SPONSORSHIP EVALUATION SCALE (SES):
A VALIDITY AND RELIABILITY STUDY

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ABSTRACT
Although sponsorship is one of the main fund-raising methods available to sports organizations, and a useful marketing communication tool for a company as sponsor, selecting a suitable partner is a difficult issue for any company. Therefore, an understanding of the views of the people who consume sports is vital. The evaluation of consumer response to sport sponsorship is limited in the academic literature. This research was aimed to conduct a dimensionality, validity and reliability study of the Speed and Thompson Sponsorship Questionnaire in Turkey (2000). Eight hundred and fifty-two (852) university students participated in the study. The validity of the instrument was established by face validity and through construct-related evidence. The reliability of the instrument was tested by Cronbach Alpha which was in the range of .93 to .97 for all subscales (p<.01). Results indicated that the 55-item-11-component version of the Sponsorship Evaluation Scale is valid and reliable in measuring effects of sponsorship on the Turkish consumers’ with respect to their sponsorship response.

Key words: Sponsorship; Sports; Consumer response; Attitudes; Sponsorship evaluation; Sponsorship effect.

INTRODUCTION
Sponsorship funding has recently become one of the most important and widely used tools of humanitarian and social events, sports and the arts. It is the provision of resources (e.g., money, people, equipment) by an organization (the sponsor) directly to an individual, authority or organization (the sponsored) that enables the latter to pursue some activity in return for benefits contemplated in terms of the sponsor’s promotion strategy, and which can be expressed in terms of its corporate, marketing or media objectives (Pope, 1998). Increasing economic difficulties affect sponsor organizations to continue sponsorship. At this point, the evaluation of sponsorships becomes an issue with respect to an organization’s sponsorship objectives and the evaluation of return on investment (Karakılıç & Koçak, 2002). One of the confusions around sponsorship is how to evaluate it. In fact, the issue of the evaluation of sponsorship is the most controversial and argued subject in the marketing literature because of a lack of universally accepted techniques by which sponsorship effectiveness can be evaluated or not (Shanklin & Kuzma, 1992; Thwaites, 1994).

The literature reveals that media exposure monitoring, sponsor name awareness, and sponsor-sponsored event associations (Crimmins & Horn, 1996; Easton & Mackie, 1998; Meenaghan, 1996; Nicholls et al., 1999; Otker & Hayes, 1987; Parker, 1991; Quester, 1997; Stotlar, 1993)