



Investigating the priority of legal factor and its sub-factors among the sponsorship barriers in professional sports in Alborz industrial city

Oral Presentation

1Seyyed Alireza Sharifi*; 2Amin Dehghan Ghahfarrokhi

1Ph.D. Student, Sport management, Faculty of Physical Education and Sport Sciences, University of Tehran, Tehran, Iran(alireza.sharifi@ut.ac.ir)

2Assistant Professor in Sport Management, Faculty of Physical Education and Sport Sciences, University of Tehran, Tehran, Iran

Abstract

Introduction: The purpose of current study was investigating the priority of legal factor and its sub-factors among the sponsorship barriers in professional sports in Alborz industrial city.

Methods: To gather data, a 2-sectional questionnaire was used; the first part was devoted to demographic features of the testees and the second part was related to the sponsorship factors including 33 questions. The content validity of the questionnaire was confirmed by 8 professors/sport management experts and its reliability was calculated by Cronbach alpha (%84). The statistical population was the owners and senior managers of the companies (which had more than 200 personnel) of Alborz industrial city. To analyze data, descriptive (frequency tables and charts) and inferential statistics was used.

Results: The results showed that the legal factor (and its sub- factors) (T=6/31), was the 3rd most deterring one. Analyzing the sub-factors also revealed that the weak regulations of open economy systems, low rate of tax exemption for the sponsors and weak advertising rules were the most hindering factors, respectively.

Conclusion: In order to keep a long-term interaction with the owners and senior managers of the companies as sport sponsors, it is strongly recommended that the sport high ranked authorities try to obviate these obstacles according to the findings of this research.

Keywords

Alborz industrial city; barriers; legal factor; Professional Sports