

**EFFECTS OF STRATEGIC MARKETING SPORTS MANAGEMENT  
APPROACHES ON PERFORMANCE OF PARA ATHLETES IN KENYA.**

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## DECLARATION

### DECLARATION BY THE CANDIDATE

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## **DEDICATION**

I devote this research thesis to my beloved mother Roda Chebii, whose words of affirmation and drive for resilience echo in my ears for her inspiration, financial support and guidance. A special feeling of thanks to Getrude Chepchumba and my daughters Loreen Jelimo and Amelia Jemutai without whom this research would not be complete on time. I also dedicate this work to my sister Janet Jelagat and brother Pius Kipchirchir, who have been there for me throughout the Masters program.

For Para-Athletes who have done well in an outstanding way despite the challenges they have encountered in Para-Sport, for instance Henry Kirwa (UN Person of the Year 2009, UNDP MDG Ambassador and now East Africa Community Ambassador). I do dedicate this to all Para Athletes who participated in this research thesis without whom work would not have been feasible.

## ABSTRACT

Strategic Marketing Sports Management (SMSM) approaches are used throughout a Para Athlete career beginning from when talent is identified and trained, to when they participate and perform at athletics competitions. The study was aimed at investigating how SMSM approaches affect Para Athletes performance. It analyzed the Para Athletics SMSM in Kenya. It aimed at identifying influence of camps/clubs, competitive events, sponsorships and endorsements available on performance aspects of Para Athletes. These aspects include the athletics expertise, competitive style, sportsmanship and rivalry obtained from conceptual Model of Athlete Brand Image. An exploratory case study was done to twenty (20) Para Athletes after theoretical sampling from the total sixty six Para Athletes (66). In-depth interviews were done on the Para Athletes and observation method for data collection. Validity and reliability were tested using pilot study to five (5) Para Athletes. The data analysis was done guided by grounded theory research design using the Straussian approach. The study found that camps/clubs, sponsorships and endorsements were not there for the Para Athletes and hence no effect was experienced on their performance. Another important finding was the availability of few competition events for the Para Athletes that had varying effects on the Para Athletes performance. Two major themes were identified with respect to the SMSM approaches on performance of Para Athletes. First, the Para Athletes acknowledged extremely limited interaction to SMSM, with some none at all. Secondly, the Para Sport structure and leadership proved to explain the nature of current SMSM. Hence, appropriate Para Athletics leadership and structure to drive the availability and use of SMSM approaches in Para Athletics is vital. The implication of these findings is to reorganize the structure and leadership of the Kenya Paralympics. Based on the findings of the study, further research should be done to develop appropriate Para Sport structure and leadership to influence SMSM and Para Athlete performance.

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## **ABBREVIATIONS, ACRONYMS, AND SYMBOLS**

**Event ‘T’** - prefix T for Track

**Event ‘F’** - prefix F for Field

**IAAF** – International Association of Athletics Federation

**IEG** – International Events Group

**IOC** – International Olympic Committee

**IPC** - International Paralympic Committee

**KNPC** – Kenya National Paralympic Committee

**MABI** - Model of Athlete Brand Image

**NBC** – National Broadcasting Company

**NPC** - National Paralympic Committee

**SMSM** – Strategic Marketing Sports Management

## OPERATIONAL DEFINITION OF TERMS

**Athletics Camp** – place where there are activities for athletes and coaches who want to develop their athletic skills and include Sport-Specific camps in which the camper selects one sport for the entire camp experience, and Multi-Sport camps in which the camper is trained in a specific sport and competes in a variety of sports as a Huddle (IAAF, 2018). Throughout this research, the term camp refers to place where the athletes are trained.

**Athletics Club** – a sports club or umbrella organization dedicated to various athletic activities (IAAF, 2018); in this research, the term camp refers to place where the athletes are trained.

**Athletics Expertise** - This research used the definition as suggested by Arai, Ko and Kaplanidou (2013) that it is a high level, skill, knowledge and know how based on experience, education and own desire to continually improve.

**Classification in Para Athletics** – is the basis for determining who can compete in specific athletic sports, and within which class (IPC, 2018). In this research, the Classification in Para Athletics is used as defined by IPC.

**Competitive Style** - This research used the definition as suggested by Arai, Ko and Kaplanidou (2013) who said that it is an athlete's personality or philosophy of performance and is an importantly interpreted as their brand message toward consumers.

**Endorsement** – This research used the definition as suggested by Richelieu and Pons (2009) who suggested that endorsements are a form of advertising that uses famous personalities or celebrities who command a high degree of recognition, trust, respect or awareness amongst the people.

**Field Event** – This research used the definition by IAAF (2018) that defines Field Event as the one that takes place in a large field and can be classified as jumping and throwing categories.

**Grounded Theory** – set of systematic inductive methods of conducting qualitative research aimed toward theory development as a method consisting flexible methodological strategies and the products of the methods of inquiry (Glaser & Strauss, 1967). For the purpose of this research Straussian Grounded Theory has been used as developed by Anselm Strauss.

**International Olympic Committee** – is a Swiss private non-governmental organization based in Lausanne, Switzerland, which is the authority responsible for the modern Olympic Games (IAAF, 2018). The meaning as stated by IAAF is used throughout this research.

**International Paralympics Committee** – this research used the definition by IPC (2018) that states that it is an international nonprofit organization and the global governing body for the paralympic movement (IPC, 2018).

**Kenya National Paralympics Committee** - is an umbrella body of sports for people with disability in Kenya (IPC, 2018); this IPC definition was used for the purpose of the research.

**Para Athletics** - This research used the definition by IPC (2018) that it is a disabled sport practiced by athletes with a physical disability who have competed at separate international events since 1952 and is governed by the International Paralympic Committee through its World Para Athletics subcommittee, and has been one of the sports at the Summer Paralympic Games since 1960.

**Para Athletics Technical Official** - are referees responsible for judging the various events within track and field (IPC, 2018). For the purpose of this research, the IPC definition was used.

**Rivalry** - This research used the definition as suggested by Arai, Ko and Kaplanidou (2013) that it is a fluctuating adversarial relationship existing between two teams, players, or groups of fans, gaining significance through on-field competition, on-field or off-field incidences, proximity, demographic makeup, and/or historical occurrence(s).

**Sponsorship** – This research used the definition as suggested by Shank (2009) who suggested that it is when a business provides funds, resources or services to a club, in return for some form of rights and/or associations with the club that may be used to help the business commercially.

**Sports Competition Event** – is a contest held to determine the best athletes, teams and greatest achievements in sports. It is used to improve athletic skills, to popularize physical culture and sports. Sports competitions provide an opportunity to evaluate objectively the sports organizations, coaches, athletes, and officials (Farrelly, 1990). For the purpose of this research, it means track or field competition between two or more Para Athletes from which a winner is selected from among them.

**Sportsmanship** - This research used the definition as suggested by Arai, Ko and Kaplanidou (2013) who saw it as an aspiration or ethos that a sport or activity will be enjoyed for its own sake, with proper consideration for fairness, ethics, respect, and a sense of fellowship with one's competitors.

**Strategic Marketing Sports Management** – is a subdivision of marketing which focuses both on the promotion of sports events and teams as well as the promotion of

other products and services through sporting events and sports teams. It is a service in which the element promoted can be a physical product or a brand name (Shank, 2009). In this research, the term is used as marketing activities which focuses on the promotion of Para Athletics sports.

**Straussian Approach to Grounded Theory** - the researcher defines Straussian approach to grounded theory as a procedure or technique used to collect and/or analyze data (Strauss & Cobin, 1990).

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## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background of the Study

From various models of athlete brand image and brand equity (Williams, Walsh & Rhenwick, 2015; Gladden & Milne, 1999 and Arai, Ko & Ross, 2014), athletes' performance has been outstanding as the main feature of the competitor that attracts sports marketing. With great athlete's sports performance, their brand equity and brand image is established; they are then used for sports marketing (Arai, Ko & Paplanidou, 2013). There are different accepted understandings to definition of sports marketing, this may be because of its changing nature; here are some popular definitions. Sports' marketing is described in Mullin, Bernard, Hardy, Stephen and William (2007) as "consisting of all activities designed to meet the needs and wants of sport consumers through exchange processes. Sport marketing has developed two major thrusts: the marketing of sport products and services directly to consumers of sport, and the marketing of other consumer and industrial products or services through the use of sport promotions."

Sport marketing uses sports to promote its offerings, according to Kaser and Oelkers (2005). Shilbury, Quick and Westerbeek (1998) state on the other hand that sport marketing is a social and organizational mechanism by which the sports promoter seeks to achieve what sports organizations need and want by producing products and sharing interest with the others. van Heerden (2001), defines it "as the specific application of

theoretical marketing principles and processes to sport products and services; the marketing of non-sport and sport-related products and services through an association - such as a sponsorship - with sport.”

Numerous researches have been carried out on sports brand equity (examples are, Williams *et al.*, 2015; Gladden & Milne, 1999; Kerr & Gladden, 2008, Gladden *et al.*, 1998; Ross, James and Vargas 2006) and sports brand image (examples are, Arai *et al.*, 2013; Arai *et al.*, 2014) for an athlete; but hardly any has in particular focused on the athlete as a product. Although all these studies have identified the rudiments in an athlete that build the sport brand equity and image; the most evident element of all of them is the athlete performance. This research utilized the athlete performance element from these studies; and finds out how strategic marketing sport management approaches influences it by developing a conceptual framework.

On the other hand, from the sports definitions given (Mullin *et al.*, 2007; Kaser and Oelkers, 2005; Shilbury *et al.*, 1998 and van Heerden, 2001), it is clear that it has different features. This research dwelled on one of the most outstanding of the others features, which is the sports athlete as a product; and specifically how strategic marketing sport management approaches influences athlete performance. Sport as a commodity can also be defined by the buyer's expectation that it will be a combination of value, processes and capacities (Mullin, Bernard, Hardy, Stephen & William, 2007).

The result of a game can not be anticipated or play quality regulated. Compared to other products, whereby not guaranteeing quality, it will be terrible. Incoherence and



incertitude are an important element of every success in sports marketing, and sports marketers must be mindful that each athlete has advantages since they are exceptional on and off pitches in their own way (Shank, 2009). Each athlete will be affected differently by the sponsorship they are involved in and therefore variance of the effects on overall performance of the individual sports person.

Hence when selecting the participants of those to participate at sponsored events, the athlete managers should consider these effects on performance on the athletes. Management makes the rules and team managers choose for top sportsmen, who can give the team as a whole productivity and efficiency (Mullin et al. 2007). Consequently, understanding how strategic marketing sports management (SMSM) approaches impacts an athlete's performance will allow the athlete and their management to develop in every respect in a way that benefits all the stakeholders.

This research is useful to develop theoretical knowledge of the understudied although vital research area of athlete performance. Theoretically, it will help by giving features of athlete performance and how to enhance it by using already developed models developed in the contexts of sports strategic marketing research. Even though the available researches have recognized wide theoretical base, they are yet not successfully applied to athlete performance because of basic difference in research questions constraining every study.

## 1.2 Statement of the Research Problem

Sports marketing studies have been done (Williams, Walsh & Rhenwick, 2015; Gladden&Milne, 1998; Kerr & Gladden, 2008; Ross, 2006; Arai *et al*, 2014; Arai, Ko & Paplanidou, 2013) but none have looked at Strategic Marketing Sports Management (SMSM) approaches effects on the Para Athletes performance. A clear example is sponsorship research on the use of sports competition events to promote products, services and organizations; however, there is limited information on the affect of Strategic Marketing Sports Management (SMSM) approaches on Para Athletes' performance. This research tried to find theoretical and methodological method to fill up the conceptual gaps.

There is also a need for insight into the exposure of Paralympics in Kenya to Strategic Marketing Sports Management (SMSM) approaches. At the same time, it is necessary to know how the approaches affect performance. Kenyan able bodied Olympic athletes have always performed better when it comes to major competitions (IAAF, 2017) than their counter parts in the Para Athletics (IPC, 2017) but they both operate in nearly same circumstances. A good example is the Kenyan able bodied team was number two in the world in the 2017 World Championships in Athletics (IAAF, 2017) while their Paralympics counterparts were number 27 in the world in the 2017 World Para Athletics Championships (IPC, 2017). The SMSM approaches used by Para Athletes should be understood and how they relate to their performance. Because both able bodied athletes and Para Athletes are operating in Kenya in almost the same circumstances. In view of the above statement, the study sought to fill the gap by doing in-depth interviews on

effects of Strategic Marketing Sports Management approaches on performance of Kenya Para Athletes.

### **1.3 Objectives of the Study**

The study seeks to achieve the following objectives;

- i. To establish the effect of local athletics camps/clubs on performance of Para Athletes in Kenya.
- ii. To examine the effect of athletics sport competitive events on performance of Para Athletes in Kenya.
- iii. To ascertain the effect of sponsorships on performance of Para Athletes in Kenya.
- iv. To investigate how endorsements influence performance of Para Athletes in Kenya.

### **1.4 Research Questions**

The study attempted to answer the following questions:

- 1 How do local athletics camps/clubs affect on performance of Para Athletes in Kenya?
- 2 How does athletics sport competitive events influence performance of Para Athletes in Kenya?
- 3 How do sponsorships affect performance of Para Athletes in Kenya?
- 4 How do endorsements influence performance of Para Athletes in Kenya?

### **1.5 Significance of the Study**

It is a unique type of study in Kenya in view of the fact that up until now little research have been done on Strategic Marketing Sports Management (SMSM) approaches, more

so, focusing on Para Athletics. The study is based on understanding Kenya's approaches to Para Athletics Strategic Sports Marketing Management (SMSM) and how it affects the performance of Para Athletes. There are different groups of stakeholders in Para-Athletes globally and in Kenya. They include the Paralympics movement, governments, sports organizations and many others. Their knowledge and understanding of the use of SMSM approaches is vital; therefore, this research may be of benefit to all of them.

### **1.6 Assumptions of the Study**

To determine the effect of SMSM strategies on Para-Athletes in Kenya, information from in-depth interviews were obtained. The magnitude of the effect is difficult to determine, considering the diverse viewpoint that is difficult to gage. This is due to the lack of statistical results, which would have rendered the process more rigorous.

### **1.7 Scope of the Study**

The study examined how Strategic Marketing Sports Management (SMSM) approaches influence the performance of Para Athletes in Kenya. It identified the influence of camps/clubs, competitive events, sponsorships and endorsements available on performance aspects of Para Athletes that includes the athletics expertise, competitive style, sportsmanship, and rivalry.

The study focused on Para Athletes in Kenya during the data collection in the field as a case study. The study also covered information on historical research and examples on what has been successfully done. The research targeted 20 Para Athletes who had at least participated at the Kenya national trials to major championships to represent Kenya. The

Para Athletes were spread all over Kenya and the researcher made arrangements with them to meet for an interview for data collection. The interviews were done in the months of September, 2018 and August, 2019.

## CHAPTER TWO

### LITERATURE REVIEW

#### **2.1 The wider Athletics Sport**

There are many participants in professional athletics sports. These include the players, players' agents, players' associations, sports clubs/camps, stadium owners and employees, competitions, event organisers, federations, suppliers of sports implement and athlete sponsors. On the other hand, there are sports for the able bodied athletes and the disabled athletes.

#### **2.2 Paralympics**

Gold & Gold, (2007) reported that the Paralympics helped to change the perceptions of the public towards the disabled and encourage inclusion. Sports with athletes with impairment have flourished for over 100 years and in Berlin in 1988 the first sports club was founded for the deaf. (IPC, 2017). The Paralympics are organized by the International Paralympics Committee and is responsible for coordinating and overseeing the Summer and Winter Paralympics, Paralympics Championships and other activities (IPC, 2017).

The headquartes for International Paralympic Committee (IPC) is in Bonn, Germany and it serves as the umbrella organization. There are 162 National Paralympic Committees, including Kenya (IPC, 2017). There are also four international sports federations for

specific disability type. In Paralympics there are 24 Paralympic sports with Para Athletics being one of them.

According to IPC (2017), it is the global governing body of the “Paralympic Movement and its vision is to enable Paralympic Athletes to achieve sporting excellence and inspire and excite the world.” It breaks down its vision to: enable, Para Athletes, achieve, and ‘inspire and achieve’. In the section of Para Athletes, their primary focus is from initiation to elite level. This can be interpreted to mean talent identification and development to maximum competition level.

### **2.3 Para Athlete’s Performance Measurements**

The reasons for measuring performance were provided by Johnston and Clark (2001), who state contact, inspiration, control, and progress reasons. Caton, Webb and Patterson (1999), whose explanation is helpful, restricts the notion of performance to institutional level, offered further guidelines according to which quality metrics indicate the degree to which an entity achieves its goals and aims, whether qualitative or quantitative.

A more comprehensive view is offered by Staw (1986), who recognizes that achievement measures can be taken at the personal, team or organizational level. In Para Athletics, most of events are participated as an individual. Although the events may be performed by the individual, the overall recognition and contribution also add to the overall performance of the team. There are measures of Para Athletics performance as described by Arai *et al.* (2013), and these include athletics expertise, competition style, rivalry and sportsmanship.

## **2.4 Strategic Marketing Sports Management**

Strategy is a situation management plan or guiding principle (Mintzberg, and Quinn, 1991). The Sport Strategy is a strategy developed and implemented by sport managers based on their own institutional experience, environmental requirements and their competitors' behaviour.

Therefore, the Sondhi (1999) strategy aims towards long-term goals and targets each functional region. These are translated to support all stakeholders as visions, goals, targets and strategies. Winning as a tactic in the sports management industry is the same as any other activity.

According to Kotler, Wong and Saunders (2005), “marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with each other.” Therefore sports marketing are the processes whereby fans, sports persons, sports organizations associated to sport create and exchange value. It involves the marketing of sport products and non sports products using of marketing principles while associating with sports. For sports, fans, competitors and sponsors are three different types of customers. Spectators watch the event where participants are actively involved in competitive events and sponsors are the various business entities that choose to sponsor sport.



### ***2.4.1 Camps/Clubs***

The ability to reach targets in various life areas under pressure is important. Individuals will sometimes be required to be confronted with situations where to perform well some pressured activities are required. The pressure is described as “the presence of situational incentives for optimal, maximal, or superior performance” (Baumeister & Showers, 1986). For athletes to perform well, joining camp or club may be necessary, whereby there are set rules and regulations guiding its daily activities. There are many athletics training camps and clubs in Kenya, majority offering services to elite runners and few to non-elite runners, to Kenyans and runners from all over the world. At the camps and clubs, there is staff with wide knowledge and expertise in athletics, therefore, facilitating inspiration and chance to improve on performance to athletes.

Athletics clubs and camps are places where athletes go for training. The training there entails various activities that are geared toward achieving athletes' objectives. There are several specialized people in the athletics camps and clubs who help the athletes to be able to attain their goals. These goals are athletics performance-oriented. Hence camps and clubs will always strive to have the right athletes to their athletics camps or clubs. There are several ways in which athletes can join an athletics camp or club. Several studies have had varying findings on the methods to be used when identifying talented athletes. Traditional methods are fine by others, while some use science (Ziemainz & Gulbin, 2002; Lyle, 1997). The stage of identifying the right athlete to an athletic camp or club is very important. It requires keen analyzing the potential talent of an individual.

Those that can be competitive are properly assessed to determine talent in sport (Hadavi, 2000).

Athletes are identified using scientific methods. This reduces the time needed to achieve high output. It also improves the effectiveness of coach training while enhancing competitiveness. It also helps to achieve a high level of trust (Bompa, 1999). Apart from athlete identification, various factors are necessary for the athlete to perform well, and have to be made suitable to the athlete. Coaches are not knowledgeable on the process involved in developing sports talents and if facilities and equipment are inadequate or not available (Durand & Salmela, 2001). The athletes train on their own will most likely miss some of the requirements necessary to perform well in sports. On the other hand, those who will access these essential resources most likely perform well.

Athletes require attention and concentration to perform optimally. There are various needs and wants that have to be availed to an athlete to be competitive and be able to achieve set objectives. There are some studies done concerning the essential requirements for developing top athletes (examples include Wilson, 2006; Jackson, 2014; Russell, 2005; Sotiriadou, 2005; Abbott & Collins, 2004; Williams & Reilly, 2000). For example, an athlete preparing for a major marathon, the national team that is preparing a major championship, an athlete preparing for a national championship trial. Professional performance requires rapid decisions. Fine motor control needs to be maintained. Such arise predominantly in physical and mental tiredness without which the award is at risk

(Andersen, Pitel, Werasighe & Papazoglou, 2016). All these optimum performance requirements can be learned through proper quality training.

Apart from quality training, athletes also require some motivation. These are always enhanced where there are skillful people who work with the athletes. All the persons working with the athlete should understand the athlete and be able to guide accordingly while motivating the athlete. From the parents, coaches, physiotherapists, educators, fans and all the people who matter to the athlete should provide some form of motivation (Abbott, Collins, Martindale & Sowerby, 2002).

Trainers and players can have a strong impact on the essence and performance of athlete's athletic experience. It is possible to achieve the clear goals they set, the attitudes and values they express and the essence of their experiences. Most specifically, there is a significant position for coaches and sports administrators to fill. This is in the quality anxiety development and maintenance of athletes. This is because they provide comprehensive assessment advice on their capabilities, overall performance, and improvement potential (Andersen *et al*, 2016).

Negative responses by trainers can cause a high level of athletes' negative emotion. This is especially those who are concerned about failure and rejection. This contributes to a sporting environment which is threatening. However, a supportive environment leads to a high level of fun (Scanlan & Lewthwaite, 1986). The majority of the camps and clubs in Kenya are situated in the North Rift part of Kenya. In the camps and clubs, there are a lot

of services offered to the athletes including coached guided runs, coached workouts, practical workshops, Coaching Seminars, questions and answers sessions between the athletes and experts of several relevant fields of athletics and other activities that are of interest. According to Williams and Reilly (2000), the number of competent coaches should be adequate. There should also be experienced managers, suitable facilities and training facilities. Testing and training time to improve the development of athletes should accompany these.

At the athletic camp or club, the athlete will have friendship with fellow athletes and other staff who are there. According to Brustad, Babkes, Smith, and Alan, (2001), most camps and clubs have several runners creating a positive group environment and comradeship and on the other hand small enough making sure that each runner receives individual attention from the camp or club staff and better services.

Athletics fans and friend outside the camp gives the athlete the motivation to keep on training. Friends encourage continuing being in sports, rewards motivate players to keep participating, the role model of famous players and environmental influences such as facilities and equipment facilitate participation in sports (Fauzee, Daud, Kamarudin, Yusof, Soh, Nazarudin & Salikon, 2009)

#### **i. Entry Requirements**

Camps and clubs usually aim at attracting the right type of athletes to train for different types of athletics events. Camps/clubs rely on the subjective assessment of the scout or

coaches supported by a shopping list of key criteria (technique, attitude, balance, speed, understanding, personality, skills, talent, and intelligence). (Williams and Reilly, 2000). Similarly, coaches and scouts most often rely on subjective assessment based on their experience (Williams & Reilly, 2000) and their “eye for talent” (Christensen, 2009).

Identification of talent is an important factor in enabling the effectiveness of the camp/club to enhance the achievement of the athletes and its objectives. So it has to be done well and recognizing the important indicators of talent in each athletic event. Crespo and McInerney (2006) recommend the use of an expert method which is a mixture of natural whereby an athlete is selected due to competitive performance or subjective identification by coach and scientific method. The most appropriate place to observe talent is at competitions. Here the athletes show their abilities and potentials some of which can be improved through expert training. According to Abbott and Collins (2004), tests examining physical, motor and psychological factors are vital when identifying current performance ability or future performance.

## **ii. Facilities and equipments**

Athletics training requires accessibility to essential facilities and equipment among other requirements to enhance proper performance improvement. Williams and Reilly (2000) advocate for “the provision of adequate facilities and equipment, competent coaches, time for training, training and practice that are directed towards enhancing athletes’ development.”

The facilities and equipment that are important for athletes are track and field venue, gym, and good paths for running sessions, physiotherapist equipment, plyometrics equipment and many others that are relevant to specific athletics sports. According to Helsen, Starkes, and Hodges (2000), talent plays a limited role in the development of elite athletes. They emphasize that factors such as facilities are necessary for an athlete with the potential to become an expert in the sport.

For an athlete to perform optimally, all energy systems have to be developed. Hence, athletes who do not access required facilities and equipment will realize less competitive performance than those who access them. These views are supported by Gore (2004) through their study that showed that access to facilities and services was essential for all athletes, regardless of the elite level.

### **Quality of Training**

Acknowledging the importance of training, Ebrahim and Halaji, (2007) emphasize that talent development in sports is the most important stage in the process of achieving sporting success. It has been confirmed that training is essential to developing an athlete (Ericsson, Krampe & Tesch-Romer, 1993). It involves the provision of an appropriate mix of activities geared towards the wholesome improvement of athletics talent.

It is aimed at providing the most optimal learning environment to help promising youth athletes realize their potential (Williams & Reilly, 2000). The environment involves all the essential requirements that will impact positively on the development of the athlete.

According to Williams & Reilly, (2000), sports talent development is the provision of athletes with a suitable learning environment so that talent potential can be realized. According to Ericsson *et al.* (1993), it is not simply the accumulation of training hours that lead to superior levels of performance but also the training quality was also important.

High levels of performance are acquired through sustained investment in practice and deliberate efforts to improve (Ericsson *et al.*, 1993). All these activities should be provided including all training aspects and according to Stotlar and Wonders (2006), it should be provided in the correct doses for the particular stage of the athlete. Athletes always respond differently to training and also depending on the experience of the athlete. Expert athletes accumulated more hours of training than non-experts (Helsen, Starkes & Hodges, 1998; Hodge & Deakin, 1998).

On the other hand, Hardy and Parfitt, (1994) comment that extremely high levels of motivation may be necessary to produce repeatedly the kind of high-quality sessions that are required for elite performance. Allowing necessary time to rest and recover from the intense session is important, as Ericsson and Lehmann, (1996) support commenting that they must provide adequate recovery for the athlete. According to Ericsson *et al.* (1993), development of sports talent occurs when activities are well defined, are pitched at an appropriate level of difficulty, when useful feedback is presented and the opportunity for repetition, error detection and correction are provided.

Expert athletes from basketball, netball, and field hockey accumulated significantly more hours in the video training, competition, organized team practices, and one-on-one coach instruction than non-expert athletes (Baker, Horton, Robertson-Wilson & Wall, 2003). Camps and clubs always provide training programs to their athletes and will provide a schedule for an extended time while at training. According to Enoksen, (2002), lack of time and coordination of time is a typical reason for dropout within competitive sport.

Training for competitions should be programmed to consider factors such as the focused competition and the time required to develop to the maximum level.

### **iii. Staff**

Camps and clubs have staff that helps in the daily running of the activities. Key among them is the athletic coach; who trains the athletes. The most essential requirement in developing top athletes is the availability of world-class coaches (Jackson, 2014). It is through coaches that athletes get professional advice on their athletics career. Abraham and Collins (1998) describe a coach as someone who orchestrates learning activities and mediates social climate while diagnosing and remediating performance.

Although there is much other staff at camps and clubs, Lyle, (1997) acknowledges that their basic task is to develop and improve the performance of teams and individuals. Specifically, Williams and Reilly, (2000) and Morris and Terry, (2000) recognize that the likelihood of talented athletes to become elite is based on the provision of best coaches



and training. On the other hand, Gould, Guinan, Greenleaf, Medbery, and Peterson (1999) points out coaches can be seen as performers and their performance directly affects their athletes.

The training techniques nowadays change rapidly according to the many research on best training methods, therefore coaches should be curious and adopt best current proven ones. Having experienced coaches with knowledge about the latest training techniques is valuable to the development of a talented player (Roetert & Harmon, 2006). Baker and Horton, (2004) acknowledge that access to essential resources such as knowledgeable coaches during the learning process also influences skill development.

On the other hand, Baker and Horton (2004) emphasize that access to high-quality coaching would appear to be an important component in maximizing athlete's development. Additionally, athletes themselves recognize the efforts made by various coaches and can point out the best ones. Athletes seek a coach who can adjust to their specific individual needs (Giacobbi, Whitney, Roper & Butryn, 2002).

An athlete training environment should be made to enable maximum concentration to train. The ability of the coach to devise an environment that fosters optimal learning is the most significant key to an athlete's development (Baker, Horton, Robertson & Michael, 2003). Gilbert and Trudel, (2005) note that coaches, like teachers, require knowledge from several different domains.

Moreover, Jackson (2014) notes that the quality of coaching determines the quality of the training environment. Jackson (2014), emphasizes that a highly knowledgeable coach creates a training environment that generates success for athletes, but if the coach has poor technical or theoretical knowledge and lacks experience, he or she is unable to direct a comprehensive program and therefore, the athlete will not reach his or her potential. Congruently, Kirk (2005) notes that, the quality of coaches and teachers are key factors in the success of any program oriented to improve physical activity.

Baker and Horton (2004) emphasize that the ability of the coach to devise an environment that fosters optimal learning becomes a significant key to an athlete's development. Fauzee *et al.* (2009) emphasize that motivational words enhance a player's confidence, allay stress and also keep the player's spirit high. Additionally, Trninic *et al.* (2009) state that top-level coaches encourage continuity in learning and perfection of technical-tactical knowledge and skills, development of competitive experience and psychosocial development of an athlete's personality. Fauzee, Daud, Kamarudin, Yusof, Soh, Nazaruddin, Aman and Salikon (2009) noted that coaches play an important role in sport motivation during training and competition.

According to Gilbert and Jackson, (2004), the coach must utilize many different types of knowledge to solve problems and ultimately make decisions. Ryan (1997) emphasizes that intrinsic motives are most common for continuation in a particular sport and athletes must have intrinsic motivation to continue participating in sports. A coach's lack of experience and understanding of the sport, as well as an inability to handle pressure and

distractions, all undermine the athlete's trust in him or her (Giacobbi, *et al.*, 2002). Over-coaching and unrealistic expectations by a coach can negatively affect an athlete (Gould *et al.*, 2002).

#### **iv. Competition Opportunities Available**

Athletes should be able to participate in competitions to be able to evaluate their progress towards attaining their goals. Gaining experience with high-level competitions is seen as an important part of the talent development process (Henriksen, Stambulova & Roessler, 2010). The athlete will be able to identify areas that need improvement and areas they are doing well. According to Jackson (2014), the competition provides ultimate tests where all the factors such as skill, physical conditioning, knowledge, motivation, and strategy are tested together.

Athletics competitions make athletes focused and motivated to train in order to perform well. On the other hand, lack of exposure to the quality competition will dull the most talented group of athletes (Sotiriadou, 2005). The major reason why individuals participate in athletics professionally is to be able to compete and therefore apply what has been learned through training. Just the way Gaston-Gayles (2004) noted that at the college level, the opportunity to play professionally is also a motive.

Athletics camps and clubs should be able to offer its athletes opportunities to competitions. For instance, Sotiriadou (2005) observes that Croquet Australia events provide its athletes' top-level competition that helps improve the general standard of play. Through competitions, the athletes are able to gain experience and would become

something usual. According to Houlihan & Green, (2008) in order to produce elite sports stars, competitions should be held on a regular basis.

#### ***2.4.2 Competition Events***

There are several athletics sports events in the world, and the specific events have a certain target in the athletics sports industry. Athletes can utilize these competitions to gauge their progress in training and whether they are achieving intended objectives. Exposure to competitions provides a focal point for training and important motivation for daily training if provided at the right level and frequency (Jackson, 2014).

In professional or armature level of competition, athletes are different in their desire to become successful as well as their fear of failure. According to Sotiriadou (2005), exposure to competition plays a very vital role in the development of an athlete. Apart from that, all the stakeholders interested with the event, usually utilize it as a means of establishing and growing interaction with their respective targets be it markets or customers.

Sport performance trait anxiety is a predisposition to assess analytical athletic circumstances as threatening as well as to react to varying levels to state anxiety. These reactions can entail elevated levels of autonomous excitement, worry, and self-oriented cognitions which may interfere with processes of attention as well as other cognitive functions (Smith & Smoll, 2004). Anxiety at competitions contributes to athletes reduced performance, satisfaction during participation, and enjoyment.

### **i. Level of Participation**

Athletes always have some stages in their careers whereby each category have distinct characteristics. Cote (1999) suggests three distinct stages of participation in sports: sampling, specialization and investment years. At each level, the athletes have potential to move to another level, drop out or enter recreational years. Athlete performs at most during the investment years.

Participant dedicates more time and effort in training during investments years. They focus on development of skills and strategies for competitions. Provision of both emotional and financial support is also necessary to facilitate participation (Cote, 1999). Cote further recommends the need to help participants cope with setbacks such as injuries, failures and lack of motivation.

At peak performance, an athlete will require commitment and ability to concentrate, particularly when training for major championships. Even though this may not be the case, Gould and Maynard (2009) acknowledge that athletes experience an unmatched number of possible interruptions, including friends and family seeking assistance in ticketing, enhanced media and sponsor attention, and invites to a variety of social and sponsored events.

A good example is the Olympic Games that take place once in every four years, which is special to athletes and many dream of at least one day to participate in their career. This is where athletes have opportunity to show their competence and attract sponsorships and

endorsements. Successful athletes are always featured by several media programs and this enhances the athlete image and brand to grow. Media interaction is believed to be part of an elite athlete function, and the aspiring younger athletes compete more and are more quickly influenced (Kristiansen, 2011).

Elite athletes have experience of participating in events and are not easily affected by variations in the environment of different events. In contrast, new athletes at a high level of participation are likely to be influenced by new experiences. This is demonstrated in the Olympic Games studies. Sports Psychology Professionals suggested that training for the Olympic Games should be tailored to a specific event and the unique barriers that athletes face and that mental workouts should be tailored to a unique setting, given the special environment surrounding the Olympics (Birrer, Wetzel, Schmid and Morgan in 2012; Fletcher and Sarkar in 2012; Samulski and Lopes).

Experience in participation in athletics will make athletes to always anticipate variations in different events environment and setting. Other Olympic Games studies have found that unpredictable occurrences and incidents, regardless of the level of preparation, are anticipated and athletes will be able to respond in ways not expected to circumstances and challenges. The applied consultant for sport psychology therefore needs to become part of the Olympic Support Team (Arnold & Sarkar, 2014; McCann, 2008; Pensgaard, 2008; Salmela, 1989).

## **ii. Competition Outcome**

Performance of athletes is achieved at competitions and is achieved depending on how the athlete approached the competition. Some athletes train well and participate in competitions with confidence that they have done enough training and practice to enable good achievement.

Performance measures need to be translated to the same metric in order to make track and field performance comparable in different disciplines (Donovan & Williams, 2003). Elite athletes' performance can be assessed by comparing with other athletes at the International Association of Athletics Federations (IAAF) tables of performance in each similar recognized event competition. These are recorded in different ways for example yearly rankings, world records and other categories.

### **2.4.3 Sponsorship**

In keeping with Otker (1988), "sponsorship represents buying and exploiting an association with an event, team etc. for specific marketing purposes." The other definition by Meenaghan (1991) notes that "it is an investment in cash or kind, in an activity, in return for access to the exploitable commercial potential associated with that activity." It is clear from the two definitions that the main reason for involvement in sponsorship is available; and it leads to its features to be: an exchange between the sponsored and the sponsor, whereby there is a business association.

In general and in particular, sport sponsorship is a key aspect of the marketing policy of every big company in the world of today's business (Cornwell, 2008; Olson & Thjomoe, 2009). With regard to Marshall (1993), sponsorship can provide useful elements that would be difficult, if not impossible, to accomplish by conventional advertising to a sponsor's communications. Clear visibility is essential for any company in the increasingly competitive business environment with different clutters of information

Promotion is how company can interact through mass communication to its target market (Jobber, 2007). One of the most important aspects that organizations are entering into a sponsorship deal is either building the identity of the organizations or maintaining a high-level image. This is a two-way street for both a sports organization and a sponsoring entity, which tends to associate itself or its brand names with positive images of the unique personality for the sports event (Shank, 2009). It is important that promotion is encouraged as a marketing tactic, because businesses have to specifically communicate their products, identities and messages to the customers (Buhler & Nufer, 2010).

Large portions of organizational communication budgets have recently been allocated for sports sponsorship and are therefore taken up with greater concern in the marketing communication tools. Promotion, though, encompasses as much as traditional forms of advertising. It includes all types of consumer communication. To many organizations, sport is rapidly becoming a more efficient and effective form of communication for both current and prospective market segments (Shank, 2009).



The best feature of sponsorships is that it enables organizations to bond emotionally with customers by improving corporate brand and image through partnerships with well-connected events. Jobber (2007) notes that there are five main principles in the sponsorship target. These goals include creating promotional opportunities, improving community relationships, promoting favorable brand and business associations, creating entertainment opportunities, and gaining advertising.

Team sponsorship can be particularly successful in creating emotional benefits because there is a commitment to a goal as well as the champion. Such a image channeling and interest in certain activities is a powerful marketing tool used internally and externally (Aaker & Joachimsthaler, 2011). In turn, it has the critical goal in growing future sales and eventually earnings. As a result, the costs associated with sponsorship by organizations are expected to be recovered in other ways through potential benefits in ways greater than before, such as media coverage and brand knowledge, good image, and ultimately higher profits.

Since then, sporting sponsorships have changed over the years; they have traditionally been seen as a form of corporate responsibility for organisations in terms of welfare and philanthropy. Skinner and Rukavina (2002) noted that the Los Angeles Olympics were a rapid expansion in the market of sponsorship agreements.

The expenditure on sponsorships and specifically for sports engagements has been increasing in the recent past. In keeping with data from statistics.com, the global

spending increased from \$20 billion in 2004 up to \$29 billion in 2009 and going by the trend, it is projected to increase to \$35 billion by 2013. With the worldwide success of some of the leading sponsorships, including Nike-Michael Jordan, attention has been drawn to its strategic role and to the contribution of sponsorship roles to achieving superior market performance in the communication mix. It was, for example, argued that effectively managed sponsorships could become a special competence which, in turn, gives the spontaneous sponsor a competitive advantage (Amis, Slack & Berret, 1999).

Sponsorship contracts provide an opportunity for exclusivity not often afforded by other means of communication. However, exclusivity acts in both ways: it binds the sponsor closely to the sponsored property just as it makes the property reliant on the sponsor. The need is great, therefore, to ensure that such contracts are thought in terms of longer term contribution to both parties, a process eminently more strategic than the mere choice of a communication medium (Crimmins and Horn, 1996).

Sponsorship also has the potential to transcend cultural boundaries and is thus potentially the tool of choice for global marketers (Cunningham, Taylor, & Reeder, 1993; Miyazaki and Morgan, 2001). Despite the success of a few celebrated global advertising campaigns, it is usually difficult for multi-national corporations to target and arouse consumers from different countries with a truly similar copy strategy. As economies become more and more interconnected, the attraction of any means intended to help build a global brand or company image is irresistible.

The growing complexity of sponsorship relationships, and the potential conflicts that this harbors, have made marketers more aware of the need for clear strategic justification to underpin their choice of partner (Farrelly, 1999). There are many instances of conflicting or ambiguous messages: Nike occupied a highly visible role as the promoter for two very popular teams during the 1998 World Cup football match. Nevertheless, it declined the role of official sponsor of the event because it refused to support the Atlanta Olympics by buying a building adjacent to the main sports facility to display its iconic emblem. Nike snatched headlines during the World Cup event by launching a Soccer PR Center, directly for the benefit of one of its supported Paris Saint-Germain club but more definitely to improve its relationship with the World Cup activity in particular.

Sponsors usually seek to protect themselves against such "ambush" activities and instead pursue carefully organized approaches to achieve full investment returns.

#### **i. Resources Required for Sponsorship**

Studies by the Adelaide Arts festival show that, depending on their ability to spend the related resources required to take full advantage of their sponsorship investment in the event, three sponsors from the same event generated significantly different returns from their capital investment (Quester and thompson 2001). The resource base is likely to be extensive in any given company, but in three broad categories, all those resources are: tangible assets, intangible assets, and skills. The roles played by each of these resources to ensure a competitive advantage for a sponsorship investment.

*a. Tangible Assets*

Although the financial resources are not the only tangible assets related to sponsorship, they are by far the most significant tangible assets for analyzing sponsorship practices. Sponsoring should be accompanied by increased marketing effort to meet various organizational objectives, including the necessary brand association (Meenaghan, 1991; Crowley, 1991; Thwaites, 1995; Hoek et al., 1997; Meenaghan and Shipley, 1999).

A major fault in sponsorship spending is because of corporations' inability to provide sufficient advertising, public relations, point of purchase and other promotional cost of investment (Copeland, 1991; Copeland et al., 1996; Erdogan and Kitchen, 1998). Unpredictably high sponsorship costs are stated to be the key reason for the termination of agreements, and the difficulty in assigning value to results (Copeland, 1991).

In addition to the sponsorship rights, the level of financial resources needed can be considerable. The costs for sponsorship are estimated to be two to three times the cost (Gilbert, 1988; Heffler, 1994; Meenaghan, 1994) of sponsorship support. This magnitude of resource demand, particularly for major events like Olympics and Soccer, therefore this acts as a barrier for potential sponsors and helps wealthy corporate corporations to benefit

*b. Intangible Assets*

Brand value and brand building skills are the main intangible resources in the sense of sponsorship. The basis of the art, its corresponding images and consideration of the

justification underlying sponsoring aims must be understood in order to understand the inherent value of sponsoring communication. Sports leagues, sports stars and concert or visual arts activities all project an image as social services through their work. The image of the environment they project is their "brand" and the commercial property they give to sponsors (Pilson, 1996).

Neal Pilson (1996), longtime US network chairman of broadcasting, gave an excellent quote that sums up consumer-felt principles. Pilson (1996) defines sport as a treasured art form which millions of people throughout the world search for every day and which is regarded by crowds as dramatic moments.

### *c. Capabilities*

In order to successfully handle a sponsorship, a number of administrative skills, including professional sponsorship management, market awareness and operational procedures, can also be needed. The sponsorship manager's expertise and seniority are important in order to determinate internal sponsorship expectations and how effective a co-operation is between the personnel required to perform the scope of sponsorship-related tasks (Mullin et al., 2007).

#### **2.4.4 Endorsement**

Athletes are often able to secure support(s) to assist with the expenses of competing in sport including transportation, facilities or training costs by their own contributions or those of mentors and team sponsor. When professional sports become gradually

commercialized, star athletes are viewed as popular cultural products (Gilchrist, 2005; Summer & Johnson Morgan, 2008).

Elite athletes are used in endorsing various products and services of different organizations. Star athletes are considered as effective multi textual and multi platform promotional entities (Summer & Johnson Morgan, 2008). These features of the athlete's celebrities such as photographs, voices, names and other personal attributes in connection to products and services are used in bill boards, advertisements and flyers drawing customer's attention to them.

Strong brand equity can be developed through positive brand associations that customers attribute to a brand (Aaker, 2011), therefore certain athlete feature can be linked to a product or a service. Endorsement is therefore where an individual or group is provided with financial or otherwise other benefit in return for the individual use or support of products or services. The financial amounts or benefits involved can be considerable to both parties.

#### **i. Team Endorsements**

This is where endorsements are presented to more than one person or as a team. The team keep the exclusive right to the use of its logos, attires, symbols, resources, the phrases for example the Kenya National Para Athletics team. An athlete being part of the team will be covered by the choice made by the team. The team maintains the exclusive right to allocate the use of its logos, attires, marks, materials, phrases, and representations to sponsors, suppliers, licensees, and such other commercial partners as it may choose. The

endorsed party retains the exclusive right to the use of all photographs, video, or film images, or other likenesses or images of the athletes in the club or camp taken when the athlete participate in endorsed sport.

The benefits for the sponsor are realized through endorsements via advertising, communications, or corporate relationships (Crowley 1991; Parker 1991). Without limiting the generality of the foregoing the endorsed may use such images for promotional and commercial purposes .Any use of the athlete's image is always subject to the prior approval of the athlete.

Athletes may have an individual product or service endorsement in addition to the team endorsements. Individual athletes can receive direct endorsement or be associated with the team or camp endorsement. Normally, this does not raise any major problems but, when an athlete is selected for a camp or club, project or program, the entitlements that they have granted to these other endorsers may not be extended automatically to their participation in the camp or club team.

Although, an athlete may have contractual obligation to an individual endorsement, that may stipulate that his endorsement be reflected at all sporting activities involved; at team level the team has the final decision. The team retains the right to fix the logos, images, or names of sponsors or commercial partners, chosen by it in its sole discretion, on clothing used by the Athlete in official team activities. The attires are often provided by the team to the athletes at the teams activities more so at training and competition events.

As far as the visibility of endorser's clothing logos is concerned, without prior approval of the endorser, the athlete shall not enter into any endorsing or other endorsement agreement with any company within the same industry as the current endorser (Crowley 1991).

If agreed, the athlete's approved application for the use of some images to advance the athlete's own reputation or commercial interests shall not be rejected. In addition to its own images, the endorser shall provide news media with any pictures of athlete provided by the athlete or available from sources such as the Athlete's website to enable the athlete to receive news coverage.

Due to exclusive arrangements that the clubs or camps has with the endorsers, there may be conflicts with the endorsers(s) that an individual athlete has directly. It is good for the athlete to understand the principles that underpin the endorsement are in order to know where the boundaries are. Some athletes may require two sets of attire; one that satisfies the allowance for the ultimate endorser event they may enter in a given year as well, if they want, clothing that could allow for the addition endorsers or consideration of personal endorser. In such a case, the athlete would be made available a jersey or skin suit that is substantially the same as that needed for the ultimate endorser event at cost price to the athlete. It will be the athlete's responsibility to have the other endorsers' name or logo overprinted in the area allowed as long as the given endorser does not conflict with the ultimate endorser. For example, an athlete may have the opportunity to secure



one 40cm<sup>2</sup> area on the front of the ultimate endorser jersey or skin-suit for a personal sponsor as long as there is no conflict with ultimate endorser (Bruhn, 2003)..

In some instances, the team allows athletes in their team activities to endorse certain categories of products and services under the individual commercial agreements of the athlete. The team does not enter into an exclusive contract with a company offering these types of products and services. Therefore, the athlete has the right to display the identification of the individual sponsor on the attire and agrees that any recognition shall comply with the rules of the teams. Therefore, do not disagree with the sponsor of the teams without the prior consent of the team. The team retains the exclusive right to the use of all photographs, video, or film images, or other likenesses or images of an Athlete taken when representing team. The images can be used for promotional and commercial purposes without being identified as being of the athlete and can be provided to team sponsors for similar use. The athlete will be allowed to use their images taken while representing the team to advance their own reputation or commercial interests.

The Athlete shall provide all reasonable assistance to the endorser in its business development activities. The athlete should normally appear for a number of appearances as decided, such as, seven days a year, on behalf of the endorser if such visits do not have an adverse effect on the defined preparation or competition schedule of the athlete, and if the athlete is reimbursed for out of pocket relevant to such events. An athlete can also pay a visit to various events organized by the sponsor, where meeting a successful athlete can be a highlight for visitors (Bruhn, 2003).

## **ii. Individual Endorsement**

If the athlete dopes, the endorsements given to an athlete may be at risk. Some athletes may wish to improve in any way, and doping offers many benefits including injury recovery, strength, speed, stamina, winning pressures and fashion. The improvement of performance is essential in elite sport. Nevertheless, the rapid growth of biomedical innovation nowadays offers athletes tremendous incentives and opportunities to unlawfully improve their results. Forbidden substances or methods are most often used. Donahue (2006) suggests that incentive can impact the conduct of doping.

When the emphasis is on perceived incentives including awards and cash, athletes may resort to cheating that they do to enhance their athletic skills to win (Striegel et al, 2002). Lugo (2009) says that athletics success can draw instant fame, financial stability and recognition. That's why athletes even at the risk of dying use such risky methods. Doping is very tempting for elite athletes because an athlete may want to perform more, or to maintain high standards of form, power and be quicker.

## **2.5 Research Gap**

The majority of sports marketing studies have been carried out on sports brand equity (examples are, Williams, Walsh & Rhenwick, 2015; Gladden&Milne, 1999; Kerr & Gladden, 2008, Gladdenetal., 1998; Ross, James and Vargas 2006) for an athlete.. Similarly, sports brand image studies have been conducted (examples are, Arai, Ko & Paplanidou, 2013; Arai, Ko & Ross, 2014) for an athlete. However, so far hardly any has in particular focused on the athlete as a product. More so, little is known about Para Athletics and how Strategic Marketing Sports Management (SMSM) approaches effects

on the Para Athletes performance. A good case in point is sponsorship studies have been on making use of sports competition events for promoting products, services and organizations; but there is limited information on impact of Strategic Marketing Sports Management (SMSM) approaches on athletes' performance. A primary concern of this research tried to find theoretical and methodological method to fill up the conceptual gaps. There is also the need to get insight on exposure for the Para Athletics to Strategic Marketing Sports Management (SMSM) approaches and their effect on performance. This research tried to find theoretical and methodological method to fill up the conceptual gaps.

## **2.6 Theoretical Framework**

### **i. Model of Athlete Brand Image**

The Athlete Brand Image (MABI) Model proposed by Arai *et al.* (2014) advised this work on facets of athletic performance. In line with Arai, the Athlete Brand Image model consists of athletic performance, attractive appearance and a marketable lifestyle with a further ten sub-dimensions adopted from the endorsement and team branding studies. Attractive appearance and marketable lifestyle are perceived to be non-performance characteristics because they are not directly related to on - the-field athletic performance. As in the present study, athletic performance is characterized by athletic expertise, competition style, sportsmanship and rivalry. Athletic performance is perceived to be a key feature as Para Athlete's main task is to compete and therefore to achieve results by establishing their brand recognition status and is considered to be a product-related feature (Andrews & Jackson, 2001; Gladden, Milne & Sutton, 1998).

Arai *et al* (2013) has redefined athletic expertise to include the concept of expertise (Ohanian, 1991) and similar concepts such as success (Gladden & Funk 2002, Ross et al. 2006) and competence (C hoi & Rifon 2007). On the other side, the competitive style is often a reflection of the athlete's personality and success ethos or, more importantly, is viewed as a sign for their brand by customers. They also considered sportsmanship to embrace the spirits and values that people inherently associate with sports, hence the symbolic message of the brand of athletics. The last subcategory, Rivalry, was defined as an athlete's competitive relationship with other athletes, and more so by other highly-profiled opponents.

## **ii. Athletic Star Power Concept**

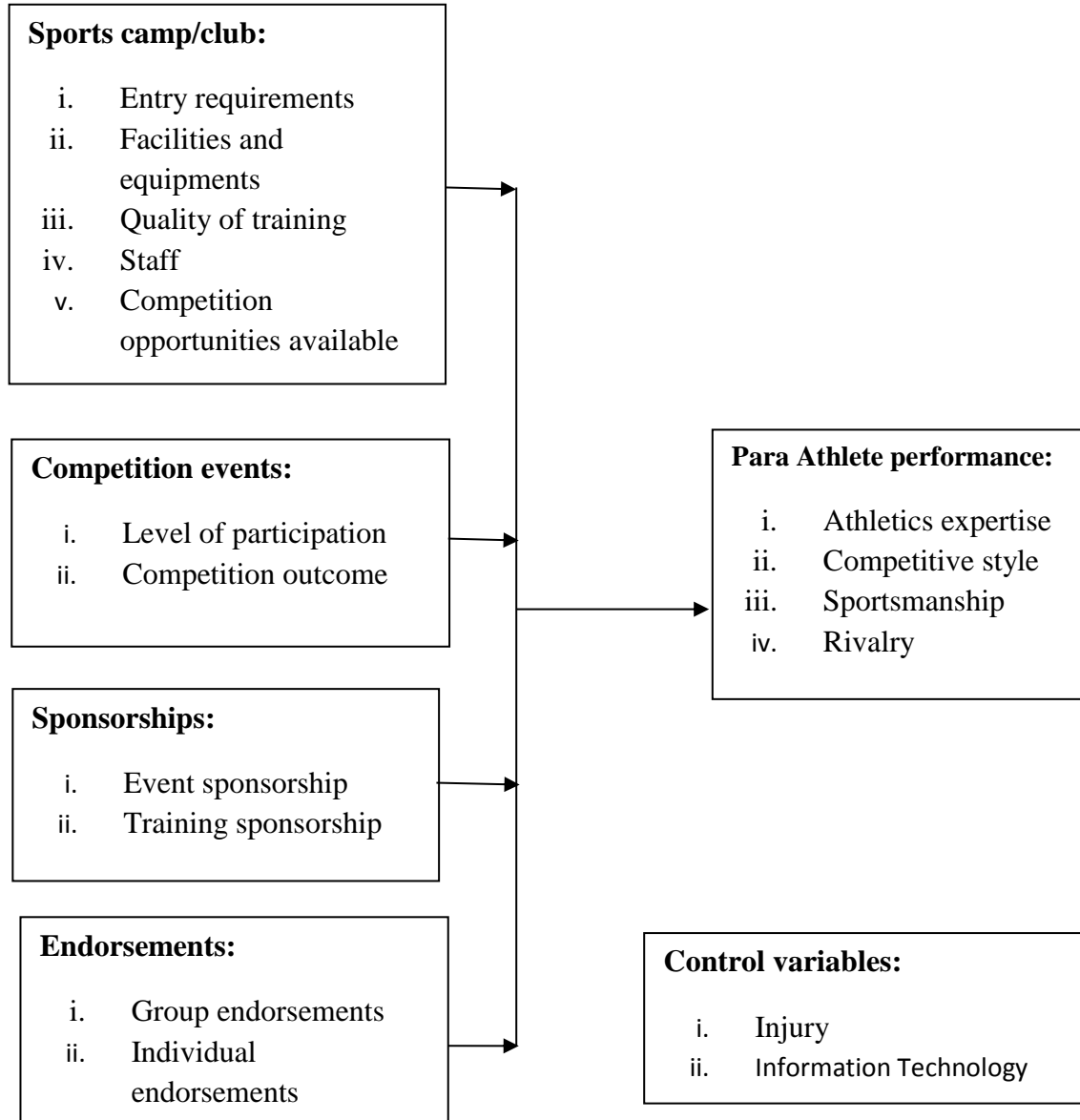
The research was informed by Braunstein and Zhang (2005) who developed an athletic star power theory for sports stars utilizing previously developed models such as the Object Credibility Model (McGuire, 1968), the Source Attractiveness Model (McGuire, 1985), the Value Transfer Model (McCracken, 1989) and the Brand Match-Up Hypothesis (Kamins, 1990). As in this study, five athletic star power factors were developed using the exploratory case study method. These athletic star power factors are professional trustworthiness, likeable personality, athletic expertise, social attractiveness, and characteristic style. Star power is described as the influence and unique characteristics of a single person that made him or her 'star worthy' (French & Raven, 1959).

Stevens, Lathtop and Brandish (2003) guided this study by their research into the athletic stars of people deemed heroes of the Canadian Generation Y. By looking solely at the

attributes of the athletic hero, five main themes emerged: personal pro-social behavior traits, athletic personality status, and commitment for other purposes.

## **2.7 Conceptual Framework**

The Para athlete's career has different stages. First, Para Athletes use sports camps and clubs for training. Second, after training and achieving a good fitness level, Para-Athletes compete in competition events, where the outcome shows the extent of development. Sponsorships and endorsements of products and services are used for marketing purposes, and Para Athlete may be used for this purpose. The performance of the Para Athlete is depicted in figure 1 by athletics expertise, competitive style, sportsmanship and rivalry, as suggested by Arai, Ko and Ross (2014).

**Independent variables****Dependent variables**

**Figure 1: Conceptual Framework. Source: Adopted and modified from Arai, Ko and Ross (2014).**

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter outlines the methodology and procedure that is used to obtain research data. It describes the study setting, target population, sample design, data collection instruments and procedure and data collection techniques.

#### **3.2 Study Area**

The case study was conducted in Kenya. The Para Athletes train in several parts of Kenya, although majority of them train in Rift Valley province where there is good condition for training (Moore, Parissotto, Sharp, Pitsilandis & Kayser, 2007). There are several clubs and camps where athletes stay and train. There are also sports competitions carried out sometimes in the areas especially big towns and where athletes are many. The Para Athletes compete in Paralympics competitions which they are entered by Kenya National Paralympic Committee. The Kenya National Paralympic Committee has its organ that governs the Paralympics in Kenya. Its organs according to KNPC, (2016), are the General Assembly, the Executive Committee and Standing Committees.

#### **3.3 Research Design**

The research design used was exploratory case study research method with primary data collected using structured and unstructured interview questions that were asked to the Kenya Para Athletes. The research method was chosen keeping in mind the different

disabilities of the Para Athletes that include those participating in events T and F (11, 12, 13, 20, 45, 46, 47) who might have challenges in reading and writing as opposed to an able bodied person. The exploratory case studies do not begin with propositions developed from a previous literature review; rather, the analytical strategy is to develop a descriptive framework for the organization of case studies (Rowley, 2002). The goal of the research is not to generalize findings to the population of people with disabilities around the world, but to gain insight in to the experiences of the interviewed individuals and to present their own point of view.

Consistent with Strauss and Corbin (1990), the researcher acquired empirical insight from a number of sources, such as literature and professional and personal experience and thus, in this study the research insights are a specific mix of secondary information obtained from different sources and published by influential writers in marketing and sports. The sum of these decisions results in the case study protocol that helps to ensure uniformity in research projects where data is collected in multiple locations over an extended period of time (Maimbo & Pervan, 2005).

### **3.4 Target Population**

The unit of research may be an entity, such as a person who has had experience of study interest, an activity such as a decision, a social system, an execution method, an institution or part of it (Myers, 2009; Rowley, 2002). Subjects for this study are all Kenya Para Athletes who are classified for competition purposes by International Paralympics Committee and licensed to participate in Paralympics games as of June, 2018.



In compliance with the World Para Athletics Classification Rules and Regulations (2018), Para Athletes are classified into categories specified by the degree of functionality present and the purpose of classification in sport for Para Athletes is to provide a system of competition in which athletes are grouped to compete against others with similar physical ability. Also, pursuant to Section 18 of Part 5 of the World Para Athletics Classification Rules and Regulations (2018), not all persons with disabilities are eligible to participate in International Para Athletics competitions because an athlete may have an impairment that does not comply with the Minimum Impairment Criteria for a sport and would not be eligible to participate in International Para Athletics competitions.. Furthermore, consistent with the Kenya's Sports Act 2013, Registrar of Sports may license a player/athlete, coach or a sports professional under section 46(1) (c) as read together with section 73. This means that all athletes have to be licensed with Registrar of Sports in Kenya.

The Kenya National Paralympics Committee is the Kenya's national body representing it in all Paralympics sports internationally including Para Athletics and is the member of International Paralympics Committee (Official Amended Constitution of the Kenya National Paralympic Committee (KNPC), 2016). It is a suitable organization from which to gather data and views on Para Athlete's issues. The accurate details of those to be included to Para Athletics study in Kenya is only available through Kenya National Paralympics Committee since is the national body representing all the Paralympics sports in Kenya.

In accordance with the Kenya's Sports Act 2013, a national sports organization for a particular type of sports can only be one and must be registered with the Registrar of Sports. Therefore, following email conversation with the secretary general of Kenya national Paralympics Committee, a board meeting was held on 19<sup>th</sup> June, 2018 to either agree or reject the researchers' request on Para Athlete's data for this study. The board resolved to send the researcher details of all their Para Athletes, 66 in number; hence this is the target population for the research.

### **3.5 Sample Design and Size**

In interpretive research the number of participants is relatively small (Holloway, 1997). Using purposive sampling, researchers select individuals for study participation based on their particular knowledge of a phenomenon for the purpose of sharing that knowledge (Speziale & Carpenter, 2007). This is an appropriate method to select the participants for a study using a descriptive case study approach because the aim is to understand and describe a particular phenomenon from the perspective of those who have experienced it.

The underlying principle in selecting appropriate cases is the preference for cases that are information-rich with respect to the topics under investigation, and therefore using theoretical sampling as well as snowball sampling is justified (Patton, 2002). In relation to Eisenhardt (1989), between four and ten cases often works well, on the other hand, Crabtree and Miller (1992) supports idea of a sample size of six to eight subjects for homogenous samples.

In this research, theoretical sampling was used to select individuals who are athletes and have competed at the Kenya National Paralympics Committee national Para Athletics event to select team to represent Kenya in a major international championship. Sample sizes of 10 are adequate provided participants are able to provide rich descriptions of the phenomenon (Kean, Gay, Verndonk, Burkett & Oprescu, 2017; Calver & Werthner, 2017; Speziale & Carpenter, 2007). For inclusion in the study, the athlete had to be 18 years of age or older, able to speak English or Kiswahili, and still actively involved in Para Athletics. Out of the list of 66 of Para Athletes provided, by Kenya National Paralympics committee, 20 were used for the study. The Para Athletes were contacted by phone for arrangements for interview with the researcher.

### **3.6 Data collection Instruments**

The researcher collected and used both primary and secondary data. To gain a more accurate picture of the phenomenon in question, the use of more than one data collection strategy is often used in an exploratory case study approach. Collecting data from multiple sources, known as triangulation, provides breadth and depth to a study by ensuring complete and thorough findings (Glaser & Strauss, 1967; Speziale & Carpenter, 2007) and it will also allow significant insights to emerge (Myers, 1997). As such, data were collected from a number of sources to ensure a true description of SMSM approaches on performance of Para Athletes. Therefore using multiple sources of data is preferable in order to triangulate data (Yin, 2009).

In an exploratory case study, research data are commonly collected through face-to-face interviews to gain insights into the experiences of the participants. Open-ended

interviews facilitate the collection of rich data by providing the participants with the opportunity to describe their experience fully. A minimal number of broad, data-generating questions are asked to initiate the interview process. Probes are used as needed to clarify the meaning of responses and encourage in-depth descriptions (Speziale & Carpenter, 2007).

Face-to-face interviews with athletes were used to explore their strategic marketing sport management approaches experiences. The interviews were initiated with a closed ended questions then broad, open-ended question aimed at generating responses that describe the experience the participants are having towards strategic marketing sport management approaches already experienced. The face-to-face nature of the interview allows for immediate clarification or expansion of the participants' thoughts and access to nonverbal cues such as gestures and facial expressions (Speziale & Carpenter, 2007).

Before the interviews, the researcher requested permission to record the conversation for transcription and notes taken to be used as backup where audio recordings were allowed. Moreover, data were recorded in the form of field notes and demographic information collected. The researcher noted brief field notes during the interviews and expanded on these notes following the completion of each of the interviews to ensure complete and thorough findings. The context of the interviews was described in the field notes as well as any factors that might have influenced the data collection process. For example, the environment in which the interview takes place, observations regarding the demeanor of the participant, and the dynamics of the interview was described. Demographic data are

also collected to describe the characteristics of the sample. The athletes were asked questions at the time of the interview that reflected their demographic characteristics, the extent of their Involvement in athletics, and their prior experience with Para Athletics strategic marketing sport management approaches.

The interview schedule with 40 questions and probing sub questions were based on pilot interviews done resulting to various modifications. The researcher attended four meetings for pilot test of interview questions and met the Para Athletes during their training sessions. The interview questions to be asked in this study include questions about Para Athletics competition events, camps/clubs, sponsorships, and endorsements.

**Table 1: Measures of Variables**

<b>Variable</b>	<b>Number of Questions</b>	<b>Sources</b>
<b>General Questions</b>	11	IPC website, KNPC.
<b>Camp/Club</b>	10	Williams and Reilly (2000), Ericsson <i>et al.</i> (1993), Fauzee <i>et al.</i> (2009).
<b>Competition Event</b>	9	Cote (1999), Kristiansen (2011). Sotiriadou, (2005).
<b>Sponsorships</b>	5	Jobber (2007). Amis <i>et al.</i> , (1999) Quester and Thompson, (2001).
<b>Endorsements</b>	5	Gilchrist, (2005) Summer and Johnson Morgan (2008), Bruhn (2003).

**Source: Researcher (2019)**

Questions concerning Para Athletics competition events were divided in level of participation and competition outcome. Questions about camps/clubs were grouped

according to entry requirements, facilities, equipments and quality of training, staff and competition opportunities available. Questions relating to sponsorship were divided to event sponsorship and training sponsorship subjects. Questions regarding endorsements were alienated to group endorsements and individual endorsements concerns. Wide-ranging questions on other characteristics are also included. The interview schedule can be found in the appendix.

### **3.7 Reliability of the Research**

#### **i. Credibility**

First, this was accomplished through a long-term relationship with subjects prior to, during and after studies (Brown et al. 2002; Jacelon and O'Dell 2005; Morrow 2005). After the researcher received the details of Para Athletes from Kenya National Paralympics Committee, prior frequent visits to meetings and also training venues of the Para Athletes during training were made to increase relations and build up a good bond. The visits assisted to establish an excellent connection enabling high level of trust which enabled free and open communications with the Para Athletes. The researcher was also invited to Rift Valley Wheelchair and Amputees' meeting, a member of Kenya National Paralympics Committee that was held in Kapsabet County Sports Office on 2<sup>nd</sup> June, 2018 whereby the structure and operations of the society and Kenya Para Athletics were explained.

Secondly, the triangulation of data from different sources as evidenced from meetings, interviews, and documentation; and the use of an exploratory case study method together with Straussian grounded theory data analysis method (Brown et al. 2002; Jacelon and O'Dell 2005; Morrow 2005). To get further insight on the Para Athletes and the movement, the

researcher was again invited and attended another meeting; the annual general meeting at Kapsabet County Sports Office on 20<sup>nd</sup> June, 2018. Furthermore, University of Eldoret Students with Disabilities Association had two separate meetings on 23<sup>rd</sup> July, 2017 and 30<sup>th</sup> July, 2018 whereby the issues concerning Para Athletics sports were raised and discussed with the students with disabilities including the University's' Disability Mainstreaming Committee who were present. This gave the researcher broader knowledge of the disability sport as a whole and specifically Para Athletics.

Thirdly, the dense explanations of the results and the adequacy of the data analysis and saturation in this research demonstrate the reliability of the research (Morrow 2005). Fourthly, participants verified interview transcripts and developing concepts and categories (Brown et al. 2002; Jacelon and O'Dell 2005; Morrow 2005). Fifthly, the use of theoretical sampling in this research enhanced the quality of data on the research collected (Cooney 2010). Finally, the researcher used of participant words, also referred to as *in vivo* coding, in emerging theory (Cooney 2010).

#### ii. Transferability

In the study, the researcher detailed explanations of study, subjects, methods, analysis of findings and evolving theory. Comprehensive descriptions allowed the researcher to know a lot of information and facts about the various components of the study and how they relate to each other and the environment in which they live; details that would not have been known. (Bowen 2009; Brown et al. 2002; Cooney 2010; Morrow 2005)

### **3.8 Validity of the Research**

A pilot study was undertaken by the researcher to 5 Para Athletes where by interviews were done to the respondents chosen. The purpose of the study was to test the research

instruments and to highlight any difficulties relating to data collection, analysis and interpretations in order to facilitate corrective or modification and adjustment before embarking on actual data collections.

Therefore, the researcher ensured that the interview guide was prepared and submitted to the supervisor and other research experts to be checked for validity. It was also to assess the relevance to the content used as in the objective of the study. The researcher ensured that the questionnaires are framed without any ambiguity.

### **3.9 Data Analysis**

When analyzing data, the qualitative researcher attempts to make sense and interpret the phenomena in terms of the meaning the participants place on them (Creswell, 2009). His argument is reinforced by Strauss and Corbin (1990) who point out, from a grounded theoretical perspective, that the creation of the theory demands that the interpretations and experiences of the participants are co-operated in the interpretations of the researcher. In addition, they claim that grounded theory strengthens this possibility by, for example, directing attention to in vivo concepts that represent the deep concerns of the actors themselves; or their procedures compel researchers to query and skeptically examine their own interpretations at each stage of the study itself.

Generally speaking, in an exploratory case study, the researcher analyzes the descriptions given by participants and divides them into meaning laden statements. Those meanings that are essential to the construct of the phenomenon being studied are then gathered



allowing the researcher to bring to written description the structure of the phenomenon of interest (Giorgi, 1997).

Merriam (1998) and Marshall and Rossman (1989) argue that qualitative research requires data collection and analysis to be a simultaneous process. They claim that qualitative data analysis involves the classification of things, persons, and events, as well as the characteristic properties. Grounded theory uses collected data to construct a theory by employing a prescribed set of procedures for analyzing the obtained material and developing a theoretical model (Leedy & Ormond, 2001).

The Straussian approach to grounded theory research design (Strauss & Corbin, 1990, 1994, 1998, 2008) has been used as a tool of data analysis and is the correct technique for this study as it focuses on discovering the essence and significance of the participants' experiences. In grounded theory studies, in-depth interviews are typically utilized along with the other methods of data collection. In such studies, it is critical that the collected data include the perspectives and voices of those being studied (Strauss & Corbin, 1990). In addition, grounded theory is ideal for this research because it has some distinguishing characteristics as described by Corbin and Strauss (1990), which include: constant comparison making, systematic asking of generative and conceptual questions, theoretical sampling, systematic coding procedures, suggested guidelines for achieving conceptual density variation and conceptual intergration.

According to Cresswell (1998), interview data analysis follows three broad steps. The first step involves scanning over all of the collected data to gain a broad understanding of

the material and writing notes on the margins of the interview transcripts. The second step is reading the interviews for the second time and listing categories for example those in strategic marketing sport management approaches influencing Kenya Para Athletes performance. The third step of data analysis involves reading the interviews for the third time. This involves reducing original categories to major themes (Creswell, 1998).

Interviews were transcribed verbatim with the help of Elan 5-6-FX software, a professional tool to manually and semi-automatically annotate and transcribe audio and video recordings. Due to the need to have the data transcribed verbatim in Kenyan local Kiswahili, transcription was done manually. Then data were analyzed by use of Dedoose, a cross-platform app for analyzing qualitative and mixed methods research. The analysis was done through open coding, axial coding and selective coding (Strauss & Corbin 1990) as described below:

- i. Open coding is the process by which data are broken down, examined compared conceptualized and categorized (Strauss & Corbin 1990).
- ii. Axial coding is the process of data reassembly broken down by open coding (Strauss & Corbin 1990).
- iii. The process of integrating and refining the theory is selective coding (Strauss & Corbin 1990).

The author also wrote a detailed and comprehensive explanation of the lived experience and outlined the basic concepts of the phenomenon. Validations were solicited from the participants to compare the researcher's descriptive results with their lived experiences. Triangulation from different data sources were used to build a coherent justification for

the themes. This description is presented in the findings outcomes section (Creswell, 1998).

### **3.10 Ethical Consideration**

Before carrying out the research, a grant of research license for authority to conduct the research was sought from National Commission for Science, Technology and Innovation which is the legally mandated body in Kenya. When conducting the research, an introduction explaining the purpose and methodology of the study and assurance that all data would be processed anonymously was communicated to the respondents. Participation was voluntary and there were reminders to the Para Athletes two days after the initial contact.

Employing a case study approach to inquiry especially to the persons with disability requires attention to ethical considerations. Speaking about the experiences of being a contestant in disabled sports and influence of strategic marketing sport management approaches might evoke feelings and emotions in participants. The researcher needs to consider ethical issues while conducting the study, especially when collecting data from the respondents. Integrity issues and utmost good faith are the major principles the researcher must attribute in conducting the study. Indeed, these individuals might express various emotions overtly during the course of recounting their experiences. This reaction might cause discomfort for researchers or render them uncertain as to how to proceed.

In the event that an athlete becomes upset during an interview, the investigator stopped the interview, provided emotional support to the person, and pursued psychosocial

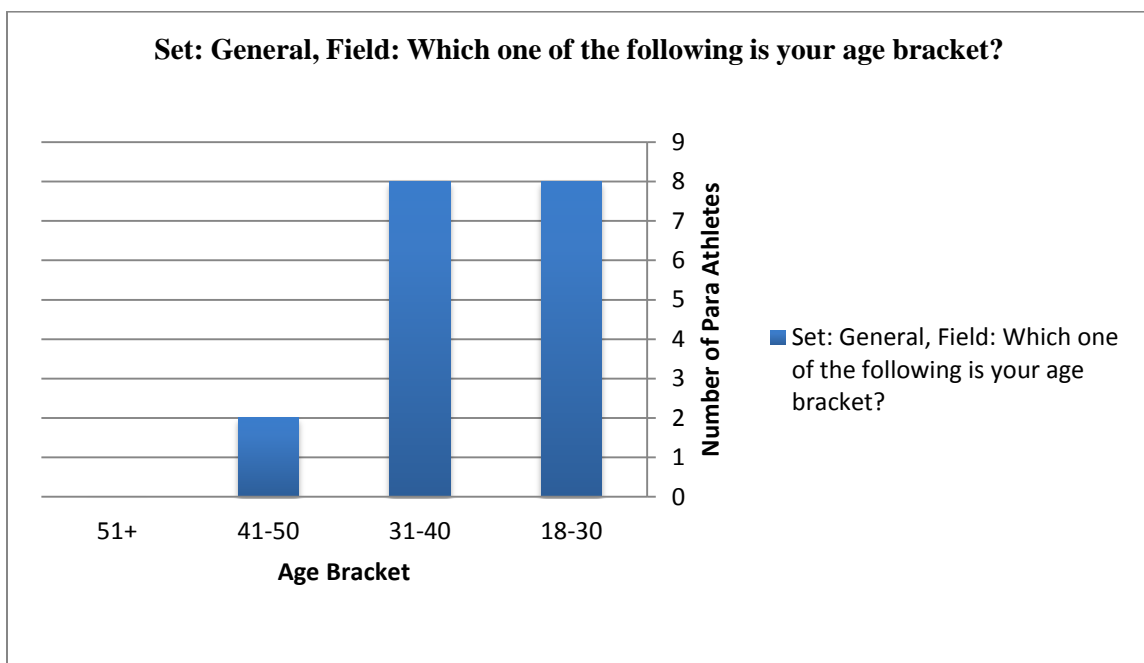
follow-up as necessary. The participant was given the option of stopping the interview and rescheduled for another time. Although the emotional aspect of speaking about the impact of missing out on major events after long months of preparation may be difficult for researchers and participants alike, athletes are also often appreciative of having the opportunity to share their stories with someone who is genuinely interested in what they have to tell. As such, face-to-face interviews within the context of a case study approach facilitate the opportunity for such discourse.

## CHAPTER FOUR

### ANALYSIS OF DATA

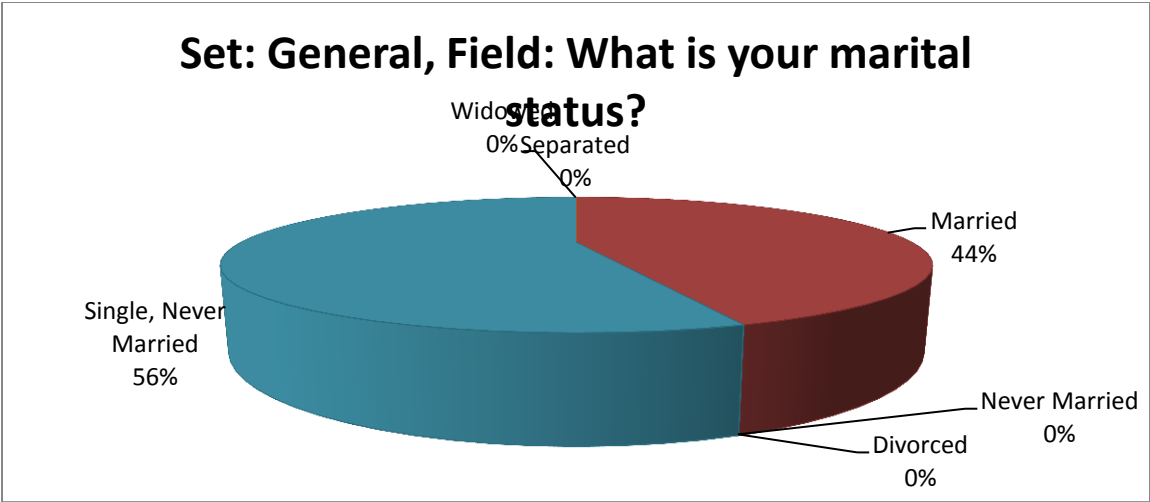
#### 4.1 Characteristics of the Respondents

The Para Athletes included in the study belong to various age brackets as figure 2 below illustrates. Those between the age brackets 41-50 are 2, while 8 are between 31-40 and 18-30 each.



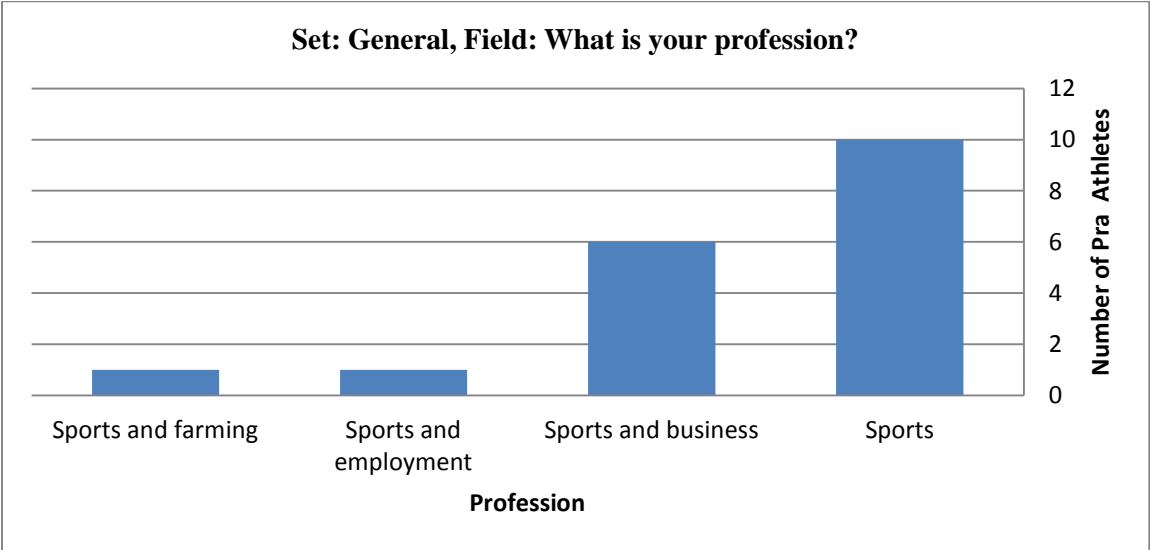
**Figure 2: Respondents Age Bracket**

56% of those who were interviewed indicated that they were married while 44% indicated that they were single and never married as illustrated in the figure 3 below.



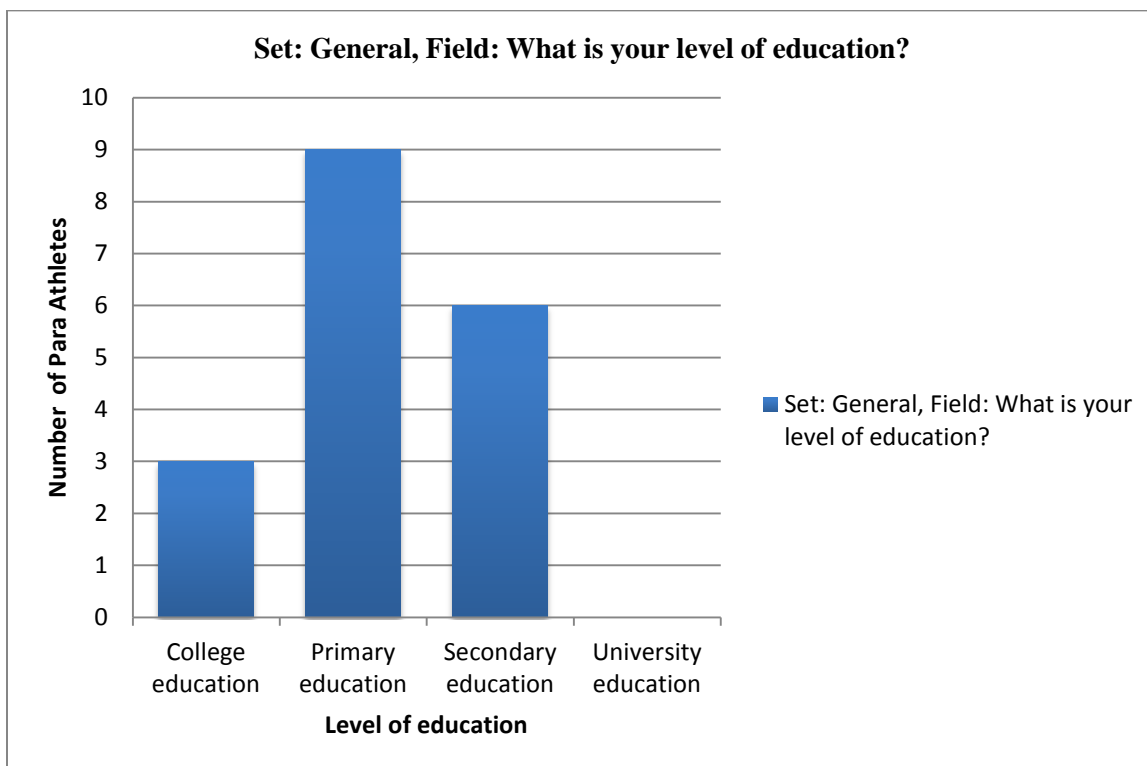
**Figure 3: Respondents Marital Status**

Respondents were asked to state their profession and those who specified sports as their main profession were the majority, followed by ‘sports and business, sports and employment and sports and farming respectively as shown in figure 4 below.



**Figure 4: Respondents Profession**

A half of those interviewed indicated that their highest level of education as primary education while six indicated secondary education and three college education as illustrated in the figure 5 below.



**Figure 5: Respondents Level of Education**

#### **4.2 A grounded Theory of the SMSM on Para Athlete Performance**

In the analysis, two higher-order categories were developed and were labeled “interaction with SMSM” and “Para Sport structure and leadership”.

#### 4.2.1 Interaction with SMSM

The higher-order category, interaction with SMSM, was related to four descriptive categories labeled camps/clubs, competition events, sponsorships and endorsements (Table 2).

**Table 2: Description of Higher Order Category 'Interaction with SMSM' and Examples of Related Subcategories**

<b>Interaction with SMSM</b>	
<b>Camps/Clubs</b>	<b>Competition Events</b>
<ol style="list-style-type: none"> <li>1. National team preparation</li> <li>2. Do not belong to any camp or club               <ol style="list-style-type: none"> <li>i. Facilities                   <ol style="list-style-type: none"> <li>a. Counterfeit facilities</li> <li>b. Lack of facilities</li> </ol> </li> </ol> </li> <li>3. Kind of training               <ol style="list-style-type: none"> <li>i. Coach                   <ol style="list-style-type: none"> <li>a. Do not have a coach</li> <li>b. Fake coach</li> <li>c. Needs coach</li> </ol> </li> </ol> </li> <li>4. Place of training</li> <li>5. Training sessions</li> </ol>	<ol style="list-style-type: none"> <li>1. Lack of competitions               <ol style="list-style-type: none"> <li>i. Lack of local competitions</li> <li>ii. Lack of international competitions</li> </ol> </li> <li>2. Celebration after winning</li> <li>3. Competing in different competition classes</li> <li>4. Competition achievement rewards</li> <li>5. Competition achievement</li> <li>6. Competition style influence on Para athletics performance</li> <li>7. Ever won a competition</li> <li>8. Won how many times</li> <li>9. Experience in various Para athletics competitions</li> <li>10. International competitions</li> <li>11. Athletics expertise influence on Para athletics performance</li> <li>12. Last competition participated               <ol style="list-style-type: none"> <li>i. Competition objective</li> <li>ii. Competition form in last event</li> <li>iii. Comment on competitors in last event</li> <li>iv. Rate performance in last competition participated</li> </ol> </li> <li>13. Level of participation</li> <li>14. National trials</li> <li>15. No calendar of competition events</li> </ol>



	<ul style="list-style-type: none"> <li>16. Number of competition events participated in a year</li> <li>17. Local events</li> <li>18. Regional trials</li> <li>19. Rivalry influence on Para athletics performance</li> <li>20. Sportsmanship influence on Para athletics performance</li> </ul>
<b>Sponsorships</b>	<b>Endorsements</b>
<ul style="list-style-type: none"> <li>1. Never received sponsorship</li> <li>2. Ever received sponsorship</li> <li>3. Heard of sponsorship in Para athletics</li> <li>4. Importance of sponsorship in Para athletics</li> <li>5. Individual effort to get sponsorship</li> <li>6. Need of sponsorship assistance</li> <li>7. Effort to attract sponsors from Para athletics</li> <li>8. Para athletics sponsorship recommendation to stakeholders</li> <li>9. Parents support <ul style="list-style-type: none"> <li>i. Type of parent support</li> </ul> </li> <li>10. Sponsors in last competition event</li> <li>11. Sponsorship source <ul style="list-style-type: none"> <li>i. National government</li> <li>ii. County government</li> <li>iii. Corporate sponsorship</li> <li>iv. Other sponsorships other than parent's</li> </ul> </li> <li>12. Sponsorship influence on Para athletics performance – competition event sponsorship <ul style="list-style-type: none"> <li>i. Rivalry</li> <li>ii. Competitive style</li> <li>iii. Athletics expertise</li> <li>iv. Sportsmanship</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>1. No endorsement</li> <li>2. Endorsement competition event sponsorship</li> <li>3. Knowledge of endorsement in Para Athletics</li> <li>4. Any athlete who has endorsed a product or service</li> <li>5. Response to an endorsement invitation</li> <li>6. Thought on endorsement influence on athletics performance</li> <li>7. Whether have endorsed any product or service</li> </ul>

### A. *Camps/Clubs*

Respondent 5 pointed out training at home due to lack funds and that there are no camps for the Para Athletes. The respondent said, “*mimi tu natrainia nyumbani. Unajua sasa sahi natrainia nyumbani, kwa sababu ili nikipata pesa... hakuna kambi*” “I only train at home. You know right now I train at home, because I get money ... there is no camp” (Excerpt Range: 6848-6958). Respondent 10 averred to this by saying, “*Sisi hatuna club hapa. Natrain tu kivyangu*” “We don't have a club here. I train is just alone” (Excerpt Range: 5913-5957). Similarly respondent 4 described how the Para Athletes train on their own without camps or coaches:

*Mambo ya camps zinakuanga tu labda sazile wanatoka kwa mambo ya national camp. Hizo tunazipata kabisa kwasababu serikali sasa wanatu support. Lakini from the ground, we have no any other. Sisi wenyewe tujisupport. Ata kwa training tujisupport. Hatuna mambo ya kussema coach nini nini mpaka wakati wa...tunafikia vile tulikuja kwa event sasa pale. Lakini coach we are coaching ourself to the last minute when we are going to the event, it is now where we getting coach ndio unaingia camp na munaenda na coach. Lakini wale wa AK camps ziko mingi na macoaches wako wengi. That is the difference now.*

Going to camp tend to be only maybe when it is the national camp. We get it because government now has is supporting. But from the ground, we have no other. We support ourselves. Even in training we support ourselves. We don't have coaches until the time of ... we reach to the competition event htere. But we

coach ourselves to the last minute when we are going to the competition event, it is now where we get the coach that is in camp and you go with the coach. But those of AK camps are there with many coaches. That is the difference now (Excerpt Range: 4011-4611)

Respondent 11 claims that there are no sports facilities for the Para Athletes, “*we dont have facilities yenye tunaweza tumia as Para*” “we don't have facilities that we can use as Para” (Excerpt Range: 2281-2335). This occurrence was supported by others (Respondent 9, Excerpt Range: 3116-3307). If they have to get the facilities, some have to travel long distance to get them as respondent 10 affirmed, “*Pahali naendanga gym ni mbali kiasi*” “The distance to the gym is quite a distance” (Excerpt Range: 3335-3371). In the same way, Respondent 4 disclosed that the Para Athletes lack competition facilities by saying, “*Hawana facilities ya kukimbia nayo. So wanakuja na ile kiatu chake alikuwa akikanyaga au akitrain nayo*” “They have no facilities to run with. So they come with their shoe they used to wear or train with” (Excerpt Range: 4637-4740). Respondent 20 recounted how speed work sessions are done:

*Niko na uwanja hapa. Uwanja ya ndege. Yenye iko hapa. Murram yenye imekanyagwa vizuri. Sasa hapo ndio tunafanyanga speedwork. Airstrip. Ni ya Moi. Ako na shamba hapa 3000 hectares. So ako na airstrip ya 5 km, kutoka hapa kuenda mbele uko. Nimepima 1 km, nimepima 1.5, nimepima 2 km, hivyo sasa ndio tunafanyanga speed. Ata 400. Hivyo ndio vile tunafanyanga*

I have a field here. Airstrip. That is here. A well-trimmed Murram. Now that's where we're doing speedwork. Airstrip. It belongs to Moi. He has a farm here

3000 hectares. So he has a 5 km airstrip, from here onwards to there. I have measured 1 km, I have measured 1.5, I have measured 2 km, so now we do the speed. Even 400. That's exactly what we're do (Excerpt Range: 17145-17501).

Respondent 13, (Excerpt Range: 6177-6389), claimed that the place of their training, has no field to train on unlike other places.

Respondent 11, (Excerpt Range: 7152-7627), claimed that they usually train by themselves without coaches. Interestingly, the respondent described how some unscrupulous people who always appear during trials claiming to be coaches to the Para Athletes while they had not offered any support. Just with an intention to be included with the Para Athletes to the international competitions. Respondent 8 described the same experience, *“But myself sina specific coach mwenye ananitrain kwa field, but kuna wenye wanasema yeye ni coach, ni mtu ananitrain. Ujui ata sahii nikikosa progame, ok kama sahii nikikosa programe naweza kosa programe lakini coach mwenyewe hayuko”* “But I have no specific coach who trains me in the field, but there is one who says is a coach, training me. Like now if I miss the program, ok if I miss the program I can have a program the program but the coach is not there personally” (Excerpt Range: 11510-11745)

Respondent 6 suggested that the government and companies to help the Kenya Para Athletes by assisting to provide facilities and sponsorship:

*Kama kwanza County, waprovide ile mahitaji tunataka. Naona ingekua mzuri, watununulie ile vitu kama shot put discuss, hii vitu ya kuchezea. Na zingine*

*wasponsor watu, may be wa sponsor watu every one month wakuwe kwa kambi kwanza County Government naona ingekua mzuri. Alafu ningeomba tu hawa watu wa makampuni wasaidie Paralympics. Maybe tukienda sasa kampuni fulani watusaidie, naona ingekua fair. Maybe waseme kama hii mwezi tutasaidia nyinyi fare ya kuenda kucheza Nairobi au tuwapee fare ya kukuja kambi mtrain Nairobi. Nasema tu watusaidie, kama iko kampuni yenye inaweza kutusaidia watusaidie. Kwanza County Government watusaidie kabisa*

County to first provide the requirements we want. I think it would be great, buy us things like a shot put, discus, and these sports equipment. And also to ponsor people, may be to sponsor people every one month to be in camp especially County Government I think it would be great. Then I would just ask these corporates to help the Paralympics. Maybe if we go now to some company to help us, I reckon it would be fair. Maybe they will say if this month we will help you travel to competition in Nairobi or give fare to camp in Nairobi. I just say help us, if there is a company that can help us. Especially County Government to help us.  
(Excerpt Range: 3936-4576)

Respondent 4 proposed as well that sponsors should come and assist the Para Athletes in terms of facilities by saying:

*Mambo kama spikes hawana, juu hawana sponsors ya kupea hawa spikes. Wale hawana miguu wangukuwa kuna sponsor wa kupea wheelchairs ata viatu, kuna viatu wanashonanga ya watu walemavu. Hawana. Wangukuwa na sponsor kama*

*ya Nike, watakuwa wakiingilia mambo ya Paralympic wajue kuna watu walemavu. Watakuwa wakitengeneza facilities yenye wanawafaa hao. Ndio waweze kutrain na kupata ata na wao sifa katika hii inchi yetu*

Things like spikes they don't have, because they don't have sponsors to give these spikes. Those without legs would have a sponsor to give wheelchairs, or shoes, there are shoes usually sawn for disabled people. They do not have. If they had a sponsor like Nike, they would be interfering with the Paralympic events to know there are disabled people. They will be developing facilities that suit them. So that they can train and earn their reputation in this country (Excerpt Range: 4741-5150)

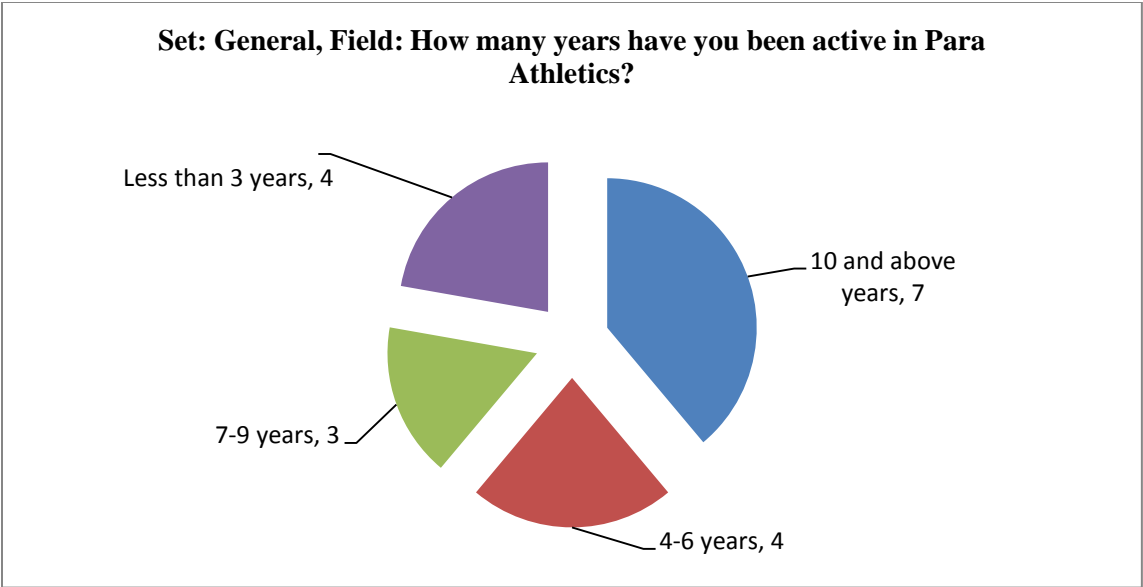
This opinion was shared by (Respondent 10, Excerpt Range: 7217-7365) and (Respondent 13, Excerpt Range: 5092-5289).

Figure 6 below details the data on the number of years the respondents have been active in Para Athletics. Seven have been active for more than 10 years, three 7-9 years, four 4-6 years and four less than 3 years. Some Para Athletes have not been consistent on their participation in Para athletics as respondent 11, states several issues that led to lack of motivation to participate in Para Athletics:

*I have been there in and out. Like in 2001, nikatoka kabisa kijana barubaru. Nikasumbuliwa mpaka nika hate Para kabisa. Nikaenda about three years. Nikakuja nikaambiwa hata sijui hii class labda... ikawa Kenya they don't handle somebody... like the way uliona siku ile. Wanaharass mpaka nikasema hii wacha*

*ni wachane. Tena nikaiperticipate in Great lakes ilikuwa imeandaliwa hapa Kenya. Nikawa qualified hapo nikaambiwa nitaenda India ndio nifanyiwe classification hapo; nilifanyiwa lakini nikaenda huko. Kurudi baada ya hiyo, pesa serikali hakuna kutupea like wenye walipata mamedals. Nini hakuna pesa, so nikaona mimi heri mimi kama naweza kujisaidia kimaisha kwa vitu zingine. Nikaenda kwa farm nikaendelea tu. Nikasema afadhali kuliko nikiwa Paralympic. Kidogo nikaitwa, so I have been in and out. Kuanza mazoezi ni 2008*

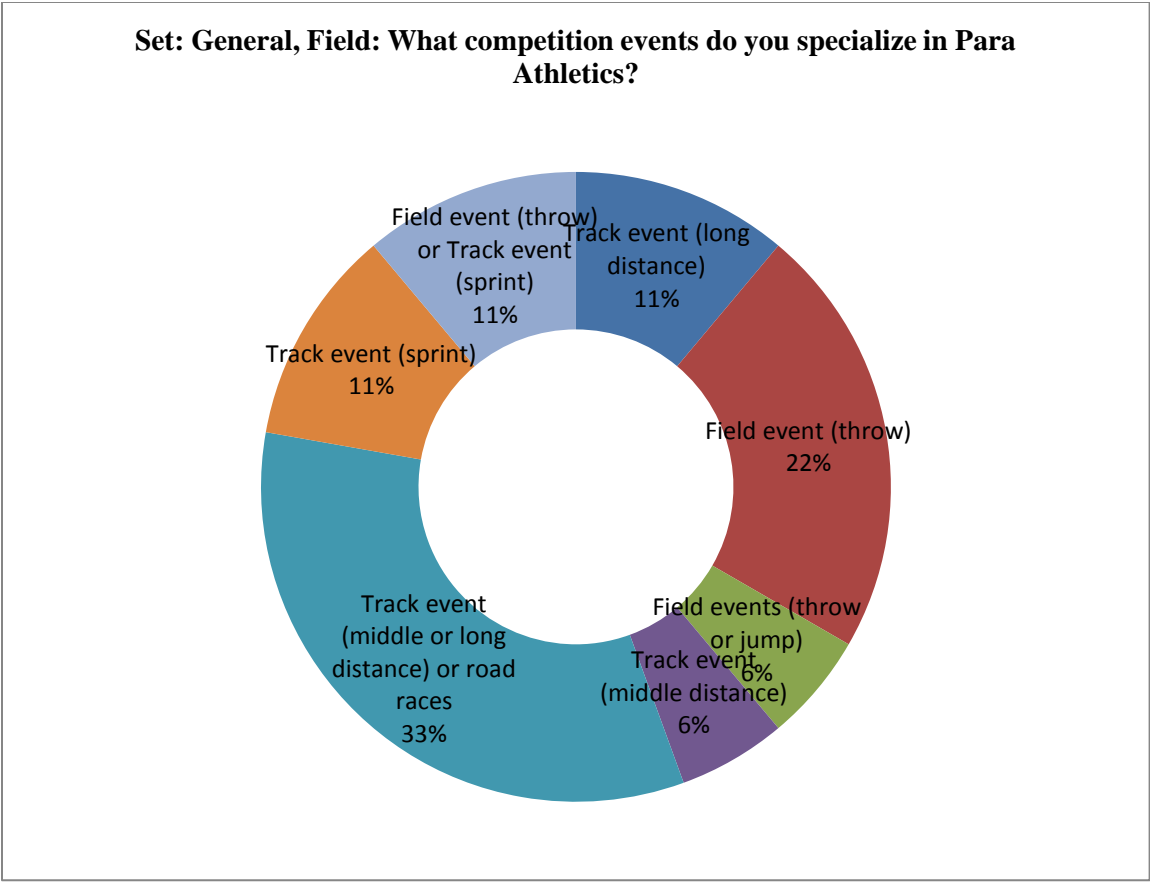
I've been there in and out. Like in 2001, I came out completely young. I got frustrated until I absolutely hated Para. I went about three years. I came and was told I didn't know this class maybe ... if is in Kenya they didn't handle somebody... like the way you saw that day. They harass until I decided to leave the sport. Again I participated in Great lakes which was organized in Kenya. I qualified then I was told I would go to India and get a classification there; it was done when I went there. Back after that, the government did not give us money like those who got medals that there is no money, so I thought I could help myself with other things. I went to the farm and just kept going. I said it `is better than being in Paralympics. After sometimes I was called, so I have been in and out. Starting training is in 2008 (Excerpt Range: 4844-5677).



**Figure 6: Respondents Number of Years Active in Para Athletics**

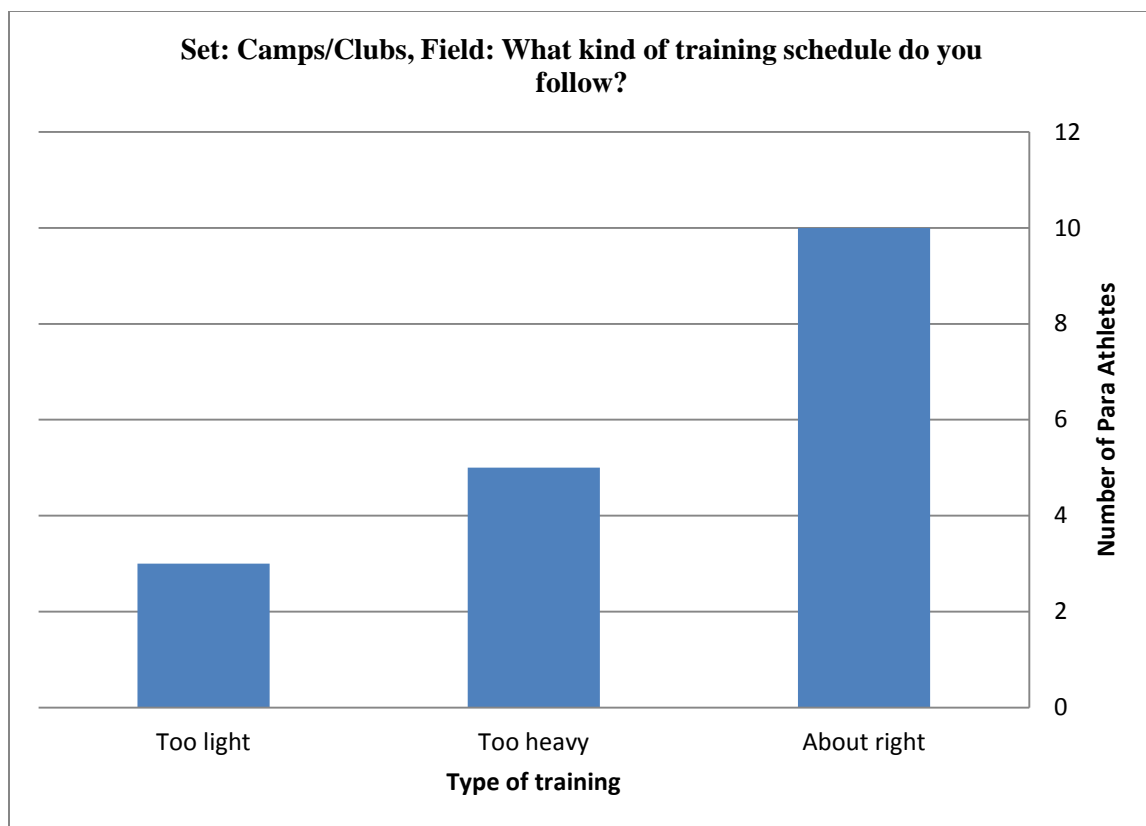
Regarding the Para Athletics events which they specialize in, both track and field events were mentioned with some respondents participating in both track and field events as illustrated in figure 7 below. Track event (middle and long distance) or road races were mentioned by the majority of the respondents (33%) while field event (throw and jump) was least mentioned (6%).





**Figure 7: Respondents Competition Event Specialization**

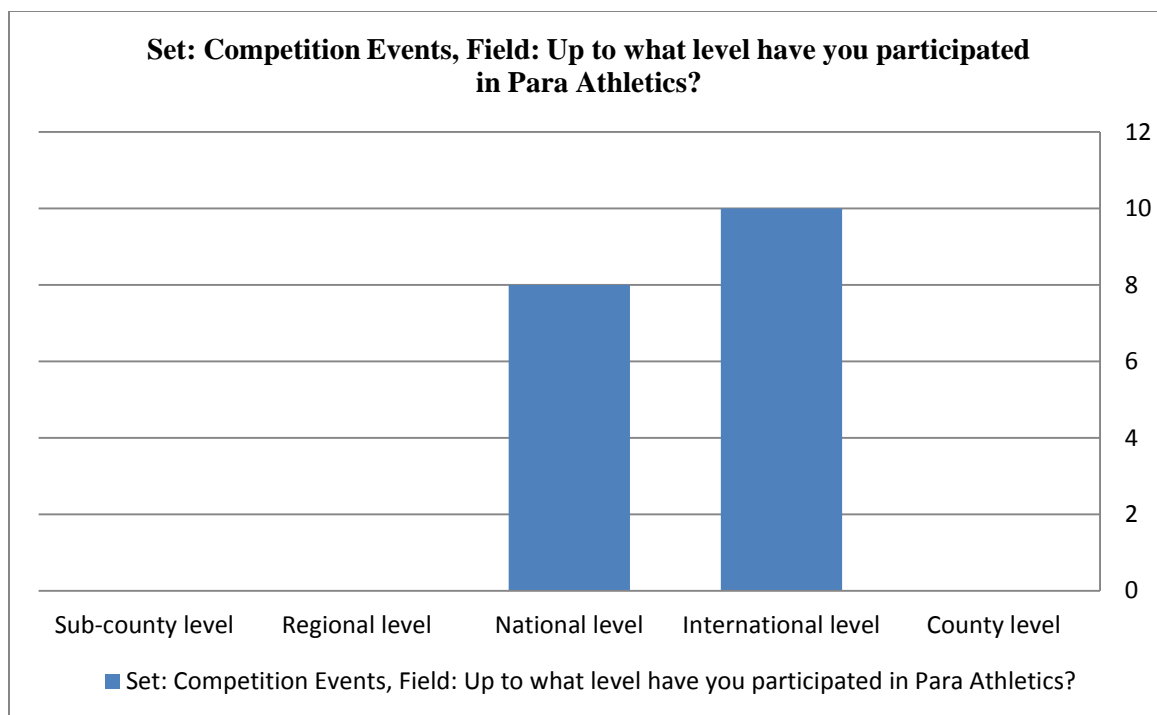
Figure 8 below compares how the respondents identified their kind of training schedule they follow, what is interesting in this data is that the majority(8) said that their training schedule is about right with the rest too light (2) and Too heavy (2).



**Figure 8: Respondents Training Schedule**

### ***B. Competition Events***

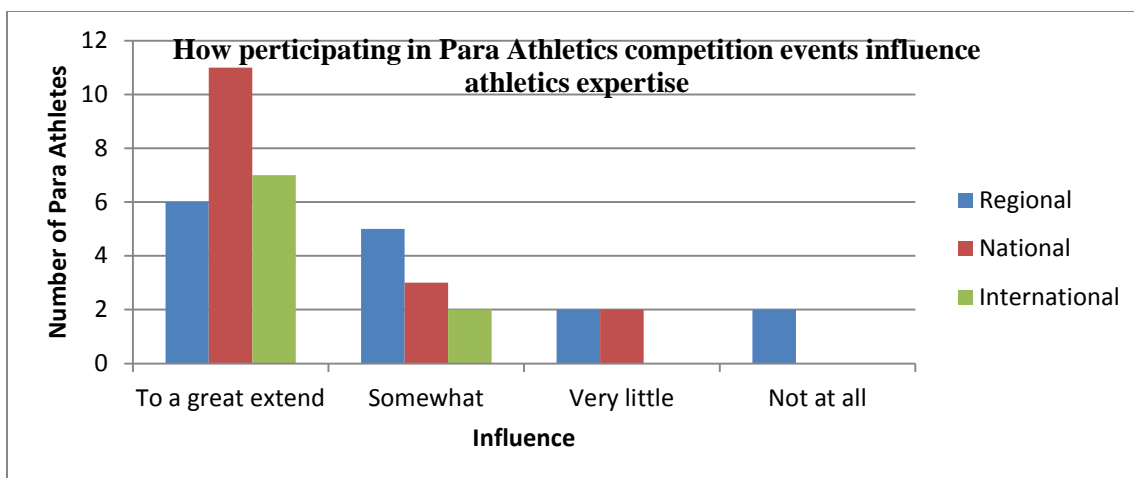
Majority of the respondents (10) had participated up to International level of competition while 8 respondents had participated up to national level of competition as is depicted in the figure 9 below. The respondents revealed that Para Athletics Kenya team to international competitions always begin at regional level. Respondent 14 said, “*Zetu hakuna, za Para we always begin in regionals*” “*We don’t have ours, Para we always start in regionals*” (Excerpt Range: 1479-1530),



**Figure 9: Respondents Level of Participation in Para Athletics**

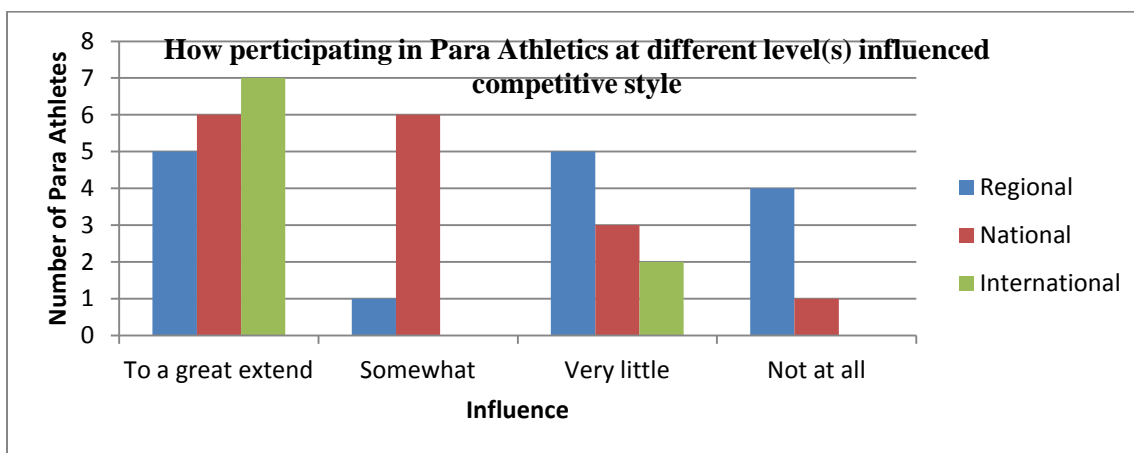
In response to the question ‘what was your last competition event you participated in?’, a range of responses was elicited including national trials, World Para Athletics Championship and Para Athletics Grandprix. For example, Respondent 10 said, “*Ya mwisho ni ya juzi ya mwezi wa saba. Last year. World Championships*” “The last is the recent one on July. Last year. World Championships” (Excerpt Range: 1393-1463).

When the participants were asked on how participating in Para Athletics competitions at different levels influenced athletics expertise majority of the respondents acknowledged that all the levels as influencing positively with only two stating that regional level had no influence at all. This is illustrated in the figure 10 below.



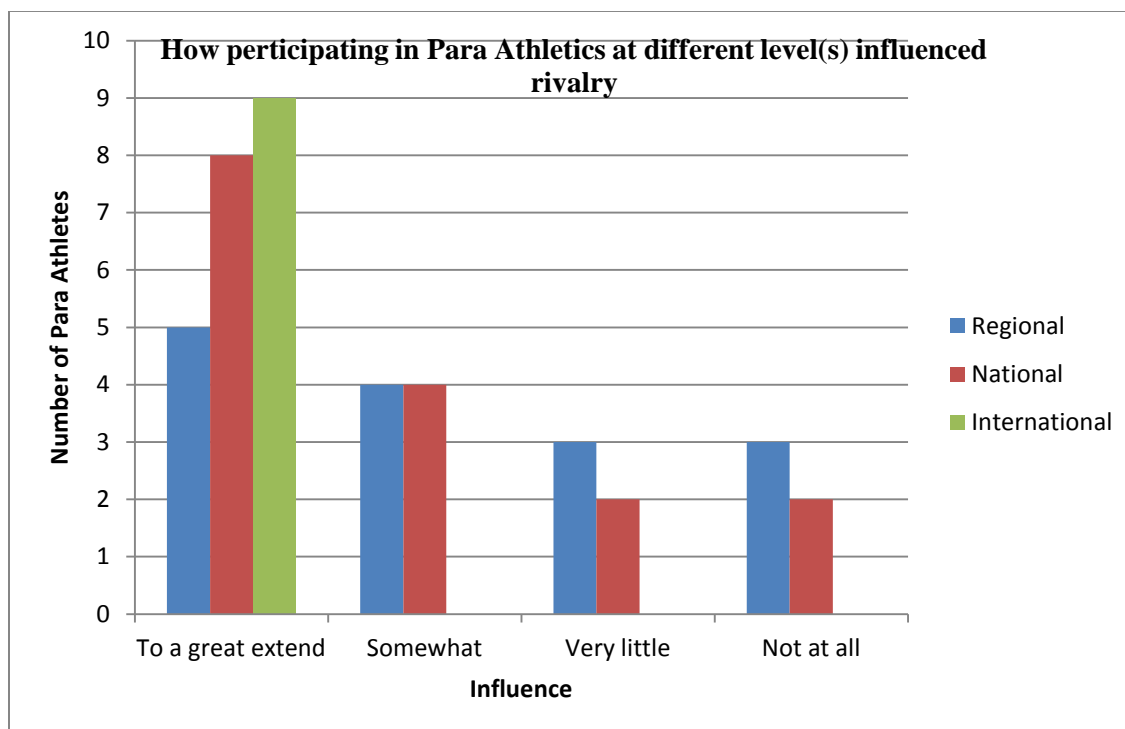
**Figure 10: How Participating in Para Athletics Competition Event(s) Influenced the Respondent's Athletics Expertise**

When the participants were asked on how participating in Para Athletics competitions at different levels influenced competitive style, majority of the respondents acknowledged that all the levels as influencing positively with only four stating that regional level had no influence at all and one stating that national level had no influence at all. This is illustrated in the figure 11 below.



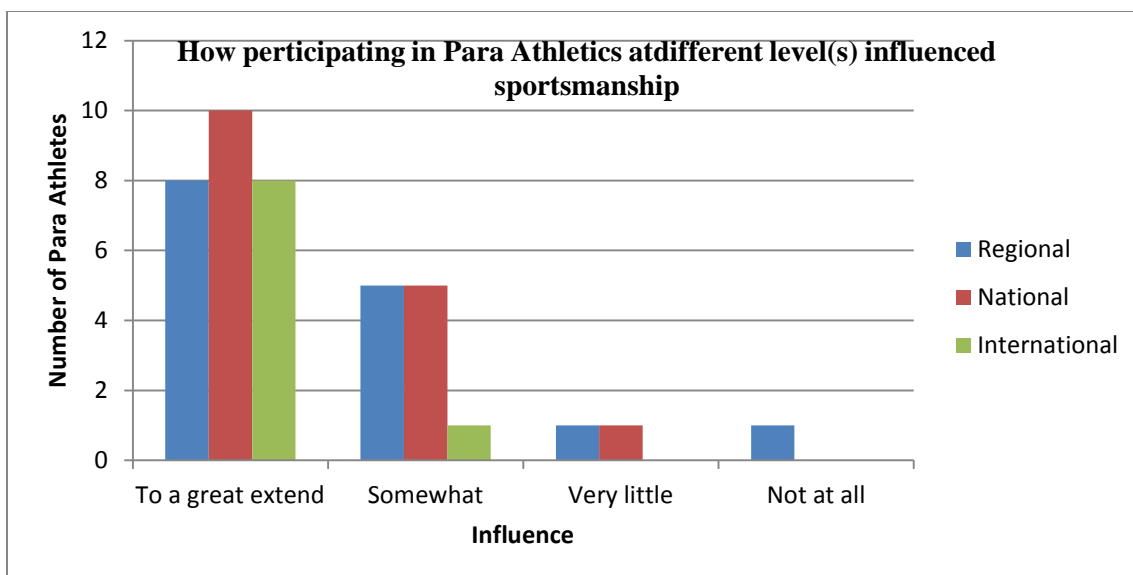
**Figure 11: How Participating in Para Athletics at Different level(s) Influenced the Respondent's Competitive Style**

When the participants were asked on how participating in Para Athletics competitions at different levels influenced rivalry majority of the respondents acknowledged that all the levels as influencing positively with only three stating that regional level had no influence at all and two stating that national level had no influence at all. This is illustrated in the figure 12 below.



**Figure 12: How Participating in Para Athletics at Different level(s) Influenced the Respondent's Rivalry**

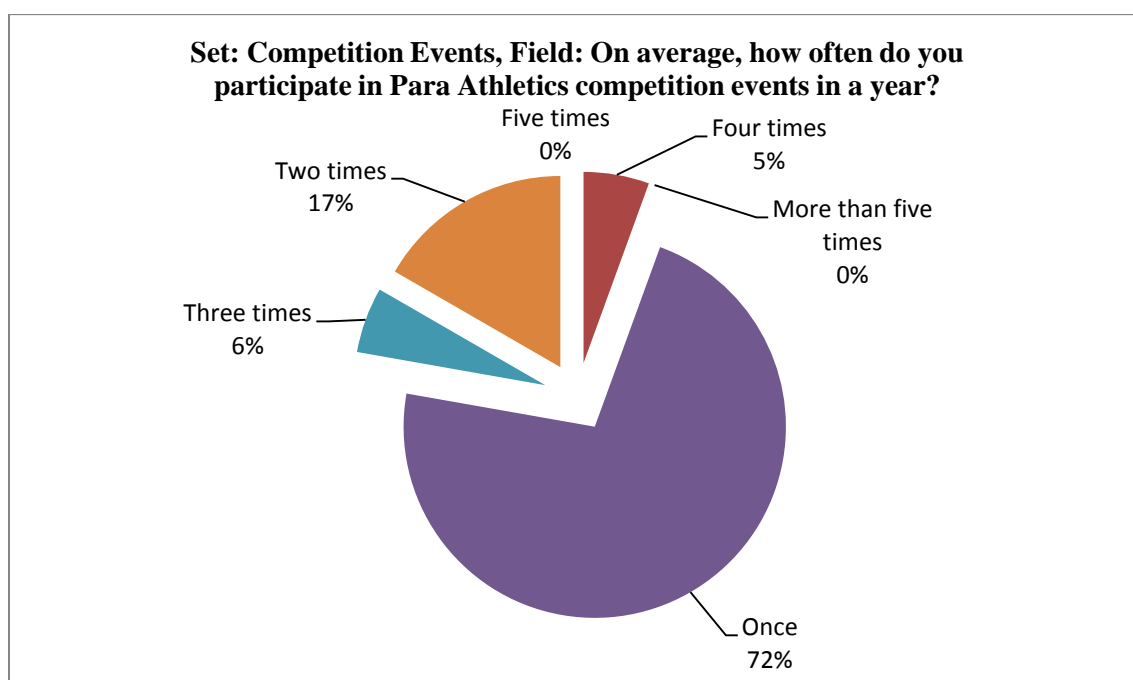
When the participants were asked on how participating in Para Athletics competitions at different levels influenced sportsmanship majority of the respondents acknowledged that all the levels as influencing with only one stating that regional level had no influence at all and. This is illustrated in the figure 13 below.



**Figure 13: How participating in Para Athletics at Different Level(s) Influenced the Respondent's Sportsmanship**

72% of those who were interviewed indicated that they participate in Para Athletics competition events about once a year on average as illustrated by the figure 14 below. Respondent 12 pointed out, *“Mara moja tu”* “Only once” (Excerpt Range: 3090-3103). Another comparable observation is that of Respondent 11 who said, *“maybe once or none. Ni kama regionals, ukose kuenda nationals na imeisha ivyo and you stay another two years kama usipoambiwa unakosa”* “maybe once or none. It's like regionals, you don't go to nationals and it ends and you stay another two years if you're not told you miss” (Excerpt Range: 10006-10141). Moreover, respondent 13 said *“Kama nationals. Moja tu. Moja kwa mwaka. Kama provissional moja, nationals moja. Last year ni moja. this year sija compete yeyote. Ni mazoezi tu”* “Like nationals. Only one. One per year. As one provissional, one nationals. Last year is one. This year I have not competed. It's just training” (Excerpt Range: 9448-9595). On the same issue, Respondent 10 argued:

*This year hatujaenda mahali. Last year tulienda Nyayo. Na tukaenda London. 2016 nilienda Tunisia Nikaenda Morrocco tena by mwezi wa tano. Nilienda mwezi wa tatu, na nikaenda Morrocco mwezi wa tano. 2017 mara moja pekee yake. Hakuna trials this year* “This year we haven't gone anywhere. Last year we went to Nyayo Stadium. And we went to London. 2016 I went to Tunisia I went to Morrocco again by May. I went in March, and I went to Morrocco in May. 2017 once alone. No trials this year” (Excerpt Range: 3591-3839).



**Figure 14: Respondents Average Number of Participation in Para Athletics Competition Events in a Year**

About two-thirds of the respondents had won competitions at various levels in Para athletics whereas about one-third admitted not winning any competition. Respondent 19 confessed and said, “*Bado*” “Not yet” (Excerpt Range: 3449-3454). Respondent 18 said, “*yea, nimeshinda. Nimeshinda mara mingi sana. Nimeshinda Olympics, nimeshinda*

*World championship, All African Games*” “Yeah, I've won. I've won many times. I won olympics, I won World Championship, All African Games” (Excerpt Range: 5188-5303). Similarly, respondent 20 pointed out, “*Yes. Paralympic nimewin several times. For example you can see niko na Gold medal tatu*” “Yes. Paralympic I have won several times. For example you can see I have three Gold medals” (Excerpt Range: 7822-7909). In the same way, respondent 15, (Excerpt Range: 3888-3927), mentioned winning almost six times and also Respondent 4 said, “*Eeh nimewai shinda*” (Excerpt Range: 10960-10979).

Likewise to the above respondents, Respondent 11, Excerpt Range: 10555-10675, observed winning almost all competitions for many years participated especially in Kenya, stating that there is no strong competition. But the respondent argued that there are always no fans to cheer Para Athletes during competitions saying, “*Only by myself, like you when there are no fans you don't feel like umewin. Ata tunaweza enda uwanja tuko na trials ya paralympics lakini ni sisi pekee yetu, ni empty*” “Only by myself, like you when there are no fans you don't feel like you have won. Maybe we can go to the stadium, we have trials of paralympics but we are the only one, it's empty” (Excerpt Range: 10795-10966). This might explain the way the Para Athletes recounted how they celebrate after winning competitions. For example Respondent 20 remembered:

*Nilikua na style ambayo nimefanya tangu nikue primary. Mimi nilikua nikimaliza race huwa ninaweka hii mikono ya left, kwasababu hii haiwezi kuinuka juu alafu ninaenda kuinama nikimshukuru Mungu sana. Whenever you see me nikimaliza*



*race, nikichukua ninafanya hivyo. Na nikimaliza position two hapo nimeweka mikono juu kushukuru, yule aliye juu*

I had a style that I've done since primary school. I was finishing the race as I put my left hands up, because this cannot lift up and I go to bow and thank God so much. Whenever you see I finish the race a winner, I do that. And when I finished position two, there I lay hands up to thank, the highest God (Excerpt Range: 8020-8364).

The style of celebration used by the above respondent is similar to that of Respondent 15 who compared to other's styles, *"Huwa nasikia mzuri lakini sasa, si ati ninataka nijionyeshe sana. Sina style. Ata mimi huinua mkono mara mingi"* "I feel good but I don't want to show myself too much. I have no style. I have raised my hand many times" (Excerpt Range: 4013-4127). Some Para Athletes related with the celebrating experience winning major competitions. Respondent 4 recalled, *"unajua sasa kwa zile zingine huwa napeperusha pendera juu. Lakini ile ya Olympics sasa, nilistukia tu nimefanya vile nimekueleza nilianza kipiga magoti na kuomba. Alafu zile zingine huwa nashika tu bendera na kuzunguka"* "you know now that in some cases I fly the flag up. But at the Olympics now, I just happened to do what I told you and started to kneel and pray. The other ones just hold the flag and move around" (Excerpt Range: 11498-11719). While other respondents mentioned specific styles, Respondent 18 recounted the celebration varies, like when there is crowd. The Respondent narrated

*Always kila mtu akishinda ama akipata kitu mzuri, huwa anafurahia. That is part of celebration. Kuna njia mingi ya kucelebrate. It is not consistent ukiwin kuna*

*ile obviously, kuna ile normal yenye ukicross the line unaraise up your hand then unacelebrate waving to the crowd. Alafu nashukuru Mungu.*

Whenever everyone wins or gets something good, they are happy. That is part of the celebration. There are many ways to celebrate. It is not consistent if you win there is obviously, rather than normal; when you cross the line you have to raise your hand then you celebrate waving to the crowd. Then I thank God (Excerpt Range: 5443-5745).

Regarding the respondents view on competitors in their last competition events they participated some admitted that their competitors were tough, and that they had not prepared well for the competition. An example is Respondent 12 who said, "*Ni kali. Hakuna mchezo*" "Its tough. No laxity" (Excerpt Range: 3391-3415). Similarly, Respondent 4 sighed, "*Kitu yenye naweza comment na wao walikua shape. Sitaki niseme walikua namna gani, wao walikua shape. Na ata nami nilikua nimefikia mahali kwa mazoezi yangu. Lakini sikukua shape*" "Something I can comment on about them, they were in good shape. I don't want to say how good in shape they were, but they were in good in shape. And at least I was also in shape consistent with my training. But I was not in good shape" (Excerpt Range: 11811-11990). Respondent 9 revealed not being in good shape, "*Sijafanya mazoezi vizuri lakini hawa walikuwa sawa*" "I didn't practice well but they were okay" (Excerpt Range: 2482-2532). Respondent 12 comments, (Excerpt Range: 8719-9959), was different since the competition was among different Para Athletics competition classes not normally combined in one race. So Para Athletes with different abilities were competing together. The respondent recounted how the pace

was high than due to those of better abilities than the others in the race. So they had to struggle to catch up harder with those of higher abilities in the race.

Other respondent claimed that their competitors were not tough but mentioned other factors affecting their successes. Respondent 1, claimed, “The competitors in last event are not tough, the only thing is the support and motivation. But competition is not tough” (Excerpt Range: 4013-4133). Other respondents complained of corruption, as Respondent 5 said, “2016. Ilikuwa sawa. Kwasababu ilikuwa inatakikana watu wawili wawili kwa Kila class waende ng'ambo. Na kwa ingine hakuna mtu. Kama 5000 ilienda mmoja tu. 10,000 ilienda mmoja. Ni time na unajua corruption iko. Na Corruption...” “It was ok. Because it required two people per class to go overseas. And for another, no one. As for 5000 meters only one went. 10, 000 one went. Time is considered and you know corruption exists. And Corruption ...” (Excerpt Range: 5473-5694). Respondent 15 questioned evaluation criteria by narrating:

*Hiyo competition ilikua mzuri, tulicheza vizuri, ingawaje ilikua na somehow maneneo za upendeleo lakini tulifurai sababu tuliperticipate, na mwisho, dakika ya mwisho washindi walipatikana na wakaweza kuenda. Mapendeleo si unajua tu kawaida maofficiators, mtu saa zingine anaofficiate na officiate vibaya. Hizo ni mapendeleo ambazo ziko. Wengi ni wa hapa tu inchini. Wamesomea lakini, sasa wanakuanga na upendeleo somehow, lakini tumewazoea. Nikitu ya kaawaida. Nafikiri ile kitu inaweza fanya mapendeleo itoke, ni maofficiators watoke. Wale wamekuwa wamezoea hawa. Maofficiators wengine watoke wengine waingie. Nafikiri wenye wataingia watakuja na akili mpya. Wale wale, tangu mimi niingie*

*kwa para ni hao hao tu wamekua wakiofficiatingi. Hakuna wengine wapya. Sasa hiyo ninaona kidogo, inaua competition.*

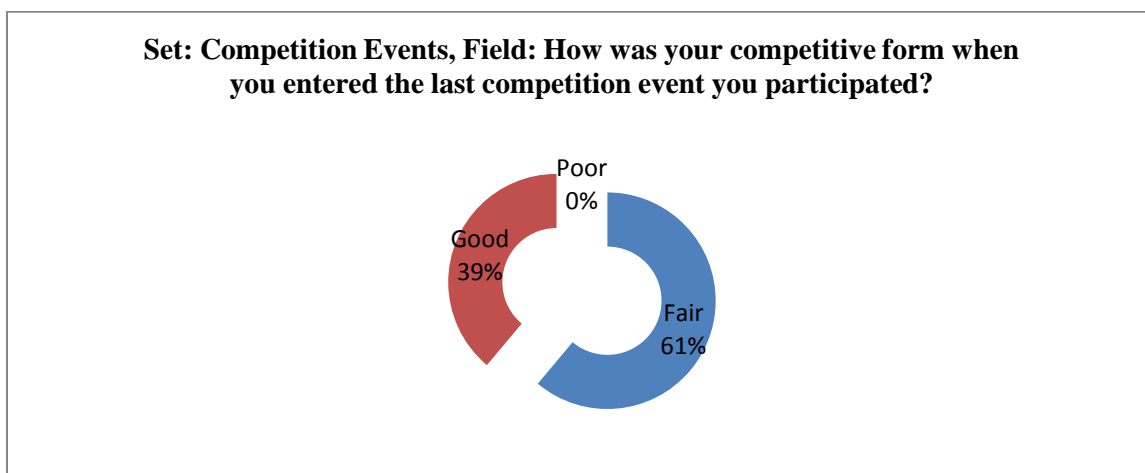
That competition was good; we played well, although there was a lot of favoritism. But we were glad we made it, and in the end, the last minute the winners were found and they were able to go. Favoritism, you know usually officiators, someone sometimes officiates and officiates badly. Those are the favors that exist. Most are local. They have studied but, they have favoritism some how, but we are used to it. It's something normal. I think the thing that might make favoritism come out, is the officiators to come out. Those have become accustomed to these. Some officiators come out, and some get in. I think new entrants will come with a new mind. Those guys, since I joined the para are just those who have been officiating. There are no new ones. I see, it kills competition (Excerpt Range: 4221-5039).

When the respondents were asked about their competitive form in the last competition event they participated, they gave different levels and it depended more on the competition objective. The figure 15 below shows the percentages of how the respondents stated; 61% said fair whereas 39% good. For example, respondent 8 said:

*Good. Nillikuwa sawa. nillikuwa fair, Unajua kwanza tulikuwa good tukiwa hapa, lakini sababu za problem ya hapa na pale za hapa Kenya; viza kupotea, nini... preparation ndio ikatusumbua akili. Hiyo tu. Visa ata karibu turudi nyumbani. World Championship tulifika uko kama watu wamekimbia. Watu wengine*

*hawakukimbia. Visa yetu ilichelewa, So hakuna vile utafly bila visa. So Kitambo tupate visa ya kuenda, races ilikua imeanza. Fair, ilikua tu fair. But mimi mwenyewe nilikuwa shape. Nilikuwa shape but because of these problems ndio ikanifanya sikuperform.*

Good. I was ok. I was good, you know at first we were good here, but because of the local problems here in Kenya; did not have visas, what ... preparation was what disturbed. That's it. Visas, we were about to return home. World Championship we arrived there as people ran. Some people did not run. Our visa was delayed, so there is no way you can fly without a visa. So once we had a visa to go, races had begun. Fair, it was just a fair. But I was in shape. I was in shape but because of these problems it made me not to perform (Excerpt Range: 6102-6656).



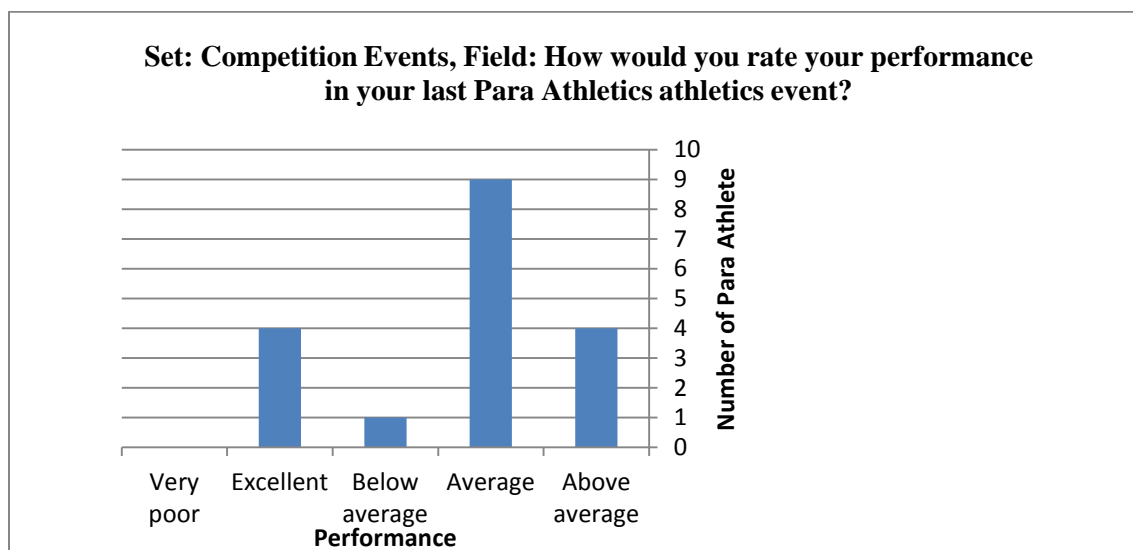
**Figure 15: Respondents Competition Form in the Last Competition Event Participated**

As discussed above, on competitive form of the Para Athletes, the respondents rated their performance differently as shown in the figure 16 below. The majority (9) of the respondents said average, then 4 respondents said excellent and above average each, while only one said below average. The most striking aspect of most of their responses was that it placed responsibility for their ratings mostly on other factors. In respondent 14 responses, excitement was revealed saying, *“Mimi nafikiri ilikuwa excellent lakini siwezi sema. Nadhani nilifanya more than expected. Time ilinifurahisha, ranking ilinifuraisha, nimeridhika sana. Hata sijawahi ridhika hivyo. But still much to be done”* “I think it was excellent but I can't say. I think I did more than expected. Time pleased me, ranking pleased me, I'm very satisfied. I've never been that satisfied. But still much to be done” (Excerpt Range: 12392-12597).

In contrary, Respondent 15 claimed going through difficulties before the competition event saying, *“Above average; sababu ya zile vitu ambazo nilipitiapitia kabla ata niende hiyo mashindano na mambo mengi”* “Above average; because of the things that I went through before I went to that competition and so many things” (Excerpt Range: 5359-5465).

Similarly, Respondent 8 gave reasons for the rating stating, *“Haikuwa excellent. Ilikuwa average. Problem yenye ilipatikana pale juu, kama singepata ile problem ya kukosa visa, ningenda excellent yote. Na I wish ingekwa grand prix. Yote ingekuwa good mpaka nika break record. Lakini hii ni mzuri, word championship juu ni ya dunia yote”* “It wasn't excellent. It was average. The problem was found above, if I didn't get the visa problem, I

would go excellent. And I wish it was a grand prix. All would be good until I broke record. But this is good, because world championship is for the whole world” (Excerpt Range: 7200-7474).



**Figure 16: Respondents Performance Rating in the Last Para Athletics Competition Event**

In terms of the the experience the Para Athletes had by going and participating in various Para Athletics competition events, diverse views were expressed a illustrated ion the figure 17 below. 6 Para Athletes said they were satisfied with the experience and also 9 said they were neutral. On the other hand 3 respondents said they were dissatisfied. Respondent 20, (Excerpt Range: 20000-22076), experienced distinct differences between international and local competition events. According to the respondent, the experience was dissatisfying with the local competition events while satisfying when it came to international competition events. Furthermore, the respondent revealed that competition event where a Para Athlete competes in a personal capacity, like in Grand Prix, was more pleasing than the one in a national team.

Similarly, respondent 14 exposed the poor conditions that the Para Athletes go through especially during local competitions. The respondent revealed:

*Sometimes yes sometimes no. Internationally kwa wakati mwingi huwa tunaridhika lakini hapa sometimes haturidhiki because ville tunaenda Eldoret, at the back of your mind unajua unaenda kukimbilia kwa...especially kama mtu ni T11 day 2 unawezaelewa. T11 kwa competition anataka tatan. Anataka tatan ili anyoroshe vizuri. Alafu all of a sudden tunapelekwa ile uwanja ya 64. Ile uwanja iko challenge yake kwa T11. That is a great challenge. Na unaexpectiwa kuweka time, unawezaweka time usiende Nairobi. Ukikatwa hapo ata olympic hakuna. Inaku affect directly.*

Sometimes yes sometimes no. Internationally most of the time we are satisfied but here sometimes we are not satisfied because the way we go to Eldoret, at the back of your mind you know you're going to run on ... especially if someone is T11 day 2 you can understand. T11 for the competition wants tatan, needs the tatan so as to stretch well. Then all of a sudden we are sent to 64 Stadium. That field has its challenge to T11. That is a great challenge. And if you are expected to attain certain time, you can run a certain time and fail to go to Nairobi. If you do not proceed, there is no olympics. It affects you directly (Excerpt Range: 13837-14411).



Others said that participation at competitive events at the national level was better than at the regional level, as Respondent 13 narrated:

*Ni mzuri kwasababu inategemea na endurance, shape na your speed vile sasa uko. Iyo ndio inakupea...sasa nasema nationals ndio mzuri. Kama last year ilikuwa mzuri kwasababu tulikuwa under Safaricom. Nationals ilikuwa mzuri lakini, hii ya nini haikuwa mzuri, ya provincial kwasabu walikuwa wansema hawajapata sponsor. Lakini tukawa ivyo tukashiriki. Regionals sio mzuri sana. Lakini nationals last year ndio ilikuwa imekuwa mzuri. Kwasababu walitupea morale kama safaricom walikuwa na sisi. Ata wakatupea morale wakatupa Tshirt. Walitusponsor kama sijui Japan itakuwa na olympics...2020 Watasponsor wenye watahinda gold...nini uqualify championship na uende Japan. Watakufannya kila kitu.*

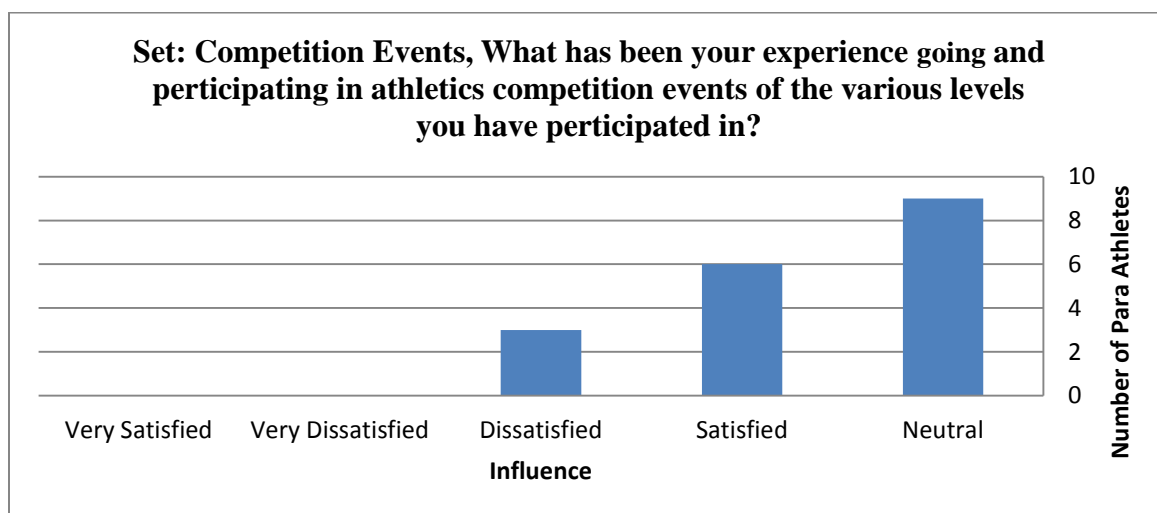
It's good because it depends on your endurance, shape and speed as you are now. That's what gets you ... now I say nationals is good. Like last year it was good because we were under Safaricom. The Nationals was good but, this one was not good, the provincial because they said they didn't get a sponsor. But then we participated. Regionals are not good. But last year nationals was the good. Because they gave us the morale as safaricom were with us. They even gave us a morale and and gave us Tshirts. They promised to sponsor us if I don't know Japan will have Olympics...2020 they will sponsor those who will win gold ... what you qualify in championship and go to Japan. They will do everything for you (Excerpt Range: 12474-13149).

Some expressed the great great satisfaction from the opportunities provided by involvement in Para Athletics. For example, respondent 10, Excerpt Range: 4861-4990, was happy to visit new places.

Others respondents after long period of participation, and going through several actual occurances in Para Athletics, were optimistic that circumstances tend to be improving with time. In particular, Respondent 14 acknowledge vast experience gained from participating in many competition events. Besides, Respondent 8 proffessed:

*Sababu nilikuambia hapo awali ya kwamba nilijiunga na hii familia ya paralympic 2006 upto now I think it is 13 years. 13 years old katika kuperticipate. So hiyo ni kuonyesha ya kwamba, I have alot of experience in it. Kwa vile nilipokua nimeanza hapo 2006 mpaka hapo 2012 inaonyesha yakwamba kila ujao unapata kujua kitu. So 13 years unaweza kusema alot of experience ambayo nilipata hapo ni mingi sana. Ni ile experience ilikuwa inanipatia marks kukuja juu kwasababu nilikuwa naperform mzuri, hiyo mwaka kesho nona nimekuja nimevunja hiyo. Hiyo mwaka kesho nimeweka another new record, kumaanisha ya experience na kuwork hard ndio inafanya kusaidia mpaka performance inkuwa very excerlent. So nataka tu niambie wale wakimbiaji au wale new athletes, wenye wanajiunga, leo sio kama kesho na kesho sio kama kesho kutwa. So vile iko tu ni kujitahidi, na ku have target, ambapo at the end of the day you will achieve it.*

Because I told you earlier that I joined this paralympic family 2006 upto now I think it is 13 years. 13 years old in participating. So that's an indication that, I have alot of experience in it. Since I started in 2006 until 2012 it shows that everyday you get to know something. So 13 years you can say the experience I got there is so much. It was the experience that was giving me marks to come up because I was performing well, so next year I came and broke that. So next year I set another new record, which means experience and hard work is what helps until performance becomes very excerlent. So I just want to tell those athletes or the new athletes, who join, today is not like tomorrow and tomorrow is not like the other day. So it is all about effort and having a goal, where at the end of the day you will achieve it (Excerpt Range: 7453-8366).

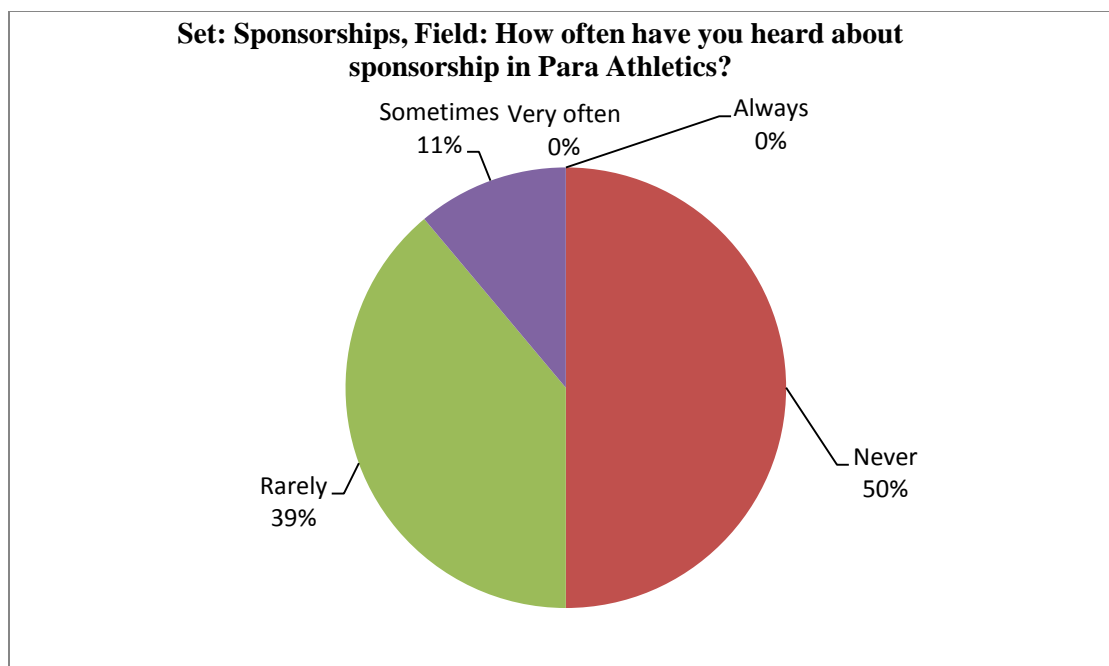


**Figure 17: Respondents Experience in Para Athletics Competitions Events at Various Levels**

#### 4.2.2.3 Sponsorships

With regard to how often the respondents heard about sponsorship in Para Athletics 50% said that they had never heard of it, 11% said sometimes while 39% said rarely as shown in figure 18 below. For instance, Respondent 2 noted, *“Hakuna. Bado”* “Nothing. Not yet” (Excerpt Range: 4096-4109). In the same way, Respondent 1 revealed doing business for support apart from sports, *“A part from sports I do business. Sports is profession. It is just I don’t have support for funds. Asubuhi niko kasini, then Jioni niko mazoezi”* “A part from sports I do business. Sports is a profession. It is just I don’t have support for funds. In the morning I am working, then in the evening I am training” (Excerpt Range: 1400-1545). Respondent 11 also said, *“Sijawai. Rarely”* “I have not. Rarely” (Excerpt Range: 12159-12176). Similarly, respondent 11, Excerpt Range: 20501-20787, declared not hear it in para athletics and even cautioned of looking for opportunity to represent other countries.

By contrast, some of those who said to have heard of Sponsorship, identified Kenya Government as supporting the Para Athletics. Respondent 4 said, *“Rarely. Maybe government only. Government sponsorship only. Only one. Juu sasa una jua serikali inajivunia kila mmoja kuwa mkenya”* “Rarely. Maybe government only. Government sponsorship only. Only one. Because you know the government is proud of everyone being Kenyan” (Excerpt Range: 24468-24601).



**Figure 18: How Respondents have Heard of Sponsorship in Para Athletics**

As regards to the sponsors in the last event the respondents participated, the majority said no sponsors were there. To give an example, Respondent 8 said “*No one*” (Excerpt Range: 13466-13472). In like manner, insisted no sponsors were there and had to sell own sheep to cover the expenses by saying “*Nauza ata kondoo yangu*” “I even sell my sheep” (Excerpt Range: 4738-4761). Respondent 6 also argued that, “*Hata sikuona hawa sponsors kama walikuwa sikuona*” “Even I didn't see these sponsors if they were there I didn't” (Excerpt Range: 3413-3461). In the same way, Respondent 11 emphasised, “*Hakuna hata moja*” “Not even one” (Excerpt Range: 12267-12284).

Some respondents mentioned Safaricom and Kenya Government as sponsors in the last event they participated; all these were related to competitions to represent Kenya in

international competitions. For example, Respondent 10 said, *“Lakini sikuwa mmoja wao. Kuna hii side ya Olympic last year. Unasikia Safaricom walikuja. Siku qualify kuenda Olympics. Nilisikia tu Safaricom na sijui na wapi”* “But I was not one of them. There's this Olympic side last year. You hear Safaricom came. I didn't qualify for the Olympics. I just heard Safaricom and I don't know and which one” (Excerpt Range: 6711-6871). Likewise Respondent 4, (Excerpt Range: 24697-24796), explained that the Government of Kenya supported the Kenya team in terms of food and accommodation. The respondent further recounted:

*Because I remember in 2012 I broke a record in the side of Paralympic I arrived Kenya though I will say that the only thing that I come and see it promoted me is the company of Safaricom. Safaricom sasa waliweza ingilia kati wakatutuzia sasa. Walikuwa wametuhidi watu wenye watakuwa wamequalify waletu world record watapata kitu fulani zawadi zawadi namna hii. Wakatutuzia sasa mambo ya pesa. Ni hiyo tu 2012. Lakini apart from other things ya mambo kama makampuni kama Isuzu, kama hii ya YouTube, hawaingizi. Walitupromote tu ikaishia hapo. Walitupromote na walikuwa watushika mkono wakati tukienda. Walikuwa sponsors wa AK na Paralympics. Sasa watu wa Safaricom ndio wameelewa watu wa Paralympics. Sponsor wa National team ni Safaricom na wako sawa. Lakini wale masponsors wengine hatujewahi ona. Lakini mambo ya Safaricom wako kila mchezo yenye tunatoka inje. Safaricom wako. Wanaingilia lakini makampuni zingine hawajawai ingilia, labda wakiingilia ni zile support ndogo ndogo, lakini sasa kuweka YouTube nini, hakuna.*

Because I remember in 2012 I broke a record on the Paralympic side I arrived in Kenya although I will say that the only thing that I came and see it promoted me is the Safaricom company. Safaricom could now intervene and reward us now. They had promised us people who would qualify and break world record would get something like a gift. They are rewarded us money. It was in 2012. But apart from other things of things companies like Isuzu, like this one of YouTube, they don't. They just rewarded us only and ended there. They promised us and they were to assist as we went. They were sponsors of the AK and Paralympics. Now its Safaricom that have come to understand the Paralympics. National team Sponsor is Safaricom and they are ok. But those other sponsors we have never seen them. But it is Safaricom who are with us in every competition event we go out. Safaricom is always there. They are involved but other companies have not, maybe they chip in with those small assistance, but now like putting on YouTube, there is none (Excerpt Range: 5187-6210).

Majority of the respondents reported to receive support in their sports activities from parents (11) while 7 said that they did not receive support from parent but by themselves in all the Para Athletics activities. To give an instance, respondent 6 pointed out, “*Ni wazazi tu. Wananisaidia kunipatia fare. Saile na train tuna train na watoto*” “Parents only. They help me get the fare. When training I train with children” (Excerpt Range: 3535-3615).

Similarly respondent 5 said “*wananisuppon tu. Nakaa nyumbani. Najisupport pia. sponsorship sijawai patana nayo*” “ They sup[port me. I stay at home. I also support myself. I have never encountered sponsorship” (Excerpt Range: 8054-8136). Respondent 10 also said, “*Tuseme tu wananiambia tu, you work hard. Wananisaidia ata transport ata mabrother wangu. Tuseme naenda Nairobi, wananisaidia. Kwa training hakuna*” “Suppose they just tell me, you work hard. They help me with fare. Suppose I go to Nairobi, they help me. In training there is none” (Excerpt Range: 7005-7151).

Respondent 4 revealed how the parents provides favourable conditions for training:

*Eeh, wazazi wananisupport. Kama mimi wananisaidia juu nikiwa nimeenda mazoezi siwezi nikaja nikaenda kuchuna majani chai siwezi nikaja nikaenda kulima. Sasa wananisupport kwa ata kuninunulia facilities ya kutrain nayo wananisupport wakati tunatoka ng'ambo sasa. Huwa wanainunulia viatu, facilities* “Yep, parents are supporting me. Like they help me up when I go to train I can't come and pick tea leaves I can't come and I go to plow. Now they support me by buying for me training facilities and support as we return from abroad. They usually buy me shoes, facilities” (Excerpt Range: 24873-25173).

Turning now to examples of those who did not receive parents support is Para Athletics activities, Respondent 2, Excerpt Range: 4280-4288, said not receiving support from parents. Same to Respondent 9, Excerpt Range: 3781-3796, who did not receive any support. Insisting to fund self, Respondent 11 said, “*No*” (Excerpt Range: 12355-12360). While Respondent 13 said, “*Parents ni poor bwana. Ata nikisema...Ni poor, totally poor. Ni mimi mwenyewe*” “Parents are poo. If I say... they are poor, totally poor. It's me alone” (Excerpt Range: 21023-21102).



All the respondents indicated that sponsorships are important for the Para Athletics. Respondent 11 emphasised, “*Kabisa. Mimi naona ikiwa very important. very important*” “Absolutely. I consider it very important. very important” (Excerpt Range: 12452-12510). In the same way, Respondent 6 said, “*Ummh, kama tungepata sponsorship naona ingekua fair. Lakini hautakaa mwaka moja ndio uende ng'ambo. Na hii yetu ya paralympics ni once per year*” “Ummh, if we were to get sponsorship, I see it would be a good one. You won't have to stay one year to go overseas. And in paralympics it is once a year” (Excerpt Range: 3710-3850). Similarly, Respondent 5, (Excerpt Range: 8202-8517), explained that it would help in covering the Para Athletics related expenses. Closely to that, Respondent 4 said that sponsorship helps make Para Athlete focused:

*Unajua saa zile umesponziwa sasa you are now relaxing. You are focussing only in one thing. Your mind is not divided. Sio kama saa zile uko nyumbani. Sasa saa zingine unaweza ukasaidiwa, saa ingine hauwezi ukasaidiwa. You are fighting for it as an individual.*

You know when you get sponsorship you are now relaxing. You are focussing only in one thing. Your mind is not divided. It's not like when at home. Now sometimes you can be helped, other times you can't be helped. You are fighting for it as an individual. (Excerpt Range: 29315-29571).

The respondents gave some recommendations to the Para Athletics stakeholders in regard to sponsorship in Para Athletics. For example, Respondent 4, (Excerpt Range: 12822-13155), suggested popularizing Para Athletics to widely to the population to

attract more participants. The respondent further urged the government to consider employment opportunities to the Para Athletes just as the able bodied athletes by saying, *“Athletics Kenya. Mtu kama Hezekiel Kemboi awin anakuja ajiriwa awe askari. Maybe mtu wa paralympics sasa ata akikosa miguu ama nini akuje aajiriwe ata kwa maofisi ama nini. Hata kosa kuandika. Si lazima akua police”* “Athletics Kenya. Someone like Hezekiel Kemboi if he wins, he comes and gets hired as a soldier. Maybe the paralympian is missing his feet or something, should get hired at offices somewhere else. He cannot fail to write. He doesn't have to be a police officer” (Excerpt Range: 30753-30970). Respondent 9, (Excerpt Range: 4007-4158), also gave emphasis to recognition that when a Para Athlete win, it is a win for the country, so they should be sponsored. Respondent 6 gave proposals to county governments and companies:

*Kama kwanza County, waprovide ile mahitaji tunataka, naona ingekuwa mzuri. Watununulie ile vitu kama shot put, discuss, hii vitu ya kuchezea na zingine. Wasponsor watu, may be wasponsor watu every one month wakue kwa kambi kabla. County Government naona ingekua mzuri. Alafu ningomba tu hawa watu wa makampuni wasaidie Paralympics. Maybe tukienda sasa kampuni fulani watusaidie, naona ingekua fair. Maybe waseme kama hii mwezi tutasaidia nyinyi fare ya kuenda kucheza Nairobi au tuwapee fare ya kukuja kambi mtrain Nairobi. Nasema tu watusaidie, kama iko kampuni yenye inaweza kutusaidia watusaidie. Kwanza County Government watusaidie kabisa.*

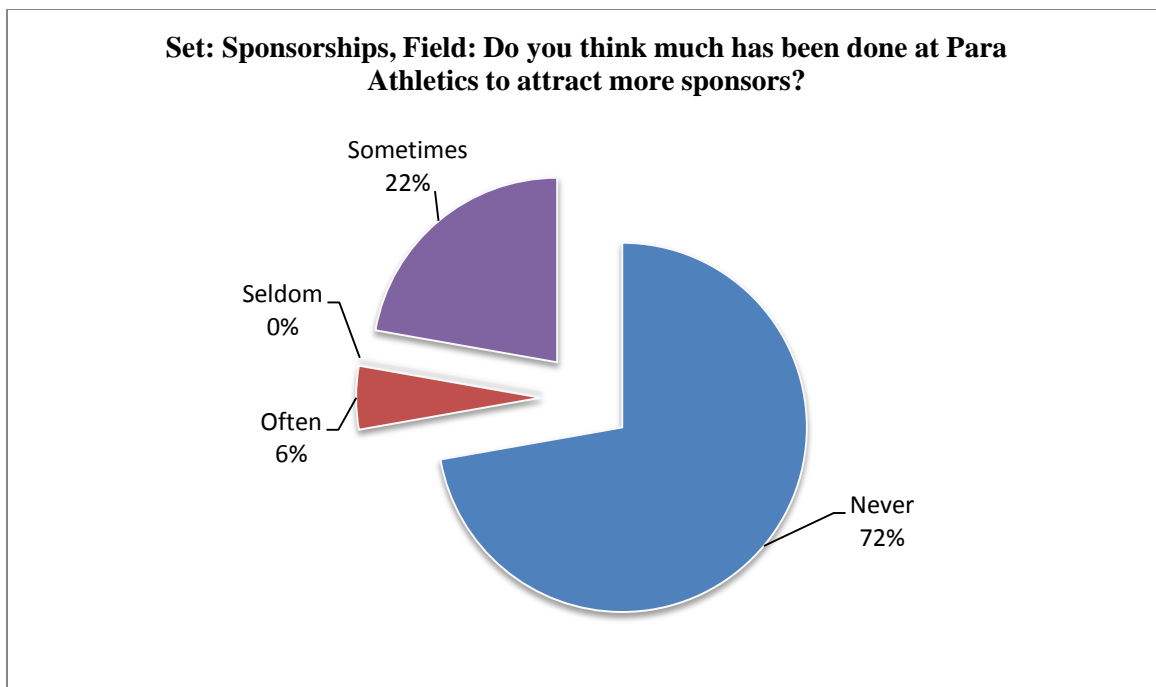
As a County, to provide the needs we want, it would be great. Buy them things like shot put, discuss, sports equipment and more. To sponsor people, may be to

sponsor people every one month to be in camp beforehand. County Government I think would be great. Then I would just ask these corporate people to help the Paralympics. Maybe if we go now some company to help us, I reckon it would be fair. Maybe they say this month we will help you travel to play in Nairobi or give you a fare to come to Nairobi to train. I just say help us. If there is a company that can help us, help us. First, the County Government to help us completely. (Excerpt Range: 3936-4576).

The majority of the respondent felt that much has not been done in Para Athletics to attract sponsorships whereby 72% indicated never while 25% sometimes and 6% said often as illustrated in figure 19 below. Respondent 6 claimed, *“Unajua Saile kama umepata Sponsorship ata Kutrain, una train. Ni serikali hakuna ingine. Hakuna. Shida ni wakubwa yetu. Leadership. Because hawawezi approach hawa watu. Unajua mpaka uaproach. Hawafanyi. Wanangojea tu ya serikali. Maybe safaricom wamekuja ni saile tumeenda”* “You know if you have received Sponsorship even training, you train. It's government, no other. Nothing. The problem is our bosses. Leadership. Because they can't approach these people. You know until you approach. They do not. They just wait for the government. Maybe safaricom have come; is when we are going abroad”. (Excerpt Range: 6180-6454). On the other hand, Respondent 11 pointed out that sometimes there are efforts but the benefit do not reach the Para Athletes athletes by saying, *“No, Sometimes. Like wale wakora si wanafanya lakini si haifikii athletes”* “No, Sometimes. Like those crooks do but it does not reach athletes” (Excerpt Range: 12721-12795). Respondent 4 admitted not seeing the efforts from the Para Athletes themselves noting:

*Sijawahi ona hiyo efforts kwa athletes. Sasa unajua muda nayo. Sasa mkimbiaji kama umekimbia asubui umeenda saa inne utakuwa umechoka. You need to rest. Sasa hautakuwa na time ya kutafuta sponsor sasa kumwambia nisaidie nisaidie lakini kungekuwa na mambo ya camp sasa vile umekuwa umesema. Wao sasa wangeingia kuandika mambo ya kama proposal waseme hawa wakimbiaji wanaitaji hii na hii na hii. Ingekuwa sasa ata mambo ya pesa kwa macounty sasa mambo ya pesa ya walemavu ingekuwa inatumika vizuri. Lakini sasa huwezi ukaenda as an individual na ucomplain to be be given aassistance. Itakuwa vingumu.*

I've never seen that effort from athletes. Now you know the time. Now as a runner when you have run in the morning, you go at 10 o'clock, you will be tired. You need to rest. Now you won't have time to find a sponsor to tell help me, help but if there would be a camp, like you have said ... they would now go in to write things like a proposal to say these runners need this and this. It would be money for counties, now the money for the disabled would be well spent. But now you can not go as an individual and be compelled to be a given. It will be difficult (Excerpt Range: 28490-29079).



**Figure 19: Respondents View on Whether Much has Been Done at Para Athletics to Attract More Sponsors**

#### ***4.2.2.4 Endorsements***

In the final part of the interviews, the respondents were asked endorsement in Para Athletics. All of the respondents reported not getting endorsement while participating in Para Athletics. To give an example, Respondent 10, (Excerpt Range: 8526-8742), claimed not seeing any endorsement in Para Athletics but mentioned watching Eliud Kipchoge who is able bodied endorsing Nike and liked it, “*Bado. Niliwatch Eliud Kipchoge. Si ata sisi tunapendanga Nike. Ata ukienda market unatafuta track suit unatafuta Nike sana. Ata ukivaa Nike, tusene umevaa Nike ama viatu you Nike, unaona very nice. Endorsement sijaona*” “Not yet. I watched Eliud Kipchoge. We love Nike. If you go to the market looking for a track suit, you are looking for Nike. Whether you're

wearing Nike, whether you're wearing Nike or Nike shoes, you look very nice. Endorsement, I have not seen” (Excerpt Range: 8526-8742). The same was also reported by Respondent 13 who said, *“Labda unifafanulie kidogo. Ata huyu alikuwa na kampuni ya orange. Huyu wa javelin. Yego. Kwa Paralympic hakuna mtu hata mmoja. Haiko”* “Maybe explain me a little. The one who was for the orange company. This one for javelin. Yego. At the Paralympic there is not a single person. Nothing” (Excerpt Range: 22720-22851). Respondent 4 mentioned not to notice endorsement in Para Athletics, *“Endorsement haijawi fanyika. Labda sasa kitu yenye nawezasema nimewahi ona tu ni Soya Award ya Safaricom. Hiyo ndio imewahi fanyika tu in Paralympics”* “Endorsement is not yet done. Maybe now the only thing I can say I've ever seen is the Safaricom Soya Award. That's the only thing that has ever happened in Paralympics” (Excerpt Range: 29865-30016).

Some respondents only admitted that endorsements in Para Athletics is not there, for instance, Respondent 9 said, *“Bado” “Not yet”* (Excerpt Range: 4466-4472). In the same way, Respondent 3 said, *“Hakuna” “Nothing”* (Excerpt Range: 4572-4580). When the respondents were asked what they will do if approached to endorse a product, all the respondents said that they will strongly agree to it. For example Respondent 10 insisted, *“Eeh nitakubali sana. Sana saana saana”* “Yep I would greatly approve. Very, very much” (Excerpt Range: 8801-8839). Respondent 6 also said, *“Nitakubali kwa vile kama kampuni imesema inataka tufanye... uendorse product yao, nita Kubali kwasababu ata wewe utakuwa umejulikana”* “I will agree, since if the company has said they want us to

do ... you endorse their product, I will agree because you will be known” (Excerpt Range: 5342-5470).

With regard to how endorsement may influence the Para Athletes performance, all the respondents had a thought that it would influence it in a positive way. A few respondents said it would inspire others to participate in sports as Respondent 3 thought, “*nitakimbia kabisa. Wengine watafuata. Watasema kumbe wanapata gari*” “I will run to the maximum. Others will follow. They will say they are getting a car” (Excerpt Range: 5000-5068).

On the other hand, a number of Para Athletes believed that it would assist financially. For example Respondent 9 said, “*Itaimprove. Kwasababu ukipata endorsement utapata atleast ata kitu, pesa ya kufanya mazoezi*” “It will improve. Because if you get an endorsement you'll get atleast something, money to exercise” (Excerpt Range: 4633-4725). Some said it would make them train more intense. To give an example, Respondent 10 said, “*Itanisaidia vizuri saana. Nichangamke ata nifanye bidii saana*” “It will help me very well. Be active and work hard” (Excerpt Range: 8917-8979).

Likewise, respondent 6 said, “*Naona tu... kama wachezaji si watakuja. Itanisaidia kwa vile kwa performance nitaongeza bidii. Huwezi Kutupa Kampuni*” “I just see ... players will come. It will help me with performance I will increase the effort. You can't ignore Company” (Excerpt Range: 5550-5667). Similarly Respondent 4 maintained “*Unajua sasa hautakuwa ukilala. Because you are a brand of the company. Utakuwa kama nyota sasa . Itakuwa ukitaka uking'aa. Hiyo kampuni itakuwa itakusponsor. Everything will be*

ok” “You know now you won't be sleeping. Because you are a brand of the company. You will be like a star now. You will want to shine. That company will be your sponsor. Everything will be ok” (Excerpt Range: 31361-31541). Correspondingly, Respondent 13 insisted:

*“Sana. Kwanza hiyo...Kwasababu nitaonekana na itanipa kuwa mjasiri. Nitafanya training kwa bidii sana. Sana. Performance itakuwa juu. Pili sitailet down because lazima ushinde katika hiyo tatubora bronze, silver ama gold Sasa itanipa mimi... Sijui nitasema namna gani. Nitakua na furaha sana”* “Very much. First of all ... Because I will be seen and it will give me courage. I will do the training very hard. Very much. Performance will be high. Second I won't let it down because you must win in the top three bronze, silver or gold. Now it will give me ... I don't know how to say it. I will be very happy” (Excerpt Range: 23075-23364”

The entire respondents interviewed reported not receiving any endorsement or not knowing any Para Athlete who had received an endorsement.

#### ***4.2.2 Para Sport Structure and Leadership***

Para Sport structure and leadership was identified as the core category, describing the central meaning of the subjects’ experiences with SMSM. The core category included three dimensions: IPC, NPC and Para Athletics and Able bodied athletics links. Each dimension of the core category was composed of a number of concepts, grounded in the interview data (Table 3).



**Table 3: Description of Categories and Subcategories/Concepts Related to the SMSM Situation, Depicting the Core Category 'Para Sport Structure and Leadership' and the Dimensions 'IPC', 'NPC' and 'Para Athletics and Able Bodied Athletics Links'**

<b>Para Sport Structure and Leadership</b>		
<b>IPC</b>	<b>NPC</b>	<b>Para Athletics and Able Bodied Athletics Links</b>
1. IPC rules and regulations i. Competitions entry requirements ii. Competition classification	1. Para Athletics Member of KNPC 2. KNPC communication to Para Athletes 3. Other KNPC sports 4. KNPC leadership 5. KNPC officials elections	1. Comparison with Athletics Kenya 2. Assistance from Athletics Kenya 3. Able bodied athletes

## **A. IPC**

### ***1. IPC Rules and Regulations***

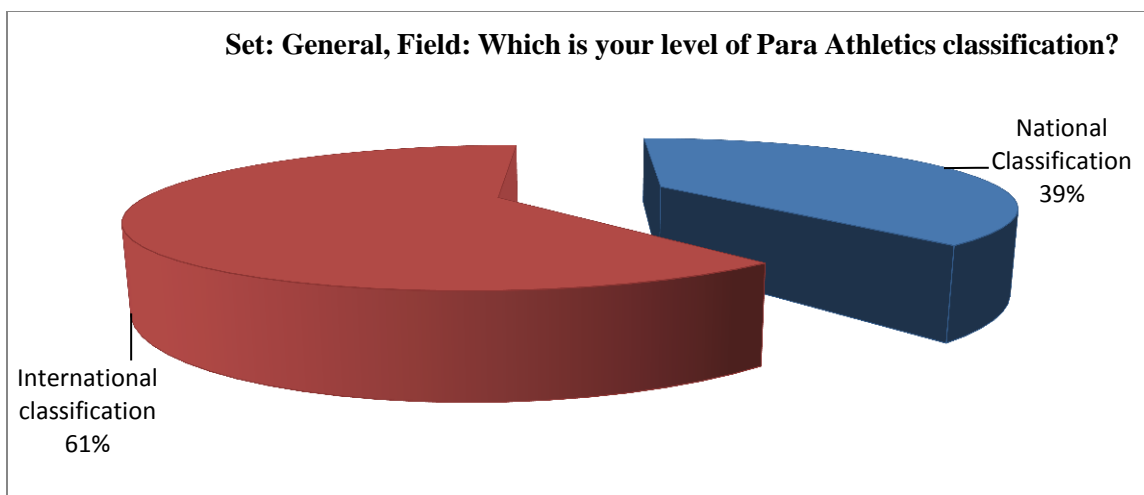
#### **i. Competitions Entry Requirements**

As mentioned by respondent 4, (Excerpt Range: 1987-2557), IPC competitions have deadlines on its activities. The respondent recalled how they were not able to enter to an IPC competition due to failure to meet competition registration requirement deadline. Also the IPC competition required the Para Athlete to be entered by the KNPC. Before A Para Athlete is entered to IPC competitions IPC licensing is required for the competition year, which is renewable annually. Lack of this license would hinder athletes from entering to these events as respondent 4 observes, *“An example is that next week on they*

*will be running London marathon, and there are Paralympic side. So tuliweza ata kujaribu na mwenzangu tukitaka kuenda kukimbia lakini sasa kwa ajili ya mavutano hayo sasa tukakosa lisenca*” “An example is that next week on they will be running the London marathon, and there is the Paralympic side. So we were able to try with my colleague if we could go to compete but now because of those wrangles we we were not licensed” (Excerpt Range: 1169-1393).

**ii. Competition Classification**

As shown in figure 20 below, the majority of the respondents reported that they are internationally classified (61%) which is more than nationally classified (39%). Those who are only nationally classified have not got a chance to compete in IPC competitions which international classification is done. As respondent 13 puts it “*Classification hiyo ni kama ya national kwasababu international sijaenda. Siwezi kukudanganya ati nimefly. Hiyo ndio niko ninaomba sana. Ata kama mungu anapitia kwako my friend wewe umekuwa kwa ground unaweza kusaidia mtu mwenye umekuwa na yeye kwa ground*” “That classification is kind of national because international I haven't gone. I can't fool you. That's what I'm really praying for. If God is helping through you my friend you have been to the ground you can help someone who has been with you to the ground” (Excerpt Range: 1249-1502). In contrast to Respondent 13, for example, Respondent 10 states in regards to class that “*Hiyo F 40 nilipewa huko ng'ambo. Inchi ya Tunisia. Hiyo ni international*” “That F 40 I was given in overseas. In Tunisia. That's international” (Excerpt Range: 575-648). This shows that up to now there is no Para Athletics competition in Kenya that would enable international classification status.



**Figure 20: Respondents Level of Classification**

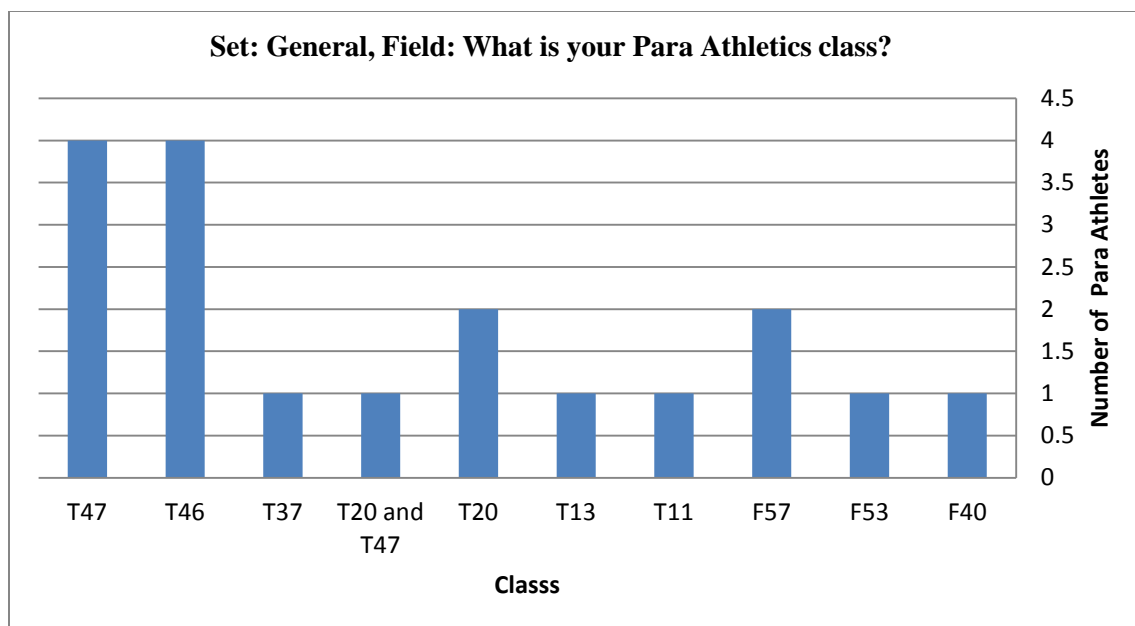
**a. Competing in Different Competition Class**

In their accounts on their experience with Para Athletics classification classes, some respondents explained how they had to participate in a different class from which they were given. Respondent 5 (Excerpt Range: 479-573) was nationally classified in 2015; competed in the given class in 2016 but competed in a different class in 2017. In (Excerpt Range: 303-2380), Respondent 17 talks about this issue pointing out that classification at national level is not done well. The respondent gave two most conspicuous examples of classification done nationally that were later changed at the international level. According to the respondent, in both cases, the classification at international level revealed that they had less ability in performance than those specified by the national classification. Therefore their classes were changed for the Para Athletes to compete at correct competition classes with the same abilities. His view is supported by respondent 1 claiming:

*Sportsmanship in national, influence is small. When they classify at County, when you reach there they give you a high class. Maybe for example, the class that I was given in the county, is different from the one I am given at national. They change, meaning the people I am competing with are different.*

Sportsmanship in national, influence is small. When they classify at County, when you reach there they give you a high class. Maybe for example, the class that I was given in the county, is different from the one I am given at the national level. They change, meaning the people I am competing with are different (Excerpt Range: 2154-2455).

Commenting on the same issue, respondent 8 argues *“Kufika pale unapata kama class yako wamekimbia. So unapewa class ingine, ukimibie na wao. How do you make...utamake aje kama umeenda na class yenye ni strong? Haitakuwa good. Si ndio? yea, so unaona there is a problem somewhere”* *“Getting there you find that your class has run. So you are given another class, to run with them. How do you perform... how woill you perform if you compete in a strong class? It won't be good. Isn't it? yea, so you see there is a problem somewhere”* (Excerpt Range: 6878-7104). The figure 21 below illustrates the breakdown respondents in term of their specific competition classes.



**Figure 21: Respondents Para Athletics Class**

#### **b. Classification Issues**

Returning to the issue of classification, some respondents pointed out how their Para Athletics participation has been as a consequence of changes in IPC classification system. Respondent 20 recalls “*Hapo nyuma nilipokuwa T47, nilikuwa sprinter. Nikaenda 1500 kwasababu hapakuwa na sprint events kwa class yangu*” “Back when I was a T47, I was a sprinter. I went to 1500 because there were no sprint events for my class” (Excerpt Range: 957-1068). On the same concern, Respondent 18 argues that “*Yea I was classified nilikuwa nimeclassifaiwa T46, but at the moment walienda wakafanya wakaibadilisha classes yetu wakatupea T47*” “Yes I was classified as T46, but at the moment they have changed our classes to T47” (Excerpt Range: 331-464). The respondent discusses the challenges brought about by the changes, including limiting the competitions they are

eligible to participate in IPC competitions. Consequently, making it hard for those Para Athletes whose specialty events were barred in the new class, to adjust to the new set of designated events (Excerpt Range: 892-1355). This has made the Para Athletes to change competition events and remain optimistic that there will be changes as respondent 18 notes:

*In general siwezi nikasema niko... kwasababu I am still there need more to achieve. So nawezasema ya kwamba, I am still looking forward because now I am looking forward to graduate to marathon and I want to perform more. Kila naweeza sema kwa yale nimeachieve, I can say I am very satisfied. Kwasababu already I have done. My prayer is kwasababu I have heard some rumours maybe they will combine T46 and T47 in that long distance. I kneel down. Ni kama wanau talent yetu. Tunawaomba. Tulipokua...niliongea na some people, na wakaniambia it is possible African countries wakikutana like five of them wailaunch. Walikua wamesema wanataka 5 African countries. Tuseme ata kama Kenya, Ethiopia na iwe tano. Wailaunch na waandikie massage IPC. Wanasema walinini na hakuna follow up. Tumelelewa katika hiyo familia so hakuna namna ambapo tutaambiwa ya kwamba we are no longer participating in a certain event.*

In general I can't say I am there... because I still need to achieve more. So I can say, I am still looking forward because now I am looking to graduate to marathon and I want perform more. Whatever I can say for what I have done, I can say I am very satisfied. Because already I have done alot. My prayer is because I've heard some rumors maybe they will combine T46 and T47 in that long distance. I

kneel down. It's like they're killing our talent. When we were ... I talked to some people, and they told me it is possible African countries meet like five of them to launch. They said they wanted 5 African countries. Let's say like Kenya, Ethiopia and five. To launch and write a message to IPC. They said they did but there is no follow up. We have been raised in that family so there is no way we will be told that we are no longer participating in a certain event (Excerpt Range: 8377-9271).

Similarly, Respondent 4 argues that *“2016 wakati tulikuwa tunaenda All African Games Congo ikaja sasa nikaambiwa nimekosa class. Nikakosa kuenda All African Games Kongo alafu nikaendelea na mazoezi”* “2016 while we were going to All African Games Congo now I was told I did not have a class. I missed going to the All African Games Congo and then went to continue training” (Excerpt Range: 8470-8631).

## **B. NPC**

### ***1. Para Athletics Association Member of KNPC***

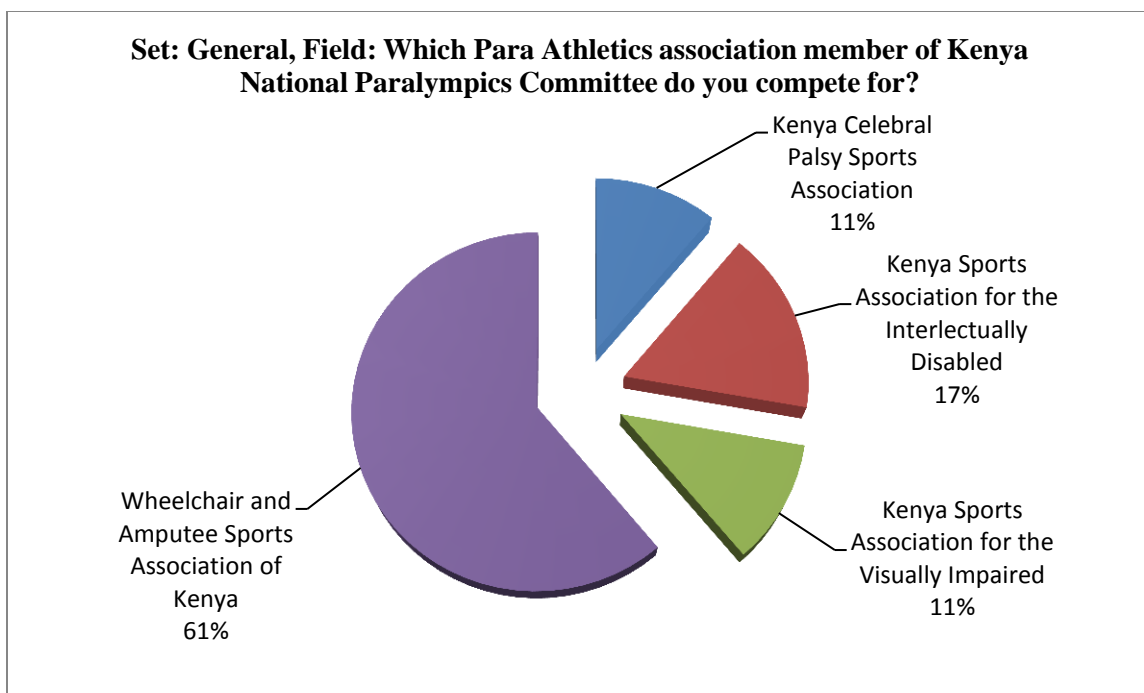
Figure 22 show the breakdown of the Para Athletes who were interviewed according to the Paralympics Kenya association which they are members. It is clear from the chart that the Para Athletes from Wheelchair and Amputee Sports Association of Kenya were the majority, 61% of the total, while Kenya Sports Association for the Visually Impaired and Kenya Cerebral Palsy Sports Association the least at 11% each. The evidence presented in this section suggests that some associations have more members than other associations as a result, they may command more influence in KNPC activities. As respondent 10 states *“Mimi class yangu kwa women niko pekee yangu. Kenya niko pekee*

*yangu. Hakuna mtu tunashindana na yeye nikushindana tu na metres. Hakuna woman mwingine. International ni wengi*” “In my class for women I am the only one. In Kenya I am alone. No one that i compete with. I'm just competing with meters. No other woman. International are many” (Excerpt Range: 3011-3183). Likewise (Excerpt Range: 4520-4991), Respondent 20 points out the same problem by narrating how they are sometimes placed to compete with athletes from different competition classes owing to few competitors turning up for the competitions.

With respect to Para Athlete’s involvement to association activities, most of the Para Athletes said that they were not involved in the activities of the associations. Respondent 5 (Excerpt Range: 122-205) claimed not to know who their association leader is. Respondent 10 argues *“Si mimi ni dwarf. Association gani, mimi sijui. nani ni coach wetu. Sikuenda elections. Sikuambiwa. Nilisikia ati general secretary alichaguliwa tu juzi ni Milari”*. “I am a dwarf. Which association, I do not know who is our coach. I didn't go to the polls. I was not told. I heard that the general secretary was elected only the other day is Milari” (Excerpt Range: 123-290).

In contrast to the rest of the respondents, respondent 19 had two different impairments that would qualify eligibility to two different associations; that is Wheelchair and Amputee Sports Association of Kenya and Kenya Sports Association for the Intellectually Disabled (Respondent 19, Excerpt Range: 142-229).





**Figure 22: Respondents Para Athletics Affiliate Association Membership of KNPC**

## ***2. KNPC Communication to Para Athletes***

Several Para Athletes interviewed have called in to question the way KNPC communicates to the Para Athletes. Respondent 4, (Excerpt Range: 18899-19506), pointed out on how few Para Athletes used to be called to participate in Para Athletics trials. This view is supported by Respondent 5 who noted, “*Ya T47 hiyo tunaitwa tu wakati...tuseme kama January tutaanza kuitwa. Tunaitwa once. Once per year. Ata saa zingine, tuseme kama hiyo ya February hakuna kuitwa. Wanasema so and so ndio anaendanga ng ' ambo. Wanajichagua*” “Of that T47 we are only called when ... suppose January will be called. We are called once. Once per year. At other times, suppose February, we are not called. They say so and so always goes abroad. They choose for

themselves” (Excerpt Range: 4217-4436). As noted by Respondent 4, Respondent 14 observes, “*Wakati team ilikua inaitwa mimi hata sikujua naendelea na training kumbe team ishaitwa Nairobi waende Qatar. Hata sijajua*” When the team was called I didn't even know it, I continued training despite the team had been called to Nairobi to go to Qatar. I didn't even know (Excerpt Range: 5454-5577).

It is apparent from the interviews that KNPC competition trials are always done on short notice to Para Athletes. Most of them would get the information after the competition has taken place as respondent 11 argues:

*Most of the time unaskia Sub County ilifanywa jana. So unaweza kimbia Nairobi ung'ang'ane uambie muniweke ata Isiolo wapi ndio upate kuperticipate. Otherwise, hakuna, poor information. Alafu tena hawa watu wanachukuanga watu, sometimes hawataki waone mtu mwenye labda anawezakuwa na vision. Wanachukua watu labda wenye wanaingia ya kwanza. Sijaelewa para kabisa. Para iko na shida mingi.*

Most of the time you hear that Sub County was done yesterday. So you can go in advance to Nairobi if you request them to take Isiolo or elsewhere to get a chance to participate. Otherwise, none, poor information. Then again these people choose people; sometimes they don't want to see someone who probably has a vision. They take on people who are probably new. I have not understood para at all. Para has a lot of problems (Excerpt Range: 6180-6567).

Interestingly, even those who were informed about KNPC competition some argued that the date would change in short notice. These changes affect the Para Athletes preparations to competition as Respondent 12 observed:

*Challenge ingine ilitoka kwa KNPC. Unajua hii trials tunaambiwa hawa wana sema hivi hawa hivi. Like myself Nairobi, mimi nilikua prepared kwa tarehe tatu napigiwa simu naambiwa kesho yake. Unaona hizi wiki mbili ya mwisho mimi natumianga for sharpening pekee yake, so nilifanya shapening ya only one week.*

Another challenge came from the KNPC. You know this trial we are told, this group says this that group group that. Like myself Nairobi, I grew up ready for 3rd, when I got a phone call I was told it was tomorrow. You see these last two weeks i just used for sharpening alone, so i did shapening of only one week (Excerpt Range: 10491-10797).

### **3. Other KNPC Sports**

Looking at the other sports under Paralympic Games that respondents mentioned to be participating in other than Para Athletics are wheelchair basketball, sitting valleyball, and football. Resondent 9 (Excerpt Range: 646-713) explained to be participating in sitting valleball a part fom the Para Athletics. On the other hand Respondent 15 said, *“Events yenye naspecialize nina cheza Shot put na nachezanga wheelchair basketball. Kwa Para Athletics ni Shotput pekee yake. Nilijaribu zingine lakini nikashindwa”* “Events I have specialized is playing Shot put and playing Wheelchair Basketball. For Para Athletics it's only Shotput. I tried others but failed” (Excerpt Range: 837-1001). Respondent 1, (Excerpt Range: 7-363), pointed out to be participating in sitting valleball since in high school. Other respondents (Respondent 3, Excerpt Range: 503-544) and (Respondent 12,

Excerpt Range: 576-596) also mentioned their participation in other Paralympics Games Sports.

#### **4. KNPC Leadership**

Issues related to KNPC leadership were among the most frequently mentioned by the interviewed Para Athletes. The Para Athletes associated the lack of sponsorship with the KNPC leadership (Respondent 5, Excerpt Range: 605-803). They said that they mainly rely on government funding and do little to attract other sponsorship from organizations that are ready to fund KNPC.

Respondent 6 asserts that, *“Unajua saile kama umepata sponsorship ata kutrain, una train. Ni serikali hakuna ingine. Hakuna. Shida ni wakubwa wetu. Leadership. Because hawawezi approach hawa watu. Unajua mpaka uaproach. Hawafanyi. Wanangojea tu ya serikali. Maybe safaricom wamekuja ni saile tumeenda”* You know if you've got a sponsorship to train, you train. It is government there is no other. None. The problem is our leaders. Leadership. Because they can't approach these people. You know until you approach. They do not. They just wait for the government. Maybe safaricom have come and and is when we are going abroad (Excerpt Range: 6180-6454). The respondent, (Excerpt Range: 6455-6929), gave an example of how they went as Para Athletes to approach Safaricom Company who supported them and was surprised how the KPC fail to attract sponsorships. The respondent further claimed that even if KNPC was able to get sponsorship, it will not reach the Para Athletes.

In the same vein, Respondent 11 said, *“No, Sometimes. Like wale wakora si wanafanya lakini si haifikii athletes”* “No, Sometimes. Like those crooks are doing but it does not reach the athletes” (Excerpt Range: 12721-12795). *“Tunawezafika uwanja hakuna maji. All organization is poor”* “We can reach the competition arena there is no water. All organization is poor” (Excerpt Range: 11597-11656). This is the same sentiment expressed by others (Respondent 13, Excerpt Range: 22040-22645), (Respondent 12, Excerpt Range: 5577-5817) and (Respondent 18, Excerpt Range: 4820-5127).

Some of the respondents explained how they were left out of the team to represent Kenya in a competition after they had been selected in a trials competition. The excuses given for them being left out were varied. As Respondent 4 claims to be left out of the team because of lack of enough funds, *“Alafu tukaambiwa sasa muende mutajulishwa ndio sasa tukaja tukangojea. Baadae wakasema wali lipa pesa kidogo wakaselect team , wakakata team. Tukasubiri sasa wale wengin. Kungojea sasa next time round”* “Then we were told that you would be notified and came and waited. They later said they paid less. They selected team. They reduced the team size. Waiting now for the others. Waiting now for next time round” (Excerpt Range: 9536-9737).

The other reasons mentioned is the inclusion of very many officials in a team that has few Para Athletes. Respondent 11 observes, *“But the problem is hawa mafans hawawezi kupelekwa mbele ama even hawawezipewa chances. Ukifika regionals unakuta 30 athletes na 20 wenye wanasimamia. Yenye unashindwa ni ya nini yote”* “But the problem is these fans cannot be taken forward or even given opportunities. When you

reach the regionals you find 30 athletes and 20 officials. You wonder, for what all this" (Excerpt Range: 8598-8786).

Majority of the respondents argued lack of leadership as from the grassroots level, therefore giving room for unscrupulous people claiming to act on behalf of Para Athletes to obtain money from various sources and take the money. As Respondent 11 pointed out:

*Kuna pesa ata saa zingine...like last time nilikuwa Iten. Nikasikia kumbe kuna pesa inatolewa kwa County. Ata hapa Eldoret inatolewa na County. But kuna watu wamejiita we are from Para sport. Like yule mama anaitwa Ruth. I am sorry to say this, but huyo mama is not a good lady. Because anawezakuja kuchukuwa watu wawili, innocen people aende awaingize kwa ofisi ya Mandago, apewe pesa maybe 60000 na hiyo anakuja maliza hata haijulikani ni nini iko. So viongozi hatuna kutokea gras roots, ndio tukiendelea mbele tujue ni nani ako kwa grassroot Fulani. Ndio hiyo ukora iishe Paralympics.*

There is money at other times... like last time I was in Iten. I heard there was money being given by the County. Even here Eldoret is provided by the County. But there are people who have called themselves from Para sport. Like that lady named Ruth. I am sorry to say this, but this lady is not a good lady. Because he can come to take two people, innocen people then take them to the Mandago office, then he is given maybe 60000 money and that comes to an end. It is not even known what is there. So leaders we don't have from grassroots, so that as we

move forward we know who is in which grassroots Fulani. Yes the goal ends at the Paralympics. (Excerpt Range: 804-1446).

Other respondents blamed the selection criteria used by KNP officials to select a team to represent Kenya as Respondent 5 argued, *“Regionals ni kuangalianga ni nani ameshaenda ng'ambo, watu tu wanafavour hiyo. Lakini hawa wengine, ata dakika ile umemaliza nayo hauangaliwi. Hawainisaidii”* “Regionals are about looking who has traveled overseas, people only favors that. But these others, every minute you have finished, you are ignored. They don't help me” (Excerpt Range: 2112-2269).

Respondent 14 argued, *“Ningeenda mara tatu. I was in the Rio team but I don't know what happened. Hatukupelekwa, but majina zetu zilikuwa kwa start list. Tulikatwa wiki ya mwisho tukaambiwa ati majina yetu zimekatwa, sijui zimepotea. Sasa hiyo tuseme ni mara mbili, 2017, nikaenda London na hii sasa tulienda juzi”* “I would go three times. I was on the Rio team but I don't know what happened. We weren't sent, but our names were on the start list. Now let's say it's twice, 2017, I went to London and this time we went recently” (Excerpt Range: 5917-6203). This view is supported by Respondent 15, (Excerpt Range: 4221-503), who further suggested changes in those officiating during the Para Athletics competition events.

Interestingly most of the athletes pointed out on disagreements that were there among the KNPC leadership. They explained on how it affected their participation in Para Athletics. Respondent 20, (Excerpt Range: 11136-12000), observed how the KNPC officials used the Para Athletes to outshine each other to an extent which some Para Athletes reached

London World Para Athletics Championship after their events had already been done and therefore were not able to compete.

On the same issue, Respondent 8 observed,

*Good. Nilikuwa sawa. Unajua kwanza tulikuwa good tukiwa hapa, lakini sababu za problem ya hapa na pale za hapa Kenya; viza kupotea, nini... preparation ndio ikatusumbua akili. Hiyo tu. Visa ata karibu turudi nyumbani. World Championship tulifika uko kama watu wamekimbia. Watu wengine hawakuKimbia. Visa yetu ilichelewa, So hakuna vile utafly bila visa. So Kitambo tupate visa ya kuenda, races ilikua imeanza. Fair, ilikua tu fair. But mimi mwenyewe nilikuwa shape. Nilikuwa shape but because of these problems ndio ikanifanya sikuperform.*

Good. I was ok. You know first we were good here, but because of the problem in Kenya; did not get a visa, what ... preparation was the most disturbing. That's it. Visa ... we were about to return home. World Championship we got there when others had run. Some people did not run. Our visa was delayed, so there is no way you will fly without a visa. So once we had a visa to go, races had begun. Fair, it was just a fair. But I myself was in shape. I was in shape but because of these problems was what made me unable to perform (Excerpt Range: 6102-6656).

The more surprising concern, was that most of the the officials travelled to the competeition leaving Para Athletes behind. The respondent, (Excerpt Range: 12758-13412), further said the officials later blamed themselves on who caused the blunder for



the Para Athletes to arrive late to the event and eventually not compete. The Respondent further said:

*Walijaribu kuficha hiyo jambo mpaka serikali isijue. Kama serikali ingejua tukiwa Kenya, hatungeenda. Wangesema ni hasara, hatungeenda. Wakafanya mpango serika isielewe, isijue. Alafu Kitu yenye inakuanga na Paralympics, inakuanga na ile kitu yenye wanakufanya usikaribiane na Media. Ili usiseme siri. Wakisema kama kuna media wanakuja, unaskia wanaita kina Mshai, na wanaenda wanaambiwa chenye wanasema. Hawawezi kuongea vile wana... So wanatafuta watu wenye kwanza wako na vitu, alafu wanaambiwa muende muongee hivi, na hivi, na hivi. Kama ingekua mtu kama mimi mwenye nimepitia challenges hizo nyingi... Tulienda tuka kaa mpaka tukaruda tu hivyo.*

They tried to keep the matter secret from the government. If the government knew we were in Kenya, we wouldn't go. They would say it's a loss, we wouldn't go. They made a plan for the state, unaware. Then Something with Paralympics, they keep you from getting closer to the Media. So that you dont reveal secrets. If they say that there is media coming, you hear they call Mshai, and they are going to be told what to say. They can't talk what they have ... So they look at those who are well off, and then they are told to go and talk like this, and so, and so. If it had been someone like me who had gone through all those challenges ... We went and stayed until we came back just that (Excerpt Range: 13414-14058).

The same feeling was shared by (Respondent 11, Excerpt Range: 0-604) and (Respondent 14, Excerpt Range: 5084-5244). Others Respondents proposed changes in the KNPC leadership Respondent 20 (Excerpt Range: 17864-18044). Similarly, respondent 20 said:

*I am not satisfied. In such a way that kama tungekuwa na officials inajali maslai ya wachezaji. Ambae wana kupeleka especially nikiwa sahihi hapa wannaniita wananiambia tunakutumia coach anakupeleka event ndogo mahali fulani. Waende waone vile umeperfom. Kama tungekuwa, na officials wenye wanataka kujali ya kwamba mchezaji mahahali alipo, mchezaji mahali alipo, nataka tumpeleke London tuhakikishe ya kwamba amecheza ningekuwa satisfied. Kumaanisha ya kwamba I am not satisfied.*

I am not satisfied. In such a way that if we had officials who care about the interests of the players. Who send you especially when I'm here calling me telling you we're sending you a coach, he's sending you to a small event somewhere. Go see how you perform. If we had officials who care where the player is, I want to take him to London to make sure he has played, I would be satisfied. Meaning that I am not satisfied (Excerpt Range: 21054-21533)

##### **5. KNPC Official's Elections**

KNPC officials elections were mentioned by most Para Athletes interviewed. The majority of the respondents mentioned not being involved in the elections of the KNPC officials. Respondent 4 explained:

*Leader, sijajua walielekta nani. Hatukuperticipate unajua sasa sisi wakimbiaji hatuko mambo ya elections na nini. Wanajichagua wao wenyewe. Watu wenye*

*wameregister wanajichagua. Lakini sasa ingekuwa members ni athletes. Wanasema athletes wasiingilie siasa kazi yenu ni kukimbia. Sasa ndiposa hatujaingilia mambo ya siasa. Hatujasoma hata constitution. tuliambiwa wakati mngine turegister tukaregister na ikaenda ika kalia hapo wakati chairman alikua ni Sidialo. Hatuna interest kwa mambo ya elections. Lakini mambo ya sports ndio sasa tunawauliza wao hii mwaka mnatuchukua namna gani. Iko nini na kuna nini. Ndio sasa wanatupea sasa itakuwa namna hii, itakuwa namna hiii.*

Leader, I didn't know who was elected. We do not participate you know now we runners do not participate in electionsl matters. They elect themselves. People who have registered participate in elections. But now the members would have been athletes. They say athletes should not get involved in elections; your work is to run. Now that's why we don't get involved in elections. We haven't even read the constitution. we were told the other time we were to register and it it was just that when the chairman was Sidialo. We have no interest in electoral matters. But sports matters we have to ask them, this year where will you take us. What it there. Now they tell us now it will be this way, it will be that way (Excerpt Range: 6349-7016)

Respondent 6, (Excerpt Range: 7006-7159), preferred the officials who had retired to the ones who were in office. The respondent further said that some athletes are bribed to vote for some officials to office during elections, *“Athletes wengine tena wakiitwa wanaenda kupewa kitu ndio wapigie fulani. Athletes wanapiga kura. Anaongwa. Nitakuja kukusaidia. Na saile mtu ameenda ofisi hawezi kukuona tena. Iko corruption”* “Some Athletes again when they are called they are given something to vote for someone.

Athletes do vote. They are bribed. I will come to help you. And when the person gets to the office can never see you again. There is corruption” (Excerpt Range: 7160-7351). This may lead to having people who do not understand the sport well to be in the leadership as respondent 20 notes, *“Ya Kenya sikuangi satisfied. Hata kwanza ndio nakuambia sikuangi satisfied, ni kwasababu pia inasimamiwa na wale watu wenye hawaelewi athletics 1,500 inakimbiliwa round ngapi; hawaelewi. Wale coaches wanasimamianga hawawezi hawakaelewa. Hata Selection ya team kwao sikuangi satisfied”* “That of Kenya I am always not satisfied. So that I tell you I'm not satisfied, because it's also managed by those people who don't understand 1,500 athletics is run how many rounds. They don't understand. The coaches who are in charge do not understand. Even their selection of team I am always not satisfied” (Excerpt Range: 21789-22076).

According to the respondents, most of the elections lead to disputes that end up interfering with the athletes sports as respondent 4 argued, *“An example is that next week they will be running London Marathon, and there are Paralympic side So tuliweza ata kujaribu na mwenzangu tukitaka kuenda kukimbia lakini sasa kwa ajili ya mavutano hayo sasa tukakosa lisenca”* “An example is that next week they will be running London Marathon, and there is Paralympic side. So we were able to try with my colleague if we if we could go to run but now because of the leadership wrangles we were not lisenca” (Excerpt Range: 1170-1393).

## C. Para Athletics and Able Bodied Athletics Links

### 1. Comparison with Athletics Kenya

Respondent 6, Excerpt Range: 6019-6060, commented on how AK has competition events in various parts of the country while the KNPC had none. This view is supported by Respondent 18 who argued that, *“Unajua Paralympicas na hii ya AK mbio zao haziambatani kwasababu kwa mwaka unaona hii ya AK wanaperticipate mbio mingi. Hakuna hizo magrandprix na whatever. So kwa paralympics hiyo ndio imekuwa shida”* “You know the Paralympics and the AK races are not same because for a year you see the AK they participate in a lot of running events. There are no those grandprix and whatever. So for the paralympics that has been the problem” (Excerpt Range: 4107-4307). Similarly, Respondent 4 gave fine distinction between AK and KNPC in terms of camps by saying, *“sasa kwa upande wa Para Athletics hakunanga mambo ya kusema camp kama ile ya AK”* “Now with regards to Para Athletics there are no camp like that of AK side” (Excerpt Range: 0-83). The respondent, (Excerpt Range: 4012-4611), added that they only get to go to camp only when they have been selected in a team to represent Kenya, but they support themselves while training, unlike those from AK whereby there are many clubs in Kenya for them. The respondent pointed out:

*Internationa level sasa ni kuwin. ni mambo ya kuwin sasa. Ukikimbia uko, unajua sasa tukiwa kwa camp sasa kama tumee nda camp sasa ya national. Sasa wakubwa wetu wanaleta macoaches kutoka sasa AK. Wako lakini sasa hawajafikia ile kiwango ya wa AK. Huwa tuna share na wao experience yao, wanatufunza jinzi ya kucompete wanasema ukifinga mahali fulani unaongeza. Mahali fulani unafanya calculation namna hii, tactics ya kuwin. Hapo sasa ndio*

*tunafunzwa kabisa. Hata hiyo experience unakuja kukusaidia na unakuja kusaidia wenzako wengine juu watakuja wanaangalia huyu jamaa anatrain namna gani. Tunagain kabisa ata tunawekwa IOC tukifuatilia juu tunaenda na wa NOC. Tunaenda kwa njia moja. We are not now separated. Na wakisema hawa ni Paralympic hawa ni nini. Hawa wote ni Kenya team. Na wakue na coaches wao. Sasa hawa wengine wetu wanapata experience from the NOC. Watatuguide na tunaenda pamoja hivyo.*

International level is now to win ... it's about winning now. If you're training there, you know now that we're at a national camp. Now our leaders bring coaches from AK. They are there, but they have not yet reached the AK level. They share with us their experience, they teach us how to compete saying when you reach somewhere you add pace. Somewhere you do calculation like this, winning tactics. There is where we are completely taught. That experience you have to come to help and you come and help your other colleagues who will see how how you train. We gain a lot since we are put at the IOC as we follow and train with the NOC. We go one way. We are not now separated. That this is what Paralympics and that is what. These are all Kenyan team. And they have their coaches. Now these others of ours gain experience from the NOC. They guide us and we go together that way (Excerpt Range: 17223-18135).

The Para Athlete further argued that they lack facilities for training and that when they are going to represent Kenya, their counterparts in AK are given original facilities that are not original:

*Na mambo ingine yenye tunaitaji sana kwa support ni facilities. Facilities sasa tena hawaja consider hawa watu zaidi kwa side ya facilities. Unajua tena kutrain, you need to have good facilities to go and manage and to do better. Ni facilities. Hayo ni mambo ambayo ni changamoto ambayo tunapitia sisi watu walemavu kwa mambo ya facilities. Ata ukiangalia wakati tunaendanga mambo kama Olympics mavazi yenye inafaa tutumie ni Nike. Lakini unaona wanapeana Nikes original kwa NOCK. Alafu side ya Paralympics wanaenda wanatafuta izi wanatafuta wanatafuta. Sio zile original. So hatujaelewa.*

And the other things we most need for support are facilities. They have not considered these people more in terms of facilities. You know to train, you need to have good facilities to go and manage and to do better. It's facilities. Those are the challenging aspects that we pass through as people with disabilities when it comes to facilities. Even when if you keep an eye out for when we go for competition events like the Olympics the only appropriate outfit is Nike. But you see they have the original Nike outfits for NOCK. Then the Paralympics they go in search of other. Not the original. So we do not understand why (Excerpt Range: 2971-3579).

Respondent 4 observed the differences sponsorships brings to athletes performance between those from KNPC athletes those from NOC, *“Another thing is that the unajua sazile unakimbia sasa kama hawa watu wa NOC, wao wako na sponsors, so anajuvunia akijua sasa nikiloose nitakuwa nimeloose meneja, nitakuwa nimeloose ahadi yenye amepewa”* “Another thing is that you know when you are running now as these NOC people, they have sponsors, so he is proud knowing that if I fail I will lose the manager, I will have lost the promise given” (Excerpt Range: 14270-14475).

Some respondent proposed that the government and other organizations to to have employment opportunities for those Para Athletes who perform well in sports just the way the able bodied athlete have been considered. Respondent 4 suggests, *“Athletics Kenya. Mtu kama Hezekiel Kemboi awin anakuja ajiriwa awe askari. Maybe mtu wa paralympics sasa ata akikosa miguu ama nini akuje ajiriwe ata kwa maofisi ama nini. Hata kosa kuandika. Si lazima akua police”* (Excerpt Range: 30753-30970).

## ***2. Assistance from Athletics Kenya***

Some Para Athletes went to an extent to seek assistance from Athletics Kenya on matters sports. Respondent 4 explains the type of assistance sought from Athletics Kenya, *“Tulipeana mambo ya license lakini sasa to get the information early, tulikuwa tumepitia sasa ata kujaribu kwa watu wa AK tukiuliza watutafutie manager uko. Wakatuambia inafaa warudi IPC watuenter into race and then we go and compete. But it was too late because of the information that I had already told that it was short notice”* “We gave the licensing stuff but now to get the information early, we tried AK people to find us a manager there. They told us it should be the IPC people enter us to the race and then we



go and compete. But it was too late because of the information that I had in short notice”  
(Excerpt Range: 1394-1724)

### 3. *Able Bodied Athletes*

Respondent 11, (Excerpt Range: 2335-2511), compared themselves with the able bodied athletes arguing that able bodied athletes are better since they can walk hence participate in many other activities other than training to earn income. Respondent 14 suggested that the Para Athlete should also be considered for employment just like the able bodied athlete and gave examples of how it is done in other countries. The respondent said, *“Athletics. But I have a diploma in theology, bado haijanipatia job. Hawa hawataki, lakini ng'ambo iko hivyo wale wanafanya sports like in Turkey ni mapolisi. Especially in our county offices, there are vacancies”* “Athletics. But I have a diploma in theology; it has not yet offered me a job. These people do not want to, but overseas it is that way those who do sports like in Turkey are the police. Especially in our county offices, there are vacancies” (Excerpt Range: 547-763).

Respondent 4, (Excerpt Range: 27323-27431), described how Para Athletes admire the support that the able bodied athletes get like sponsorships. Similarly, Respondent 13, (Excerpt Range: 5442-5703), narrated how a politician sponsored an able bodied half marathon competition. After taking part in the competition was only given certificate but no other gift like the able bodied athletes who participated. The respondent expressed disappointment on how the Para Athlete are not able to get sponsorships like their able bodied counterparts and even desired to look for opportunities in other countries:

*Bado sijawahi, naskianga tu kwa watu able, lakini si sisi. Hatuko able. Hatuna masponsor. Yaani huwa naskia tu. Natamani sana. Ata nilikuwa naamua niende Qatar ama niende Jordan ama niende US. Mimi mwenyewe nilikuwa nasema pengine kutuma ma email. Lakini kusema tu ukweli. Sponsor sina.*

I still haven't been, I just hear in able bodied, but not us. We're not able. We have no sponsors. That is, I only hear of it. I'm very curious. I had even decided to either go to Qatar or go to Jordan or go to the US. Personally I used to think of probably sending emails. But just to tell the truth. I do not have sponsor (Excerpt Range: 20501-20787).

Respondent 10, (Excerpt Range: 5243-5874), reported to using implement for the able bodied athletes due to lack of the ones supposed to be used by the Para Athletes in the same class.

Respondent 11, (Excerpt Range: 5815-6068), described training with able bodied athletes. Furthermore, Respondent 20 revealed training with able bodies athletes, *“ninakuwanga na akina, Lonyangata wa able bodied. Hata hapa nyumbani hapa huwa na train na able bodied, ndio tunapiga tu nao”* “I am always with, Lonyangata and others of able bodied. Even here at home I always train with able bodied” (Excerpt Range: 1137-1267). Respondent 2, Excerpt Range: 3611-3917, also explained training with the able bodied athletes.

The respondents described how able bodied athletes have many competitions but the Para Athletes have very few. Respondent 15, (Excerpt Range: 3595-3781), observed the Eldoret Marathon and how the able bodied athletes benefited from it, and hoped that Para Athletes competition similar to that will also be started. Respondent 5 explained how they usually participate in AK competitions and said, *“mimi naendanga AK na hawa wengine. Ata sahi naendelea na preparation ya... mahali inaitwa Makueni marathon”* “I usually go to AK with these others. Well, I'm going on with the preparations for ... a place called Makueni marathon” Excerpt Range: 1872-1979.

In addition, Respondent 20, (Excerpt Range: 6105-6628), also participated in able bodied competitions, but interestingly partook in more than 10 competitions including regional trials and emphasized participating more in cross country. The respondent explained:

*For example, this year nimekimbia ya Sub County level, nimeenda County level nikakuwa number 3. Nimeenda regional. Last year sikukuwa nafikia hapo. Nilikimbia 14:52. Nimeimprove kabisa. This year County level ya able bodied nimekimbia vizuri. Number 3. County level. Hiyo iko record, ata nilikuwa ninafanya ile time. Record hiko kwa 5000 sio 1500. 1500 Labda ni after Olympic. 5000m sahi mwenye anaongoza ako na 14.06. international record holder. Na alifanya last year. Alifanya Australia huko na ikakubalika. Alifanya last year, 14.06. Sasa mimi Dubai nilikimbia 14.46 na sikupata competition vile yeye alipata. Nilikimbia tu. Na pia hiyo uwanja haikuwa standard. Ilikua uwanja tu ya kawaida. Hapa ya Kenya ata hapa Anex nimekimbia kama ingekuwa*

*international ningekimbia 13:50 something. Niliweka 16.06. Ilikuwa Regional. So mahali nilikuwa ninafocus, nilikua ninaangalia zaidi nilikua naangalia kukimbia 13:55, 13:56 kama ningenda international. Nafikira 1,500 niko na shida ni kimbie time. Niko na endurance ya kutosha. So wakati nitakuja kufocus na 1,500 pekee yake, hapo sasa ndio ninaweza nikaa, nikavunja hiyo rekodi.*

For example, this year I ran the Sub County level, I went to the County level and became number 3. I went to regional. Last year I did not reach that point. I ran 14:52. I have completely improved. This year County level of able-bodied I've run well. Number 3. County level. That is a record, even I was analysing that time. The record is at 5000 not 1500. 1500 is probably after the Olympics. The one leading in 5000m has a time of 14.06. An international record holder. And he broke it last year. He broke it in Australia and it was accepted. He broke it last year, 14.06. Now in Dubai I ran 14.46 and I didn't get the competition he did. I just ran. And also that field was not standard. It was just a normal field. Here in Kenya even here in Anex I have run if I would have been international I would run like 13:50 something. I posted 16.06. It was Regional. So where I had the focus, I was expecting more I was expecting to run 13:55, 13:56 if I was going international. I think 1500 I have trouble running in good time. I have enough endurance. So when I will come to focus with only 1,500, then I can break that record (Excerpt Range: 6629-7751).

In the same way, respondent 13 talked on how training had been with the objective of competing with the able bodied athletes. The respondent said:

*Natrainia shule. Kuna wanja ya shule na barabara wakati mngine kama niko na road race, long run na saizi kama natrain long kwa sababu kuna tournament ya cdf itajumuisha marathon. sasa nimeamua nikimbieko hiyo hata na watu wako able. Ee nataka nikimbieko na watu wenye wako able tarehe moja December. hiyo tounament ya first sijui kama watanipa zawadi ama watasema haiwezekani.*

I train inside school. There is a school field and a road sometimes if I have a road race, a long run and a now I am doing long training because there is a cdf tournament that will include a marathon. Now I have decided to participate in it even with your able bodied. Yes, I want to run with able bodied on 1<sup>st</sup> December. In that tournament I don't know if they'll reward me or they'll say it's impossible (Excerpt Range: 3315-3691).

Respondent 17 also narrated that they usually participate in able bodied athletes competitions and explained the experience, *“Tunaendanga. Ninaendanga kama ya able bodied si hii yetu. Ata ukisikia uchungu namna gani, lazima uvumilie sababu hata hawa wanatumia damu kama wewe. Saa hiyo ukivumilia kidogo tu, huyo mtu atakatika”* “We usually go. I usually go like like that of the able bodied not ours. No matter how painful you feel, you must endure because even these people use blood like you. At any time if you endure just a little, the person will despair” (Excerpt Range: 2862-3082).

Respondent 11, (Excerpt Range: 9595-9749), expounded benefits from experience training with able bodied athletes. Likewise, Respondent 20 disclosed source of Para Athletics experience:

*Experience ambayo niko nayo kwa sports ni kutoka kwa able bodied athletes. Hao ndio nakimbia nao. Hao ma international akina Asbel Kiprop, akina Hezekiel Kemboi. Last Year Mo Farah alikuwa hapa longrun. Hapa Kenya mzima, hawa intemationals wanafanyia hapa my area. Watu wenye wana kimbia flat course kama Berlin, zile flat marathons. Kama juzi tulikuwa na Kipchoge ndio akaenda kuvunja World record. Alitrain hapa. Altitude hapa inakuanga chini kidogo ukilinganisha na Iten. So wakati unaenda race una train penye altitude iko chini kidogo. Sasa naenda Iten kwanza alafu unamalizia hapa. Unasharpen huku.*

The experience I have in sports is from able bodied athletes. Those are the ones I train with. They are internationals like Asbel Kiprop and Hezekiel Kemboi. Last Year Mo Farah was here for longrun. In the whole of Kenya, these intemationals are training here in my area. People who run the flat courses like Berlin, those flat courses marathons. Like recently, we had Kipchoge before he went and broke the World record. He trained here. Altitude here is slightly lower compared to Iten. So when you go to a race you have a train at altitude slightly lower. Now you have to go to Iten first and finish here. You have to sharpen here (Excerpt Range: 2043-2646).

## CHAPTER FIVE

### DISCUSSION

From the findings of this research, the SMSM is limited in use in Para Athletics to effectively influence the performance of the Para Athletes in Kenya. The most associated course of disconnect to SMSM application to Para Athletes has been associated with structural issue of the entire Paralympics movement in Kenya (Rial & Carral, 2015). And just like any product with a life cycle, effective marketing strategies have to be applied at all stages in the Para Athletes career (Stambulova, Alfermann, Statler, & Côté, 2009). For example, by using camps or clubs for Para Athlete talent identification and development, competition events for testing as well as evaluation, supporting in addition to rewarding success through sponsorships and endorsements.

This starts with the identification for talent where the testing can take place when the Para Athlete is still young. Getting a talented Para Athlete is like launching a new product. This is a difficult task; there is no certainty that the new product developed will be accepted on the market and therefore the risk is high (Simonton, 2011). The best place to identify Para Athletics talent is to search at the primary and secondary school level of education, so that the schooling program with the identification of athlete ability factors can be applied to all learners.

The introduction of a competency-based program in the education system could therefore help to improve the identification and development of talent because it stresses complex learning outcomes such as awareness, abilities, attitudes and not just specified topic

matter (Trudeau & Shephard, 2008). This could supplement the weak arrangement where there are no camps or clubs for Para Athletics talent identification and development. As findings of this study showed, talent identification tends to be done during the trials to selection of a national team to go for an international competition assignment and then ends there. The NPC role in Para Athletes identification and development is enormous and would require effective structure to work well.

Moreover, a Para Athlete career just the same as any other Product also has various stages. From the time a Para Athlete starts the sports career, up to the time competitive training stops because of various reasons, they go through several stages (Gordon & Lavalley, 2012). Analysis of these stages for the purpose of repositioning the Para Athlete by offering effective SMSM approaches is vital. After the initial stage of Athlete identification and development, and whereby the Para Athlete has reached peak performance, the next stage is experiencing the competition events.

As the findings of this research shows, the Para Athletes acknowledged receiving benefits from international competition events they attended maybe due to the organization of the competition events. Where the organization of competition event is not viewed as transparent in the view of the competitors, the benefits from the competition event appear to diminish (Winand, Zintz, Bayle, & Robinson, 2010). This is revealed by the research findings where effect of competition event seemed to be reduced where the competitors viewed that there was no transparency in the organization of the competition event.



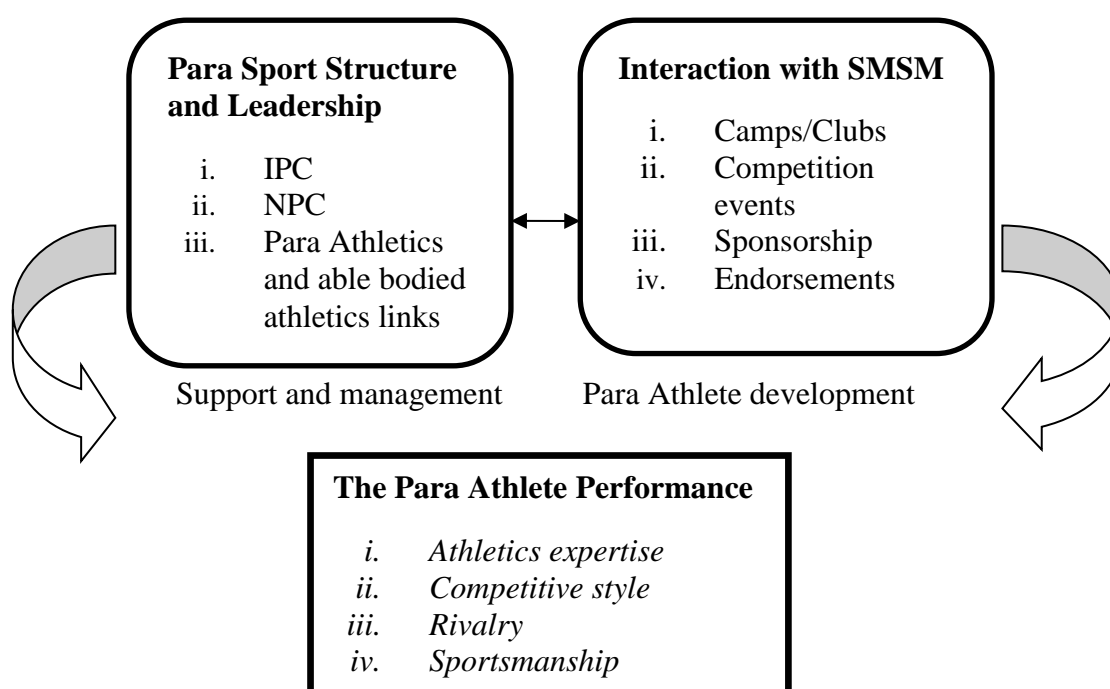
It is the duty of the Para Athlete or their managers to accept their abilities and worth; and know about available opportunities to prosper. For this purpose, they have to communicate with, persuade, and motivate these opportunities sources to their advantage for example so as to earn by marketing through sports. They use promotional strategies to achieve this. Para Athlete promotion is the means through which they interact with their prospective customers. For it to be successful, they must communicate effectively (Cottingham & Petersen-Wagner, 2018).

This study identified that the Para Athletes did not get the opportunities to get sponsors or endorsements. The reasons for the Para Athlete not being used for marketing through sports might be related to the complex phenomenon whereby the entire movement is not working in harmony. The Para Athletes mostly associated most of their disappointments in the sport to the Para Athletics leadership. It is likely that the leadership is overwhelmed with the responsibility of managing several numbers of Paralympics sports that includes Para Athletics, making it hard to manage all its activities well (Lundqvist, Ståhl, Kenttä, & Thulin, 2018). Looking in the structure of the Paralympics in general may be paramount while trying to solve the issues identified by the Para Athletes in the research.

However, it is important to note that there were two exceptions in the research respondents who were different compared with the rest of the respondents. For example, for one of the two, it was clear to have experienced much more in terms of sponsorship and endorsements to some extent unlike the rest of the respondents. The other was

involved also in the leadership of the Para Athletics. Therefore it was necessary not to include their responses in the study (Bollen & Jackman, 1990) and (Cortina, 2002).

Based on this research, a model is made that shows SMSM approaches along with Para Sport structure and leadership together influence Para Athletes performance. To develop the model, all categories are integrated into a preliminary model framing the process of SMSM as well as Para Sport structure and leadership, as described by the informants as illustrated in figure 23 below.



**Figure 23: Preliminary model of SMSM and Para Sport Structure and Leadership for Para Athlete Performance**

The core category ‘Para Sport structure and leadership’ with its dimensions ‘IPC’, ‘NPC’ and ‘Para Athletics and Able bodied athletics links’ describe the central theme mentioned

under the SMSM on performance of Para Athletes. This is at the key aspect that supports and manages all the SMSM approaches.

Higher-order category 'limited interaction to SMSM' is related to the SMSM situation, to 'camps/clubs', 'competition events'; these are the initial stages of a Para Athlete development. Furthermore, to 'sponsorships' and 'endorsements' which are typically the later stages of Para Athlete development. The athlete performance process is continuous and with repetitive cycles.

## CHAPTER SIX

### CONCLUSIONS AND RECOMMENDATIONS

#### Conclusions

This study has found that generally the effect of local athletics camps or clubs on performance of Para Athletes in Kenya was not experienced. The Para Athletes do not train in camps or clubs but rather individually. Therefore, quality of training of the Para Athletes depends on the way they prepare themselves. They also lack essential training facilities and equipment for training in the various competition classes. Furthermore, the Para Athletes train without the access to sports specialists who would advice on best ways to enhance performance. In most cases, Para Athletes train at home or move to live near able bodied athletes ' camps or clubs so that they can join them in training and learn from their experiences. In addition, as they lack support to facilitate their athletic career activities, they are unable to get opportunities to go and compete in competition events.

Regarding the effect of specific athletics sport competitive events on performance of Para Athletes in Kenya, it was limited to competition trials to represent Kenya in various international competition events. Also, those who qualify and represent the country in the international competitions were further able to experience competitive events effects to their performance. The higher the level of competition, the more positive effect the Para Athletes admitted to experience on their performance. In contrary, the lower level competitions were reported to be poorly organized contributing to negative effects to most of the Para Athletes performance. Moreover, competition outcomes in the competition events effected the Para Athletes; whereby when they triumph the effect to

the overall performance were positive than when they perform poorly. The performance aspects that mostly derived positive effect from higher level of participation and good competition outcome are the athletics expertise and rivalry. On the other hand, the effect on competitive style and sportsmanship is mostly minimal to the Para Athletes at all levels of participation and regardless of the competition outcome.

With respect to sponsorships affects on performance of Para Athletes in Kenya, the Para Athletes did not experience any effect. The reason is because they do not receive sponsorships. Further, event sponsorships are sometimes availed to competition events but the benefits do not trickle down to the Para Athletes to affect their performance. Similarly, training sponsorships are not accessed by the Para Athletes to affect their performance. They mostly receive assistance from family members and able bodied athletes to enhance their preparation in their Para Athletics careers.

In the case of endorsements influence on performance of Para Athletes in Kenya, the Para Athletes did not experience any effect. They do not receive endorsements either as individuals or in a group. Most of the Para Athletes have neither received endorsement nor know any Para Athlete who has endorsed any product or service.

The limited use of SMSM approaches in Para Athletics exposed categories related to SMSM to the individual Para Athlete. Para Sport structure and leadership was identified as the core category, with three dimensions labeled 'IPC', 'NPC' and 'Para Athletics and able bodied athletics links'. These categories describe the central meaning of the

subjects' experiences with SMSM. The results provided the initial step to the development of a model depicting the relationship between 'Para Sport structure and leadership', 'Para Athlete interaction with SMSM' and 'Para Athlete performance'.

## **Recommendations**

### **i. Recommendations for Policy and Practice**

The implication of these findings is the reorganization of the Kenya Paralympics structure and leadership. This includes the Para Athletics as one of the Para Sport within the Paralympics. Efficient Para Athletics structure and leadership may help to enhance better performance of the Para Athletes.

### **ii. Recommendations for Further Research**

It is recommended that future research drawing from these preliminary findings carry out more analysis and obtain specific data from the more accomplished able bodied sports. Furthermore, more research is required to determine appropriate structure and leadership model for the Para Sport. In addition, future research should further investigate the reasons why a few Para Athletes are able to access most of SMSM approaches than the many others.

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## APPENDICES

### **Appendix I: Interview schedule for the research topic “Effects of Strategic Marketing Sports Management Approaches on Performance of Para Athletes in Kenya”**

I am a master’s student from the University of Eldoret, and interested in strategic marketing sports management approaches on performance of Para Athletes. I have informed the Kenya National Paralympics Committee about this research. The interview includes a few questions about Para Athletics competition sports events, camps/clubs, sponsorships and endorsements; on Para Athletes performance.

There is no right or wrong response to the questions; what is important is your view. Each question is asked purposely, even though maybe some might not appear applicable to you individually.

Responses to the questions will be processed anonymously.

The interview will take about 1 hour 30 minutes.

Thank you in advance for your cooperation.

#### A. General questions

1. Which Para Athletics association member of Kenya National Paralympics Committee do you compete for?

2. Which one of the following is your age bracket?

18-30

31-40

41-50

51+

3. Have you been classified?

4. Which level of classification do you have in Para Athletics?

National classification

International classification

5. What is your Para Athletics class?

6. What is your marital status?

Single, Never Married

Married

Separated

Divorced

Widowed

7. What is your profession?

8. What is your level of education?

Primary education

Secondary education

College education

University education

9. How many years have you been active in Para Athletics?

Less than 3 years

4-6 years

7-9 years

10 and above years

10. What events do you specialize in Para Athletics?

11. Which place do you train at?

C. Camp(s)/Club(s)

12. What kind of training schedule do you follow?

Too heavy

About right

Too light

Briefly share your training sessions

13. Do you belong to any club or camp?

(If belong to a camp/club, proceed to question 14)

If you do not belong any camp/club, how do you train?

(If you do not belong any camp/club, proceed to question 22)

14. Given your answer to question 13 is yes, what is your opinion about the physical aspects of the camp/club such as gym stadium, catering and housing?

Very poor

Below average

Average

Above average

Excellent

Comments:

15. If your answer to question 13 is yes, how do you rate the quality of the coaches, physiotherapists, technical officials, classifiers, nutritionist and support staff in the camp/club?

Very high

Above average

Average

Below average

Very low

Comments:

16. Provided your answer to question 13 is yes, what do you think about the training at the camp/club and those of other camps/clubs?

Excellent

above average

Average

below average

Poor

Comments:

17. If your answer to question 13 is yes, how would you evaluate the quality of training at the camp/club?

Good

Fair

Poor

What are your views about the qualifications of Para Athletes entering the camp?

18. Given your answer to question 13 is yes, how is athletes qualifications important to be allowed to join the camp/club?

Not important at all

Of little importance

Of average importance

Very important

Absolutely essential

Comment on the quality of training at the camp?

19. Where there improvements in your time(s) in track/road race events and/or distance(s) thrown at field events in your Para Athletics events when you joined the camp/club comparing with after being there for some time?

20. What are chances to have competition opportunities while in the camp/club?

Not likely

Somewhat likely

Very likely

What do you recommend to other Para Athletes training individually and not in a camp/club?

21. Answer the following questions as a great deal, much, somewhat or not at all.

- i. How have entry requirements when joining a camp/club influenced your athletics performance (athletics expertise, competitive style, rivalry and sportsmanship)
- ii. How have facilities and equipment at the camp/club influenced your athletics performance (athletics expertise, competitive style, rivalry and sportsmanship)



- iii. How has quality of staff at the camp/club influenced your athletics performance (athletics expertise, competitive style, rivalry and sportsmanship)
- iv. How has quality of training at the camp/club influenced your athletics performance (athletics expertise, competitive style, rivalry and sportsmanship)
- v. How has opportunities for competitions at the camp/club influenced your athletics performance (athletics expertise, competitive style, rivalry and sportsmanship)

Comments:

#### B. Competition Events

22. Up to what level have you participated in Para Athletics?

Sub-county level

County level

Regional level

National level

International level

What was your last competition event you participated in?

23. Answer the following questions as to great extend, somewhat, very little or not at all

- i. How has participating in Para Athletics events in the sub-county level influenced your athletics performance (athletics expertise, competitive style, rivalry and sportsmanship)
- ii. How has participating in Para Athletics events in the county level influenced your athletics performance (athletics expertise, competitive style, rivalry and sportsmanship)
- iii. How has participating in Para Athletics events in the regional level influenced your athletics performance (athletics expertise, competitive style, rivalry and sportsmanship)
- iv. How has participating in Para Athletics events in the national level influenced your athletics performance (athletics expertise, competitive style, rivalry and sportsmanship)
- v. How has participating in Para Athletics events in the international level influenced your athletics performance (athletics expertise, competitive style, rivalry and sportsmanship)

Comments:

24. On average, how often do you participate in Para Athletics events in a year?

- Once
- Two times
- Three times
- Four times
- Five times
- More than five times

Comments:

25. Have you ever won a Para Athletics event at any level?

If you have won, how many times?

26. How do you usually celebrate your accomplishment immediately after competitions?

27. What do you comment about your competitors in the last competition you participated?

28. How was your competitive form when you entered the last event you participated?

- Good
- Fair
- Poor

What did you want to achieve in that event and was it possible?

29. How would you rate your performance in your last athletics event?

- Excellent
- Above average
- Average
- Below average
- Very poor

Comments:

30. What has been your experience going and participating in athletics competition events at the various levels you have participated in?

Very Dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied

Comments:

D. Sponsorship

31. How often have you heard about sponsorship in Para Athletics?

Always

Very often

Sometimes

Rarely

Never

Which sponsors were there during the last Para Athletics event you participated in?

32. Do your parents support you in your Para Athletics sport in any way?

If yes, kindly specify how

33. How are sponsorships important to a Para Athlete performance?

Very important

Moderately important

Not important

What recommendations can you make about Para Athletics sponsorships to stakeholders?

34. Do you think much has been done at Para Athletics to attract more sponsors?

- Often
- Sometimes
- Seldom
- Never

Other than your parents, have you received sponsorship in any way in your Para sport involvement?

35. Answer the following questions as high influence, moderate influence, low influence or none

- i. How has competition event sponsorship influenced your athletics performance (athletics expertise, competitive style, rivalry and sportsmanship)
- ii. How has training sponsorship influenced your athletics performance (athletics expertise, competitive style, rivalry and sportsmanship)

Comments:

#### E. Endorsement

36. What do you know about endorsement in Para Athletics?

37. What would you do if approached to endorse a product?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Do you think if you get an endorsement, your performance will be influenced?

38. Have you endorsed any products or services as a Para Athlete?

If yes, how was the experience?

39. Do you know any Para Athlete that has an endorsement deal?

Do you think if you get an endorsement, your performance will be influenced?

40. Answer the following questions as to a great extent, somewhat, very little or not at all

- i. How has group endorsement influenced your athletics performance (athletics expertise, competitive style, rivalry and sportsmanship)
- ii. How has individual endorsement your athletics performance (athletics expertise, competitive style, rivalry and sportsmanship)

Comments:

**Appendix II: List of Total Kenya Para Athletes Licensed for the Year 2018 as  
Provided by Kenya National Paralympic Committee**



9/2/2018

Gmail - Academic research on Para athletics athletes



John Kiptembur &lt;kiptembur@gmail.com&gt;

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**Academic research on Para athletics athletes**

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paralympic kenya <paralympickenya@gmail.com>  
To: John Kiptembur <kiptembur@gmail.com>  
Cc: Agnes Oluoch <agnesoluoch@yahoo.com>

Wed, Jun 20, 2018 at 7:21 PM

Dear John,

I will send you the document tomorrow.  
The board approved your request.

Regards,

Elijah

[Quoted text hidden]

9/2/2018

Gmail - Academic research on Para athletics athletes



John Kiptembur &lt;kiptembur@gmail.com&gt;

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**Academic research on Para athletics athletes**

---

paralympic kenya &lt;paralympickenya@gmail.com&gt;

Tue, Jun 26, 2018 at 1:59 PM

To: John Kiptembur &lt;kiptembur@gmail.com&gt;

Cc: Agnes Oluoch &lt;agnesoluoch@yahoo.com&gt;

Dear John,

Following the resolution of our board meeting on 19/06/2018,  
Kindly find attached document.

Regards,

Elijah M Aliero  
Secretary General  
NPC Kenya.

[Quoted text hidden]

---

 **SDMS Athlete details 2018.pdf**  
2052K



Summer Season 2018

SDMS License Report



## License Report

created by IPC Sport Data Management System

Season: Summer Season 2018



### Kenya

Invoice Number	Date of Invoice	Payment Option	Amount	Payment
SDMS ID	Name of Athlete	License ID		Status Valid Since
<b>S18KENATLP01-UNL</b>	2017-10-30	Transfer	€ 556.40	Paid (2018-01-30)
13830	Alar, Rahel Akoth	S18ATKEN09442803		Licensed 2018-02-12
14242	Bii, Wilson	S18ATKEN64303288		Licensed 2018-02-12
18913	Boit, James	S18ATKEN26702025		Licensed 2018-02-12
30673	Chepkoech, Jeniffer	S18ATKEN32840807		Licensed 2018-02-12
27831	Jepkemei, Priscah	S18ATKEN22178499		Licensed 2018-02-12
34458	Kamau, Charles	S18ATKEN42633330		Licensed 2018-02-12
2391	Kimani, Samwel Mushai	S18ATKEN10548681		Licensed 2018-02-12
27669	Kiprop, Rodgers	S18ATKEN54556274		Licensed 2018-02-15
2396	Kirwa, Henry	S18ATKEN43578310		Licensed 2018-02-12
28077	Koech, Nancy Chelangat	S18ATKEN85871887		Licensed 2018-02-12
30672	Korir, Benard	S18ATKEN87081269		Licensed 2018-02-12
30671	Koskei, Benard	S18ATKEN71002378		Licensed 2018-02-12
29143	Kurgart, Evans	S18ATKEN45004784		Licensed 2018-02-12
27136	Lemtukei, Cheseto	S18ATKEN61539488		Licensed 2018-02-12
14157	Lomuket, John Pyeko	S18ATKEN07319038		Licensed 2018-02-12
27685	Mangerere, James Onyinka	S18ATKEN22681189		Licensed 2018-02-12
30668	Misik, Stanley Kipkoech	S18ATKEN03773126		Licensed 2018-02-12
16438	Mosop, Eglä Jebichii	S18ATKEN68663688		Licensed 2018-02-12
14069	Muendo, Henry Nzungi	S18ATKEN74571312		Licensed 2018-02-12
29137	Mueni, John Wambua	S18ATKEN87665793		Licensed 2018-02-12
27755	Mugo, James Muriithi	S18ATKEN35351862		Licensed 2018-02-12
27743	Mukiri, John Njoroge	S18ATKEN21242741		Licensed 2018-02-12
2659	Munialo, Nelly Nasimiyu	S18ATKEN27933709		Licensed 2018-02-12
18275	Mwangi, Cecilia Wangechi	S18ATKEN71915307		Licensed 2018-02-12
28118	Njoroge, Mary Waithe	S18ATKEN85794451		Licensed 2018-02-12
13829	Odiyo, Henry Caleb	S18ATKEN98230458		Licensed 2018-02-12
14068	Ogonji, Elizabeth Atieno	S18ATKEN25357813		Licensed 2018-02-12
27772	Olero, Sylvia Atieno	S18ATKEN83234650		Licensed 2018-02-12
13828	Otieno, Eunice Adhiambo	S18ATKEN81039091		Licensed 2018-02-12
34215	Rono, Nicholas	S18ATKEN23195807		Licensed 2018-02-12
28075	Rotich, Geoffrey Kiplangat	S18ATKEN54087654		Licensed 2018-02-12
30674	Rotina, Joseph	S18ATKEN68055862		Licensed 2018-02-12
13827	Samuel Ngige Kuria, Samuel Kuria	S18ATKEN16842853		Licensed 2018-02-12
18916	Sande, Tom Charito	S18ATKEN58425382		Licensed 2018-02-12
28076	Sang, Erick Kiptoo	S18ATKEN24637896		Licensed 2018-02-12
29139	Sang, Wesley Kimeli	S18ATKEN77702040		Licensed 2018-02-12
13848	Sile, Nelly Jeptoo	S18ATKEN51408795		Licensed 2018-02-12
29270	Tanui, Irene Cherono	S18ATKEN38762023		Licensed 2018-02-12
29142	Tarus, Hillary Kiplating	S18ATKEN60851192		Licensed 2018-02-12
30646	Terer, Benard	S18ATKEN58818388		Licensed 2018-02-12
13836	Wacuka, Ann	S18ATKEN34861695		Licensed 2018-02-12
12625	Wanjira, Caroline	S18ATKEN04484313		Licensed 2018-02-12
14055	Wesonga, Stephen	S18ATKEN73731722		Licensed 2018-02-12
2673	Zakayo, Mary Nakhumicha	S18ATKEN93222244		Licensed 2018-02-12
<b>S18KENPOLP01-UNL</b>	2017-10-30	Transfer	€ 0.00	Paid (2017-10-30)
13853	Abbayo, Samson Okutto	S18POKEN97981320		Licensed 2018-01-01

Summer Season 2018

SDMS License Report

29141	Kariuki, Hellen Wawira		S18POKEN57707355	Licensed	2018-01-01
22760	Njuguna, Joyce Wambui		S18POKEN35413597	Licensed	2018-01-01
22759	Wanjiku, Gabriel Magu		S18POKEN91654591	Licensed	2018-01-01
<b>S18KENSHP01-UNL</b>	<b>2017-10-30</b>	<b>Transfer</b>	<b>€ 0.00</b>	<b>Paid (2017-10-30)</b>	
18213	Chudasama, Bhaveet Ramesh		S18SHKEN45039788	Licensed	2018-02-28
<b>S18KENSWLPO1-UNL</b>	<b>2017-10-30</b>	<b>Transfer</b>	<b>€ 0.00</b>	<b>Paid (2017-10-30)</b>	
33078	Akoko, Sylas		S18SWKEN09606934	Licensed	2018-01-30
32519	Gichuki, Christopher Kanyi		S18SWKEN99227905	Licensed	2018-02-05
36052	Irungu, Mwangi		S18SWKEN64312744	Licensed	2018-02-05
36046	Irungu, Wambui		S18SWKEN17599488	Licensed	2018-01-30
16539	Karanja, Maina		S18SWKEN59106445	Licensed	2018-01-30
27759	Kilonzo Faith Kiasyo Muela, Faith Kiasyo Muela		S18SWKEN31711095	Licensed	2018-01-19
29519	Mabwa, Paul		S18SWKEN24804688	Licensed	2018-01-30
29521	Malanda, Joyce		S18SWKEN64868164	Licensed	2018-01-30
36045	Muchiri, Murage		S18SWKEN05535889	Licensed	2018-01-30
35863	Munene, Asha		S18SWKEN98309326	Licensed	2018-01-30
36047	Mwiathi, Mwenda		S18SWKEN30984497	Licensed	2018-02-05
33865	Ndale, Jackisaack		S18SWKEN02246094	Licensed	2018-01-19
27719	Ndirangu, Elizabeth Njoki		S18SWKEN69360351	Licensed	2018-01-30
27768	Ng'ongo, Edward Kibiru		S18SWKEN75601196	Licensed	2018-01-30
36048	Njoki, Kibunja		S18SWKEN07452393	Licensed	2018-02-05
27772	Olero, Sylvia Atieno		S18SWKEN97985839	Licensed	2018-01-30
13836	Wacuka, Ann		S18SWKEN42736816	Licensed	2018-01-30

### Appendix III: Research Authorization



OFFICE OF THE PRESIDENT  
MINISTRY OF INTERIOR & COORDINATION OF NATIONAL  
GOVERNMENT

Telegrams:  
Telephone: (053) 42007  
Fax : (053) 42289  
E-mail: [cclgeyomarakwet@yahoo.com](mailto:cclgeyomarakwet@yahoo.com)  
[cclgeyomarakwet@gmail.com](mailto:cclgeyomarakwet@gmail.com)  
When replying please quote

COUNTY COMMISSIONER'S OFFICE,  
ELGEYO-MARAKWET COUNTY,  
P.O. BOX 200-30700  
ITEN

**PUB. CC. 24/2 VOL.II/150**  
Ref. ....

**18<sup>th</sup> June, 2019**  
Date .....


**TO WHOM IT MAY CONCERN**

**RE: RESEARCH AUTHORIZATION**

**MR. JOHN KIPKEMOI KIPTSEMBUR**

This is to confirm that the above named has been authorized to carry out a research in Elgeyo Marakwet County on "*Strategic marketing sports management approaches n performance of Kenya Para Athletes*". The research will be undertaken for the period ending **29<sup>th</sup> October, 2019**.

Please accord him necessary assistance.

  
COUNTY COMMISSIONER  
ELGEYO MARAKWET COUNTY

K. O. MIFWONI  
FOR: COUNTY COMMISSIONER  
**ELGEYO MARAKWET**

c.c. All Deputy County Commissioners  
**Elgeyo Marakwet.**

KOM/sjk



**REPUBLIC OF KENYA**  
**MINISTRY OF EDUCATION**  
**STATE DEPARTMENT OF EARLY LEARNING AND BASIC EDUCATION**

Telegrams: "ELIMU",  
 Telephone: 052-22265  
 When replying please quote  
**email: cdebometcounty@gmail.com**  
**Ref/CDE/BMT/ED/AUTH/74/VOL.II/5**

COUNTY EDUCATION OFFICE,  
 BOMET COUNTY,  
 P.O. BOX 3-20400,  
**BOMET.**

24<sup>TH</sup> JULY, 2019

**John Kipkemboi Kiptembur**  
 University of Eldoret  
 P.o Box 1125-30100,  
**ELDORET.**

**RE: RESEARCH AUTHORIZATION.**

Reference is made to yours from NACOSTI Ref: No NACOSTI/P/18/40996/26046 dated 30<sup>th</sup> October, 2018 on the above subject.

Permission is hereby granted to carry out research on "*Strategic marketing sports management approaches on performance of Kenya Para Athletes*" *All Counties, Kenya*"; for the period ending 29<sup>th</sup> October, 2019.

Ensure, you present a copy of the research to County Director of Education-Bomet

This letter should be presented to the principal of the schools visited for the said purpose.

COUNTY DIRECTOR OF EDUCATION  
 BOMET  
 P.O. Box 3 - 20400, BOMET  
 Date: .....

**INDIATSI MABALE**  
**COUNTY DIRECTOR OF EDUCATION**  
**BOMET COUNTY.**

**CC**  
**DIRECTOR NACOSTI**



**OFFICE OF THE PRESIDENT**  
**MINISTRY OF INTERIOR AND COORDINATION OF NATIONAL GOVERNMENT**

Telegrams: "DISTRICTER", Bomet  
 Telephone: (052) 22004/22077 Fax 052-22490  
 When replying please quote

COUNTY COMMISSIONER  
 P.O BOX 71-20400  
 BOMET

**REF: EDU 12/1 VOL.III/(154)**

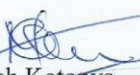
24<sup>th</sup> July, 2019

The Deputy County Commissioners  
**BOMET**

**RE: RESEARCH AUTHORIZATION – MR. JOHN KIPKEMBOI  
 KIPEMBUR**

The above named person has been authorized to carry out research on "*Strategic marketing sports management approaches on performance of Kenya Para Athletes*," by the National Commission for Science, Technology and Innovation vide their letter Ref. No. NACOSTI/P/18/40996/26046 dated 30<sup>th</sup> October, 2018 for the period ending 20<sup>th</sup> October, 2019.

Any assistance accorded would be appreciated.

  
 Nereah Kotonya  
 For: County Commissioner  
**BOMET**



Cleared to proceed



Cleared



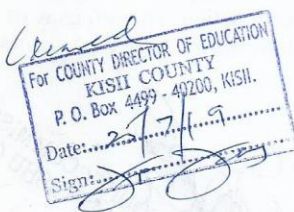
Handwritten signature and the word 'Thanks' below the Kericho stamp.

Cleared



14.6.19

Cleared with handwritten signature and date 25/07/2019



Faint handwritten notes and stamps at the bottom of the page.



**NATIONAL COMMISSION FOR SCIENCE,  
TECHNOLOGY AND INNOVATION**

Telephone: +254-20-2213471,  
2241349, 3310571, 2219420  
Fax: +254-20-318245, 318249  
Email: dg@nacosti.go.ke  
Website: www.nacosti.go.ke  
When replying please quote

NACOSTI, Upper Kabete  
Off Waiyaki Way  
P. O. Box 30623-00100  
NAIROBI-KENYA

Ref. No. **NACOSTI/P/18/40996/26046**

Date: **30<sup>th</sup> October, 2018**

John Kipkemboi Kiptembur  
University of Eldoret  
P. O. Box 1125-30100  
**ELDORET**

*Cleared to Proceed*  
*John Kiptembur*  
**COUNTY SECRETARY  
ELGEYO MARAKWET COUNTY  
P. O. Box 220-30700, ITEN  
Email: info@elgeyomarakwet.go.ke**

**RE: RESEARCH AUTHORIZATION**

Following your application for authority to carry out research on **“Strategic marketing sports management approaches on performance of Kenya Para Athletes”** I am pleased to inform you that you have been authorized to undertake research in **All Counties** for the period ending **29<sup>th</sup> October, 2019**.

You are advised to report to **the County Commissioner and the County Director of Education, All Counties** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit a **copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.

*Boniface Wanyama*  
**BONIFACE WANYAMA  
FOR: DIRECTOR-GENERAL/CEO**  
Copy to:

The County Commissioner  
All Counties

The County Director of Education  
All Counties

*Cleared to proceed*  
*12/2/2019*

**FOR COUNTY DIRECTOR OF EDUCATION  
UASIN GISHU COUNTY**

*Proceed*  
*12/2/2019*  
**COUNTY COMMISSIONER  
UASIN GISHU COUNTY**

*Cleared to proceed*  
*12/2/2019*  
**UASIN GISHU COUNTY  
CHIEF OFFICER  
12 FEB 2019  
YOUTH AFFAIRS AND SPORTS**

**THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013**

The Grant of Research Licenses is guided by the Science, Technology and Innovation (Research Licensing) Regulations, 2014.



REPUBLIC OF KENYA



National Commission for Science, Technology and Innovation  
**RESEARCH LICENSE**

Serial No.A 21511

CONDITIONS: see back page

**CONDITIONS**

1. The License is valid for the proposed research, location and specified period.
2. The License and any rights thereunder are non-transferable.
3. The Licensee shall inform the County Governor before commencement of the research.
4. Excavation, filming and collection of specimens are subject to further necessary clearance from relevant Government Agencies.
5. The License does not give authority to transfer research materials.
6. NACOSTI may monitor and evaluate the licensed research project.
7. The Licensee shall submit one hard copy and upload a soft copy of their final report within one year of completion of the research.
8. NACOSTI reserves the right to modify the conditions of the License including cancellation without prior notice.

National Commission for Science, Technology and innovation  
P.O. Box 30623 - 00100, Nairobi, Kenya

TEL: 020 400 7000, 0713 788787, 0735 404245

Email: dg@nacosti.go.ke, registry@nacosti.go.ke

Website: www.nacosti.go.ke

**THIS IS TO CERTIFY THAT:**

**MR. JOHN KIPKEMBOI KIPEMBUR of UNIVERSITY OF ELDORET, 0-30700** has been permitted to conduct research in All Counties

on the topic: **STRATEGIC MARKETING SPORTS MANAGEMENT APPROACHES ON PERFORMANCE OF KENYA PARA ATHLETES.**

for the period ending: **29th October, 2019**

Permit No : **NACOSTI/P/18/40996/26046**

Date Of Issue : **30th October, 2018**

Fee Recieved : **Ksh 1000**



Applicant's Signature

Director General  
National Commission for Science, Technology & Innovation





REPUBLIC OF KENYA

**MINISTRY OF EDUCATION**  
**State Department of Early Learning & Basic Education**

Telegrams: "schooling", Kisumu  
 Telephone: Kisumu 057 - 2024599  
 Email: countyeducation.kisumu@gmail.com

COUNTY DIRECTOR OF EDUCATION  
 KISUMU COUNTY  
 PROVINCIAL HEADQUARTERS NYANZA  
 3<sup>RD</sup> FLOOR  
 P.O. BOX 575 - 40100  
 KISUMU

**When replying please quote**

REF: CDE/KSM/GA/19/3/VOL.IV/11

26<sup>th</sup> July, 2019

**TO WHOM IT MAY CONCERN**

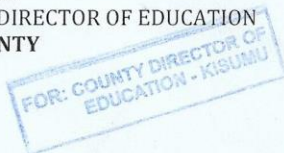
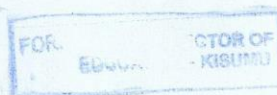
**RE: RESEARCH AUTHORIZATION**  
**JOHN KIPKEMBOI KIPTSEMBUR - NACOSTI/P/18/40996/26046**

The above named is from University of Eldoret.

This is to certify that he has been granted authority to carry out research on *"Strategic marketing sports management approaches on performance of Kenya Para Athletes"* in *all Counties* for the period ending **29<sup>th</sup> October, 2019**.

Any assistance accorded to him to accomplish the assignment will be highly appreciated.

EVANS O. MOSE  
 For: COUNTY DIRECTOR OF EDUCATION  
 KISUMU COUNTY



# REPUBLIC OF KENYA

Mobile: 0738727272/0735232323  
 E-mail: [info@nyamira.go.ke](mailto:info@nyamira.go.ke)  
 Website: <http://www.nyamira.go.ke>

P.O BOX 434 – 40500  
 NYAMIRA

When replying please quote our Reference



## COUNTY GOVERNMENT OF NYAMIRA OFFICE OF THE COUNTY SECRETARY



Ref: NCG/CS/PSM/41/VOL. I/68  
 John Kipkemboi Kiptembur  
 University of Eldoret  
 P.O Box 1125-30100

Date: 25/07/2019

**ELDORET**

**RE: ACADEMIC RESEARCH IN NYAMIRA COUNTY.**

The subject matter above refers.

I refer to letter No.NACOSTI/18/ 40996/26046 dated 30<sup>th</sup> October 2018 seeking authorization to conduct an academic research in the County. You are hereby granted the permission to carry out your research under the supervision of County Executive Committee Member Education and Youth Empowerment.



Eric Onchana Aori  
 County Secretary and Head of Public Service  
**Nyamira County**  
 CC  
 County Commissioner  
 County Director of Education.  
 County Executive Committee Member  
 Education and Youth Empowerment  
**Nyamira County**

**MINISTRY OF EDUCATION**



**Telegram: "EDUCATION", Nyamira**  
**Telephone: (058) 6144224**

**COUNTY DIRECTOR OF EDUCATION**  
**NYAMIRA COUNTY**  
**P.O. BOX 745**  
**NYAMIRA**

**When replying please quote**

NCEO/1/25 VOL.II/128

**REF**.....

25<sup>TH</sup> JULY, 2019

**DATE:** .....

**TO WHOM IT MAY CONCERN**


**RE: AUTHORITY TO CONDUCT RESEARCH BY JOHN KIPKEMBOI KIPTEMBUR**

The above named person is a student at **University of Eldoret**. He has been given authority by the National Commission for Science, Technology and innovation to conduct Research on **"Strategic marketing sports management approaches on performance of Kenya Para Athletes" in Nyamira County**

The research will commence immediately and end 29<sup>th</sup> October, **2019**

Please accord him your assistance.

COUNTY DIRECTOR OF  
 EDUCATION-NYAMIRA  
 P.O. BOX 745 - 40500, NYAMIRA

  
 CHARLES D. O. NYAKUNDI  
 FOR; COUNTY DIRECTOR OF EDUCATION  
 NYAMIRA COUNTY.

**REPUBLIC OF KENYA****THE PRESIDENCY***Ministry of Interior and Coordination of National Government*

Telephone: 020-2012491

Fax: 058-6144446

Email: [cc.nyamira@interior.go.ke](mailto:cc.nyamira@interior.go.ke)  
[ccnyamira2012@gmail.com](mailto:ccnyamira2012@gmail.com).

OFFICE OF THE COUNTY COMMISSIONER

NYAMIRA COUNTY

P.O. BOX 2 - 40500

NYAMIRA

When replying please quote our

**REF: NYRC/ED.2/VOL.II/232      DATE: 25<sup>th</sup> July, 2019**All Deputy County Commissioners  
**NYAMIRA COUNTY****RE: JOHN KIPKEMBOI KIPTSEMBUR – UNIVERSITY OF ELDORET**  
**RESEARCH AUTHORIZATION**

Reference is made to letter Ref. No. NACOSTI/P/18/40996/26046 dated 30<sup>th</sup> October, 2018 from the Director General/CEO, National Commission for Science, Technology and Innovation, Nairobi authorizing *John Kipkemboi Kiptembur* to carry out research on *“Strategic marketing sports management approaches on performance of Kenya Para Athletes”* in Nyamira County.”

This is to inform you that the planned research will be conducted in Nyamira County, upto **29<sup>th</sup> October, 2019.**

Kindly accord him the necessary assistance.

A handwritten signature in black ink, appearing to read 'Grace L. Nginda'.

GRACE L. NGINDA  
FOR: COUNTY COMMISSIONER  
**NYAMIRA****Copy to:**National Commission for Science, Technology  
& Innovation,  
P.O. Box 30623  
**NAIROBI**County Director of Education  
P.O Box 4  
**NYAMIRA**

## REPUBLIC OF KENYA


 MINISTRY OF EDUCATION  
 STATE DEPARTMENT FOR EARLY LEARNING AND BASIC EDUCATION

 Email: cdenandicounty@yahoo.com  
 When replying please quote

 COUNTY DIRECTOR OF EDUCATION,  
 NANDI  
 P.O BOX 36 – 30300,  
 KAPSABET.

Ref:NDI/CDE/RESEARCH/1/VOL.II/166

 9<sup>TH</sup> May, 2019

 John Kipkemboi Kiptembur  
 University of Eldoret,  
 P.o Box 1125 -30100  
**ELDORET.**
**RE: RESEARCH AUTHORIZATION.**

Reference is made to the National Commission for Science, Technology and Innovation's letter Ref:

**No. NACOSTI/P/18/40996/26046 dated 30<sup>th</sup> October 2018.**

 The above named person has been granted permission by the County Director of Education to carry out research on "***Strategic marketing sports management approaches on performance of Kenya Para Athletics***" in Nandi county for the period ending **29<sup>th</sup> October, 2019.**

Kindly provide him all necessary support he requires.

 Mathew C. Sum,  
 For: County Director of Education,  
**NANDI COUNTY.**

 For:  
 County Director  
 of Education  
 NANDI COUNTY

## THE PRESIDENCY

### MINISTRY OF INTERIOR AND COORDINATION OF NATIONAL GOVERNMENT

Tel: 053 5252621, 5252003, Kapsabet  
 Fax No. 053 – 5252503  
 E-mail:  
 nandicountycommissioner@gmail.com  
 When replying, please quote



County Commissioner's Office,  
 Nandi County  
 P.O. Box 30,  
KAPSABET.

9<sup>th</sup> May, 2019

Ref: No. NC.EDU/4/1/VOL.V(244)

John Kipkemboi Kiptembur  
 University of Eldoret,  
 P.O. Box 1125 - 30100  
ELDORET.

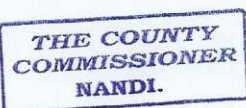
#### **RE: RESEARCH AUTHORIZATION**

This is in reference to letter No. NACOSTI/P/18/40996/26046 dated 30<sup>th</sup> October 2018 from the Director General/CEO, National Commission for Science, Technology and Innovation on the above subject matter.

You are hereby authorized to conduct a research on **“Strategic marketing sports management approaches on performance of Kenya Para Athletes”** for the period ending **30<sup>th</sup> October, 2019.**

Wishing you all the best.

J.O. OWINO  
 For: COUNTY COMMISSIONER,  
NANDI.



**MINISTRY OF EDUCATION**  
**STATE DEPARTMENT OF EARLY LEARNING OF BASIC EDUCATION**

Telegrams: "EDUCATION",  
 Telephone: 051-2216917  
 When replying please quote  
 Email: cdenakurucounty@gmail.com  
 Ref.CDE/NKU/GEN/4/1/21 VOL.VIX/96



COUNTY DIRECTOR OF EDUCATION  
 NAKURU COUNTY  
 P. O. BOX 259,  
 NAKURU.

14<sup>th</sup> June,,2019

TO WHOM IT MAY CONCERN

**RE: RESEARCH AUTHORIZATION - JOHN KIPKEMBOI KIPTSEMBUR**  
**PERMIT NO. NACOSTI/P/18/40996/26046**

Reference is made to letter NACOSTI/18/40996/26046  
 Dated 30<sup>th</sup> October, 2019

Authority is hereby granted to the above named to carry out research on  
*"Strategic, marketing sports management approaches on performances of  
 Kenya Para Athletes"* in Nakuru County for a period **29<sup>th</sup> October, 2020.**

Kindly accord him the necessary assistance.



**Akoko Okayo**  
**FOR: COUNTY DIRECTOR OF EDUCATION**  
**NAKURU**

Copy to:

- University of Eldoret  
 P.O Box 1125 - 30100  
**ELDORET**



**THE PRESIDENCY  
MINISTRY OF INTERIOR AND  
CO-ORDINATION OF NATIONAL GOVERNMENT**

Telegram: "DISTRICTER" Nakuru  
Telephone: Nakuru 051-2212515  
When replying please quote

COUNTY COMMISSIONER  
NAKURU COUNTY  
P.O. BOX 81  
NAKURU.

Ref No. CC. SR . EDU/12/1/2 VOL.IV/110

14<sup>th</sup> June, 2019

Deputy County Commissioners  
NAKURU COUNTY

**RE:- RESEARCH AUTHORIZATION – JOHN KIPKEMBOI KIPTSEMBUR**

The above named student from University of Eldoret has been authorized to carry out research on **"strategic marketing sports management approaches; on performance of Kenya Para Athletes"** in all sub counties in Nakuru County for a period ending 29<sup>th</sup> October, 2019.

Please accord him all the necessary support to facilitate the success of his research.

**MARY W. MWANGI  
FOR COUNTY COMMISSIONER  
NAKURU COUNTY**





Republic of Kenya

**MINISTRY OF EDUCATION**

**STATE DEPARTMENT OF EARLY LEARNING AND BASIC EDUCATION**

Telegrams: "SCHOOLING", Nairobi  
Telephone: Nairobi 020 2453699  
Email: [rcenairobi@gmail.com](mailto:rcenairobi@gmail.com)  
[cdenairobi@gmail.com](mailto:cdenairobi@gmail.com)

REGIONAL COORDINATOR OF EDUCATION  
NAIROBI REGION  
NYAYO HOUSE  
P.O. Box 74629 – 00200  
NAIROBI

When replying please quote

Ref: RCE/NRB/GEN/VOL.1

DATE: 13<sup>th</sup> August, 2019

John Kipkemboi Kiptembur  
University of Eldoret  
P. O. Box 1125-30100  
ELDORET

**RE: RESEARCH AUTHORIZATION**

We are in receipt of a letter from the National Commission for Science, Technology and Innovation regarding research authorization in Nairobi County on "*Strategic Marketing Sports Management approaches on Performance of Kenya Para Athletes.*"

This office has no objection and authority is hereby granted for a period ending **29<sup>th</sup> October, 2019** as indicated in the request letter.

Kindly inform the Sub County Director of Education of the Sub County you intend to visit.

**JAMES KIMOTHO**  
FOR: REGIONAL COORDINATOR OF EDUCATION  
NAIROBI

Copy to: Director General/CEO  
National Commission for Science, Technology and Innovation  
NAIROBI





**NATIONAL COMMISSION FOR SCIENCE,  
TECHNOLOGY AND INNOVATION**

Telephone: +254-20-2213471.  
2241349, 3310571, 2219420  
Fax: +254-20-318245, 318249  
Email: dg@nacosti.go.ke  
Website: www.nacosti.go.ke  
When replying please quote

NACOSTI, Upper Kabete  
Off Waiyaki Way  
P.O. Box 30623-00100  
NAIROBI-KENYA

Ref. No. **NACOSTI/P/18/40996/26046**

Date: **30<sup>th</sup> October, 2018**

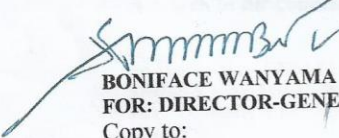
John Kipkemboi Kiptembur  
University of Eldoret  
P. O. Box 1125-30100  
**ELDORET**

**RE: RESEARCH AUTHORIZATION**

Following your application for authority to carry out research on "*Strategic marketing sports management approaches on performance of Kenya Para Athletes*" I am pleased to inform you that you have been authorized to undertake research in **All Counties** for the period ending **29<sup>th</sup> October, 2019**.

You are advised to report to **the County Commissioner and the County Director of Education, All Counties** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit a **copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.

  
**BONIFACE WANYAMA**  
**FOR: DIRECTOR-GENERAL/CEO**  
Copy to:

The County Commissioner  
All Counties

The County Director of Education  
All Counties

  
**COUNTY COMMISSIONER**  
**NAIROBI COUNTY**  
P. O. Box 30124-00100, NBI  
TEL: 341666



**MINISTRY OF EDUCATION**  
STATE DEPARTMENT OF EARLY LEARNING AND BASIC EDUCATION

Email: cdekerichocounty@gmail.com  
When Replying Please Quote:

County Education Office  
P.O BOX 149  
**KERICHO**

REF: KER/C/ED/GC/2/VOL.II/

24<sup>TH</sup> JULY, 2019.

**TO WHOM IT MAY CONCERN.**

**RE: RESEARCH AUTHORIZATION.**  
**JOHN KIPKEMBOI KIPTSEMBUR**

The above student has been authorized by the National Commission for Science, Technology and innovation to undertake research on "*Strategic marketing sports management approaches on performance of Kenya Para Athletics in Kericho County, Kenya*", for the period ending 29<sup>th</sup> October, 2019.

Kindly accord him the necessary assistance.



ZACHARY MUTUIRO  
COUNTY DIRECTOR OF EDUCATION  
**KERICHO COUNTY.**



**OFFICE OF THE PRESIDENT**

**MINISTRY OF INTERIOR AND CO-ORDINATION OF NATIONAL GOVERNMENT**

Telegrams: .....  
 Telephone: Kericho 20132  
 When replying please quote  
[kerihocc@yahoo.com](mailto:kerihocc@yahoo.com)

THE COUNTY COMMISSIONER  
 KERICHO COUNTY  
 P.O. BOX 19  
 KERICHO

REF: MISC.19 VOL.III/248

24<sup>th</sup> July, 2019

John Kipkemboi Kiptembur  
 University of Eldoret  
 P.O Box 1125-30100  
**ELDORET**

**RE: RESEARCH AUTHORISATION**

I am pleased to inform you that you are authorized to undertake research as per the letter Ref. No. NACOSTI/P/18/40996/26046 dated 30<sup>th</sup> October 2018 on ***“Strategic marketing sports management approaches on performance of Kenya Para Athletes, Kenya”*** for a period ending 29<sup>th</sup> October, 2019.

Any assistance accorded to him is highly appreciated.



Ezekiel Amonde  
 FOR: COUNTY COMMISSIONER  
**KERICHO COUNTY**

CC: County Director of Education  
**KERICHO**

**REPUBLIC OF KENYA****THE PRESIDENCY  
MINISTRY OF INTERIOR & CO-ORDINATION OF  
NATIONAL GOVERNMENT**

Office Mobile No: 0707 085260  
Email-cckakamega12@yahoo.com

When replying please quote

Ref No: ED/12/1/VOL.IV/186

COUNTY COMMISSIONER  
KAKAMEGA COUNTY  
P O BOX 43-50100  
KAKAMEGA.

Date: 26<sup>th</sup> July, 2019

**JOHN KIPKEMBOI KIPTSEMBUR  
UNIVERSITY OF ELDORET  
P O BOX 1125-30100  
ELDORET**

**RE: RESEARCH AUTHORIZATION**

Following your authorization vide letter Ref: NACOSTI/P/18/40996/26046 dated 30<sup>th</sup> October, 2019 by NACOSTI to undertake research on "*Strategic marketing sports management approaches on performance of Kenya Para Athletes.*" I am pleased to inform you that you have been authorized to carry out the research on the same.

  
COUNTY COMMISSIONER  
KAKAMEGA COUNTY

**P.K. MARACHI  
FOR: COUNTY COMMISSIONER  
KAKAMEGA COUNTY**

## Appendix IV: Similarity Report

https://www.turnitin.com/newreport\_printview.asp?eq=1&eb=1&esm=5&oid=1217026028&s...

<p><b>Turnitin Originality Report</b></p> <p>Processed on: 19-Nov-2019 12:20 EAT                  ID: 1217026028                  Word Count: 40090                  Submitted: 1</p>		<p><b>Similarity by Source</b></p> <p>Internet Sources: 13%                  Publications: 4%                  Student Papers: 13%</p>
<p><b>Similarity Index</b></p> <p><b>18%</b></p>		
<p><b>EFFECTS OF STRATEGIC MARKETING SPORTS MANAGEMENT APPROACHES ON PERFORMANCE OF PARA ATHLETES IN KENYA.</b> By Kiptembur John Kipkemboi</p>		
<p>1% match (Internet from 09-Dec-2017)  <a href="https://www.coursehero.com/file/p3u22kk/Sport-marketing-has-developed-two-major-thrusts-the-marketing-of-sport-products/">https://www.coursehero.com/file/p3u22kk/Sport-marketing-has-developed-two-major-thrusts-the-marketing-of-sport-products/</a></p>	<p>1% match (Internet from 05-May-2019)  <a href="http://sfc-ftc.ca/docs/2018-19_SFC_Policy_Procedures_Manual_as_of_08_May_18_vR_Aug18.pdf">http://sfc-ftc.ca/docs/2018-19_SFC_Policy_Procedures_Manual_as_of_08_May_18_vR_Aug18.pdf</a></p>	
<p>&lt; 1% match (student papers from 28-Jul-2015)                  Submitted to International Islamic University Malaysia on 2015-07-28</p>		
<p>&lt; 1% match (Internet from 10-Apr-2016)  <a href="http://ijds.org/Volume10/IJDSv10p535-550Ponelis0624.pdf">http://ijds.org/Volume10/IJDSv10p535-550Ponelis0624.pdf</a></p>		
<p>&lt; 1% match (Internet from 09-Dec-2017)  <a href="https://repository.lib.ncsu.edu/bitstream/handle/1840.16/1491/etd.pdf?isAllowed=y&amp;sequence=1">https://repository.lib.ncsu.edu/bitstream/handle/1840.16/1491/etd.pdf?isAllowed=y&amp;sequence=1</a></p>		
<p>&lt; 1% match (student papers from 28-Mar-2012)                  Submitted to University of Lincoln on 2012-03-28</p>		
<p>&lt; 1% match (publications)                  Janna L. Crawford, Monika Stodolska. "Constraints Experienced by Elite Athletes with Disabilities in Kenya, with Implications for the Development of a New Hierarchical Model of Constraints at the Societal Level", Journal of Leisure Research, 2017</p>		

11/20/2019, 1:35 PM