

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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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. This research aims to study a proposed plan to activate sponsorships and sports investment in Iraqi Olympic federations. This is achieved by identifying, Analyzing the reality of sponsorships and sports investment (SOWT) in Iraqi Olympic federations, and identifying the obstacles and challenges facing these federations in attracting investment and sponsorship. Presenting a proposed model to support and finance sports activities by enhancing the role of sponsorships and opportunities. This is aimed at improving the level of sports funding and providing sustainable financial resources for these federations.

Materials and Methods. A descriptive survey approach was adopted to solve the research problem, as it is appropriate to the nature of the issue and helps in achieving the research objectives. The research community consisted of 330 individuals, and the sample was randomly selected, including 180 coaches, referees, experts, and administrators working in various Iraqi Olympic federations. This sample made up 55% of the total research community. In order to design the research tool, the researcher consulted with academic professors from some colleges of physical education and sports sciences. A questionnaire was then prepared and designed, containing axes and items that were derived from relevant studies, references, and expert opinions. The researcher identified the main axes of the questionnaire and the phrases included in each axis, as well as the number of items in the initial version of the questionnaire.

Results. The research findings will be derived from the data collected through the questionnaire responses. This will involve analyzing the responses from the 180 individuals in the sample (coaches, referees, experts, and administrators), and it will include statistical analysis to address the research questions and objectives.

Conclusions. This research aims to enhance the role of sponsorships and sports investment within Iraqi Olympic federations by analyzing the current situation, identifying challenges, and proposing a model to improve sports funding. The descriptive survey approach was effectively employed to gather data from a sample of 180 coaches, referees, experts, and administrators from various Iraqi Olympic federations. The findings will offer insights into the current status of sponsorships and investment, highlight the key obstacles faced by federations, and provide recommendations for overcoming these challenges. The proposed model will aim to strengthen the financial resources of these federations through strategic sponsorships and investment opportunities, thus ensuring a more

sustainable future for sports in Iraq. Through this research, the importance of supporting and financing sports activities will be emphasized, contributing to the overall development of sports in the country.

Keywords: Sponsorship, Sports Investment, Federations

Introduction

Sports are one of the most prominent tools that reflect the strength of nations and contribute to strengthening their position at the global and Iraqi levels. As in many countries, sports federations, especially Olympic federations, represent the face that embodies national sporting ambitions and contributes to building a generation of athletes capable of competing on the international stage. However, these federations face numerous financial challenges that significantly impact their ability to develop players, organize tournaments, and achieve the strategic goals of qualifying for global and regional 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 been confirmed by previous studies, whereby sports organizations delegate key tasks to individuals unqualified in the field of management,

despite the fact that one of the most important priorities and responsibilities facing those in charge is the process of ensuring the organization's continued operation and continuity.

The importance of this research lies in its aim to present a proposed plan focusing on how to activate sports sponsorships and investment in Iraqi Olympic federations. This is achieved by reviewing modern methods in sports marketing, analyzing successful international experiences in this field, and examining the possibilities and opportunities available to develop mechanisms for sports investment and sponsorship that are consistent with the reality of sports in Iraq.

Research objective:

This research aims to study a proposed plan to activate sponsorships and sports investment in Iraqi Olympic federations. This is achieved by identifying:

1. Analyzing the reality of sponsorships and sports investment (SOWT) in Iraqi Olympic federations, and identifying the obstacles and challenges facing these federations in attracting investment and sponsorship.
2. Presenting a proposed model to support and finance sports activities by enhancing the role of sponsorships and opportunities.

This aims to improve the level of sports funding and provide sustainable financial resources for these federations.

Research problem:

Iraqi Olympic federations face significant challenges in securing sufficient funding to support their sports programs and organize their local and international events. Despite the efforts made by these federations to develop Iraqi sports, their heavy reliance on government funding exposes them to the risk of financial instability, which affects their ability to meet the needs of players, develop sports facilities, and enhance the competitiveness of Olympic sports.

At the same time, sports sponsorships and investment are effective tools that can provide additional funding sources, but they remain underutilized in the Iraqi context. Despite the importance of these tools in achieving financial sustainability, the private sector's lack of awareness of the importance of sports sponsorship, coupled with weak sports marketing strategies in Iraq, represent major obstacles to corporate investment in this sector.

The research problem lies in the fact that Iraqi Olympic federations have not yet implemented effective mechanisms to attract sponsors and investors, limiting their ability to improve their funding and develop their sports sustainably. Accordingly, this research aims to analyze the challenges facing federations in attracting investments and sports sponsorships,

and develop a proposed plan to activate these mechanisms in the Iraqi context. This plan examines current obstacles and proposes effective marketing solutions to improve this situation.

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

Name of the Olympic Federation	Number of Sample Members
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 study was organized as follows:

1. Data Collection Tools:

- a) Personal Interview: To gather detailed qualitative data.
- b) Questionnaire: Designed based on studies, references, and expert opinions to assess the reality of sponsorships and sports investment in Iraqi Olympic federations.

The questionnaire was prepared with input from academic professors in physical education and sports sciences, and it was divided into proposed axes:

Proposed Axes:

- a) A proposed plan to activate sponsorships and sports investment.
- b) Internal analysis: The reality of sponsorships and sports investment (SWOT).
- c) External analysis: The reality of sponsorships and sports investment (SWOT).

2. Exploratory Study: An exploratory study was conducted with 2 individuals on June 2, 2024, to ensure clarity and comprehensiveness of the questionnaire items.
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 Variance	Sum of Squares	Degree of Freedom	Mean Sum of Squares	F Value	Significance
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 investment	Between groups	117.567	4	44.387	0.791	Not significant
	Within groups					

investment (SWOT)				
	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. This was reflected in Statement No. (3): "Activating the marketing role and developing the relationship between the marketing department and other departments," and Statement No. (17): "Activating the role of modern technology and websites in carrying out marketing operations." Both statements garnered a high approval rate of 97.7%, indicating the respondents' strong belief in the need to shift towards a modern marketing model that relies on technology and institutional integration as essential pillars for attracting sponsors and diversifying sports income streams.

Within the framework of the sixth objective, which focuses on the importance of internal readiness prior to initiating strategic marketing planning, three key statements supported this approach: Statement No. (8): "Studying and identifying available human and material capabilities before undertaking strategic marketing planning," Statement No. (11): "Improving communication processes between management, investors, and consumers to ensure the success of the sports marketing process," and Statement No. (12): "Implementing a thorough planning process to identify potential problems and obstacles that may arise within the sports institution." These statements received a 97.3% approval rate, reflecting the respondents' understanding of the importance of comprehensive institutional preparation as a prerequisite for successful marketing strategies and effective sponsor engagement.

In the context of the seventh objective, which emphasized the development of information infrastructure and investment planning, three pivotal statements were

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 advertising and public relations, given their importance as an integral part of Olympic sports marketing management." This objective received an approval rate of 96.9%, reaffirming the importance of strengthening data systems, public relations, and media engagement as fundamental tools in the modern sports marketing framework.

The eighth objective, which highlighted the interactive and developmental nature of marketing management, was reflected in two key statements: Statement No. (7): "Providing future solutions to recurring institutional problems," and Statement No. (16): "Holding educational seminars and scientific conferences to activate the specific role of sports marketing management." This objective achieved a 96.5% approval rate, underscoring the value of continuous institutional learning and engagement with past experiences to avoid repeated failures and promote sustainable performance.

Lastly, the ninth objective, representing the developmental dimension of institutional operations, was articulated in Statement No. (15): "Developing administrative work methods by applying modern scientific research and systems to marketing operations." This statement received an approval rate of 95.4%, confirming the respondents' inclination toward modernizing operational practices within federations by adopting research-based and technology-driven approaches in sports marketing.

Discussion

The findings confirm a strong consensus among respondents on the need to develop a comprehensive marketing model within the Olympic federations, based on media activation, technological integration, interdepartmental coordination, and creating an investment-friendly environment. Second Axis Discussion Internal Environment (SOWT): Based on statistical tables, Chi-square values for statements in this axis ranged from 738 to 118.2, all statistically significant at the 0.05 level. This indicates consensus on identifying strengths and weaknesses within the federations. Third Axis Discussion External Environment (SOWT): Chi-square values ranged from 62.3 to 107.1, all statistically significant at the 0.05 level. This confirms agreement on external factors such as opportunities and threats that impact sponsorship and sports investment.

Conclusions

The analysis of the sports environment in Iraq highlights three major challenges facing Olympic federations in their pursuit of sponsorship and investment. **First**, there is a clear weakness in the current sports sponsorship systems, as ineffective sponsor-attraction strategies have led to an excessive reliance on limited government funding, thereby undermining financial sustainability. **Second**, the absence of well-defined and supportive legislative frameworks for sports investment has significantly restricted the potential for private sector involvement. Without flexible and encouraging laws, Olympic federations lack the necessary tools to foster institutional growth and attract investors. **Third**, there is a notable deficiency in marketing culture within these federations. Most lack specialized staff in areas such as sports marketing, promotional strategies, and public relations, which hinders the development of sustainable commercial partnerships and the effective promotion of sports activities.

Recommendation

To enhance the marketing and investment landscape of Olympic federations in Iraq, a comprehensive approach is required. First, it is essential to develop a national strategy for marketing sports federations, led by the National Olympic Committee in cooperation with the Ministry of Youth and Sports. This strategy should be grounded in in-depth market research and focus on identifying promising sports brands capable of attracting sponsors and investors. Second, it is recommended to establish marketing and investment units within Olympic federations. These specialized administrative units would be responsible for preparing sponsorship proposals, managing relationships with private companies, and ensuring the effective implementation of marketing contracts. Third, there is a pressing need to amend the legal framework for sports investment, allowing federations to enter into long-term, mutually beneficial investment partnerships with the private sector. Fourth, the development of training programs for federation employees is vital to build capacity in sports marketing, sponsorship management, and commercial offer development. Fifth, to encourage private sector engagement, it is necessary to stimulate investment through tax and legislative benefits, such as tax exemptions or advertising privileges for companies that contribute to financing and supporting sports federations.

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