



A Proposed Plan To Activate Sponsorships And Sports Investment To Support The Sustainability And Financing Of Some Olympic Federations In Iraq

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Abstract

Objectives. The purpose of the current study is to investigate a proposed program for the activation of sponsorship and sports investment in Iraqi Olympic federations. This is served by recognizing FACT this reality of monitorship and sports Intrinsic value SOWT in the Iraqi Olympic Interningtional federations and to identify The major obstacles and challenges encountered by these folk work Federation in attracting invest and Monitorship. Offering a model for boosting and funding sports through the role of sponsorship and it's opportunities. This is aimed at improving the level of funding in sports and also ensuring consistent flow of funds to these federations

Materials and Methods. As the study problem is appropriate to a descriptive survey design to facilitate the achievement of the research objectives. The study sample of researchers were (330) and were randomly selected and represented 180 coaches, referees, experts and administrators from the various Iraqi Olympic federations. This was 55% of the full sample population. To develop the research tool, the author involved some academic professors from the colleges of the physical education and sports sciences. Once the contents were generated, a questionnaire with axes and items was built, based on the literature, references, and expert opinions. The researcher uncovered the principal dimensions of the scale and the statements for each domain, as well as the total items in the original questionnaire.

Results. Empirical : The results of this study will be based on the data obtained from the survey reports. This will include a review of the 180 participant's response data on ending (coach, referee, expert and administrator), and the use of descriptive statistics to answer the research questions and objectives.

Conclusions. The aim of this research is to improve the effectiveness of sponsorships the current status on how sports are invested in the Iraqi Olympic federations model to enhance sports in developing and emerging countries" funding. The descriptive survey was adequately utilised in collect data from a convenience sample of 180 coaches, referees, professionals, and officials of several Iraqi Olympic federations. The findings will provide snapshots of the landscape today in terms of sponsorship and investment, emphasize the critical barriers that federations encounter, and furnish suggestions for addressing these challenges. The proposed model will be to enhance the economic support of those federations through investment and sponsorships partners, hence, providing a brighter future for sports in Iraq. By so doing, the relevance of to



advancing the support and funding of sports activities,423 which 412 Extract from the final recommendations. to the growth of sports in the nation.

Keywords: Sponsorship, Sports Investment, Federations

Introduction

Sports have become one of the most visible indicators of the power of nations and contribute to consolidate their position both locally and globally, and in Iraq. "The sports federations are the face of national sporting ambitions, and the face of building a generation of athletes able to compete globally as it is the case in many countries, particularly the Olympic federations." Nonetheless, the federations have several financial problems that compromise the development of athletes, the erection of tournaments and the execution of strategic aims like qualifying to world and continental competitions.

One of the most important solutions that can contribute to improving the financial situation of these federations is activating sports sponsorships and investment. These tools are vital sources that enable federations to obtain the necessary funding to improve sports infrastructure, support training programs, and increase participation in local and international sporting events. Attracting major companies and businessmen to invest in sports and provide sports sponsorships is an effective method for stimulating sports growth and raising the level of competitiveness.

In recent years, the importance of marketing the rights and products of sports organizations has emerged as one of the key keys to achieving success, to the point that marketing has come to be viewed as a vital strategic tool in sports circles. It has become clear that marketing is one of the most prominent tools relied upon by sports clubs and organizations, not only to achieve their marketing objectives, but also to support their economic stability, especially in light of the challenges of globalization and declining government support. Hence, the role of marketing emerges as a pivotal element in the management and development of sports organizations, whether private or governmental (5-23).

Through the researcher's observations during his work in the sports field, he found that many sports organizations, due to the difficult financial circumstances they are experiencing, are freezing effective activity within the organization. This is due to the lack of expenditures for the pursuit of activity, and consequently, the absence of a vision and mission for the sports organization. This has also been reported by previous researches where sport organizations entrust important duties to those who has no proper training in management and business.

Never mind that one of the top priorities and duties of those in leadership is the work we do to keep the organization up and running.

Significance of the study This research aims to offer a suggested plan explaining how sports sponsorships and investments in Iraqi Olympic federations could be activated. It also derives by introducing the modern methods in sports marketing; as well as by conducting an



analysis of the successful international experiences in this domain by indicating the potentials and opportunities to adopt the instruments of sports investment and sponsorship, which goes parallel with the context of sports of Iraq.

Research objective:

The aim of this study is to examine proposed plan to activate sponsorships and sports investment in the Iraqi Olympic federations. This is done by determining:

1- Reviewing the reality of sponsoring and sports investment in Iraqi Olympic federations (SOWT) and the obstacles that hindered these federations in attracting investment and sponsorship.

2- Suggesting a model to fund & facilitate sports through Sponsoring & Opportunities. This is to enhance sports funding and enable these federations to have sustainable income.

Research problem:

Pres ident ANNAD also finds that Iraqi federations suffer from difficulties relating to useful financial resources, necessary to implement their sporting activities and orient their local and international competitions. Although these federations are working to build sports programmes and infrastructure in Iraq, their overwhelming dependence on government finance leaves them vulnerable to financial difficulties, which in turn will affect their capacity to serve athletes and to develop sports facilities, consensus on which is essential to the success of Olympic sports in Iraq.

Sports sponsorships and investments, in the meantime, is a viable means to attract new sources of financing, and yet are still not fully leveraged in the Iraqi context. While the significance of these methods of obtaining financial sustainability cannot be overstated, ignorance among private sector entities in Iraq of the value that sports sponsorships add and poor sports marketing techniques, have posed significant barriers to entry for firms in to this sector.

The problem of the study is due to the lack to implement of effective mechanism of Iraqi Olympic federations to get sponsors and investors in order to enhance funding and sustainability of sports in Iraq. Therefore, this study will investigate the difficulties faced by federations in investment as well as a sport sponsorship,

and to generate a draft strategy to engage these mechanisms in the Iraqi context. This strategy discusses the challenges and presents marketing strategies to overcome this challenge.

Materials and Methods



Study Participants.

The research community consisted of 330 individuals. A random sample of 180 individuals was selected, representing 55% of the research population. The sample included:

- 1. Members of the Executive Office of Iraqi Olympic federations.
- 2. Administrators and coaches from Iraqi Olympic federations.
- 3. Heads of Olympic sports clubs.
- 4. Players, technicians, and referees from Iraqi Olympic federations.
- 5. The sample was distributed across six Olympic federations as follows:

Table 1. Distribution of the Study Sample Across Iraqi Olympic Federations

<u>Name of the Olympic Federation</u>	<u>Number of Sample Members</u>
Central Football Association	32
Central Swimming Federation	21
Central Athletics Federation	24
Central Volleyball Federation	26
Central Basketball Federation	28
Central Handball Federation	29
Survey Sample (Exploratory)	20
Total Sample	180

Study organization.

The paper was arranged as follows:

1-Data Collection Tools:

- a) In-depth Interview: for collecting quality data.
- b) Questionnaire: Formulated using literature review, references, expert opinion for evaluating the sponsorship and investing in sports in Iraqi Olympic federations.

The survey was elaborated with the guidance of college professors in physical education and sports science and, and it was organized in the proposed axes:

Proposed Axes:

- a) Pada rancangan yang diajukan untuk mengaktifkan sponsorship dan investasi olah raga.
- b) Internal analysis: The sports sponsorship and investment situation (SWOT).
- c) External analysis: Sponsorship and sport investment reality (SWOT).

2- Pilot Study: Pilot study was carried out on 2subjects on June 2, 2024 to ensure the clarity and coverage of the items of the questionnaire.



3. Final Questionnaire Version: After experts reviewed the initial questionnaire, changes were made to include new axes and refine phrases, resulting in the final version that was applied to the research sample.

Final Axes and their respective number of phrases:

- a) Proposed plan to activate sponsorships and sports investment: 25 phrases.
- b) Internal analysis: The reality of sponsorships and sports investment (SWOT): 29 phrases.
- c) External analysis: The reality of sponsorships and sports investment (SWOT): 32 phrases.

Statistical analysis.

To analyze the data and answer the research questions, the following statistical methods were applied using SPSS:

1. Descriptive Statistics:

- a) Frequencies and percentages were calculated for personal variables of the study sample.
- b) Arithmetic means and standard deviations were computed to understand the central tendency and variability of responses.

2. Reliability:

- a) Cronbach's Alpha: The reliability of the questionnaire was tested, showing values between 0.827 and 0.847, indicating an acceptable degree of reliability.

3. Internal Consistency Validity:

- a) Correlation coefficients between individual statement scores and the total axis scores were calculated to assess internal consistency. These values were statistically significant, confirming the validity of the questionnaire.

4. Analysis of Variance (ANOVA):

- a) ANOVA was used to detect any significant differences in responses based on the type of Iraqi Olympic federation. According to Table 8, the F-values were not statistically significant at the 0.05 level for any axis, indicating no significant difference between federations in the responses.

Table 2. Analysis of Variance Among the Research Sample on the Questionnaire Axes

Axes	Source of	Sum of	Degree	Mean	F	Significance
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	Variance	Squares	of Freedom	Sum of Squares	Value	
A proposed plan to activate sponsorships and sports investment	Between groups	2.732	4	0.681	0.073	Not significant
	Within groups	1,147.763	125	9.197		
Internal analysis of sponsorships and sports investment (SWOT)	Between groups	21.255	4	5.312	0.173	Not significant
	Within groups	3,834.235	125	30.656		
External analysis of sponsorships and sports	Between groups	117.567	4	44.387	0.791	Not significant
	Within groups	7,005.335	125	57.119		

Results

The analysis of the research sample's response percentages demonstrates a strong consensus and serves as a positive indicator of the importance of achieving the objectives associated with the activation of sports marketing management within Olympic federations. All statements in the research instrument recorded agreement rates exceeding 90%, reflecting a high level of awareness among respondents regarding the necessity of building an effective and sustainable model for sports marketing and developing sponsorship and investment mechanisms. One of the most prominent indicators is Statement No. (10), which reads: "Encouraging the effective role of media and advertising to attract investors to the sports institution." This statement received a remarkably high approval rate of 98.1%, underscoring the vital role of media as a strategic tool for attracting sponsors and investors, and for enhancing the public image of sports institutions in the market.

Furthermore, the fifth objective emphasized the importance of administrative and technical integration within the marketing system. 7 and 17 on the basis: "Activation of the marketing role and consolidation of the relationship between the marketing and other departments," and "Activation of the role of modern technology, and sites in the implementation of the marketing operations." Both expressions of agreement received a very high approval rate of 97.7%, which indicates the respondents' high level of awareness about the necessity of transitioning to a modern marketing model, which technology and institutional integration are indispensable foundations to persuading new sponsors and increasing sports income diversity.

In the scope of the sixth objective of the significance of preparation internally before starting strategic marketing planning, three statements have been accepted of this orientation: Statement No.(8): "Studying and highlighting the available human element and tools before setting a strategic marketing plan," statement No. (11): "Developing the communication process that is made between the management and the investors and the



receivers that can make the sport marketing process a success.” and Statement No. (12): “Carrying out a comprehensive planning of the process to identify the anticipated problems and barriers that can arise within the sports institution areas.” Approval rates for these two statements were high, at 97.3%, demonstrating that respondents recognized that holistic institutional readiness is a necessary aspect to successful marketing and sponsor interactions.

Three key statements were in the area of the seventh objective that focuses on building information infrastructure and investment planning, respectively;

highlighted: Statement No. (4): "Providing a database of beneficiaries and their needs, facilitating the submission of complaints, and enabling communication with Olympic federation members," Statement No. (13): "Implementing investment plans aimed at attracting businesspeople, sponsors, and sports stakeholders, while applying scientific marketing methods to enhance the resources of Olympic federations," and Statement No. (14): “Activating the role of the advertising and public relations, due to its significant nature as a component of advertising Olympic sports marketing management.” This goal achieved 96.9% approval, thus confirming that it is paramount to enhancing data systems, public relations, and media communication as core instruments in the contemporary sports marketing model.

The eighth aim of the seventh objective, which emphasized such interactive and developmental features of the marketing management, was embodied in two statements: Statement No. (7): "To provide future solutions to repeated institutional problems," and Statement No. (16): "To hold educational seminars and scientific conferences that activates the specific role of sports marketing management." To that end, we had success in 96.5 per cent of applications, reinforcing the importance of ongoing institutional learning and engaging with experience to learn from failure and build sustainable performance.

Finally, the ninth objective (reflecting the developmental aspect of the behavior of the institution) was given in Statement (15) as: “Development of administrative methods of work with modern scientific research and systems being used in marketing operations”. Ninety-five point four per cent of the respondents either agreed or strongly agreed that they would move towards the modernization of operations within federations by using evidence-based and technology-driven methods in sports marketing (Table 5).

Discussion

The results verify the high level of consensus of the answers of the participants regarding that it is necessary to build a model of marketing plan in the Olympic federations including a model of activation media and integration of technology and interdepartmental coordination and the creation of an investment-friendly environment. Second Axis Debate Internal Environment (SOWT): Table 7 also presents Chi-square



values for the items on this axis which flew from 738 to 118.2 were statistically significant at the 0.05 level. This suggests agreement on the strengths and weaknesses of the federations. Third Axis Discourse External Environment (SOWT): The Chi-square scores varied from 62.3 to 107.1, all statistically significant at 0.05 level. This indicates the agreement in external elements, like opportunities and threats, impacting sponsorship and sport investment.

Conclusions

The examination of the Iraqi sports environment brings out three significant challenges the Olympic federations face in attracting sponsorship and investment. Firstly, a deficiency can be ascertained in the existing promotion of sports sponsorship systems where poor sponsor-attraction policies have resulted in heavy dependence on restricted government subsidies and which threaten financial sustainability. Second, the lack of clear, encouraging and backing legislative provisions for sport investment is crushing part of the possibility of private sector participation. Each and every one of these very successful Olympic sports (except skiing) has its roots in laws and cannot develop without a flexible law that does not punish and encourage investment. Thirdly there is a huge lack of marketing culture in these federations. This leaves most of the clubs without qualified staff for sports marketing, promotional work, and public relations, which in turn, reduces the possibility of reaching more sustainable commercial partners and promoting better the sporting activities.

Recommendation

A multi-faceted approach is necessary to develop the marketing and investment environment of Olympic federations in Iraq. First, there needs to be a national strategy for marketing sports federations, driven by the National Olympic Committee working in partnership with the Ministry of Youth and Sports. It should be underpinned by thorough market research to identify potential sports brands able to capture the attention of sponsors and investors. The second is to encourage Olympic federations to create marketing and investment divisions. These dedicated bureaus would deal with the recruitment of sponsors, relationships with private companies, and the successful execution of marketing contracts. 3.Immediately begin amending the legislative framework for sports investment to permit federations to conclude longterm, symbiotic investment partnerships with private capital. The fourth key element is the establishment of training programmes for federation staff in sports marketing, sponsorship management, and the development of commercial offer. Fifth, in order to mobilize the private sector, there is a need to incentivize them through fiscal and legal incentives, including fiscal immunity or advertising rights for companies that support financing sports federations.



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