

**Sports Sponsorships Survey
Phase 3**

Survey Research Hongkong

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香港康體發展局
HONG KONG
SPORTS DEVELOPMENT BOARD

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SRH

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BACKGROUND

Enhancement of sports sponsorship is one of the major strategic functions of Hong Kong Sports Development Board (SDB). In 1993, SDB had conducted a sports sponsorship survey among 400 private companies. A follow-up survey was done on those respondents with sports sponsorship experience in 1994. This project is another extension survey which aims at understanding the reasons for the non-participation or no interest of companies from sports sponsorship.

OBJECTIVES

1. To pursue a follow-up survey subsequent to the Phase I Sports Sponsorship Survey.
2. To understand the reasons for refraining from sponsorship/sports sponsorship.
3. To find out their usual promotion channels and the reasons for using them.
4. To determine the motivation for future sports sponsorship.
5. To establish relationships and build up a broader contact network with commercial firms which have no sports sponsorship experience.

TARGET RESPONDENT & SAMPLE SIZE

50 companies which claimed that they were not sports sponsors and not interested in sponsoring sports in the phase 1 of the Sport Sponsorship Survey conducted in 1993 were invited for interviews.

SAMPLING METHOD

Contact information of potential respondents were provided by Hong Kong Sports Development Board. Potential respondents were prioritized and those with higher priority were approached first and then the ones with lower priority.

DATA COLLECTION

In-depth face-to-face interviews were conducted with focus on qualitative information

From 18 January to 9 February, 1996, 50 interviews were successfully completed with the target respondents (17 from the top-priority while the other 33 from the second-priority list).

Sports Sponsorship Is Not A Commonly Used But Effective Marketing Communication Channel

Although sponsorship is considered an effective means to reach a wide range of audience, it is not considered an appropriate channel to target customers/market segments with well-defined characteristics. As a result, sports sponsorship is a minor marketing communication channel for companies with well-defined customer segments. Rather, it will be regarded as more useful for companies which aim to reach the whole market and for building corporate image among the general public.

However it should be emphasized that the effectiveness of sports sponsorship in achieving the planned objectives is high. More than 50% of sports sponsors claimed that it is very or quite effective in achieving marketing objectives.

As claimed by respondents, sports sponsorship is very effective or quite effective to

| | <i>Incidence rate (%)</i> | <i>No. of companies</i> |
|---|---------------------------|-------------------------|
| • enhance corporate image | 71 | 5 |
| • increase brand awareness | 29 | 2 |
| • enhance customer/staff relations | 29 | 2 |
| • gain advertising and media coverage | 29 | 2 |
| • create opportunities for product sampling and demonstration | 14 | 1 |

Not any marketing objective (e.g. sales generation) could be effectively achieved through sports sponsorship. Potential sponsors should be educated on the strength of sports sponsorships in attaining marketing goals. The strengths are :

1. image enhancement,
2. increase awareness of company, and
3. product promotion.

Barriers To Sponsor Sports

Regardless of the business nature of the potential sponsor, it is absolutely convincing to sponsor sports events or activities to enhance corporate image, increase brand awareness, enhance customer/staff relations and gain advertising and media coverage. To increase the usage of sports sponsorships as marketing communication channel, it would be useful for potential sponsors to have more information on how their marketing/business objectives could be achieved by sponsoring sports. The above mentioned strengths of sports sponsorship should be promoted and publicized.

Role of SDB

Based on the survey findings, a few recommendations would be made for the consideration of Sports Development Board (SDB). One of the main roles of Sports Development Board was to source sponsorship for various national sports associations (NSA's). There were two issues which affect whether those potential sponsors will start sports sponsorship, continue to sponsor sports in the future and keep long-term relationship with NSA's.

1. acceptance of the invitation of the sports sponsorship
2. satisfaction of the sports sponsorship in achieving their marketing goals

To tackle these issues, efforts should be put in the following areas:

I. Matching right potential sponsors with events/activities

Relevancy of event/activity and the business nature of the potential sponsors was a critical determining factor besides cost. Right matching is crucial, otherwise resources used in approaching those potential sponsors will be wasted. In the process of matching, consideration should be given to the sponsors' budgets, as well as the target audience that the sponsors want to target.

II. Packaging the events/activities to be sponsored

From the perspective of potential sponsors, every invitation of sports sponsorship means extra work load to them since resources have to be allocated to process the invitation. To facilitate the evaluation process, clear and precise information about the sports events, e.g. nature and objective of event/activity, timing of the event/activity, profile of participants/spectators/audience, should be prepared for their quick reference. The strength of sports sponsorship over other marketing communication channels should be clearly addressed. Personal presentation is recommended to enable potential sponsors to raise any issues they are concerned with.

III. Educating potential sponsors on the strength of sports sponsorship

The satisfaction level with sports sponsorship as a marketing communication tool is relatively low compared to other forms of sponsorships or marketing communication channels. It might be due to the mismatch of sponsors' marketing objectives and the types of marketing communication tools chosen. Hence consumer educations in the types of marketing objectives that sport sponsorship can achieve should be conducted.

Near-term Actions

Matching potential sponsors with sports events

- Identify the target companies which may be potential sponsors

↓

- Identify the objectives the potential sponsors want to achieve through sponsorships

↓

- Matching sports events to sponsors' objectives and budget



Promoting sports events to potential sponsors

- Prepare concise and attractive promotion materials on events to be presented to potential sponsors



Follow-up action

- Constant follow-up with potential and current sponsors on changing marketing objectives

Long-term Actions

Consumer education on the benefits of sponsorships over other marketing communication channels



Constant tracking on the changing perception of the public and the sponsors towards event sponsorships

1. INCIDENCE OF CHANGED BUSINESS NATURE IN THE LAST THREE YEARS

No change of business nature was reported in the fifty interviewed companies.

2. MARKET POTENTIAL OF SPORTS SPONSORSHIP

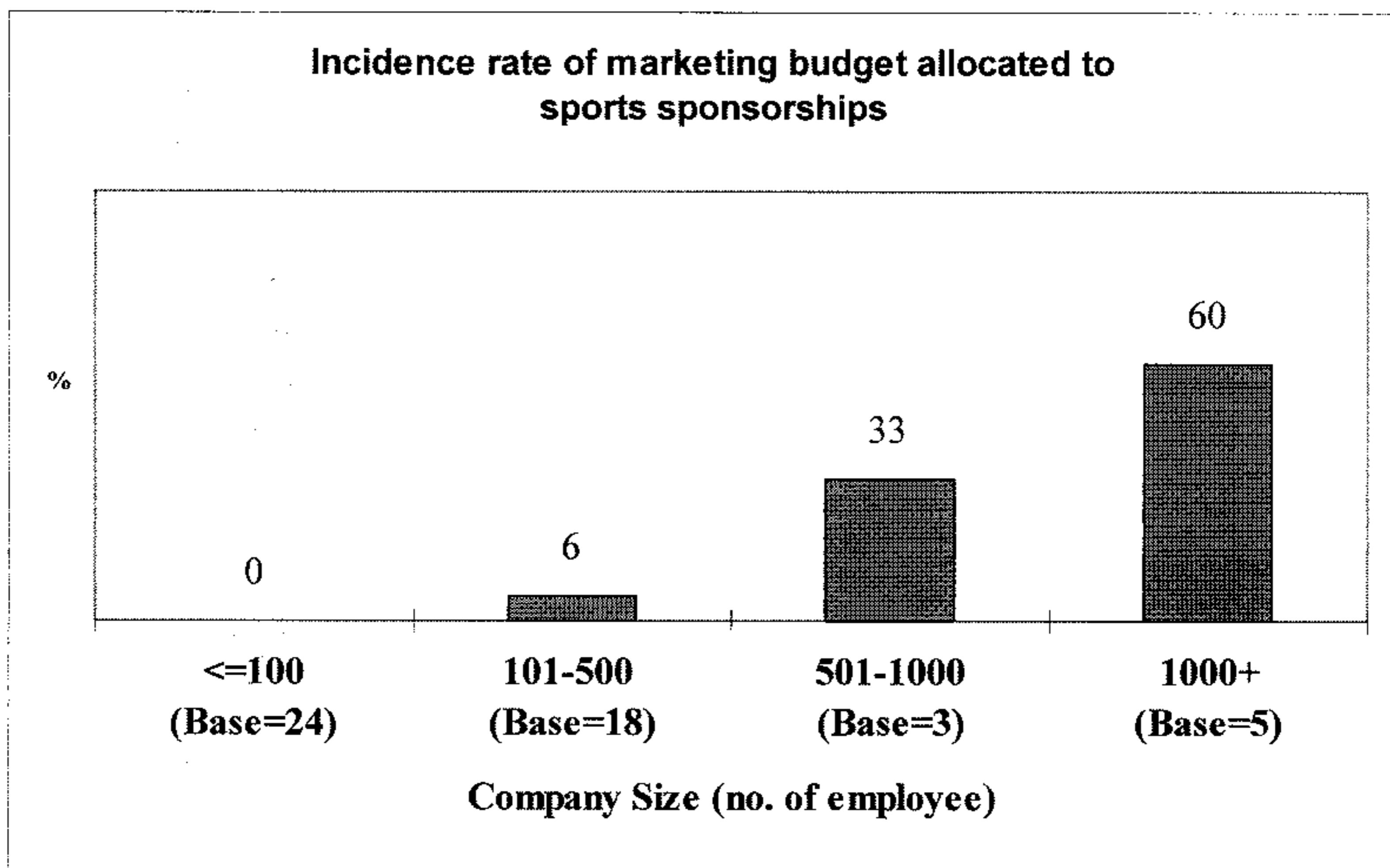
2.1 Incidence of marketing budget allocated to sports sponsorship from 1993 to 1995

Although those companies reported in the phase 1 of the survey that they were not sport sponsors and not interested in sports sponsorship, some of them did allocate marketing budget to sport sponsorship between 1993 and 1995.

- Overall speaking, 10% of respondents claimed that marketing budget of their companies had been allocated to sponsor sports activities.
- From the findings, it indicated that as the company size increases, the incidence rate of sports sponsorship increases too.

Relationship between the company size and the incidence rate of sports sponsorship

| <i>Company size (no. of employee)</i> | <i>Incidence rate of sports sponsorships (%)</i> | <i>No. of companies</i> | <i>Base</i> |
|---|--|-----------------------------|-------------|
| <= 100 | 0 | 0 | 24 |
| 101-500 | 6 | 1 | 18 |
| 501-1000 | 33 | 1 | 3 |
| 1000+ | 60 | 3 | 5 |



2.2 Reasons for not allocating marketing budget to sports sponsorship

45 companies, out the total of 50, did not allocate any marketing budget to sports sponsorship mainly due to the following reasons.

- Budget allocation was the critical factor. 31% of those companies have not allocated marketing budget for sports sponsorship claimed that no marketing budget for sports sponsorship was planned.
- Among these 45 companies, 31% of respondents claimed that no marketing budget was planned for sports sponsorship because their target market could not be reached through sports sponsorship.
- Among those 45 companies, 24% of them claimed that they had not received any invitation of sports sponsorship between 1993 and 1995.

2.3 Frequency of sports sponsorship

From 1993 to 1995, 5 companies (i.e. 10% of all respondents) has sponsored sports activities. Among these 5 sports sponsors, the number of events sponsored varied a lot. One of them sponsored 30 events in the past three years(1993-95). On average, the 5 companies sponsored 9.6 events in the past three years.

2.4 Sports events sponsored

From the findings, it was indicated that tennis was the most common sport event being sponsored. Two of those five sport sponsors allocated marketing budget to support tennis.

The following table summarized the sports events sponsored by those 5 companies in the past three years.

| | <i>No. of events company sponsored</i> | | |
|--------------|--|-------------|-------------|
| | <i>1995</i> | <i>1994</i> | <i>1993</i> |
| Tennis | 2 | 2 | 2 |
| Table Tennis | 2 | 1 | 1 |
| Squash | 1 | 1 | 1 |
| Ice Hockey | 1 | 1 | 0 |
| Football | 1 | 1 | 1 |
| Basketball | 1 | 1 | 1 |
| Rugby | 1 | 1 | 1 |
| Water Skiing | 1 | 1 | 1 |
| Fishing | 1 | 1 | 1 |

Base: All those 5 companies allocated marketing budget to sports sponsorship from 1993 to 1995

Within the sample, more and more companies sponsored sports from 1993 to 1995. Three of them had sponsored the same events and activities from 1993 to 1995.

| | <i>No. of companies sponsored sports</i> |
|------|--|
| 1995 | 5 |
| 1994 | 4 |
| 1993 | 3 |

Base: All those 5 companies allocated marketing budget to sports sponsorship from 1993 to 1995

2.5 Type of support provided for sports sponsorship

Cash was the most common support provided. All 5 of respondents which sponsored sports events provided monetary support.

Company product was also the common support provided. 40% of sports sponsors provided company products as sponsorship.

It was found that companies might provide both cash and other supports (e.g. company products, services or equipment) at the same time.

| <i>Combination of supports</i> | <i>%</i> | <i>No. of companies</i> |
|---|----------|-------------------------|
| Cash only | 60 | 3 |
| Cash and company products and services | 20 | 1 |
| Cash and company products and equipment | 20 | 1 |

Base: All those 5 companies allocated marketing budget to sports sponsorship from 1993 to 1995

3. INVITATION FOR SPORTS SPONSORSHIPS

3.1 Incidence of company being approached for sports sponsorship during the past 12 months

Only 26% of all respondents had been approached for sports sponsorship during the past 12 months.

For those 13 companies which had been approached, on average, 4.8 invitations were received for each company.

3.2 Type of sport events inviting sponsor

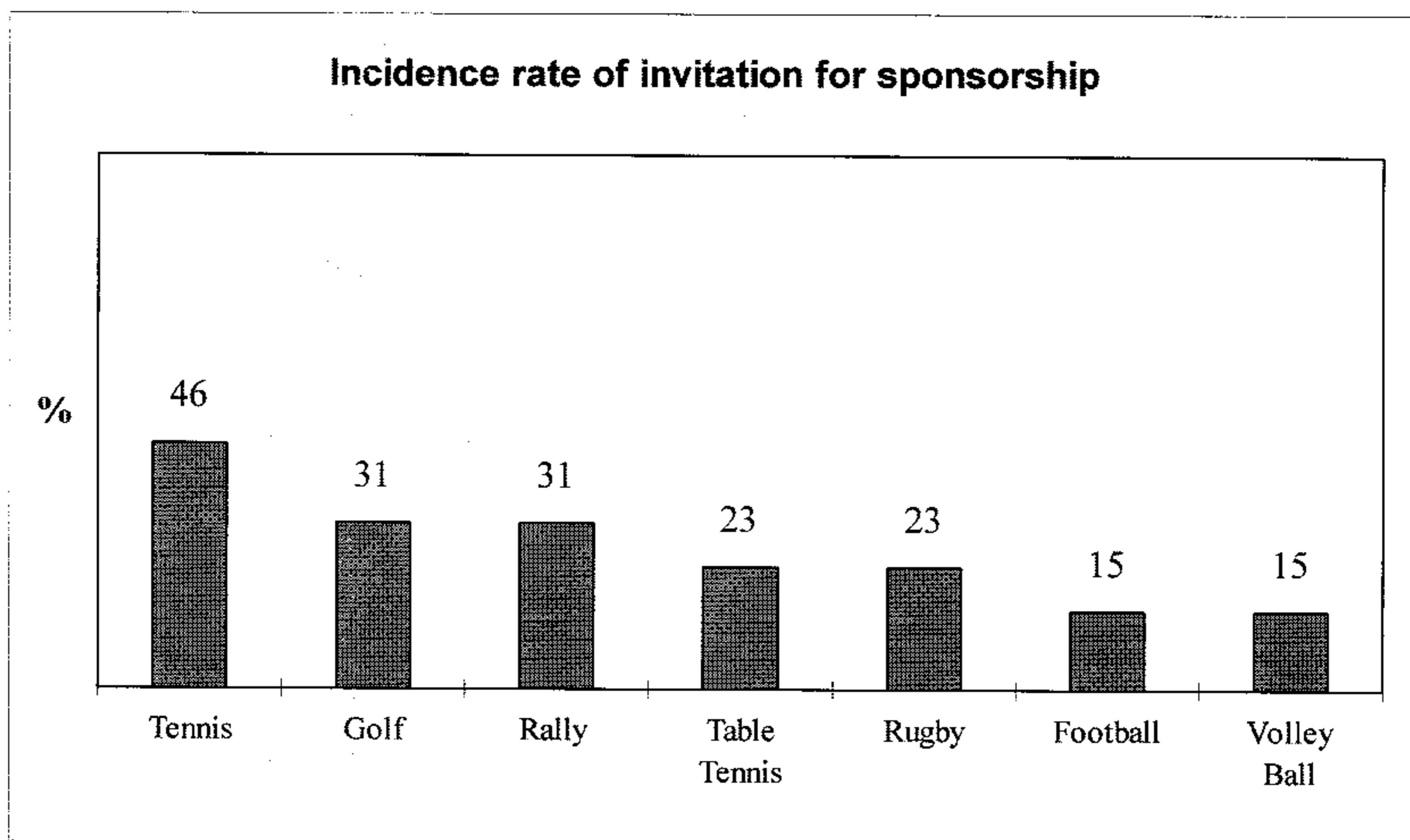
Tennis was the most frequent sport event which asked for sponsorship in the past 12 months. Among those companies which had been approached, 46% received the invitation for sponsoring tennis.

31% of respondents were approached for sponsoring golf and rally.

The following table summarized the incidence rate of invitation for sponsoring sports events.

| | <i>Incidence rate of invitation for sponsorship, %</i> |
|--------------|--|
| Tennis | 46 |
| Golf | 31 |
| Rally | 31 |
| Table Tennis | 23 |
| Rugby | 23 |
| Football | 15 |
| Volley Ball | 15 |

Base: All those companies approached for sponsoring sports events during the past 12 months (13)



3.3 Success rate of invitation

On average, 4.8 invitations were received by those 13 companies and the number of invitation leading to sponsorship was 2.8.

$$\begin{aligned} \text{Success rate of invitation} &= \frac{2.8}{4.8} \times 100\% \\ &= 58.3\% \end{aligned}$$

4 OBJECTIVES TO BE ACHIEVED THROUGH SPONSORING SPORT

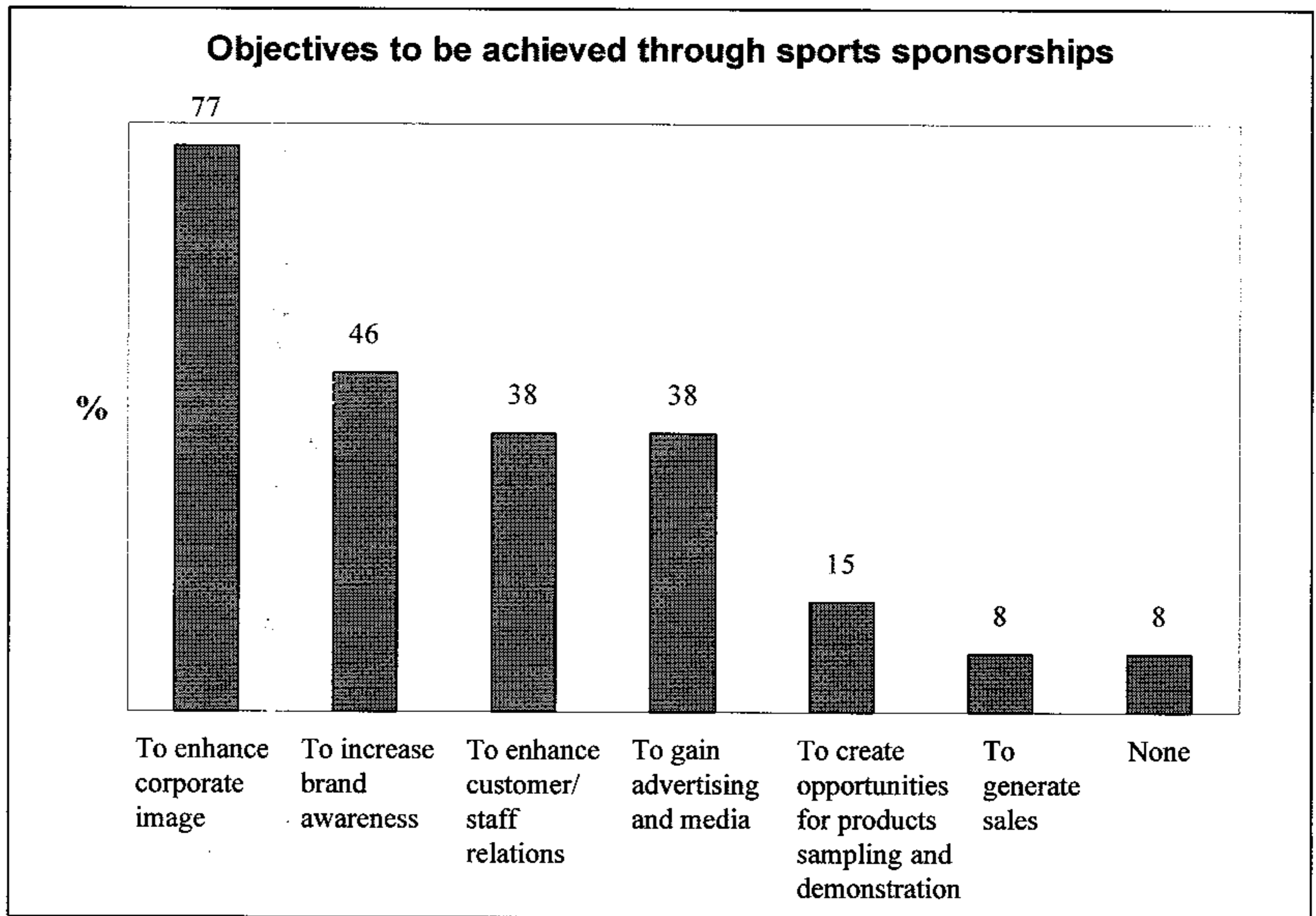
From the survey findings, sports sponsorship was used to achieve several objectives at the same time.

- The most common objective to be achieved through sports sponsorship was to enhance corporate image (77%).
- 46% of respondents supposed to increase brand awareness by sponsoring sports.
- To generate sales was the least common objective (8%)

Objectives to be achieved through sports sponsorship

| | | <i>Company Size</i> | | |
|--|-----|---------------------|----------------|--------------|
| | | <i><=100</i> | <i>101-500</i> | <i>1000+</i> |
| To enhance corporate image | 77% | 80 | 60 | 100 |
| To increase brand awareness | 46% | 60 | 40 | 33 |
| To enhance customer/staff relations | 38% | 20 | 20 | 100 |
| To gain advertising and media coverage | 38% | 40 | 40 | 33 |
| To create opportunities for product sampling and demonstration | 15% | 20 | 20 | 0 |
| To generate sales | 8% | 20 | 0 | 0 |
| None | 8% | 20 | 0 | 0 |

Base: All those companies approached for sponsoring sports events during the past 12 months (13)



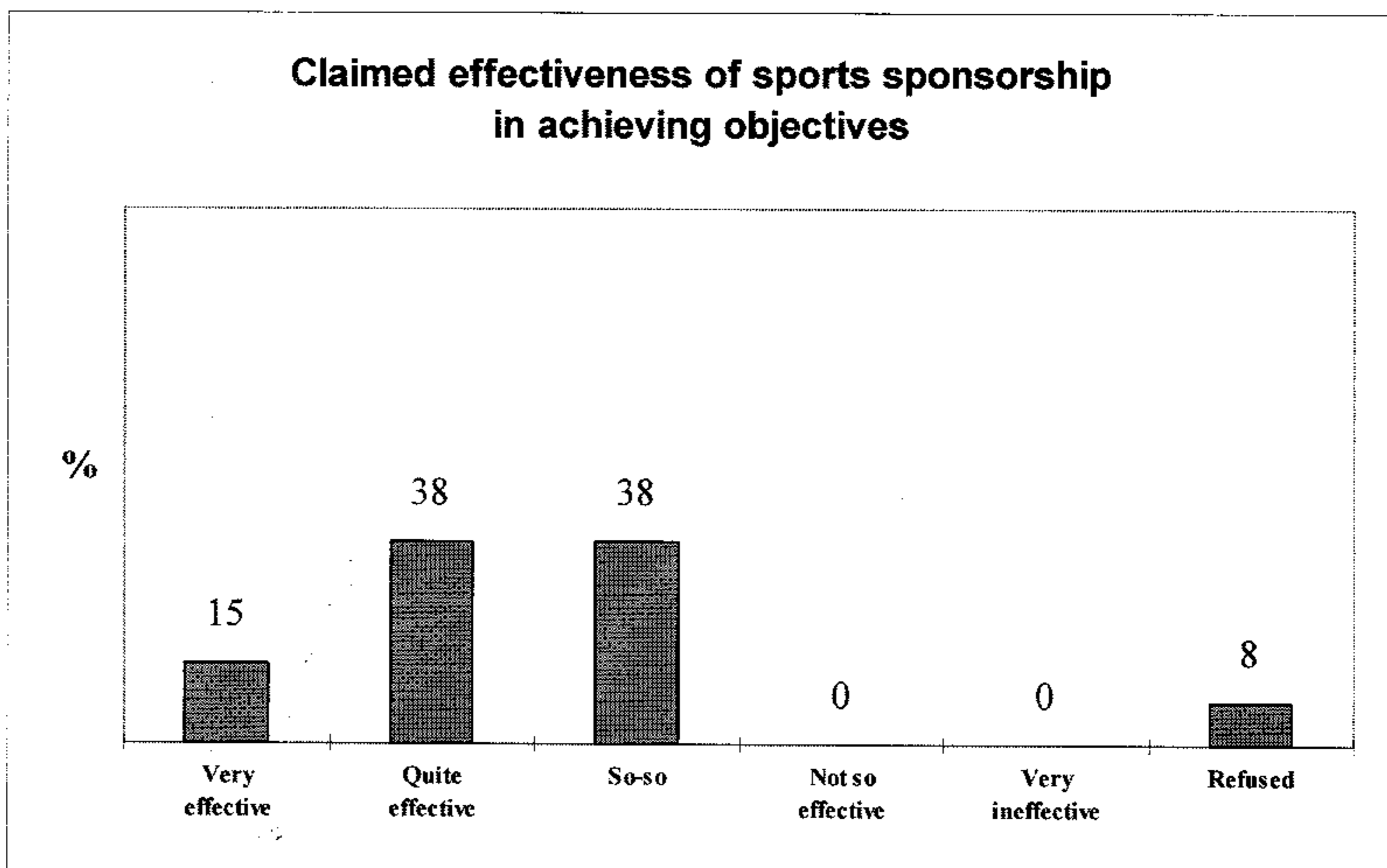
5 EFFECTIVENESS OF SPORTS SPONSORSHIP IN ACHIEVING OBJECTIVES

Out of those 13 companies which were approached for sports sponsorships during the last 12 months, none of them rated sports sponsorship as “not so effective” or “very ineffective”.

54% rated that sports sponsorship was “very effective” or “quite effective” in achieving the planned objectives.

| <i>Effectiveness</i> | <i>%</i> | <i>No. of companies</i> |
|----------------------|----------|-------------------------|
| Very effective | 15 | 2 |
| Quite effective | 38 | 5 |
| So-so | 38 | 5 |
| Not so effective | 0 | 0 |
| Very ineffective | 0 | 0 |
| Refused | 8 | 1 |

Base: All those companies approached for sponsoring sports events during the past 12 months (13)



8 of those 13 approached companies claimed that they will continue sponsoring sports activities while the other 5 companies would temporarily not consider sponsoring sports activities.

KEY FINDINGS

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Among those companies approached for sponsoring sports events during the past 12 months, they perceived that sports sponsorship is an very/quite effective means to achieve the following market objectives:-

| | % | No. of companies |
|---|----|------------------|
| Enhance corporate image | 71 | 5 |
| Increase brand awareness | 29 | 2 |
| Enhance customer/staff relation | 29 | 2 |
| Gain advertising and media coverage | 29 | 2 |
| Create opportunities for product sampling and demonstration | 14 | 1 |

Base: All those companies approached for sponsoring sports events during the past 12 months and rated sports sponsorship is very/quite effective to achieve marketing goals
(7)

6. USAGE RATE OF MARKETING COMMUNICATION CHANNELS IN 1995

Based on the survey findings, it was found that multiple channels were used as marketing communication channel. There were two major marketing communication channels used by the respondents.

- About 66% of respondents used advertising for marketing communication. And among those companies, more than half (56.2%) of the marketing budget was allocated to advertising while the rest was allocated to the others.
- Public relations activity was another popular marketing communication channel. 56% of respondents claimed that they used it. On average, for those who used public relations activity, they allocated 50.4% of marketing budget to it.

Regarding sponsorship, it was not commonly used for marketing purpose. Moreover the percentage of marketing budget allocated was comparatively low.

Usage rate and marketing budget allocation of different marketing communication channels

| | <i>Usage rate, %</i> <i>Base: All respondents (50)</i> | <i>Average budget allocation, %</i> <i>Base: all those who used the particular channel</i> |
|-----------------------------|---|---|
| Advertising | 66 | 56.2 |
| Public Relations Activities | 56 | 50.4 |
| Promotional Activities | 38 | 36.7 |
| Sponsorship | 36 | 27.5 |
| Others | 6 | 53.3 |

Among those 18 companies which used sponsorship to communicate with the market, they sponsored different activities.

Charitable activity was the one most respondents (14 companies) sponsored while only 5 of those 18 companies sponsored sport activities.

Usage rate and sponsorship budget allocation of different sponsorships

| | <i>No. of company sponsoring</i> | <i>Average budget allocation, % Base: all those who sponsored the particular activity</i> |
|-----------------------|--------------------------------------|---|
| Charitable activities | 14 | 79.0 |
| Academic activities | 7 | 47.3 |
| Sport | 5 | 54.3 |
| Cultural activities | 4 | 40.7 |
| Others | 1 | 50.0 |

7. ADVANTAGES AND LIMITATIONS OF DIFFERENT MARKETING COMMUNICATION CHANNELS

Respondents were asked to provide opinions on the advantages and limitations of different marketing communication channels. From the table below, it indicated that different marketing communication channels have different perceived advantages over others. But still some channels have the same strength. Hence, for those companies which are currently using these channels, substitution or switching could be considered. For example, if the marketing objective is to enhance image of company, the perceived effectiveness of both sponsoring cultural activities and sponsoring charitable activities were more or less the same. Either sponsoring cultural or charitable activities is appropriate for achieve the goal. By the same token, companies sponsoring cultural activities could switch to sponsoring sports activities instead. The perceived effectiveness does not varied significantly.

Basically, awareness of company could be increased by the all four listed marketing communication channels (i.e. advertising, promotional activity, public relation activity and sponsorship) while better image could be resulted through sponsorships (including sponsoring charitable, academic, cultural and sports activities).

Through sponsorships, 30% of respondents claimed that company image would be enhanced while 24% claimed that awareness of company could be increased.

For those who had sponsorship experiences, they claimed advantages of sports sponsorship were the same as general sponsorships.

Perceived advantages of particular marketing communication channel

| | Advertising (50) | Promotional activity (50) | Public relation activity (50) | Sponsor-ship (50) | | | | |
|---|---------------------|------------------------------|----------------------------------|-----------------------------|---------------------------|---------------------------|-------------------------|-----|
| | | | | Charitable activity (18) | Academic activity (18) | Cultural activity (18) | Sports activity (50) | |
| increase awareness of company | 26% | 20% | 20% | 24% | | 22% | 17% | 14% |
| wider reach of customers | 24% | | | | | | | |
| generate more business | | 24% | | | | | | |
| more direct focus on target market/segments | | | 28% | | | | | |
| image enhancement | | | 20% | 30% | 37% | 22% | 33% | 30% |
| support community | | | | | 21% | | | |
| train potential recruits | | | | | | 39% | | |
| promote products | | | | | | | | 14% |

The greatest limitation or disadvantage of the four main marketing communication channels was cost.

Limited reach of customers was another major limitation of the four channels except sponsorship.

The second most important disadvantage of sponsorships was the difficulty in measuring the effectiveness.

Different sponsorship had different disadvantages:-

Perceived limitations of particular marketing communication channel

| | Advertising | Promotional activity | Public relation activity | Sponsorship | | | | |
|--|-------------|----------------------|--------------------------|-------------|--------------------------|------------------------|------------------------|----------------------|
| | (50) | (50) | (50) | (50) | Charitable activity (18) | Academic activity (18) | Cultural activity (18) | Sports activity (50) |
| costly | 30% | 24% | 32% | 26% | 28% | 17% | | 22% |
| unable to reach target market segment | 14% | 10% | 18% | | | | | |
| difficult to measure result | | | | 10% | | | | |
| not able to ensure students will join the industry | | | | | | 11% | | |
| no or not much benefit to company | | | | | | 11% | | |
| not relevant to company | | | | | | | 11% | |
| restricted by company policy/ business nature | | | | | | | | 10% |

8. DETERMINING FACTOR OF SPORTS SPONSORSHIP

Positive Factors Contributing to Sponsorships

Numerous determining factors were claimed by respondents. There were 6 factors with incidence rate above 10%. They were listed in the following table.

34% of all respondents claimed that cost was their main concern in determining whether to sponsor sports events. If it was not costly, they would consider to sponsor.

The second most important factor was the event/activity to be sponsored itself. 28% of respondents mentioned that they will consider to sponsor if the sponsored event was related to their business nature.

| <i>Factors</i> | <i>Incidence rate (%)</i> | <i>No. of companies</i> |
|--------------------------------------|---------------------------|-------------------------|
| Not costly | 34 | 17 |
| Related to business nature | 28 | 14 |
| Contribute to the society | 10 | 5 |
| Promote company image | 10 | 5 |
| Company policy, management agreement | 10 | 5 |
| Relationship with organizing parties | 10 | 5 |

Base: All respondents(50)

Negative Factors Discouraging Sponsorship

Also there were numerous factors reported by respondents, however their opinions were quite different. So the incidence rate of most factors were very low. The two factors with incidence rate of more than 10% were shown below.

The budget of sponsorship and whether the event/activity is itself related to the business nature were determining factors. If the invitation was turned down, it is mainly due to the budget of the company and the relevancy of event/activity and the company.

| <i>Factors</i> | <i>Incidence rate (%)</i> | <i>No. of companies</i> |
|---|---------------------------|-------------------------|
| Budget constraint | 42 | 21 |
| Event/activity was not related to business nature | 32 | 16 |

Base: All respondents(50)

9. ASSESSMENT CRITERIA OF A MARKETING COMMUNICATION CHANNEL

To assess the effectiveness of a marketing communication channel, 10 criteria were claimed by respondents.

Most respondents(52%) claimed that increased sales volume/figure or customer base was their assessment criteria.

General customer response to their marketing action was another major assessment criteria (30%).

For those relatively less common assessment criteria, please refer to the following table in which all those 10 criteria were listed.

| | <i>Incidence rate (%)</i> |
|---|---------------------------|
| Increased sales volume or figure/customer base | 52 |
| Customer response | 30 |
| Improved awareness/recognition/image of company product | 16 |
| Increased number of customer enquiry | 10 |
| Research findings | 8 |
| Coverage of target market | 2 |
| Directness of communication with customer | 2 |
| Display products appropriately | 2 |
| Cost | 2 |
| Exposure to target | 2 |

Base : All respondents (50)

10. SATISFACTION LEVEL OF VARIOUS MARKETING COMMUNICATION CHANNELS

Respondents were asked how much they were satisfied by the marketing communication channels they used. The satisfaction level of different marketing communication were ranked in descending order of satisfaction and listed below. The lower the score, the higher the satisfaction is. Score 1 was very satisfied, score 7 was very dissatisfied and score 4 was the mid-point between two extremes.

| | <i>Base</i> | <i>Mean score of satisfaction</i> |
|-----------------------------|-------------|-----------------------------------|
| Public relations activities | 28 | 2.7 |
| Advertising | 33 | 2.9 |
| Promotional activities | 19 | 3.0 |
| Sponsorship | 19 | 3.6 |
| - academic activities | 7 | 2.5 |
| - cultural activities | 4 | 2.7 |
| - charitable activities | 14 | 2.9 |
| - sports activities | 5 | 3.5 |

* 1.0 = Very satisfied, 7.0 = Very dissatisfied

From the survey findings, the satisfaction levels of all marketing communication channels were in the positive range (i.e. score 1 to 4) of the 7-point scale of satisfaction level.

It was found that the satisfaction level of public relations activities(2.7) was highest while that on sponsorship(3.6) was lowest among the four major marketing communication.

For different kinds of sponsorship, the satisfaction levels were different. The satisfaction in sponsoring academic activities(2.5) was highest and that in sponsoring sports(3.5) was lowest.

11. PREFERENCES ON SPORTS ACTIVITIES AND SPORTS EVENTS

Among those 5 companies who were approached in the past 12 months and claimed they would not continue to sponsor sports activities, all of them claimed that it would be a temporary decision only.

All those 5 companies who had sponsored sport between 1993 and 1995 and those who were approached in the past 12 months and decided not to sponsor sport events temporarily were asked their preference on sports activities and sports events.

Most respondents were interested in sponsoring competition and tournaments(70%) and teams(40%). 20% of respondents have no specific area of interest in sports activities to sponsor.

| | <i>Preference rate (%)</i> |
|---------------------------------------|----------------------------|
| Competitions & tournaments | 70 |
| Teams | 40 |
| Promotional activities | 30 |
| Individual athletes | 10 |
| Local training & development programs | 10 |
| No specific area of interest | 20 |

Base : All those 5 companies had sponsored sports between 93 & 95 or those 5 who were approached in the past 12 months and decided not to continue sponsoring sports events temporarily(10)

Referring to sports events, 60% of respondents were interested in sponsoring tennis. the preference rate on tennis was significantly high. 30% of respondents claimed that they did not have any specific area of interest in sports events to sponsor.

| | <i>Preference rate (%)</i> |
|------------------------------|----------------------------|
| Tennis | 60 |
| Football | 20 |
| Golf | 20 |
| Badminton | 10 |
| Squash | 10 |
| Basketball | 10 |
| Water-skiing | 10 |
| Fishing | 10 |
| No specific area of interest | 30 |

Base : All those company had sponsored sports between 93 & 95 or temporarily will not continue sponsoring sports events (10)

12 SPORTS SPONSORSHIP ADVISORY SERVICE (SSAS)

12.1 Awareness of SSAS

Among all 50 respondents, the awareness level of the Sports Sponsorship Advisory Service was low (26%) although 25 respondents had been interviewed in 1993.

12.2 Channel of Awareness

TV was the major channel from which respondents knew the SSAS. 31% of respondents knew SSAS from TV.

| Channel of awareness | % |
|-------------------------------------|----|
| TV | 31 |
| Newspaper | 23 |
| Friends or relatives | 23 |
| Sport Development Board (SDB) staff | 15 |
| Other internal department | 15 |
| Booklet from SDB | 8 |
| National sport association | 8 |

Base : All those who heard of SSAS (13)

12.3 Usage of SSAS

Among those who have heard of SSAS (13 respondents), only 4 companies (31% of those who know SSAS) used the service. However it should be noticed that all 4 users of the service claimed the service was helpful.

For those who have not used SSAS, it was mainly because they were not interested in sponsoring sports. They have no need to consider issues about sponsoring sports as well as using SSAS. Another reason was that they did not know well about the situation in Hong Kong and the Sports Development Board.

12.4 Future expectation on SSAS and sports events/activities to be sponsored

Those 4 users of SSAS expected SDB to

1. help identifying suitable sports to sponsor
2. provide more marketing supports
3. be informed if any special campaign was available

And the events/activities to be sponsored should be mass appealing and affordable.

12.5 Further information

42% of respondents preferred to have further information of SSAS. The incidence rate of preferring for further information was listed although analyses based on marketing budget could not be made due to the small base.

| <i>Marketing budget</i> | <i>Base</i> | <i>Incidence rate of preferring further information(%)</i> | <i>No. of companies</i> |
|-------------------------|-------------|--|-------------------------|
| None | 6 | 17 | 1 |
| 0.5M or below | 13 | 31 | 4 |
| 0.51M - 1M | 5 | 40 | 2 |
| 1.01M - 5M | 10 | 70 | 7 |
| 25M or above | 2 | 50 | 1 |
| Refused/Don't know | 14 | 43 | 6 |

SURVEY RESEARCH HONGKONG LTD

TEL. NO. : 2880-3388 (DAY TIME)
2880-3393 (NIGHT TIME)

| | |
|-------------|--------------------------------------|
| EDIT _____ | CARD NO..... (101) |
| CODE _____ | JOB NO. <u>50670</u> (102-105) |
| CHECK _____ | Q'NAIRE NO (106-109) |
| | INT. NO..... (110-113) |
| | ADD. CODE..... (114-117) |

50670 SPORTS SPONSORSHIP SURVEY

Name of Respondent : _____ Tel No : _____

Title of Respondent : _____

Name of Company : _____

Address : _____ Address Code : _____

Date of Interview : _____ Interviewer No : _____

Time Started : _____ Time Ended : _____

INTRODUCTION

Good morning/afternoon, I am _____, an interviewer from Survey Research Hongkong Ltd. First, I'd like to thank you for agreeing to participate in this survey. As I indicated during our telephone conversation a few day ago, SRH is conducting this survey on behalf of the Hong Kong Sports Development Board. In 1993, you (your company) participated in a survey conducted by the University of Hong Kong on behalf of the Hong Kong Sports Development Board. Today, we would like to have a more in-depth interview with you regarding sports sponsorship.

COMPANY INFORMATION

S1 As the information provided in 1993, the business nature of your company was..... (READ OUT)

- | | |
|--|--|
| <p>1() <input type="checkbox"/> Manufacturing <i>Please specify product</i> _____ (119)(120)(121)</p> <p>2 <input type="checkbox"/> Whole sales <i>Please specify product</i> _____ (122)(123)(124)</p> <p>3 <input type="checkbox"/> Retail <i>Please specify product</i> _____ (125)(126)(127)</p> <p>4 <input type="checkbox"/> Banks & other financial institutions</p> <p>5 <input type="checkbox"/> Insurance</p> | <p>6 <input type="checkbox"/> Real Estate</p> <p>7 <input type="checkbox"/> Business Services</p> <p>8 <input type="checkbox"/> Electricity, Gas & Water</p> <p>9 <input type="checkbox"/> Restaurants & Hotels</p> <p>0 <input type="checkbox"/> Transport & related services</p> <p>X <input type="checkbox"/> Storage</p> <p>1(128) <input type="checkbox"/> Communication Services</p> <p>2 <input type="checkbox"/> Construction</p> <p>3 <input type="checkbox"/> Others <i>Please specify</i> _____ (129)(130)()</p> |
|--|--|

S2 Did the business nature of your company change in the last two years?

Yes 1 (131)

[SKIP TO Q1] No..... 2

[ASK THOSE WHO ASKED "YES" IN S2]

S3 What is the current business nature?

1(132) Manufacturing
Please specify product
_____ (133)(134)(135)

2 Whole sales
Please specify product
_____ (136)(137)(138)

3 Retail
Please specify product
_____ (139)(140)(141)

4 Banks & other financial
institutions

5 Insurance

6 Real Estate
7 Business Services
8 Electricity, Gas & Water
9 Restaurants & Hotels
0 Transport & related services
X Storage
1(142) Communication Services
2 Construction
3 Others
Please specify
_____ (143)(144)()

MAIN QUESTIONNAIRE

Q1a Have your company allocated any marketing budget to sports sponsorship from 1993 to 1995?

[SKIP TO Q2] Yes 1 (149)

[ASK Q1b, THEN SKIP TO Q7] No..... 2

Q1b Can you tell me the reason(s)? Any other? (MA)

_____ (146)(147) (✓)
 _____ (148)(149) (✓)
 _____ (150)(151) (✓)
 _____ (152)-(153)
 _____ (154) - (155)

Q2 How many sports events did you sponsor between 1993 and 1995?

| | |
|--|--|
| | |
|--|--|

 times
 (156) (157)

Q3 What kind of sports events did your company sponsored in 1995? (Please record in detail) (MA)

_____ (158)(159) (✓)
 _____ (160)(161) (✓)
 _____ (162)(163) (✓)
 _____ (164-165)
 _____ (166-167)

Q4 What kind of sports events did your company sponsor in 1994? (Please record in detail) (MA)

_____ (168)(169) (✓)
 _____ (170)(171) (✓)
 _____ (172)(173) (✓)
 _____ (174-175)
 _____ (176-177)

Q5 What about in 1993? (Please record in detail) (MA)

_____ (218)(219) (✓)
 _____ (220)(221) (✓)
 _____ (222)(223) (✓)
 _____ (224-225)
 _____ (226-227)

Q6 What kind of support does your company usually provide for sports sponsorship?

- Money..... 01 (228)-(229)
- Company product..... 02 (230)-(231)
- Service..... 03 (232)-(233)
- Others (Please specify) (234)-(235)
- _____ (236)-(237)
- _____ (238)-(239)

[ASK ALL]

Q7 Has your company ever been approached for sponsoring sports events during the past 12 months?

- Yes 1 (240)
- [SKIP TO Q14] No..... 2

Q8 How many times has your company been approached during the past 12 months?

| | | |
|-------|-------|-------|
| | | |
| (241) | (242) | (243) |

times

Q9 What kind of sport activities were they? (MA)

(244)-(245) (✓)
 (246)-(247) (✓)
 (248)-(249) (✓)
 (250-251)
 (252-253)

Q10 How many events did you sponsor through this kind of invitations?

| | | |
|-------|-------|-------|
| | | |
| (254) | (255) | (256) |

times

Q11 In general, what are the objectives you want to achieve by sponsoring sport? (MA)

- To enhance corporate image.. 01 (257)-258
- To increase brand awareness .02 (259-260)
- To generate sales..... 03 (261-262)
- To create opportunities for product sampling & demonstration 04 (263-264)
- To enhance customer/staff relations 05 (265-266)
- To gain advertising & media coverage 06 (267)-268
- Other (please specify) _____ (269-270)
- _____ (271-272)
- _____ (273-274)

Q12a Generally speaking, in achieving your objectives, how effective do you think sports sponsorship is?
(SA)

- Very effective..... 1 (318)
- Quite effective..... 2
- So-so 3
- Not so effective..... 4
- Very ineffective..... 5

[ASK Q12b]

[ASK THOSE WHO ASK CODE "4" OR "5" IN Q12a]

Q12b Why do you consider sports sponsorship is "Not so effective" or "Very ineffective" in achieving your objectives?

(319)(320) (✓)
 (321)(322) (✓)
 (323)(324) (✓)
 (325-326)
 (327-328)

Q13a Will your company continue sponsoring sports events?

- [SKIP TO Q14a] Yes 1 (328)
 No..... 2

[ASK THOSE WHO ANSWER CODE "2" IN Q13a]

Q13b Is it a temporary decision?

- [SKIP TO Q14a] Temporary 1 (329)
 Permanent..... 2

Q13c Why did you say that?

(331)(332) (✓)
 (333)(334) (✓)
 (335)(336) (✓)
 (337-338)
 (339-340)

[ASK ALL] [SHOW CARD]

Q14a Which marketing communication channels did your company use in 1995?

| | | | |
|--|-----------|---|------------|
| Advertising | Yes | 1 | (341)-342) |
| | No..... | 2 | (345-348) |
| Promotional Activities (eg. product sampling, sales) | Yes | 1 | (347)-348) |
| | No..... | 2 | (349-350) |
| Public Relations Activities (eg. press conference, exhibition) | Yes | 1 | (351)-352) |
| | No..... | 2 | (353-354) |
| Sponsorship (eg. sports or charity sponsorship) | Yes | 1 | (355)-356) |
| | No..... | 2 | (357-358) |
| Others (Please specify) _____ | Yes | 1 | (359)-360) |
| | No..... | 2 | (361-362) |

Q14b Can you tell me what percentage of the whole marketing budget is allocated to each of the marketing communication channel you have just mentioned? (READ OUT ALL MARKETING COMMUNICATION CHANNELS CODE "1" IN Q14a)

| | | | | | | | |
|--|----------------------|----------------------|----------------------|---|---|---|---|
| Advertising | <input type="text"/> | <input type="text"/> | <input type="text"/> | % | | | |
| | (363) | (364) | (365) | | | | |
| Promotional Activities | <input type="text"/> | <input type="text"/> | <input type="text"/> | % | | | |
| | (366) | (367) | (368) | | | | |
| Public Relations Activities | <input type="text"/> | <input type="text"/> | <input type="text"/> | % | | | |
| | (369) | (370) | (371) | | | | |
| Sponsorship | <input type="text"/> | <input type="text"/> | <input type="text"/> | % | | | |
| | (372) | (373) | (374) | | | | |
| Others (Please specify) _____ | <input type="text"/> | <input type="text"/> | <input type="text"/> | % | | | |
| | (375) | (376) | (377) | | | | |
| <table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="width: 30px; text-align: center;">1</td> <td style="width: 30px; text-align: center;">0</td> <td style="width: 30px; text-align: center;">0</td> </tr> </table> | | | | 1 | 0 | 0 | % |
| 1 | 0 | 0 | | | | | |

[ASK THOSE WHO ANSWERED CODE "1" OF ITEM "SPONSORSHIP" IN Q14a]

Q14c Regarding the marketing budget of sponsorship, what is the percentage allocated to (MA)

| | | | | |
|-------------------------|----------------------|----------------------|----------------------|---|
| Charitable Activities | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | (418) | (419) | (420) | |
| Academic Activities | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | (421) | (422) | (423) | |
| Cultural Activities | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | (424) | (425) | (426) | |
| Sports Activities | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | (427) | (428) | (429) | |
| Others (Please specify) | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| _____ | (430) | (431) | (432) | |
| ----- | | | | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | 1 | 0 | 0 | |

[ASK ALL] [ROTATE Q15-Q19]

Q15 In your opinion, what are the advantages of "Advertising" as a marketing communication channel?

_____ (433)(434) (✓)
 _____ (435)(436) (✓)
 _____ (437)(438) (✓)
 _____ (439-440) (441-442)

How about the disadvantages or limitations? Any others?

_____ (443)(444) ()
 _____ (445)(446) ()
 _____ (447)(448) ()
 _____ (449-450)
 _____ (451-452)

[ASK ALL]

Q16 In your opinion, what are the advantages of "Promotional activities" as a marketing communication channel? (NA)

_____ (453)(454)(-)
_____ (455)(456)(-)
_____ (457)(458)(-)
_____ (459-460) (461-462)

How about the disadvantages or limitations? Any others? (NA)

_____ (463)(464)(-)
_____ (465)(466)(-)
_____ (467)(468)(-)
_____ (469-470)
_____ (471-472)

[ASK ALL]

Q17 In your opinion, what are the advantages of "Public Relations Activities" as a marketing communication channel?

_____ (518)(519)(-)
_____ (520)(521)(-)
_____ (522)(523)(-)
_____ (524-525) (526-527)

How about the disadvantages or limitations? Any others?

_____ (528)(529)(-)
_____ (530)(531)(-)
_____ (532)(533)(-)
_____ (534-535) (536-537)

[ASK ALL]

Q18 In your opinion, what are the advantages of "Sponsorship" as a marketing communication channel?

_____ (538)(539)()
_____ (540)(541)()
_____ (542)(543)()
_____ (544)(545)
_____ (546)(547)

How about the disadvantages or limitations? Any others?

_____ (548)(549)()
_____ (550)(551)()
_____ (552)(553)()
_____ (554)(555)
_____ (556)(557)

[ASK THOSE WHO ANSWERED "YES" IN ITEMS "OTHERS" IN Q14a
(INTERVIEWER, PLEASE SPECIFY : _____)]

Q19 In your opinion, what are the advantages of "(READ OUT THE ANSWER IN ITEM "OTHER" IN Q14a) as a marketing communication channel?

_____ (558)(559)(-)
_____ (560)(561)(-)
_____ (562)(563)(-)
_____ (564-565) (566-567)

How about the disadvantages or limitations? Any others?

_____ (568)(569)(-)
_____ (570)(571)(-)
_____ (572)(573)(-)
_____ (574-575) (576-577)

[ASK THOSE WHO HAVE SPONSORSHIP BUDGET IN Q14a] [ROTATE Q20-Q23]

Q20 In your opinion, what are the advantages of "sponsoring charitable activities" as a marketing communication channel?

_____ (618)(619)(-)
_____ (620)(621)(-)
_____ (622)(623)(-)
_____ (624-625) (626-627)

How about the disadvantages or limitations? Any others?

_____ (628)(629)(-)
_____ (630)(631)(-)
_____ (632)(633)(-)
_____ (634-635) (636-637)

[ASK THOSE WHO HAVE SPONSORSHIP BUDGET IN Q14a]

Q21 In your opinion, what are the advantages of "sponsoring academic activities" as a marketing communication channel?

_____ (638)(639)(-)
_____ (640)(641)(-)
_____ (642)(643)(-)
_____ (644-645) (646-647)

How about the disadvantages or limitations? Any others?

_____ (648)(649)(-)
_____ (650)(651)(-)
_____ (652)(653)(-)
_____ (654-655)
_____ (656-657)

[ASK THOSE WHO HAVE SPONSORSHIP BUDGET IN Q14a]

Q22 In your opinion, what are the advantages of "sponsoring cultural activities" as a marketing communication channel?

(658)(659)(-)
(660)(661)(-)
(662)(663)(-)
(664-665) (666-667)

How about the disadvantages or limitations? Any others?

(668)(669)(-)
(670)(671)(-)
(672)(673)(-)
(674)(675)
(676)(677)

[ASK ALL]

Q23 In your opinion, what are the advantages of "sponsoring sports activities" as a marketing communication channel?

(718)(719)()
(720)(721)()
(722)(723)()
(724)(725)
(726)(727)

How about the disadvantages or limitations? Any others?

(728)(729)()
(730)(731)()
(732)(733)()
(735-736)

[ASK ALL]

Q24 In general, what are the determining factors of deciding whether to sponsor or not?

Factors for "to sponsor":

(737)(738)()
(739)(740)()
(741)(742)()
(743)(744)(745)(746)

Factors for "not to sponsor"

(747)(748)()
(749)(750)()
(751)(752)()
(753)(754) (755)(756)

Q25 Generally speaking, what are the criteria you use to assess the effectiveness of a marketing communication channel?

(757)(758)()
(759)(760)()
() () ()
(762-763)
(764-765)

[SHOW CARD]

Q26 How satisfied are your company with the various marketing communication channels used?

| | Very satisfied 1 | 2 | 3 | 4 | 5 | 6 | Very unsatisfied 7 |
|----------------------------------|---------------------|---|---|---|---|---|-----------------------|
| Advertising | 1 (766) | 2 | 3 | 4 | 5 | 6 | 7 |
| Promotional Activities | 1 (767) | 2 | 3 | 4 | 5 | 6 | 7 |
| Public Relations Activities..... | 1 (768) | 2 | 3 | 4 | 5 | 6 | 7 |
| Sponsorship | 1 (769) | 2 | 3 | 4 | 5 | 6 | 7 |
| Charity Sponsorship | 1 (770) | 2 | 3 | 4 | 5 | 6 | 7 |
| Academic Sponsorship | 1 (771) | 2 | 3 | 4 | 5 | 6 | 7 |
| Cultural Sponsorship | 1 (772) | 2 | 3 | 4 | 5 | 6 | 7 |
| Sport Sponsorship | 1 (773) | 2 | 3 | 4 | 5 | 6 | 7 |
| Others (please specify) | 1 (774) | 2 | 3 | 4 | 5 | 6 | 7 |
| | (775-776) | | | | | | |

[Q27a, b, ASK THOSE WHO ANSWERED "YES" IN Q1a OR ANSWERED "TEMPORARY" IN Q13b]

Q27a If possible, which of the following sports activities will your company prefer to sponsor most?
[READ OUT THE ANSWERS]

- Competitions & tournaments 1 (77)
- Individual athletes 2
- Teams 3
- Local training & development programmes, (e.g. training course, award scheme, etc.) 4
- Promotional activities (e.g. sports festival, fun day, etc.) 5
- Others (please specify) (778-779)

[DON'T READ OUT] No specific area of interest 1 (78)

Q27b Which sports are your company interested in sponsoring?

- Tennis 1 (818)
- Soccer 2
- Golf 3
- Badminton 4
- Squash 5
- Basketball 6
- Others (please specify) (819-820)

No specific area of interest ... 1 (821) (822)

[INTERVIEWERS PLEASE DISTRIBUTE THE SSAS BROCHURE IF THE RESPONDENT DOES NOT HAVE A COPY OF IT]

Q28 Have you ever heard of "Sports Sponsorship Advisory Service" of the Hong Kong Sports Development Board?

[CONTINUE] Yes 1 (82)

[SKIP TO Q34] No 2 ()

[ASK THOSE WHO ANSWERED "YES" IN Q28]

Q29 Through what channel did you hear about the Service?

_____ (823)(824) ()
_____ (825)(826) ()
_____ (827)(828) ()
_____ (829-830)(831-832)

Q30 Have you ever used the Service?

[SKIP TO Q32] Yes 1 (83)

[CONTINUE] No 2

Q31 Why haven't you used the Service?

_____ (834)(835) (-)
_____ (836)(837) (-)
_____ (838)(839) (-)
_____ (840-841)
_____ (842-843)

[ASK THOSE WHO ANSWERED "YES" IN Q30]

Q32 Do you find the Service useful in helping you to understand or deciding future sports sponsorship?

Yes 1 (844)

No 2

Q33 What kind of assistance do you expect the Hong Kong Sports Development Board's Sports Sponsorship Advisory Service will provide for you in the future?

_____ (845)(846) ()
_____ (847)(848) ()
_____ (849)(850) ()
_____ (851-852)
_____ (853-854)

[ASK ALL]

Q34 Would you like to receive more information about this Service?

Yes 1 (855)
No..... 2 ()

Lastly, I would like to ask a few questions about your company.

Q35 How many full-time employees are currently working in your company in Hong Kong?

| | | | |
|-------|-------|-------|-------|
| | | | |
| (856) | (857) | (858) | (859) |

Q36 For the year 1996, roughly what percentage of your company's marketing budget will be allocated to:-

[READ OUT]

| | | | | |
|---|-------|-------|-------|---|
| Advertising 1 (860) | | | | % |
| | (863) | (864) | (865) | |
| Promotional Activities 2 | | | | % |
| | (866) | (867) | (868) | |
| Public Relations Activities..... 3 | | | | % |
| | (869) | (870) | (871) | |
| Sponsorship 4 | | | | % |
| | (872) | (873) | (874) | |
| Others (please specify) _____ (861) (862) (✓) | | | | % |
| | (875) | (876) | (877) | |
| <hr/> | | | | |
| Total : 100% | 1 | 0 | 0 | % |

[SHOW CARD]

Q36b Would you mind telling me your company's marketing budget for 1996? Rough figure is okay.

- 0.5 million or below..... 1 (878)
- 0.51 - 1 million 2
- 1.01 - 5 millions 3
- 5.01 - 10 millions 4
- 10.01 - 25 millions 5
- Above 25 millions 6
- Refused to answer 7

Q37 Can you tell me which department in your company is responsible for sport sponsorship and who is the person-in-charge?

Department : _____ (918)(919)()

Staff name : _____ (920)(921)()

Title : _____ (922)(923)()

Q38 Would you mind if we give your company information to the Hong Kong Sports Development Board for following up your requirement?

- I do mind* 1 (924)
- I don't mind 2

* If you have a problem with this, we will keep your company information in strict confidence .

THANK YOU FOR YOUR COOPERATION

SURVEY RESEARCH HONGKONG LTD
 TEL. NO. : 2880-3388 (DAY TIME)
 2880-3393 (NIGHT TIME)

| | |
|-------------|--------------------------------|
| EDIT _____ | CARD NO. (101) |
| CODE _____ | JOB NO. <u>50670</u> (102-105) |
| CHECK _____ | Q'NAIRE NO. (106-109) |
| | INT. NO. (110-113) |
| | ADD. CODE (114-117) |

50670 SPORTS SPONSORSHIP SURVEY

被訪者姓名 : _____ 聯絡電話 : _____ 職位 : _____
 公司名稱 : _____
 地址 : _____ 地址密碼 : _____
 訪問日期 : _____ 訪問員編號 : _____
 開始訪問時間 : _____ 結束訪問時間 : _____

引言

早晨/午安，我係 _____，係香港市場研究社嘅訪問員。首先，好多謝你參與呢次嘅訪問。正如我上次係電話上講過，SRH係代表香港康體發展局做呢項訪問。93年貴公司曾經參與過由香港大學代表香港康體發展局進行嘅一項統計。今日，我哋想深入啲同你做一個有關體育贊助嘅訪問。好多謝你嘅合作。

公司資料

S1. 據我哋93年嘅資料所得，貴公司嘅業務性質主要係 (SA)
 (訪問員讀出)

- | | | | |
|---------|--|-----------|--|
| 1 (118) | <input type="checkbox"/> 製造商 請註明產品 _____ (119) (120) (121) | 6 | <input type="checkbox"/> 地產 |
| 2 | <input type="checkbox"/> 批發商 請註明產品 _____ (122) (123) (124) | 7 | <input type="checkbox"/> 商業服務 |
| 3 | <input type="checkbox"/> 零售商 請註明產品 _____ (125) (126) (127) | 8 | <input type="checkbox"/> 電力、煤氣或水力公司 |
| 4 | <input type="checkbox"/> 銀行及其他金融公司 | 9 | <input type="checkbox"/> 酒樓及酒店 |
| 5 | <input type="checkbox"/> 保險 | 0 | <input type="checkbox"/> 運輸及同類服務 |
| | | * (123) 4 | <input type="checkbox"/> 儲存 (STORAGE) |
| | | 1 (128) | <input type="checkbox"/> 通訊服務 |
| | | 2 | <input type="checkbox"/> 建築 |
| | | 3 | <input type="checkbox"/> 其他 (請註明) _____ (129) (130) |

S2. 請問貴公司由93年起，業務性質有冇改變過呢？ 有 1(131)

跳至 Q1

有 2

問 S2 答 '有' 嘅人

S3. 咁現在嘅主要業務性質係 ... (SA)

- | | | | | | |
|---------|--------------------------|---|---------------------|--------------------------|-------------------------------|
| 1 (132) | <input type="checkbox"/> | 製造商 請註明產品 _____ (133) (134) (135) | 6 | <input type="checkbox"/> | 地產 |
| 2 | <input type="checkbox"/> | 批發商 請註明產品 _____ (136) (137) (138) | 7 | <input type="checkbox"/> | 商業服務 |
| 3 | <input type="checkbox"/> | 零售商 請註明產品 _____ (139) (140) (141) | 8 | <input type="checkbox"/> | 電力、煤氣或水力公司 |
| 4 | <input type="checkbox"/> | 銀行及其他金融公司 | 9 | <input type="checkbox"/> | 酒樓及酒店 |
| 5 | <input type="checkbox"/> | 保險 | 0 | <input type="checkbox"/> | 運輸及同類服務 |
| | | | X(142) 4 | <input type="checkbox"/> | 儲存 (STORAGE) |
| | | | 1 (142) | <input type="checkbox"/> | 通訊服務 |
| | | | 2 | <input type="checkbox"/> | 建築 |
| | | | 3 | <input type="checkbox"/> | 其他 (請註明) _____ (143) (144) |

MAIN QUESTIONNAIRE

Q1a. 請問貴公司係93-95年
期間度有冇撥出經費去贊助
任何體育活動呢？

跳至 Q2

有 1(145)

問 Q1b ,
然後跳問 Q7

冇 2

Q1b. 點解呢？(MA)

(146-147)
(148-149)
(150-151)
(152-153)
(154-155)

Q2. 共有多少次？

次

(156) (157)

Q3. 請問貴公司係95年度贊助過邊啲體育活動呢？(請詳細列出)(MA)

(158-159)
(160-161)
(162-163)
(164-165)
(166-167)

Q4. 請問貴公司係94年度贊助過邊啲體育活動呢？（請詳細列出）（MA）

_____ (168-169)
 _____ (170-171)
 _____ (172-173)
 _____ (174-175)
 _____ (176-177)

Q5. 請問貴公司係93年度贊助過邊啲體育活動呢？（請詳細列出）（MA）

_____ (218-219)
 _____ (220-221)
 _____ (222-223)
 _____ (224-225)
 _____ (226-227)

Q6. 貴公司通常係透過啲乜嘢形式去贊助呢啲體育活動？（MA）

現金 01 (228) (229)
 物品（例如貨物、產品） 02 (230) (231)
 服務 03 (232) (233)
 其他（請註明）
 _____ (234) (235)
 _____ (236) (237)
 _____ (238) (239)

問所有人

Q7. 係過去十二個月內，有冇公司或者團體機構，曾經邀請過貴公司贊助體育活動呢？（例如：學校、運動團體或公司）

跳至 Q14

有 1 (240)
 冇 2

Q8. 咁係過去十二個月內，總共被邀請過幾次呢？

次
 (241) (242) (243)

Q9. 通常係邊一類嘅體育活動呢？（請詳細列出）（MA）

_____ (244-245)
 _____ (246-247)
 _____ (248-249)
 _____ (250-251)
 _____ (252-253)

Q10. 咁其中又有幾多次貴公司係
應承贊助嘅呢？

次
(254) (255) (256)

Q11. 通常你哋希望透過贊助體育
活動嘅達到乜嘢目的呢？仲
有呢？ (MA)

加強公司形象 01 (257) (258)
提高牌子知名度 02 (259) (260)
刺激銷售 03 (261) (262)
製造產品測試及展示機會 ... 04 (263) (264)
加強客戶/職員之間嘅關係 . 05 (265) (266)
增加廣告及傳媒嘅宣傳 06 (267) (268)
其他 (請註明)

Q12a. 整體嚟講，你認為有冇有效呢？

..... (269-270)
..... (271-272)
..... (273-274, ... 280)
非常有效 1 (318)
幾有效 2
普通 3
不太有效 4
非常有效 5

問 Q12b

只問 Q12a 答 CODE 4 或 5 嘅人

Q12b. 點解你認為贊助體育活動「不太有效」或「非常有效」？ (M4)

_____ (319-320)
_____ (321-322)
_____ (323-324)
_____ (325-326)
_____ (327-328)

Q13a. 咁貴公司會唔會繼續贊助體
育活動呢？

跳至 Q14a — 會 1 (329)
唔會 2

只問如 Q13a 答「唔會」

Q13b. 咁會係暫時性定係永久性嘅
呢？

跳至 Q14a — 暫時性 1 (330)
永久性 2

Q13c. 點解你咁決定呢？ (MA)

_____ (331-332)
_____ (333-334)
_____ (335-336)
_____ (337-338)
_____ (339-340)

問所有人

示咭

Q14a. 咁貴公司係95年通常用嘅乜嘢媒介嚟做推廣或者宣傳嘅呢? (MA)

| | | |
|------------------|---------|----------------|
| 廣告 | 有 | 01 (341) (342) |
| | 冇 | 02 (345) (346) |
| 促銷活動 (例如送贈品、減價) | 有 | 01 (347) (348) |
| | 冇 | 02 (349) (350) |
| 公關活動 (例如攞展覽會) | 有 | 01 (351) (352) |
| | 冇 | 02 (353) (354) |
| 贊助 (例如贊助體育或慈善活動) | 有 | 01 (355) (356) |
| | 冇 | 02 (357) (358) |
| 其他 (請註明) _____ | 有 | 01 (359) (360) |
| | 冇 | 02 (361) (362) |

Q14b. 呢啲媒介，個別佔整個 MARKETING BUDGET 嘅幾多個%呢?
(只讀 Q14a 答‘有’嘅媒介) (MA)

| | | | | |
|----------------|----------------------|----------------------|----------------------|---|
| 廣告 | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | (363) | (364) | (365) | |
| 促銷活動 | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | (366) | (367) | (368) | |
| 公關活動 | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | (369) | (370) | (371) | |
| 贊助 | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | (372) | (373) | (374) | |
| 其他 (請註明) _____ | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | (375) | (376) | (377) | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | 1 | 0 | 0 | |

只問 Q14a 答 '有贊助' 嘅人

Q14c. 咁係贊助之中，有幾多%係 (MA) 分比

| | | | | |
|----------|----------------------|----------------------|----------------------|--------|
| 慈善活動 | <input type="text"/> | <input type="text"/> | <input type="text"/> | % DR-5 |
| | (418) | (419) | (420) | ↓ |
| 學術活動 | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | (421) | (422) | (423) | |
| 文化活動 | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | (424) | (425) | (426) | |
| 體育活動 | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | (427) | (428) | (429) | |
| 其他 (請註明) | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | (430) | (431) | (432) | |
| | <input type="text"/> | <input type="text"/> | <input type="text"/> | % |
| | 1 | 0 | 0 | % |

問所有人

輪流讀出 Q15 - Q19

Q15. 廣告嘅好處或優點係? (MA)

_____ (433-434)
 _____ (435-436)
 _____ (437-438)
 _____ (439-440)
 _____ (441-442)

咁缺點或者限制呢? (MA)

_____ (443-444)
 _____ (445-446)
 _____ (447-448)
 _____ (449-450)
 _____ (451-452)

問所有人

Q16. 促銷活動嘅好處或優點係? (MA)

(453-454)
(455-456)
(457-458)
(459-460)
(461-462)

咁缺點或者限制呢? (MA)

(463-464)
(465-466)
(467-468)
(469-470)
(471-472)

問所有人

Q17. 公關活動嘅好處或優點係? (MA)

(518-519)
(520-521)
(522-523)
(524-525)
(526-527)

咁缺點或者限制呢? (MA)

(528-529)
(530-531)
(532-533)
(534-535)
(536-537)

問所有人

Q18. 贊助嘅好處或優點係? (MA)

(538-539)
(540-541)
(542-543)
(544-545)
(546-547)

咁缺點或者限制呢? (MA)

(548-549)
(550-551)
(552-553)
(554-555)
(556-557)

問 Q14a 答有 '其他' 嘅人 (請註明 : _____)

Q19. 咁 (讀出 Q14a '其他' 一項嘅答案) 嘅好處或優點係? (MA)

(558-559)
(560-561)
(562-565)
(564-565)
(566-567)

咁缺點或者限制呢? (MA)

(568-569)
(570-571)
(572-573)
(574-575)
(576-577)

問 Q14a 答有贊助任何活動嘅人

輪流讀出 Q20 - Q23

Q20. 贊助慈善活動嘅好處或優點係? (MA)

(618-619)
(620-621)
(622-623)
(624-625)
(626-627)

咁缺點或者限制呢? (MA)

(628-629)
(630-631)
(632-633)
(634-635)
(636-637)

問 Q14a 答有贊助任何活動嘅人

Q21. 贊助學術活動嘅好處或優點係? (MA)

(638-639)
(640-641)
(642-645)
(644-645)
(646-647)

咁缺點或者限制呢? (MA)

(648-649)
(650-651)
(652-653)
(654-655)
(656-657)

問 Q14a 答有贊助任何活動嘅人

Q22. 贊助文化活動嘅好處或優點係? (MA)

_____ (658-659)
_____ (660-661)
_____ (662-663)
_____ (664-665)
_____ (666-667)

咁缺點或者限制呢? (MA)

_____ (668-669)
_____ (670-671)
_____ (672-673)
_____ (674-675)
_____ (676-677)

問所有人

Q23. 體育活動贊助嘅好處或優點係? (MA)

_____ (718-719)
_____ (720-721)
_____ (722-723)
_____ (724-725)
_____ (726-727)

咁缺點或者限制呢? (MA)

_____ (728-729)
_____ (730-731)
_____ (732-733)
_____ (733-734)
_____ (735-736)

問所有人

Q24. 你地通常會考慮乜嘢因素嚟決定贊助與否呢? 贊助係基於啲乜嘢原因呢? 唔贊助又係點解呢?

贊助嘅原因 : (MA) _____ (737-738)
_____ (739-740)
_____ (741-742)
_____ (743-744)
_____ (745-746)

唔贊助嘅原因 : (MA) _____ (747-748)
_____ (749-750)
_____ (751-752)
_____ (753-754)
_____ (755-756)

Q25. 整體嚟講，貴公司會用的乜嘢準則嚟決定一個推廣媒介係唔係成功嘅呢？

(757-758)
(759-760)
(761-761)
(762-765)
(764-765)

示咭

Q26. 貴公司對以上所採用嘅推廣媒介有幾滿意呢？
(一分代表“非常滿意”，而七分代表“非常唔滿意”)

| | 非常滿意 1 | 2 | 3 | 4 | 5 | 6 | 非常唔滿意 7 |
|----------------|-----------|---|---|---|---|---|------------|
| 廣告 | 1 (766) | 2 | 3 | 4 | 5 | 6 | 7 |
| 促銷活動 | 1 (767) | 2 | 3 | 4 | 5 | 6 | 7 |
| 公關活動 | 1 (768) | 2 | 3 | 4 | 5 | 6 | 7 |
| 各類贊助活動 | 1 (769) | 2 | 3 | 4 | 5 | 6 | 7 |
| 慈善活動贊助 | 1 (770) | 2 | 3 | 4 | 5 | 6 | 7 |
| 學術活動贊助 | 1 (771) | 2 | 3 | 4 | 5 | 6 | 7 |
| 文化活動贊助 | 1 (772) | 2 | 3 | 4 | 5 | 6 | 7 |
| 體育活動贊助 | 1 (773) | 2 | 3 | 4 | 5 | 6 | 7 |
| 其他 (請註明) | 1 (774) | 2 | 3 | 4 | 5 | 6 | 7 |
| (775-776) | | | | | | | |

Q27a, b 只問 Q1a 答‘有’或 Q13b 答‘暫時’嘅人

Q27a. 如果情況許可，貴公司最有興趣贊助邊類型嘅體育項目呢？例如 ... (讀出)

各項比賽
 1 (777) || 個別運動員 | 2 |
| 比賽隊伍 | 3 |
| 技術培訓及發展 (如訓練班、獎勵計劃) | 4 |
| 宣傳活動 (如體育節、同樂日) | 5 |
| 其他 (請註明) | |

(778-779)

不讀出

有特別興趣
 1 (780) |

Q27b. 對邊類型嘅運動又特別有興趣呢？

網球
 1 (818) || 足球 | 2 |
| 哥爾夫球 | 3 |
| 羽毛球 | 4 |
| 壁球 | 5 |
| 籃球 | 6 |
| 其他 (請註明) | |

(819-820)

有特別興趣
 1 (821) |

凡被訪者沒有一本體育贊助諮詢服務的小冊子，請訪問員派發

Q28. 貴公司有冇曾經聽過香港康體發展局嘅體育贊助諮詢服務呢？

| | | |
|--------|----------|---------|
| 繼續 | —有 | 1 (822) |
| 跳至 Q34 | —冇 | 2 |

只問 Q28 答 '有' 嘅人

Q29. 咁係經過乜嘢途徑聽過嘅呢？

_____ (823-824)

_____ (825-826)

_____ (827-829)

_____ (829-830)

_____ (831-832)

Q30. 咁又有冇用過佢哋嘅服務呢？

| | | |
|--------|----------|---------|
| 跳至 Q32 | —有 | 1 (833) |
| 繼續 | —冇 | 2 |

Q31. 點解你哋從來冇用過呢項服務呢？

_____ (834-835)

_____ (836-837)

_____ (838-839)

_____ (840-841)

_____ (842-843)

只問 Q30 答 '有'

Q32. 你哋覺得呢項服務對你了解或者決定贊助體育活動有冇幫助呢？

| | |
|---------|---------|
| 有 | 1 (844) |
| 冇 | 2 |

Q33. 你會期望將來香港康體發展局嘅體育贊助諮詢服務會提供邊方面嘅協助俾你呢？

_____ (845-846)

_____ (847-848)

_____ (849-850)

_____ (851-852)

_____ (853-854)

問所有人

Q34. 你想唔想獲得更多有關呢個諮詢服務嘅資料呢？

| | |
|----------|---------|
| 想 | 1 (855) |
| 唔想 | 2 |

最後，我想問一啲關於貴公司嘅資料。

Q35. 請問而家貴公司係香港總共有幾位全職嘅員工呢？

| | | | | |
|-------|-------|-------|-------|---|
| | | | | 位 |
| (856) | (857) | (858) | (859) | |

Q36a. 係1996年貴公司大約又會用百份之幾嘅市場推廣資源 (MARKETING BUDGET) 係以下幾方面呢？

讀出

| | | | | | | | |
|----------------|---|------------|---|--|--|--|---|
| 廣告 | 1 | (860) | <table border="1" style="width: 100%; height: 30px;"> <tr> <td style="width: 30%;"></td> <td style="width: 30%;"></td> <td style="width: 30%;"></td> </tr> </table> | | | | % |
| | | | | | | | |
| | | | (863) (864) (865) | | | | |
| 促銷活動 | 2 | | <table border="1" style="width: 100%; height: 30px;"> <tr> <td style="width: 30%;"></td> <td style="width: 30%;"></td> <td style="width: 30%;"></td> </tr> </table> | | | | % |
| | | | | | | | |
| | | | (866) (867) (868) | | | | |
| 公關活動 | 3 | | <table border="1" style="width: 100%; height: 30px;"> <tr> <td style="width: 30%;"></td> <td style="width: 30%;"></td> <td style="width: 30%;"></td> </tr> </table> | | | | % |
| | | | | | | | |
| | | | (869) (870) (871) | | | | |
| 各類贊助活動 | 4 | | <table border="1" style="width: 100%; height: 30px;"> <tr> <td style="width: 30%;"></td> <td style="width: 30%;"></td> <td style="width: 30%;"></td> </tr> </table> | | | | % |
| | | | | | | | |
| | | | (872) (873) (874) | | | | |
| 其他 (請註明) _____ | | (861)(862) | <table border="1" style="width: 100%; height: 30px;"> <tr> <td style="width: 30%;"></td> <td style="width: 30%;"></td> <td style="width: 30%;"></td> </tr> </table> | | | | % |
| | | | | | | | |
| | | | (875) (876) (877) | | | | |

| | | | | | |
|-----------|--|---|---|---|---|
| 合共 : 100% | <table border="1" style="width: 100%; height: 30px;"> <tr> <td style="width: 30%; text-align: center;">1</td> <td style="width: 30%; text-align: center;">0</td> <td style="width: 30%; text-align: center;">0</td> </tr> </table> | 1 | 0 | 0 | % |
| 1 | 0 | 0 | | | |

示咭

Q36b. 請問你介唔介意講我聽你地嘅 MARKETING BUDGET 大概有幾多呢？

| | | |
|-------------------|---|-------|
| 50萬或以下 | 1 | (878) |
| 51萬 - 100萬 | 2 | |
| 101萬 - 500萬 | 3 | |
| 501萬 - 1000萬 ... | 4 | |
| 1001萬 - 2500萬 . | 5 | |
| 2500萬以上 | 6 | |

Q37. 關於贊助體育活動嘅事，係貴公司係由邊個部門負責嘅呢？

部門 : _____ (918)(919)

邊位同事 : _____ (920)(921)

佢嘅職位係 : _____ (922)(923)

多謝被訪者接受訪問，訪問完畢

Q38. 請問你介唔介意我哋將你公司嘅資料
交俾香港體育發展局，以便佢哋將來跟進呢？

*介意
唔介意

*如果你介意嘅話，我哋係會將你所提供
嘅資料絕對保密。請放心。