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SMALL AND MEDIUM ENTREPRISES SUPPORTING THE CLUBS PLAYING IN TAURON BASKET LEAGUE IN SEASON 2015/2016

A b s t r a c t: This paper aims to identify SMEs supporting basketball clubs in Tauron Basket League in Poland during 2015/2016 season, according to the division of the economy by PKD-2007. In this study, for the analysis were selected clubs, whose basketball teams reached top 5 places in TBL. The results of the research show that basketball teams are sponsored by SMEs, whose products or services are in high demand especially among basketball fans e.g. producers of food, water and furniture, as well as, restaurants or hotels. The information presented in the article maybe useful for new basketball teams in professional leagues, that are in the process of acquiring new sponsors.

K e y w o r d s: small and medium enterprises, sports event sponsorship, basketball club, Tauron Basket League, basketball team Polski Cukier Toruń.

K l a s y f i k a c j a J E L: L 21

INTRODUCTION

The political changes of the 90's of the twentieth century, initiated in Poland reorganization in the business sphere and in the various sectors of social activity. These changes did not avoid sport, which is treated as a sector of public and social activity of human beings [Panfil, 2015, p. 111]. One of the consequences of these changes was the modification of the objectives and conditions

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for the development of general sport open to all as well as classified sport.

Major changes have occurred in the area of sports clubs, which are the basic organizational units realizing goals and tasks of a particular sport discipline. As a result of these changes, it was necessary to convert a number of sports associations into sports clubs operating as business entity. Currently, these are the sports clubs with the professional status acting as joint-stock companies and they compete in the professional leagues [Gulak-Lipka, 2016, p. 5]. Thus, the sport can and is treated as another branch of the business. Its importance continues to grow, with an increase in revenue that is generated by all companies related to sports. Sports market is constantly evolving and its revenue in 2014 reached almost 8mld zł¹. Positive trends are caused by constantly growing number of Poles actively spending their free time, the availability of improved recreational infrastructure, better and more affordable range of sports articles and the organization of various sports events in our country².

For the purpose of this article authors have focused on professional sports clubs that in their nature perfectly fit in the Small and Medium Enterprises (SME) sector. As a result, a very thorough analysis of professional men's basketball clubs in Poland has been conducted. Companies from the SME sector sponsoring selected clubs have been examined and the main objective was to verify and organize them according to industries they represent.

The top five clubs (according to ranking after 2015/2016 season) of Tauron Basket League have been selected for the study. These are: Stelmet BC Zielona Góra, Rosa Radom Energa Czarni Slupsk, Anwil Wloclawek, and Polski Cukier Torun. The analysis has focused on all of the official sponsors of selected clubs that were listed on the official websites of each club. To obtain clear and easy to read results the Classification PKD-2007, which is the basis of economic and social classifications system has been used. It allowed authors to present the results organized into sections of economy according to the PKD-2007.

Conclusions from the study can successfully help employees and managers of other sports clubs, whose responsibilities include the acquisition of new sponsors as well as taking care of relationships with current sponsors of the sports organization. In addition, the results of the analysis, due to its versatility can be successfully used in sports clubs of different sport disciplines.

¹ The data comes from the report „Rynek artykułów sportowych w Polsce 2014. Analiza rynku i prognozy rozwoju na lata 2014-2016” conducted by a research center PMR Research

² <https://www.wprost.pl/489484/Wzrasta-wartosc-rynku-sportowego-Sprzyja-temu-rosnaca-popularnosc-zdrowego-trybu-zycia> [accessed on: 13.06.2016].

SPORTS EVENT SPONSORSHIP IN TAURON BASKET LEAGUE

Tauron Basket League (abbrev. TBL) is the top level men's basketball league in Poland. TBL is a professional league, in which season is divided into two phases: basic (regular season) and play-offs. In the 2015/2016 season the highest league in Poland counted 17 teams listed on the official TBL website³.

All of the TBL teams, as professional entities can and should generate their own revenue, but they also largely depend on external sources of financing. A great support comes from different types of sponsors. However, the intention is that this relationship always gives a two way advantage (two way partnership) [Bühler, Nufer, 2010, p. 112].

Sports sponsorship is an important source of income for professional sporting organizations and an effective marketing tool for companies who wish to reach commercial objectives through sports sponsorship. Successful sport sponsorship is possible when both sides: sport entity and sponsor work equally hard to maintain a good relationship. However it is sports organization's responsibility to make the sponsorship successful and make that relationship last, for example by achieving best possible sport results as well as offer and give expected exposure of the marketing products of a sponsor as negotiated in the sponsorship contract. Moreover, successful sponsorship relationship wouldn't be possible without key factors such as: trust, communication, mutual understanding, cooperation and long-term perspective between the two parties [Bühler, Nufer. 2010, p. 112]. What is more, G. Masterman [p. 358] noticed that a successful sports event sponsorship is one that achieves the objectives of both the sponsor and the event, but this is reached via building of a mutual relationship.

Sports organizations can choose from a wide variety of types and forms of sponsorship. Sponsorship, in theory, it is a direct or indirect financing or co-financing, expressed in money, products or services performed by a specified entity (sponsor) for the selected organization (sponsored) which is obligated to fulfill the terms of the sponsorship contract [Perz, 2005, p. 314].

Sports sponsorship can have three forms: (1) sponsorship of sports personalities (athletes), (2) sponsoring of a club or sports association (3) sponsorship of a particular sporting event or a series of such events [Klisiński, 2008a, p. 105]. This article focuses on the second form of sponsorship. Originally it was patronage that served as type of sponsorship that included financing but also solicitude towards a chosen entity (usually cultural organi-

³ Regulations of Competitions Polish Basketball League, Warszawa 2015, (available on: http://www.plk.pl/internalfiles/fckfiles/file/dokumenty/regulaminy2015/REGULAMIN_ROZGRYWEK_PLK_2015_2016.pdf)

zations or artists). However, a key difference was that patron appeared to be a philanthropist, benefactor, a sentimental man, very modest and rich enough, so his decisions were not motivated by desire to achieve profit. Initially in Poland it was big companies and banks that were allocating large amounts of money in different organizations and events, but in return expecting benefits for themselves and tax reliefs [Perz, 2005, p. 313].

According to J. Jascyszyn, sponsorship is a communication technique of a firm with the market and their clients. It's considered a very effective form of reaching different consumer groups as well as individual clients, by promoting particular product or service [Perz, 2005, p. 313]. L. Stecki expands this view saying that sponsorship may be expressed in money, products or services, however in exchange sponsor expects (this should be included in the sponsorship contract) that sports organization will carry out activities aimed at strengthening and increasing the reputation of the company, to increase the degree of its popularity in the society and finally to increase its profit. So there is a very clear difference between patronage and sponsorship, where patronage implies selflessness, doesn't seek to gain public exposure or expect any economic effects of the relationship.

Some entrepreneurs who are financially engaged in supporting sports club and conducting business activities in that field should not be called sponsors. They do not expect the benefits of promoting their business which is possible via sponsorship, but seek to commercialize and achieve greater profit resulting from current operation of the sports organization. In this case we can talk about some sort of investment [Perz, 2005, p. 314]. Amounts of money spent on sport sponsorships are significant, however compared with the costs of other promotion instruments (mainly advertising) indicates that it is a very profitable investment. In the opinion of these companies money spent on club's activities is not a waste, but well thought and planned for-profit investment.

Nowadays, in the era of greater exposure of sporting events in television and in the Internet (that has virtually limitless range), this kind of investment has even greater value. The growing role and influence of mass media on a society creates significant opportunities for sponsorship as a communication tool that can efficiently complement advertising and activities in the field of public relations.

Finally sponsorship is an instrument supporting other measures like advertising, public relations, but also marketing and sales promotion. It should be remembered that despite the fact that sponsorship is a very effective form of promotion it rarely brings immediate results for the company. Only a long-term policy of sponsoring and skillful use of this fact by the company in their actions can bring the intended results [Araźny, 2005, p. 109].

The strategies of clubs towards sponsors should be considered through the prism of the major offers prepared to sponsors. Due to this criterion there can be distinguished four form of strategies. The first strategy focuses on the provision of advertising services to the sponsor and the second is aimed at building a brand sponsor. Third strategy is combination of the first and the second, and the fourth includes strategic alliances with sponsors [Pawlak, Smoleń, 2015, p. 422].

Sports clubs generate revenue from different sources, mainly from transfers of athletes, selling the rights for television and radio broadcast, advertising, tickets sales, payments from sponsors, subsidies, business activity of the club (e.g. selling parking tickets and merchandising products) and other incomes. The size of each form of revenue varies in each organization, depending on its capabilities and what they are focused on.

Undoubtedly, sponsorship is one of the highest sources of financing for the sports club. Depending on the organization, sports discipline and the league support coming from sponsors can range from 58 to 87% of total clubs revenue [Perz, 2005, p. 339]. This does not include benefits of barter agreements, e.g. medical examination, cleaning facilities and benefits in a form of sports equipment for athletes (clothes, shoes, etc.). Those figures prove that support coming from the pocket of a sponsor is crucial for the existence of any sports club. Clubs with such significant impacts of sponsors have very comfortable conditions for daily operations. They most likely do not have any external or internal debt in the form of arrears in payments to players and other club employees [Perz, 2005, p. 338].

Depending on the type of involvement and partly on the financial terms, we can recognize different types of sponsorship, e.g. strategic, titular, technical, supporting, etc. We can distinguish three major types of sponsorship depending on a nature of benefits that sports club receives:

- financial- support from the sponsor comes in form of cash (sponsor with the highest financial contribution are often called strategic or titular),
- material- support from the sponsor comes in form of all kinds of tangible goods, e.g. equipment,
- service- when the sponsor provides some services instead of cash, e.g. technical support or sound and lights during the events, transportation (technical sponsor), insurance, etc. [Sznajder, 2012, p. 244].

In practice, sports clubs use a mix of sponsorship types and rather depend on a large number of different sponsors since the needs of a professional sports club are big.

ANALYSIS OF SMALL AND MEDIUM ENTERPRISES SUPPORTING
OF BASKETBALL CLUBS IN TAURON BASKET CLUBS IN TAURON
BASKET LEAGUE
IN POLAND IN SEASON 2015/2016

In this study, for the analysis were selected the clubs, whose basketball teams reached the highest five places in TBL in 2015/2016 season. These were the following teams (in order): Stelmet BC Zielona Góra, Rosa Radom, Energa Czarni Słupsk, Anwil Włocławek and Polski Cukier Toruń. Above mentioned 5 clubs were sponsored exactly by total of 249 enterprises from different sectors of the economy. In order to classify these companies by sectors The Polish Classification of Activities 2007 (abrev. in polish PKD-2007) has been used.

The classification PKD-2007 is the basis of economic and social classifications system. It is fully methodological, conceptual in the scope and its coding system is coherent and comparable with the classification used in European Union – NACE (fr. Nomenclature statistique des Activités économiques dans la Communauté Européenne) and used in international dimension – ISIC (International Standard Industrial Classification of All Economic Activities). The PKD-2007 is hierarchically systematized division of the 21 of social-economic activities (sections from A to U) that are carried out by units.

In this study all the enterprises, which were the sponsors of the top 5 clubs playing in TBL in season 2015/2016, were classified according to the PKD-2007 (tables no. from 1 to 4). Only three sections were not included in the tables, i.e. section A: agricultur, forestry, hunting and fishing, section T: activities of households as employers; households producing goods and providing services for their own needs and section U: extraterritorial organizations and bodies. This is due to the fact, that among all 249 analysed enterprises there none that belonged to section A, T or U.

For the study, in order to find sufficient information about sponsors of selected basketball clubs the authors used Internet resources. On the websites of every basketball clubs there is a bookmark called “sponsors” or “partners”, which includes the names and logos of all the sponsors of the sport teams. Based on online resources tables from 1 to 4 were created followed with the summary presented in figure 1. Exactly 249 enterprises supporting the best five basketball clubs in TBL during 2015/2016 season were set in order according to the division of the economy by the PKD-2007 (one enterprise put in one section from B to S). Names of enterprises in tables are consistent with the order on the club’s websites, e.g. the most important sponsor is located in the top of “sponsors” bookmark and has the first place in prepared table. What is important, in the study analyzed both financial sponsors, as well as, enterprises that provide alternate forms of support for clubs, e.g. services, tangible assets.

The greatest number of sponsors among analysed basketball clubs from TBL in season 2015/2016 are supporting Stelmet BC Zielona Góra – 74 enterprises. On the second place was Rosa Radom (63) and next Anwil Włocławek (43), Polski Cukier Toruń (37) and Energa Czarni Słupsk (32 sponsors). It is worth mentioning that number of sponsors can be directly related to the number of seasons that particular club was competing in the highest league of Poland. For instance, team Polski Cukier Toruń that has just concluded their second season in TBL has fewer sponsors than Rosa Radom (6 years in TBL).

Table 1. Enterprises supporting basketball clubs in Tauron Basket League in Poland during season 2015/2016 – according to the division of the economy by the PKD 2007, section from B to F

Sections of the economy according to the PKD 2007 from A to F						
No.	Name of the basketball team	Section B	Section C	Section D	Section E	Section F
		Mining and quarrying	Manufacturing	Production and supply of electricity, gas, steam, hot water and air conditioning supply	Water supply, sewerage, waste management and remediation activities	Construction
1	Stelmet BC Zielona Góra	- Miedzi/Copper	- LUG S.A. - KRONOPOL Sp. z o.o. - Kompania Piwowarska S.A. - PepsiCo POLAND - WYDRUKUJEMY.TO - IGLOTECHNIK sp. z o.o. - BESTBHP CENTRUMBHP I PPOŻ - ARPIOLEDER - ARPOL* Spółka z o.o. - ZELBRUK - Mazur & Obuchowicz (producent Mebli)	- Stelmet S.A. - Elektrociepłownia Zielona Góra* S.A. - ENEA S.A. - PKP Energetyka - CENTRUM KOMINA Spółka z ograniczoną odpowiedzialnością Sp.k. - MAZEL S.A. - PGNiG - Karwot sp. z o.o. sp.k. - ECB SIECI Sp. z o.o. - Biuro Projektowo-Usługowe		- Przedsiębiorstwo Budowlano EKONBUD-FADOM - Przedsiębiorstwo Remontowo-Drogowe "CAPRI-bit"
2	Rosa Radom		- ZBYSZKO Company S.A. - Zakład Mleczarski Figand - CERRAD - JADAR - SZALEXPOL - ZECHIK - STAMAR - MEBELPLYT - PRESTIGE - SKARPOL II - NTB Sp. z o.o. - SOLARD - Jamex - TECHWAR - TRENDGLASS	- Energetyczne Centrum S.A. - RADPEC Radomskie Przedsiębiorstwo Energetyki Ciepłej - Energia dla Firm - ZUTEC Sp. z o.o. - Instalatorstwo Elektryczne Zenon Kolbus - ENMAK	- WODOCIĄGI MIEJSKIE w Radomiu Sp. z o.o. - PPUH RADKOM Sp. z o.o.	- ROSA Bud S.A. - EMAR - PRZEDSIĘBIORSTWO BUDOWNICTWA OGÓLNEGO Sp. z o.o. - ALSTAL Grupa Budowlana sp. z o.o. - IDS-BUD - INSAN
3	Energia Czarni Słupsk		- Zakład produkcyjny Kral-Met - Zakład Poligraficzny Grawipol - KOBALT	- Energia S.A. - Enevia Energy - Wodociąg Słupsk - OKTAN Brzeski, Grzenkowicz sp. j.	- Przedsiębiorstwo Gospodarki Komunalnej Słupsk	- MAT-BET Przedsiębiorstwo Zagraniczne Sp. z o.o.
4	Anwil Włocławek		- TICO Sportwear	- ANWIL Spółka Akcyjna	- Przedsiębiorstwo	- HUSAR

		<ul style="list-style-type: none"> - Carlsberg Polska S.A. - Guala Closures DGS Poland S.A. - Sklep z Herbatą i Kawą C.H. REAL - Spółka z o.o. w Wiercu Zdroju - Polskie Przetwory Sp. z o.o. - Zakład Przetwórstwa Mięsnego GROT sp. j. - Drukarnia Lumak-Poligrafia 	<ul style="list-style-type: none"> - Petrolkan Polska - Miejskie Przedsiębiorstwo Energetyki Ciepłej Sp. z o.o. 	<ul style="list-style-type: none"> - KAMARO Sp. z o.o. - TERMOIZOLACJA I ANTYKOROZJA "TERBUD" Bogan Jonkisz - Drogiom Sp. z o.o. - Przedsiębiorstwo Remontowo – Budowlane IZOMONT s.c. - Zakład Robot Chemodopomnych i Ogólnobudowlanych CHEMIKOR - JAWOR Sp. z o.o. 	<ul style="list-style-type: none"> - Budownictwo Inżynieryjne S.A.
5	Polski Cukier Toruń	<ul style="list-style-type: none"> - Krajowa Spółka Cukrowa S.A. - Ostromecko - DACSA Polska Sp. z o.o. - WUTEH - SKAMPOL 	- CONSUS S.A.		

Source: own study based on online resources [accessed on: 26.05.2016].

Table 2. Enterprises supporting basketball clubs in Tauron Basket League in Poland during season 2015/2016 – according to the division of the economy by the PKD-2007, section from G to K

No.	Name of the basketball team	Sections of the economy according to the PKD 2007 from G to K				
		Section G	Section H	Section I	Section J	Section K
1	Stelmet BC Zielona Góra	Wholesale and retail trade; repair of motor vehicles <ul style="list-style-type: none"> - InterMarche - BricoMarche - Sioneczko - ANABO Autoryzowany koncesjonier grupy Renault - LAVARD sp. z o.o. - Spalding - POLSKA GRUPA VENDINGOWA Sp. z o.o. - PPHU "BLECH" SP. Z O.O. - Sklep AS 	Transportation and storage <ul style="list-style-type: none"> - Legarto Sp. z o.o. - Arneberg Transpol Int. Sp. z o.o. - PTH Francopol - DPD Polska Sp. z o.o. 	Accommodation and food service <ul style="list-style-type: none"> - Restauracje Flamingo - Amadeus Hotel - Hotel Śródmiejski - Zamek Joannitów - PIZZA PI - Wirtnica Moźów 	Information and communication	Financial and insurance activities <ul style="list-style-type: none"> - Cinkciarz.PL - Kancelaria Brokerska Błaszczak Sp. z o.o. - DONIRIA S.A.

		<ul style="list-style-type: none"> - Ton Colors s.c. - P.P. Karwowsky (sklep RTV) - BATCAR Akumulatory - ATR Auto - Grupa Karfik – dealer VOLVO) - SAS Spółka z o.o. Sp.k. - FAST Sp. z o.o. - Hurtownia Sportowa Net - NovoTime - ATAF - ATLETA - VIMEX - Wiodący dystrybutor wyrobów stalowych - JAZIENICKI - Praktiker Radom - PRO-MERC - WILMAR Salon Płytek ceramicznych - TES – Centrum Materiałów Budowlanych - AKCENT - Fogiel & Fogiel Pierkarnia - Peugeot Prasek - FUREX Palety - CH Jantar - Top Market - PAKO Lorente s.c. - AUTO DIUG - Move.pl - PRIMO - Aktywna fabryka - Namase.pl - Jaworski Auto Dealer Toydy - Sp. z o.o. - Sklep Koszykarza PL - Market Dekoracyjno-Budowlany PSB Mrowka - Arteks - Sportolick.pl 	<ul style="list-style-type: none"> - MPK Stacja Kontroli Pojazdów - Autolekar 		<ul style="list-style-type: none"> - PIWIARNIA pub sportowy - Hotel Aviator - Willa Książ - Catering Domaniowski 		<ul style="list-style-type: none"> - OPEN Finance S.A. - Agencja Ubezpieczeniowa "Woszyl"
2	Rosa Radom				<ul style="list-style-type: none"> - Pomorska Agencja Rozwoju Regionalnego S.A. - VECTRA - Agencja Interaktywna Edios 		
3	Energia Czarni Słupsk		<ul style="list-style-type: none"> - MC Donalds - MORPOL S.A. - Hotel pod Kluką - Pizzeria Pirokio - Perla Anpasti 			<ul style="list-style-type: none"> - Polska Press Grupa - SAT FILM Sp. z o.o. 	<ul style="list-style-type: none"> - Nord Partner Sp z o.o.
4	Anwil Włodawek		<ul style="list-style-type: none"> - Hotel Aleksander - Hotel Rafuszowy - Garage Hotel - Red Star Food Service Sp. z o.o. 				

5	Polski Cukier Toruń	- Kartel Press S.A. - NEUCA S.A. - NOA Fashion - K+M Sport - Apol Motor Company Sp. z o.o.	- F.H.U. MIXS - City Taxi Sp. z o.o. - ARRIVA RP Sp. z o.o.	- Grill & Bar Widelac - Restauracja AZZURRO - Cukiernia Lenkiewicz - Mercure Toruń Centrum	- Tylko Toruń	- SGB Bank Spółdzielczy w Toruniu - Donoria S.A.
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Source: own study based on online resources [accessed on: 26.05.2016].

Table 3. Enterprises supporting basketball clubs in Tauron Basket League in Poland during season 2015/2016 – according to the division of the economy by the PKD-2007, section from L to O

No.	Name of the basketball team	Sections of the economy according to the PKD 2007 from L to O			
		Section L	Section M	Section N	Section O
		Real estate	Professional, scientific and technical activities	Activity in the field of services, administration and support service activities	Public administration and defense; compulsory social security
1	Stelmet BC Zielona Góra	- Biuro zarządzania nieruchomościami Budhex - Prohome Sp. z o.o. - Biuro Projektowo - Usługowe "Proj-Bud" sp. z o.o. - FATTO Developer pl - RAJBUD Development Spółka z o.o.	- AikON agencja reklamy - Kancelaria Radców Prawnych M. Wozniński A. Kulisz spółka partnerska	- Abilet PL - GalMP Sp. z o.o. - Sekret. Agencja Ochrony	- Urząd Miasta Zielona Góra - Lubuskie Warte Zachodu - województwo
2	Rosa Radom	- RTBS "Administrator" Sp. z o.o. - ROZA DEVELOPMENT Sp. z o.o.	- Emibi Geodezja - Emibi Architektura - IMAXTO - Polmedia.net - agencja reklamy	- Biuro Ochrony BATOR - Carzoni.pl – usługi sprzątania	- Powiat Radomski - Gmina Kłwów - Gmina Jedliński
3	Energia Czarni Słupsk		- Rio Creativo	- Polskie Agencje Ochrony	- Urząd Miasta Słupsk
4	Anwil Włocławek			- Fly Away Travel - B.T. "TURYSTA" - ACTIV. Centrum	- Urząd Miasta Włocławek
5	Polski Cukier Toruń		- SIDEn - DMI Media - Punt TV		- Urząd Miasta Toruń

Source: own study based on online resources [accessed on: 26.05.2016].

Table 4. Enterprises supporting basketball clubs in Tauron Basket League in Poland during season 2015/2016 – according to the division of the economy by the PKD-2007, section from P to S

No.	Name of the basketball team	Sections of the economy according sections to the PKD 2007 from P to S			
		Section P	Section Q	Section R	Section S
		Education	Healthcare and social assistance	Arts, entertainment and recreation activities	Other service activities
1	Stelmet BC Zielona Góra		- ALDEMED Centrum Medyczne - Optyk Puślecki - Apteka z Misiem	- MOSIR Zielona Góra - Totalizator Sportowy	- FunFit Express - Salony Fryzjerskie EWA
2	Rosa Radom		- MEDICA laboratorium analiz medycznych	- POP GYM	- DELFINEK
3	Energia Czarni Słupsk	- Akademia Pomorska w Słupsku	- Zakład Optyczny R & Z Stolic - Apteka		- Panda Prafnia
4	Anwil Włocławek	- BHP EKSPERT	- Centrum Diagnostyczno-Lecznicze "Baskia" sp. z o.o. • Vitalabo Laboratoria Medyczne	- OSIR Włocławek - Wzorzownia	- Samba-AnaCom - Zakład Systemów Komputerowych "ASKI" Sp. z o.o. - Pro-Com.PL - "IMAGE" Studio Fryzury Urody - EKOPRAL
5	Polski Cukier Toruń	- Żywe Muzeum Piernika - Program "ABSOLWENT UIMK" - Dom Legend Toruńskich - Centrum Nowoczesności Młyn Wiedzy - Zwiedzanie Torunia	- NZOZ Remedis Sp. z o.o.	- OSIR Oliender - Bella Line Wellness Centrum	- Top Solarium - Fryzjer GÓRNY

Source: own study based on online resources [accessed on: 26.05.2016].

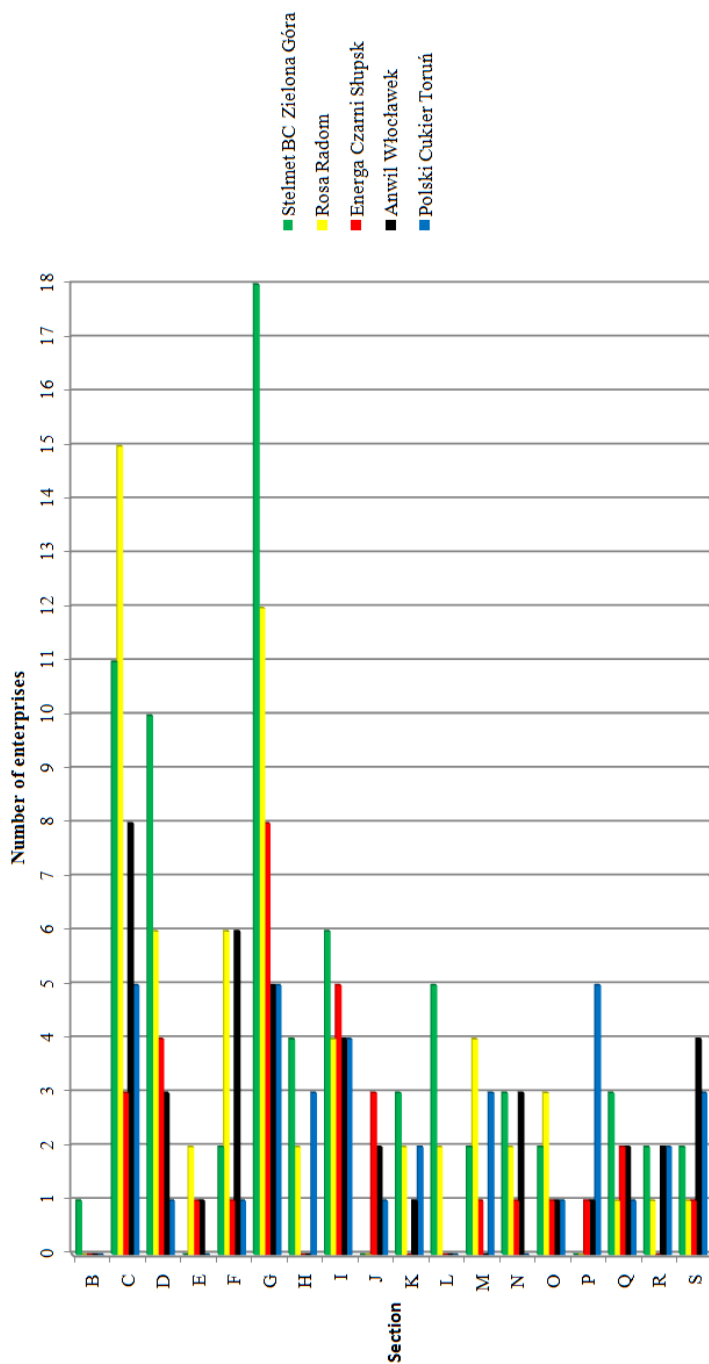


Fig. 1. Enterprises supporting of 5 basketball clubs in Tauron Basket League in Poland in season 2015/2016 – according to the division of the economy by the PKD-2007, section from B to S. Legend: B – mining and quarrying, C – manufacturing, D – production and supply of electricity, gas, steam, hot water and air conditioning supply, E – water supply, sewerage, waste management and remediation activities, F – construction, G – wholesale and retail trade, repair of motor vehicles, H – transportation and storage, I – accommodation and food service, J – information and communication, K – financial and insurance activities, L – real estate, M – professional, scientific and technical activities, N – activity in the field of services, administration and support service activities, O – public administration and defense, compulsory social security, P – education, Q – healthcare and social assistance, R – arts, entertainment and recreation activities, S – other service activities.

Source: own work based on tables from 1 to 4.

In first step of analysis, the authors have listed all sponsors supporting 5 best basketball teams in TBL according to division by the PKD-2007. The most numerous branch of business turned out to be section G – wholesale and retail trade, repair of motor vehicles, for example Inrermarche, Brickomarche, Spalding and Neuca S.A.. Among 249 studied sponsors, almost every fifth sponsor (exactly 48 enterprises) was classified in section G. Many enterprises from section G supported teams Stelmet BC Zielona Góra (18 sponsors) and Rosa Radom (12 sponsors).

The second the most frequent business activity of basketball sponsors was manufacturing – section C. At the moment of the analysis Rosa Radom had 15 manufacturing companies, which supported their basketball team. In turn Stelmet BC Zielona Góra and Anwil Włocławek had 11 and 8 sponsors respectively from section C. On the next place was section D – production and supply of electricity, gas, steam, hot water and air conditioning supply. In this sector, 10 sponsors had Stelmet BC Zielona Góra, 6 had Rosa Radom, 4 Energa Czarni Słupsk, 3 Anwil Włocławek and only one Polski Cukier Toruń. Section I – accommodation and food service, is also noteworthy. The most, 6 enterprises from section I had Stelmet BC Zielona Góra, then 5 Energa Czarni Słupsk. Exactly 4 enterprises, which support teams Anwil Włocławek, Energa Czarni Słupsk and Polski Cukier Toruń, conducted business related with accomodation and food services.

After analysis of tables from 1 to 4, it is evident that basketball teams are sponsored by a lot of enterprises associated with production and supply of electricity, gas, steam and also from section C (manufacturing), section F (construction) and section G (wholesale and retail trade, repair of motor vehicles). These are large enterprises, which give money for development of basketball in the city, where they run their business. But in this study the main focus is on small and medium enterprises, which provide not only financial but very often alternate forms of support (services or barter). It should be noted that basketball teams are sponsored by SMEs, which produce or provide services that are in great demand also among basketball fans. Some of the SME sponsors are the enterprises from the same sections of the PKD-2007 as mentioned above big companies. For example some local producers of food, water and furniture, as well as, restaurants and hotels. All analyzed basketball clubs also cooperate with car dealers, medical centers, printing houses and IT companies.

For a more thorough analysis the authors selected Polski Cukier Toruń. Data show that, this team achieved 5th place in TBL and has smaller number of sponsors (37 enterprises) than average of another analyzed teams e.g. 50 sponsors. Therefore, the analysis of sponsors from competitive teams should help Polski Cukier Toruń recognize which gain new sponsors could they gain and indicate which branches of business should be searched. So, Stelmet BC Zielona Góra or Rosa Radom are considered as benchmarks. For instance the analysis show that, Polski Cukier Toruń in group of sponsors lacks enterprises from:

- section D, e.g. production and supply of electricity, gas, steam,
- section F, which contains companies related with construction.

These companies are large and not the subject of this analysis. But when we consider only small and medium enterprises in context of potential sponsors of basketball of Polski Cukier Toruń, this team should find sponsors among developing companies. These enterprises can provide services of renting apartments for basketball players, what can substantially reduce housing cost of the team. Analyzed team should also collaborate with more number of hotels. It is worth noting, that basketball club have to pay for accommodation of referees and commissioner of the game. It means that accommodations in form of barter provided by hotels can reduce organizational cost of sports club. Another group of sponsors, which Polski Cukier Toruń does not have, are supermarkets and commercial centers. Shopping malls are excellent places for promotional campaigns e.g. information about basketball games. In this situation clients of commercial centre can become the new basketball fans. Polski Cukier Toruń should also cooperate with travel agencies and tourist information. These enterprises can inform tourist about matches. Every basketball club like Polski Cukier Toruń should also collaborate in form of barter with security agency, law office, producer of supplements, pharmacy and courier company. All these enterprises can reduce operational costs of the club. In return basketball club, for all the barter forms of sponsoring mentioned above can offer advertising packages containing different form of promotion, not only during matches, but also on a daily basis in social media. What is interesting, only Polski Cukier Toruń among its partners has five organizations from education sector, while other clubs have one or none. It can be concluded that the club from Toruń is focused on providing educational attractions during their matches for basketball fans.

CONCLUSION

This paper maybe a valuable source of knowledge about sponsoring in sports market. As a most valuable source of financing of a sports club sponsors are encouraged by chance to increase the degree of perception of the company name, improved approach to the firm or brand, higher chance to get access to TV exposure. As fans or ordinary consumers of sports people are usually aware of the big sponsors who are considered strategic (due to the amounts of money contributed to the club) or title sponsors (name of the company is part of the teams name). What is less known and obvious is the fact that sports clubs currently more rely on a support of many small and medium enterprises and this study proves that.

The information presented in the article maybe useful for new basketball teams in professional leagues that are trying to find new sponsors. What is important, sponsor not only gives money for the development of sports team, but

also can ensure alternative forms of support in form of goods or services. All products or services, which are handed on by sponsors and are directly related with activities of sports club are cause of reducing operational costs of sports team and organization of games (e.g. accommodation for referees, athlete nourishment, medical services, sports equipment). Hence, this kind of sponsoring is equally important like financial support. Additionally enterprises from SMEs much more frequently give own products than money. This research shows that sponsors of basketball teams from SMEs run a business in following sections: wholesale and retail trade, manufacturing, accommodation and food service, constructions.

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MAŁE I ŚREDNIE PRZEDSIĘBIORSTWA WSPIERAJĄCE KLUBY RYWALIZUJĄCE W TAURON BASKET LIDZE W SEZONIE 2015/2016

Zarys treści: Celem artykułu jest zidentyfikowanie jakie MŚP wspierają kluby koszykówki w Tauron Basket Lidze w Polsce w czasie sezonu 2015/2016, zgodnie z Polską Klasyfikacją Działalności (PKD 2007). W tym artykule, do analizy wybrano kluby, których drużyny zajęły pierwsze pięć miejsce w TBL. Rezultaty badania pokazują, że kluby koszykówki są sponsorowane przez MŚP, których produkty lub usługi są mocno pożądane wśród kibiców koszykówki np.: producenci żywności, wody i mebli a także restauracje i hotele. Informacje zaprezentowane w niniejszym artykule mogą być przydatne dla nowych klubów koszykówki w profesjonalnej lidze, które są w trakcie pozyskiwania nowych sponsorów.

Słowa kluczowe: małe i średnie przedsiębiorstwa, wydarzenia sportowe, sponsoring, klub koszykówki, Tauron Basket Liga, klub koszykówki Polski Cukier Toruń.

