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Consumer Perspectives of Collegiate Athletic Facility Naming Rights

Sponsorship: Examining a Conceptual Model

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# Consumer Perspectives of Collegiate Athletic Facility Naming Rights

## Sponsorship: Examining a Conceptual Model

### **Abstract**

The limited opportunities of facility naming in major league professional sports have caused corporations to shift their target to college sports. Collegiate athletics has not only become increasingly attractive for sponsorship investment but also been laden with potentially negative side effects. How university stakeholders, such as students, perceive and respond to stadium naming rights sponsorship is a major concern for both corporations and college administrators. The purpose of this study was to investigate students' beliefs about naming rights sponsorship (BFN), attitudes toward commercialization (ATC), team and stadium identification (TID, SID), and perception of financial status (PFS), and how these factors affect naming rights sponsorship outcomes in the areas of attitude toward sponsorship (ATS), purchase intention of sponsor's products (PIP), and willingness to attend sporting events (WAS). A theoretical model for measuring the effectiveness of collegiate facility naming right sponsorship was proposed and tested. Hierarchical regression analyses revealed significantly ( $p < .05$ ) relationships of BFN, ATC, and PFS to ATS, ATS and TID to PIP, and TID and SID to WAS. This study provides a preliminary model for explaining the potential viability of stadium naming rights sponsorship for intercollegiate athletics.

Keywords: Title Sponsorship, Advertisement, Venue Signage