With TV broadcasts, however, the scope is expanded beyond the confines of the sporting arena to millions of homes, hotels, airports and anywhere a TV set might be. Indeed, without TV broadcasts, sports will lose most of its attractions.

This study also is in line with that conducted by Muktar (2014), who stated that it is almost impossible to imagine basketball without television. The growth of the English Premier League in Nigeria, just as it is in many other countries, is tied directly to TV broadcasts. While attending basketball premier league matches physically has its inherent enjoyment and satisfaction, the TV broadcast, however, extends this enjoyment to fans that cannot be physically present in arenas to watch their teams play and bring more fans and development.

CHAPTER FIVE

Summary Conclusion and Recommendation

5.1 Summary

The study investigated the influence of D.S.T.V. sponsorship on the development of basketball premier league in Nigeria from the 2008/2009-2012/2013 seasons. To achieve the purpose of this study, five research questions were raised and five hypotheses tested. In the study the ex-post factor research design was adopted. The population comprises official's coaches, player and fans. While the sample of the study was 363 respondent premier basketball official, coaches, players, fans, they were started using random sampling techniques from eight (8) premier basketball teams from Atlantic and Savanna conferences.

Data was collected using a questionnaire on a Likert-type scale. Lecture's of the department were given the questionnaire to ascertain the validity of the instrument. Chi-square statistics was used in testing hypotheses developed for the study. 384 copies of the questionnaire were distributed and 363 retrieved by the researcher with the help of six (6) research assistants and a period of two (2) weeks was used for the exercise.

For the purpose of the analysis data from 363 respondents were used to organize and describe the demographic characteristic while all the hypothesis were analyzed using chi-square at the 0.05 level.

- The provision of facilities does influence the development of the basketball premier in Nigeria from 2009-13.
- The provision of equipment does not influence the development of the basketball premier Nigeria from 2009-13.
- The provision of funds does not significantly influence the development of the basketball premier league.

- Live coverage sponsorship by D.S.T.V influences the development of the basketball premier in Nigeria
- Spectators' patronage sponsored by D.S.T.V influences the development of the basketball premier league in Nigeria.

5.2 Conclusions

Based on the findings of this study, it is therefore, concluded that D.S.T.V sponsorship highly influences the development of the basketball premier league in Nigeria from the 2008/2009-2012/2013 season. It was also concluded that provision of facilities, live coverage and spectators' patronage improved as a result of the D.S.T.V sponsorship premier basketball in Nigeria. While equipment and funding did not improve as a result of the sponsorship of the DSTV. premier basketball league in the 2008/2009-2012/2013 seasons.

5.3 Recommendations

Based on the findings of this study, the following recommendations are made:

1. The sponsorship of digital satellite television DSTV on the provision of facilities has significantly influenced the development of the basketball premier league in Nigeria. It is, therefore, recommended that other companies and corporate bodies should come in and support basketball premier league in Nigeria.
2. The DSTV provision of funds has significantly influenced the development of the premier league in Nigeria. Government and other private individuals should provide assistance to the basketball premier league clubs in Nigeria to boost up their morale and increase their performance, which could attract more spectators.
3. DSTV sponsorship has provided live coverage of matches in the development of the basketball premier league. It was also found that live coverage increases the publicity and

awareness of the game in Nigeria. It is, therefore, recommended that more media stations should involve in the live coverage of the game.

4. The researcher recommended also that, There should be adequate funds in running the premier league in Nigeria. Adequate equipments should be provide for all the premier league teams, facilities should be maintained properly, while security should also be available at every venue of matches, Of the DSTV Nigeria premier basketball league.

5.4 SUGGESTION FURTHER

The researcher suggested the following area for further studies:

Similar studies should be conducted on sponsorship by DSTV on the influence of the provision of security, basketball academy and qualified personnel.

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APPENDIX I

REQUEST FOR VETTING THE QUESTIONNAIRE

**Bayero University, Kano
Faculty of Education,
Department of PHE
7th October, 2013**

Sir,

REQUEST FOR VETTING THE QUESTIONNAIRE

Jamilu Mohammed is a Masters student in sport management in the department of Physical and Health Education conducting a research in partial fulfillments of the requirements of his Masters programme. He is conducting his research on “Influence of the Digital Satellite Television (D.S.T.V) Sponsorship on Nigeria Premier League on the Development of Basketball Premier League in Nigeria”.

In this regard he drafted a questionnaire to collect information required for the study. In view of your rich experience and expertise in the area of his research you have been selected as one of his jurors to vet this questionnaire to establish it face its face and content validity.

Find attached copy of the questionnaire and research question and hypotheses for you to make all necessary observations and comments.

Thanks

Supervisor: Prof. M.G. Yakasai

APPENDIX II
INTRODUCTORY LETTER

Bayero University, Kano
Faculty of Education,
Department of PHE
7th October, 2013

Dear Respondent,

I am a postgraduate student in the department of physical and health education, Bayero University, Kano undertaking a research on “Influence of the Digital Satellite Television (D.S.T.V) Sponsorship on Nigeria Premier League on the Development of Basketball Premier League in Nigeria”. I am hereby soliciting for your cooperation and assistance to respond to this questionnaire. The information given will be used purely for the purpose the study and your responses will be kept confidential throughout.

You are expected to respond to the questionnaire by ticking the correct option you have chosen from section A and B. In section use the following key:

Strongly agreed	-	SA
Agree	-	A
Disagree	-	DA
Strongly disagree-	-	SD

Thank you.

Yours faithfully,

Jamilu Mohammed

APPENDIX III

QUESTIONNAIRE ON INFLUENCE OF THE DIGITAL SATELLITE TELEVISION (D.S.T.V) SPONSORSHIP ON NIGERIA PREMIER LEAGUE ON THE DEVELOPMENT OF BASKETBALL PREMIER LEAGUE IN NIGERIA

Please tick (✓) the column against each statement that is most applicable.

SECTION A: DEMOGRAPHIC INFORMATION OF THE RESPONDENT

1. Gender: Male () Female ()
2. Category of Respondents: Coach () Player () Official () Fan ()
3. Years of experience (as above)
 1-5yrs () 6-10yrs 11-15yrs () 16-20yrs () 21yrs-above ()

SECTION B

Please tick (✓) such statement that best describe your feeling:

Keys:

Strongly agreed - SA

Agree - A

Disagree - DA

Strongly disagree- - SD

A	Influence Of The Digital Satellite Television (D.S.T.V) Sponsorship On The provision of facilities for the development of Nigeria Basketball Premier League	SA	A	D	SD
1.	Basketball premier league is played on high standard court as a result of D.S.T.V sponsorship				
2.	Every basketball premier league clubs has well equipped court with modern facilities.				
3.	Facilities used under the DSTV sponsored are all FIBA approved				
4.	Players improve due to the use of standard facilities under the DSTV sponsorship				

B	Influence Of The Digital Satellite Television (D.S.T.V) Sponsorship On The provision of equipments for the development of Nigeria Basketball Premier League				
5.	Basketball players now use high quality equipments (jersey, canvas, tracksuit) during matches				
6.	DSTV sponsorship has improved the adequacy of equipments used in basketball premier leagues				
7.	There is increase in supply of equipments to the basketball premier league clubs in Nigeria under the DSTV sponsorship				
8.	Equipments used under the DSTV sponsorship are all FIBA approved				
C	Influence Of The Digital Satellite Television (D.S.T.V) Sponsorship On The provision of fund for the development of Nigeria Basketball Premier League				
9.	Emergence of DSTV has encourage private companies to invest in the development of basketball primer league				
10.	There is significant improvement in funding of basketball premier league clubs as a result of DSTV sponsorship				
11.	Match bonuses, salary and sign fees have increased as a result of DSTV sponsorship				
12.	DSTV funding has increased the game standard due to zeal on the part of the clubs to win the 1 st , 2 nd , or the 3 rd prizes				
D	Influence Of The Digital Satellite Television (D.S.T.V) Sponsorship On The provision of live coverage for the development of Nigeria Basketball Premier League				
13.	DSTV Live coverage of basketball premier league has attracted foreign and indigenous stakeholders to identify with Nigerian basketball premier league				
14.	DSTV Live coverage matches created more awareness on the game of basketball in Nigeria				
15.	The onset of live coverage of matches has improved the officiating standards of basketball premier league significantly				
16.	The onset of live coverage of basketball premier league matches by DSTV allows easy identification of talent for recruitment into the Nigerian national (basketball) team				

E	Influence Of The Digital Satellite Television (D.S.T.V) Sponsorship On The increase in the number of spectators for the development of Nigeria Basketball Premier League			
17.	DSTV sponsorship and coverage of premier league has increased awareness of matches fixtures and thus the high turnout of spectators at the game			
18.	High standard arena/sport halls have improved spectators' turnout			
19.	Live telecast of basketball premier league matches attracts more spectators to the venues of matches			
20.	Players are encouraged to play their best when large spectators are present at the matches venues			