

**THE IMPACT OF PROGRAMME SPONSORSHIP ON  
COMPANY MARKETING AND PUBLIC RELATIONS GOALS:  
A CASE STUDY OF NIGERIAN BOTTLING COMPANY**

BY

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## ABSTRACT

From

All over the world, businesses strive to make profit. In pursuit of this, Managements have embraced marketing and public relations, both effective instruments of reaching the market. To achieve marketing and public relations goals, companies have invested seriously in sponsorships of different kinds. Sponsorship being an expensive venture, managements have often been faced by such questions as "why does your company spend so much on sponsorship?" and "what does your company intend to gain from these sponsorships?"

It is based on this, therefore, that this project tried to survey the impact of Nigerian Bottling Company's Sponsorship on its marketing and public relations as a way of establishing whether sponsorship impacts on marketing and public relations. Hence the study was conducted with the objective of establishing:

Whether programme sponsorship has much impact on public relations.

Whether programme sponsorship has much impact on marketing.

Whether the public understands company aim in sponsorship

Whether management understands the importance of programme sponsorship and

Whether community relations can be improved through community sponsorship.

In doing this, the study did a questionnaire survey of Nigerian Bottling Company's customers in Enugu Metropolis, and the Company's Community neighbours in 9th Mile/Ngwo uno. As well as interviewed the company's top and middle managers. Besides these, the study also made use of books, journals, newspapers and magazines.

From the data obtained in this study, the following findings are made:

1. That sponsorship has much impact on public relations.
2. That sponsorship does not have much impact on marketing even though it contributes to marketing.
3. That the public understands company aim in sponsorship.
4. That management understands the importance of sponsorship.
5. That community relations can be improved through community sponsorships.

With these findings, and references on previous studies, the impact of programme sponsorship on company marketing and public relations goals has been established using Nigerian Bottling Company's (NBC) sponsorships at the national and local levels as a focal point.