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APPENDIX A: QUESTIONNAIRE

SPORT SPONSORSHIP SELECTION QUESTIONNAIRE

Dear Executive,

Thank you for your time and willingness to complete the questionnaire. The main goal of this study is to determine through which process a business goes when evaluating and selecting a sponsorship proposal. Please answer each question specifically applying to your sponsorship with this cricket union. This questionnaire will take approximately 15 minutes to complete.

Section A: Industry and sponsorship information

1. Please indicate the industry your business is in, as best you can.

1	Banking	7	Hospitality (casino/restaurant/hotel)	13	Mining industry
2	Insurance	8	Tourism	14	Agriculture
3	Financing services	9	Brewery industry	15	Fishing and forestry
4	Legal services	10	Franchising	16	Manufacturing
5	Consulting services	11	Real estate	17	Retail sales
6	Media	12	Sales	18	Other

2. What kind of contribution do you make or support do you provide to the cricket union?

1	Financial support
2	Value in-kind (products/services)
3	Combination of financial support and in-kind value
4	I prefer not to answer this question

3. How long have you been a sponsor of this cricket union?

1	Less than 1 year	4	15 years- less than 10 years
2	1 year - less than 3 years	5	10 years- less than 15 years
3	3 years- less than 5 years	6	15 years- longer than 20 years

4. Please indicate the most relevant size of your current sponsorship contribution to the union. The financial amounts is only a indication to get a consequent answer from each sponsor and will not be used in any way to reveal your contribution to the union.

1	Small sponsor (e.g. R1 - R10 000)
2	Medium sponsor (e.g. R10 001- R100 000)
3	Large sponsor (e.g. R101 000 - R500 000)
4	Major sponsor (e.g. R500 001- R1 million)

5	Key sponsor (e.g. More than R1 million - 5 million)
6	Title sponsor (e.g. More than 5 million)

5. Please indicate the scope of your business as best you can.

1	Sole proprietor
2	Partnership
3	Closed Corporation
4	Company - LOCAL company
5	Company - Head office of REGIONAL company
6	Company - Branch of REGIONAL company
7	Company - Head office of NATIONAL company
8	Company - Branch of NATIONAL company
9	Company - Head office of INTERNATIONAL company
10	Company - Branch of INTERNATIONAL company

Section B: Sponsorship as a marketing communication tool

6. What do you sponsor at the cricket union? You can select more than one option if applicable.

1	Stadium sponsor	5	Development project sponsor
2	Team sponsor	6	Official supplier
3	Event sponsor	7	Product supplier
4	Broadcaster		

7. What benefits do you receive from the cricket union in return? You can select more than one option if applicable.

1	7.1. Stadium branding	7	7.7. Advertisements at the event
2	7.2. Exposure on television	8	7.8. Logos on clothing
3	7.3. Exposure on the radio	9	7.9. Hospitality suite
4	7.4. Exposure in newspaper	10	7.10. Free tickets
5	7.5. Exposure in social media	11	7.11. Overall brand awareness
6	7.6. Event marketing	12	7.12. Other

8. Please indicate the extent to which you will use each additional marketing activity to promote your sponsorship. Where 1 is Definitely Not; 2 is Rarely; 3 is uncertain; 4 is occasionally and 5 is Definitely.

8.1	Print media (e.g. newspaper, magazines, posters, fliers)	1	2	3	4	5
8.2	Television	1	2	3	4	5
8.3	Radio	1	2	3	4	5
8.4	Personal selling (e.g. direct presentation)	1	2	3	4	5
8.5	Sales promotions (e.g. couponing, contests, premiums, sampling, point-of-purchase materials)	1	2	3	4	5
8.6	Direct marketing (e.g. database marketing, telemarketing)	1	2	3	4	5
8.7	Public Relations (e.g. news story, editorial or an announcement)	1	2	3	4	5
8.8	Interactive media (e.g. the internet)	1	2	3	4	5

Section C: Objectives and Criteria

9. During the sponsorship selection process, specific objectives can be set by the sponsoring business. The business will seek to achieve its objectives through the selected sponsorship. These objectives are grouped into six broad categories; please answer each statement as accurately as possible. Where 1 is very likely; 2 is unlikely; 3 is not certain; 4 is likely and 5 is Very likely.

Group categories for objectives						
9.1. BROAD CORPORATE OBJECTIVES						
9.1.1.	To attain positive public relations	1	2	3	4	5
9.1.2.	To alter public perceptions	1	2	3	4	5
9.1.3.	To enhance the business' image	1	2	3	4	5
9.1.4.	To enhance the business' involvement in the community (social responsibility)	1	2	3	4	5
9.1.5.	To improve relations with intermediaries	1	2	3	4	5
9.1.6.	To enhance employee morale	1	2	3	4	5
9.1.7.	To enhance employee relations					
9.1.8.	To enhance stakeholder relationships	1	2	3	4	5
9.1.9.	To cut through advertising clutter	1	2	3	4	5
9.1.10.	To overcome advertising restrictions (e.g. such as	1	2	3	4	5

	for cigarettes)					
9.1.11.	To assist in staff recruitment	1	2	3	4	5
9.1.12.	To gain a competitive advantage through exclusivity	1	2	3	4	5
9.1.13.	To connect the business to a successful team or event	1	2	3	4	5
9.2. PRODUCT/BRAND/SERVICE-RELATED OBJECTIVES						
9.2.1.	To explore new market segments	1	2	3	4	5
9.2.2.	To reach niche segments(to target specific corporate audiences)	1	2	3	4	5
9.2.3.	To launch a new product/brand/service, and use the sponsorship in the process to introduce it.	1	2	3	4	5
9.2.4.	To integrate an existing product/brand/service with the sponsorship	1	2	3	4	5
9.2.5.	To increase brand/product awareness in your target markets	1	2	3	4	5
9.2.6.	To influence consumer attitudes within the target market	1	2	3	4	5
9.2.7.	To build an image within the target market (positioning)	1	2	3	4	5
9.2.8.	To increase your market share	1	2	3	4	5
9.2.9.	To increase distribution opportunities (selling the product/brand/service at the event)	1	2	3	4	5
9.2.10.	Increase the brand's visibility in the marketplace	1	2	3	4	5
9.2.11.	To strengthen brand preference	1	2	3	4	5
9.3. SALES OBJECTIVES						
9.3.1.	To facilitate sales-force prospecting opportunities	1	2	3	4	5
9.3.2.	To gain new customers	1	2	3	4	5
9.3.3.	To aid sales promotion	1	2	3	4	5
9.3.4.	To strengthen relationships with current customers	1	2	3	4	5
9.3.5.	To increase short-run sales	1	2	3	4	5
9.3.6.	To increase long-run sales	1	2	3	4	5
9.4. MEDIA COVERAGE OBJECTIVES						
9.4.1.	To get pre-event media coverage	1	2	3	4	5
9.4.2.	To get media coverage during the event	1	2	3	4	5
9.4.3.	To get post-event media coverage	1	2	3	4	5
9.4.4.	To get coverage in a diverse range of media	1	2	3	4	5
9.4.5.	To increase overall publicity	1	2	3	4	5
9.5. GUEST HOSPITALITY OBJECTIVES						
9.5.1.	To get entertainment facilities	1	2	3	4	5

9.5.2. To entertain current customers	1	2	3	4	5
9.5.3. To entertain prospective customers	1	2	3	4	5
9.5.4. To entertain suppliers	1	2	3	4	5
9.5.5. To entertain staff	1	2	3	4	5
9.5.6. To entertain intermediaries	1	2	3	4	5
9.6. PERSONAL OBJECTIVES					
9.6.1. To be actively practising a hobby or interest	1	2	3	4	5
9.6.2. To get free tickets to the event for family and friends	1	2	3	4	5
9.6.3. To be at a social event	1	2	3	4	5
9.6.4. To support the athletic program	1	2	3	4	5
9.6.5. To improve the athletic program	1	2	3	4	5
9.6.6. To show loyalty towards the specific property	1	2	3	4	5
9.6.7. To get an opportunity for networking	1	2	3	4	5

10. From the objectives set for a specific sponsorship, a number of criteria can be developed to assist in the selection of a sponsorship opportunity, which will lead to the achievement of the objectives. There are eight categories of criteria, please rate each statement as accurately as possible.

Please indicate which of these listed criteria you have set for your sponsorship selection process by indicating to what extent you agree or disagree with each statement. Where 1 is Disagree strongly; 2 is Disagree a little; 3 is Neither disagree nor agree; 4 is Agree a little and 5 is Agree strongly.

Criteria					
10.1. BUDGET CONSIDERATIONS CRITERIA					
10.1.1. The sponsorship must be affordability	1	2	3	4	5
10.1.2. The sponsorship must be cost effective (profitable)	1	2	3	4	5
10.1.3. Tax benefits must be derived from the sponsorship investment	1	2	3	4	5
10.2. POSITIONING AND IMAGE CRITERIA					
10.2.1. The image of the sponsorship(event/team) and the product/brand/service must be compatible	1	2	3	4	5
10.2.2. The image of the available audience, of the event sponsored, and the product/brand/service must be compatible	1	2	3	4	5
10.3. TARGETING OF MARKET CRITERIA					
10.3.1. International markets must be penetrated through the sponsorship	1	2	3	4	5

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10.3.2. National markets must be reached through the sponsorship	1	2	3	4	5
10.3.3. Local markets must be reached through the sponsorship	1	2	3	4	5
10.3.4. The target market (audience) of the event and the target market of the sponsoring business' GEOGRAPHIC dispersion must be very similar	1	2	3	4	5
10.3.5. The target market (audience) of the event and the target market of the sponsoring business' DEMOGRAPHIC profile must be very similar	1	2	3	4	5
10.3.6. The size of the existing audience of the event must be large	1	2	3	4	5
10.3.7. It is important that the available audience accept the message brought about by this sponsorship	1	2	3	4	5
10.4. INTEGRATED MARKETING COMMUNICATION CRITERIA					
10.4.1. The seasonal impact is of high consideration for a sponsorship investment (e.g. certain sport types are only played in the winter and the product may mostly be for summer use.)	1	2	3	4	5
10.4.2. The event must be in control of the media broadcast	1	2	3	4	5
10.4.3. We must have access to the players for promotions	1	2	3	4	5
10.4.4. On-site display of products is very important	1	2	3	4	5
10.4.5. Sampling opportunities at the event is very important	1	2	3	4	5
10.4.6. An opportunity for retail sales at the event is very important	1	2	3	4	5
10.4.7. It is a necessity to do complementary advertising to ensure the success of the sponsorship	1	2	3	4	5
10.4.8. An opportunity to sign new accounts at the event is very important	1	2	3	4	5
10.4.9. Overall media attention must be increased	1	2	3	4	5
10.4.10. Coverage by national print media is important	1	2	3	4	5
10.4.11. Coverage by regional print media is important	1	2	3	4	5
10.4.12. Coverage by local print media is important	1	2	3	4	5
10.4.13. Television coverage is important	1	2	3	4	5
10.4.14. National radio coverage is important	1	2	3	4	5
10.4.15. Regional radio coverage is important	1	2	3	4	5

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10.4.16. Local radio coverage media is important	1	2	3	4	5
10.4.17. Cross promotional opportunities is important	1	2	3	4	5
10.4.18. The sponsorship must enhance the existing advertising campaign	1	2	3	4	5
10.5. COMPETITION CONSIDERATION CRITERIA					
10.5.1. The event must be unique	1	2	3	4	5
10.5.2. The sponsorship must give you a competitive advantage	1	2	3	4	5
10.5.3. Competition's interest to be a sponsor of the event is a sign of a good investment	1	2	3	4	5
10.5.4. Co-sponsorship opportunities with other businesses must be considered	1	2	3	4	5
10.5.5. Ambush marketing must be avoided	1	2	3	4	5
10.5.6. It is important to know what kind of businesses are already a sponsor of the event	1	2	3	4	5
10.6. STRATEGIC CRITERIA					
10.6.1. It is important to be the title sponsor	1	2	3	4	5
10.6.2. It is important to know how established the event is	1	2	3	4	5
10.6.3. Being a one-off sponsor of the event is enough	1	2	3	4	5
10.6.4. Long-term involvement must be insured	1	2	3	4	5
10.6.5. It is important to be an in-kind sponsor (e.g. to give your product/service instead of money as a sponsorship)	1	2	3	4	5
10.6.6. It is important to sponsor the team	1	2	3	4	5
10.6.7. It is important to sponsor the specific event (e.g. the Pro20)	1	2	3	4	5
10.6.8. It is important to sponsor the facility	1	2	3	4	5
10.7. PERSONAL CRITERIA					
10.7.1. I must get free tickets to the event for personal use	1	2	3	4	5
10.7.2. It is my hobby (interest or passion for sport/event)	1	2	3	4	5
10.7.3. It is my co-workers' hobby (interest or passion for sport/event)					
10.7.4. I enjoy such social events	1	2	3	4	5
10.7.5. It is important to support to the cricket program	1	2	3	4	5
10.7.6. It is important to improve the cricket program	1	2	3	4	5

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10.7.7. I am loyal toward the institution	1	2	3	4	5
10.7.8. Social events provide a valuable opportunity for strengthening networks	1	2	3	4	5
10.8. GENERAL CRITERIA					
10.8.1. The ability to repeat the sponsorship several times within a given market is important	1	2	3	4	5
10.8.2. The ability to repeat the sponsorship in other markets is important	1	2	3	4	5
10.8.3. The flexibility or capacity to alter components of the event is important	1	2	3	4	5
10.8.4. The growth opportunities with the current team/event is important	1	2	3	4	5
10.8.5. The total benefits received must be considered	1	2	3	4	5
10.8.6. Hands-on involvement with the sponsored event is important to the business (sponsor)	1	2	3	4	5
10.8.7. The measurability of the impact of the sponsorship is important	1	2	3	4	5
10.8.8. The ease of administration of the sponsorship is important	1	2	3	4	5

Section D: Decision-making

11. During the evaluation of a sponsorship proposal a number of people can be part of the team deciding which sponsorship opportunity to invest in. Please indicate the likelihood that each of the listed members will participate in the sponsorship decision-making process. Where 1 is Not at all; 2 is Little participation; 3 is Not certain; 4 is Participate mostly and 5 is Participate extensively.

11.1. CEO	1	2	3	4	5
11.2. Assistant CEO	1	2	3	4	5
11.3. Owner	1	2	3	4	5
11.4. President	1	2	3	4	5
11.5. Board of directors	1	2	3	4	5
11.6. Chairman	1	2	3	4	5
11.7. Marketing manager	1	2	3	4	5
11.8. Financial manager	1	2	3	4	5
11.9. Sales manager	1	2	3	4	5
11.10. Public relations manager	1	2	3	4	5
11.11. Logistics manager	1	2	3	4	5
11.12. Production manager	1	2	3	4	5

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11.13. Administration staff	1	2	3	4	5
11.14. Shareholders	1	2	3	4	5

12. Please indicate the likelihood of you to follow each step in the proposed decision-making process, on the scale provided. Where 1 is Very likely; 2 is Unlikely; 3 is Uncertain; 4 is Likely and 5 is Very likely.

Decision-making process	1	2	3	4	5
12.1. Step 1: Need recognition	1	2	3	4	5
12.2. Step 2: Formulation of specifications	1	2	3	4	5
12.3. Step 3: Identify potential vendors	1	2	3	4	5
12.4. Step 4: Request for proposals	1	2	3	4	5
12.5. Step 5: Evaluation of proposals	1	2	3	4	5
12.6. Activity 1: Review the business marketing plan and objectives	1	2	3	4	5
12.7. Activity 2: Setting and prioritising specific sponsorship objectives	1	2	3	4	5
12.8. Activity 3: Identify a relevant set of evaluation criteria	1	2	3	4	5
12.9. Activity 4: Assign a weight to each criterion in the evaluation model	1	2	3	4	5
12.10. Activity 5: Rate each opportunity on each criterion	1	2	3	4	5

13. Do you evaluate or re-evaluate the sponsorship opportunity every year?

Yes	1
No	2

14. Do you consider your sponsorship with the cricket union to be a successful sponsorship?

Yes	1
Uncertain	2
No	3

15. Do you intend to continue with this sponsorship?

Yes	1
Uncertain	2
No	3

Thank you for completing the questionnaire!

APPENDIX B: ASSISTANCE IN STATISTICAL ANALYSIS



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16 November 2011

To whom it may concern

Re: Dissertation AJ Coetzee, student number: 20417454

We hereby confirm that the Statistical Consultation Services of the North-West University had analysed the data and assisted with the interpretation of the results.

Kind regards

A handwritten signature in cursive script, appearing to read 'E Fourie', positioned above a horizontal line.

E Fourie