

SPONSORSHIP: SEEKING SPONSORS FOR SPORTING PROGRAMMES

***Ajibua, M. A. and **Momoh, D. M.**

- 1. Professor, Sport Center, Federal University of Technology, Akure, NIGERIA.**
- 2. Professor, Department of Science and Technical Education, Adekunle Ajasin University, Akungba-Akoko, NIGERIA.**

Email: alayodeajibua@gmail.com

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ABSTRACT

The affection of Nigerians toward sport is very wholesome. The upsurge in the numbers of people (able and unable) longing to participate in sport, coupled with the government privatization policy that has removed all subsidies to parastatals and agencies has put more pressure on sport managers to look for alternative ways of funding sport programmes. At the heart of these alternatives is sponsorship. It appears sport managers in Nigeria have made little progress in the area of seeking and servicing sport sponsorship. This may be that they do not understand how to attain sport sponsorship. The purpose of this study is to present sport sponsorship as an instrument that can raise fund for sport programme development in Nigeria.