

# THE SPONSORSHIP APPLICATIONS IN TURKISH SPORTS<sup>1</sup>

H. ŞAHAN\*

A. D. AYDIN\*\*

S. AKPINAR\*

K. Y. AYTAÇ\*\*\*

S. YÜKSEK\*\*

M. ULUKAN\*

## Abstract

The aim of this paper is to say that, in recent years the applications of sport has reassess, and which has used it consistently, it is also displaying the regulatory framework and the financial extent. Here the literary model has been used. The problems which are related with the literary search are being given systematically and a theoretical framework has been formed.

In the research out of the data resources, the information related with this issue has been expounded from the Youth and Sport General Management sponsorship department. Here, since the year 2004, as the sponsorship law had done, the amount of sponsorship was totally 51.573.227 American dollars which had done as %71 cash, %29 sponsorship of equipments and this amount's % 64 to clubs and the rest % 36 which was delivered to the federations sportsmen, department presidency, city directorship and other was fixed.

As a conclusion, although sport sponsorship which has practice that got acceleration in Turkey for the last few years, every year increased with important number. But, when taken into account of the sport sponsorship is at the level of 50 American dollars; it is seen that Turkey is below this level. Especially on the increasing of sponsorships which has an importance on development of Olympic Sports and in order to present this issue to institutes, it is concluded that the sport administrators must be make more effort.

**Key Words:** Turkey, sponsorship, sport sponsorship

---

<sup>1</sup> The Article, Was Presented The 10. International Sport Sciences Congress.

\*Karaman Ođlu Mehmet Bey University, School of Physical Education and Sports

\*\* Kafkas University, School of Physical Education and Sports

\*\*\* Gazi University, School of Physical Education and Sports

## INTRODUCTION

Today, just one way is not enough anymore to reach people in this society which is developing rapidly in terms of social economical and political aspects. To reach their target mass, foundations, among some of their communication activities, to give way to sponsorship activities that are used sometimes for marketing, advertising, or public relations(Okay, 1998;48).

About sponsorship which has the meanings of to support, protect, and vouch, it is possible to see different kind of definitions such as a bussiness commitment for providing advantage both for sponsorship firm and the one sponsored; or providing cash or equipmental aid by a commercial foundation or the government for supporting an individual, organization, event or activity in order to obtain commercial benefits that are accepted mutually; or supporting an activity in terms of financial and equipmental aspects to make a commercial foundation's commercial aims real(Okay, 1998;50).

That activity known as commercial or organizational sponsorship in terminology expresses the supports done by private or public identity or foundations which accepy to all or some of expenses of a sow, sport, cultural organizations and etc. in return for mentioning their names in this activity(The Big Larrousse, 1992:1).

Adressing to great mass and having the big part among kinds of sponsorship, sport sponsorship has been done by the companies that want to advertise especially their goods and services at once to that great mass. Because sport, providing the opportunity of communicating with the target mass, is a field of sponsorship that is understood nearly all over the world and for which the biggest expense is paid(Okay, 1998;65).

Sport sponsorship is preferred to advertise companies, or a specific good or brand. Besides, to fulfil image transfer by benefiting the positive image of the supported sportman or sports activity is one of the most important aim of sport sponsorship( Coşkun, 1999:64).

Sponsorship can vary from the most favorite international sport activities such as olympic games to supporting the smallest local team. Sponsorship attracts the attention as a means of marketing which is used intensely in the world. According to IEG sponsorship report published in America, while in 2007 37,4 American dollar sponsorship expenses were made in the world, it is estimated that this amount will increase to 43.5 American dollar in 2008( [www.sponsorship.com](http://www.sponsorship.com), 2008).

Sport sponsorship whose expenses all over the world are expressed through million-dollars, started to gain importance just recently in our country and sponsorship is tried to be set on a legal basis by laws and regulations.

Sponsorship applications in turkey are intensely started to be applied in

recent periods. The budget spent for sponsorship is quite below the average of the world's. It is expected for this sum to rise and draw closer to the world's average as the importance of the sponsorship concept is fully comrehended and numbers of sponsors are increased. However, it would be wise to evaluate sponsorship applications in Turkey as applications before the sponsorship law and after the sponsorship law. Before the sponsorship law was released, with the change in companies' statues by Public Managership of Youth and Sport, execution of matters related to sponsorship by a commitee within the Public Managership was provided; and with the Public Managership of Youth and Sport Sponsorship Application Instructory Items dated 03.05.1994, it is tried to make the subject applicable and functioning(Spor Şurası,1999:323).

Applications actually sustained in this direction yet because of the gaps in the law, desired target was not fulfilled. Next regulation was done by law number 4644 which is related to the State Officers' Law and governmental decision number 190 and also Law number 3289 that is related to duties and organization of Public Managership of Youth and Sport in 12.04.2001. for the applicability of law, Public Managership of Youth and Sport Regulatory Instructions of Sponsorship was prepared by Public Managership of Youth and Sport, and was released by publishment in 24522 numbered official newspaper dated September 13, 2001. But over the past two and a half year in application, because of the coverage of mentioned law only international organizations, the vagueness of rights which will be granted to sponsors, expected target could not be reached in terms of supporting the activities and services for sport and youth(Burhan,2007:2).

Due to this reason, the coverage of services and activities in which sponsorship can be done is extended by shifting the item of law number 3289 related to sponsorship with the law number 5105. Due to considerable change with law number 5105, Regulatory Instructions of Public Managership of Youth and Sport was re-written and released in June 16, 2004. With the 4th and 5th items of law number 5105; with the 89th item of income taxes law numer 193 and by adding an item to Foundations' Tax Law item 14 a phrase, with the regulation of Law related to Public Managership of Youth and Sport's duties and organization number 3289 the methods and basis which are still in use today are determined(Burhan,2007:2).

Considering this point, the purpose of the study is te detection of the amount, type and field in which sponsorship applications were applied from 16.06.2004 which the last regulations were made in sponsorship law.

## **MATERIAL and METHOD**

In the research, crosshatching method has been used. Present data related to the research problem is presented systematically with the crosshatching of the terminology, and a theroical frame about the subject has been created. As a means

of data collection, data from Public Managership of Youth and Sport Sponsorship Office has been collected and interpreted by converting them into tables.

Tables are formed according to the sponsorship fields and amounts and they are calculated in the percentage from the date law 5105 was released. However, because we could not reach reliable data in the field of basketball and football, the sponsorship activities in those fields are not included. Sponsorship amounts are updated according to the US Dollar in the time of the activity done.

## BULGULAR

Table 1: Distribution of sponsorship according to the fields

Year	2004		2005		2006		2007		Total	
Field of sponsorship	Amount (USD)	%	Amount (USD)	%	Amount (USD)	%	Amount (USD)	%	Amount (USD)	%
Clubs	2076129	81,0	6591896	59,0	11916009	64	12661849	64	33245883	64
Federations	300860	11,0	1733458	15,7	1870575	10	3190124	16,6	7095017	13,9
Sports-people	106565	4,0	844950	8,0	2512397	14	2629822	13,7	6093737	11,09
Public Managership of Youth and Sport H.Q	59154	2,0	31690	0,3	862827	5,0	598952	3,0	1552623	3,1
Municipality Managerships	45807	2,0	31690	0,3	862827	5,0	598952	3,0	1552623	3,1
Other institutions	0	0,0	1256338	11,0	1230129	6,0	0	0,0	2486467	4,9
<b>Total</b>	<b>2588519</b>	<b>100</b>	<b>11130847</b>	<b>100</b>	<b>18583110</b>	<b>100</b>	<b>19270751</b>	<b>100</b>	<b>51573227</b>	<b>100</b>

Source: Gençlik ve Spor Genel Müdürlüğü, Sponsorluk Şubesi, 2008

According to the findings in table 1, sponsorship amount in 2004 rises from 2588519 USD to 19270751 USD in 2007, according to fields clubs received the highest share(64,5%) whereas Municipality Managerships received the lowest share(2,1%).

Table 2: Distribution of sponsorship according to the types of sponsorships

Year	2004		2005		2006		2007		Total	
Sponsorship type	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%
Monetary	543589	21,0	4452339	40,0	7804906	42,0	1927076	10,0	14727910	29,0
Donation	2044930	79,0	6678508	60,0	10778203	58,0	17343676	90,0	36845317	71,0
Total	2588519	100	11130847	100	18583109	100	19270752	100	51573227	100

Source: Gençlik ve Spor Genel Müdürlüğü, Sponsorluk Şubesi, 2008

According to the data in the table in 2004 79% of the sponsorship was in monetary form and 21% was in donation form, and in total 71% of the sponsorship was in monatery form whereas 29% was in donation form.

Table 3: Distribution of sponsorship according to the federations

Sport federation	Sponsorship amount(USD)	Sport federation	Sponsorship amount(USD)	Sport federation	Sponsorship amount(USD)
Kick Box	10968	Jumping and swimming	58176	Bridge	289980
Wushu	12642	Ski	65218	Handball	398213
Taekwondo	23485	Ice skating	69299	Boxing	507943
Folk Dance	24957	Golf	97609	Horse-riding	570491
Baseball Softball	33574	Sword fighting	113810	Athletism	632915

Weight-lifting	45736	Bocce bowling Dart	149904	Billard	655518
Mountain climbing	46000	Sailing	171802	Chess	1029625
Tennis	49440	Badminton	176386	Volleyball	160078
Hunting and shooting	55348	Cycling	205260		
Total					7095017

Source: Gençlik ve Spor Genel Müdürlüğü, Sponsorluk Şubesi, 2008

When table 3 is examined, one can see that total sponsorship amount was 7095017 USD. Volleyball federation received the highest share, and kick-box federation received the lowest share.

Table 4: Distribution of sponsorship according to the Municipality Managerships

Public Managership of Youth and Sport	Sponsorship Amount	Public Managership of Youth and Sport	Sponsorship Amount
Isparta	836	Ağrı	26598
Sakarya	1296	Kütahya	26884
Kayseri	2461	Eskişehir	33447
Konya	3283	Tekirdağ	56003
Kırıkkale	3303	İstanbul	143458
Van	11504	Ankara	195913
Çanakkale	13379	Mardin	581134
Total			1099499

Source: Gençlik ve Spor Genel Müdürlüğü, Sponsorluk Şubesi, 2008

When table 4 is examined, the highest amount of sponsorship was paid to Mardin Youth and Sport Municipality Managership(581134 USD) whereas the lowest was paid to Isparta Youth and Sport Municipality Managership(836 USD).

### **ARGUEMENT And RESULT**

The items of protecting the youth and development of sports which is stated in The Turkish Constitution is under the authority of Public Managership of Youth and Sport, by the Public Managership of Youth and Sport law number 3289. The biggest problem in fulfilling this task is the financial problem. The impossibility of providing the financial support for youth and sport activities only from the government, the gradual increase in social demand for sport, media's interest to sport and communicative power of sport urge authorised people to receive the needed support from the sources other than government(Burhan,2007:1).

When research data is examined, in 2004 sponsorship amount was 2588519 USD, in 2007 this amount,multiplying itself eight times, reached to 19270751 USD and in total it is 51573227 USD. In this amount the sponsorships in basketball and especially in football was not added, and it had been effective in amount's remaining low. In Akşar's research in year 2006, it is stated that sponsorship activities in football was 65 million USD. In the fields of sponoship, the highest amount was received by clubs with 64,5 percentage(33245883 USD) whereas the lowest amount was received by Municipality Managerships with 2,1 percentage(1099499 USD). Especially our clubs pay attention to become a brand to receive high amounts of sponsorship. Because sponsorship instutition focuses on the branded-clubs. As we consider the clubs which receive the highest amounts we see that they are internationally branded-clubs(Akşar,2006:1).

71 percentage of total sponsorship was in monetary form whereas 29% is in monetary form. The ratio of monetary sponsorship is higher because there are some bureucratic difficulties sponsoring institutions face when making donations. When making a monetary sponsorship, institutions only deposit money to bank account, but when making a donation if donation support was delivered from institution's possessions, there should be certain information about the purpose, about the invoice and the receiver and sender instutitions and the backface of the invoice should be signed by authorised people. If the donation was received from outer resources, service receivers should sign a 'received' invoice, in the invoice there should be n o doubt about the service's type and amount, and the backface of the invoice should be signed by authorised people. Such kind of processes are often regarded by firms as waste of time and effort and they prefer monetary sponsorship(Kurumlar Vergisi Genel Tebliği,Seri No:1,2007). Sponsorship amount in total was detected to be 7095017 USD, Volleyball federation received the highest share with 1600718 USD and the lowest share was taken by kick box federation with 10968([www.sponsorluk.gov.tr](http://www.sponsorluk.gov.tr),2008, [www.fesam.org.tr](http://www.fesam.org.tr). 2007).

Sport federations which have the share of 13,9 in general sponsorship should do more effective studies because autonomous federations need sponsors for the financial resources required to maintain their sportive activities. For this, they should prepare sponsorship projects and also explain their contributions to the sponsoring firms. Like the badminton federation who made their player wear t-shirts reading 'Be Sponsor', federations could look into ways of attracting the sponsoring institutions. When the sponsorship activities according to Municipality Managerships, for 14 municipality total sum of 1099499 USD was paid; the highest share for Mardin (581134 USD) and the lowest for Isparta (836 USD).

Sponsorship is one of the easiest ways of providing financial support which Turkish sport needs. For advertising, developing sport in Turkey making it common among the people, sponsorship applications should be increased. To achieve this, the benefits of sponsorship should totally be told. In this aspect, gathering of firms, sportspeople, federations and clubs in the 1<sup>st</sup> Congress of Sponsorship in Sports which was held in İstanbul was a significant step ([www.sponsorlukkongresi.org](http://www.sponsorlukkongresi.org), 2007).

As a result, sport sponsorship has recorded a significant progress since 2004 although it appeared recently in Turkey. It can be said that in the following periods the amount and number of sponsorship will increase due to comprehension of sponsorship by sponsoring firms and sponsor receivers and due to developing effective strategies in sponsorship.

## REFERENCES

- Akşar Tuğrul., Futbolun Sponsor'u, Sponsorun Futbolu, (2007), İSTANBUL
- Büyük Larrousse, Sözlük Ansiklopedisi., Milliyet Gazetecilik Yayınları, c:1. (1992), İSTANBUL
- Burhan Sabri., Gençlik Spor Genel Müdürlüğü Sponsorluk Uygulamaları, [www.fesam.org](http://www.fesam.org). Elektronik Dergi, (2007)
- Coşkun H., Bir Tutundurma Aracı Olarak Spor Sponsorluğu", *Gazi Beden Eğitimi ve Spor Bilimleri Dergisi*, cilt:IV, Sayı:3, (1999) 58-64. ANKARA
- Gençlik ve Spor Genel Müdürlüğü., Sponsorluk Şubesi, Rapor Dokümanları, (2008), ANKARA, TÜRKİYE.
- Kurumlar Vergisi Genel Tebliği., (Seri No: 1, 3/4/2007 tarihli ve 26482 sayılı Resmi Gazete, (2007), ANKARA.
- Okay, Arzu., Halkla İlişkiler Aracı Olarak Sponsorluk, *Epsilon Yayıncılık*, (1998), İSTANBUL
- Spor Şurası., "Sporda Sponsorluk Uygulamaları ve Yasa Tasarısı Ön Hazırlık Komisyonu Raporu", (1999), ANKARA



[http://www.fesam.org/sur\\_makale.php?kod=2&url=uzman/ta037.htm](http://www.fesam.org/sur_makale.php?kod=2&url=uzman/ta037.htm) Erişim Tarihi:01.10.2007

[http://www.sponsorship.com/About-IEG/Press-Room/Sponsorship-Spending-To-Total-\\$16.78-Billion-In-20.aspx](http://www.sponsorship.com/About-IEG/Press-Room/Sponsorship-Spending-To-Total-$16.78-Billion-In-20.aspx)) Erişim Tarihi:07.01.2008

<http://www.sponsorluk.gov.tr/haberler.aspx?newsid=49> Erişim Tarihi:20.01.2008

<http://www.sponsorlukkongresi.org/> Erişim Tarihi:17.11.2007