APPENDIX D
COVER LETTER

Dear Sir / Madam

Research for post-graduate studies

I'm currently busy with research for my doctoral studies at the Rand Afrikaans University, under the supervision of Professor Wim Hollander (RAU) and Professor James Busser (University of Nevada – Las Vegas, USA).

The purpose of this study is to identify the current problem areas concerning the sponsorship domain. This will lead to the development of guidelines that could assist corporate organisations as well as sport federations in their efforts to manage the relationship marketing within sponsorships.

I would appreciate it if you would assist me in my research by completing the enclosed questionnaire. Please note that there is no correct or incorrect answer to the questions asked. The researcher is interested in your opinion and knowledge concerning the subject matter. It will take approximately 20 minutes to complete the questionnaire. The nature of the research makes the provision of exact figures very difficult. Therefore, carefully estimated figures will be regarded as sufficient.

Please note that an online version of the questionnaire is also available. Should you prefer to complete the questionnaire online please visit the following link: http://general.rau.ac.za/sport/8902010 and follow the instructions.

In order to protect the identity of the participants in this study, you are asked not to write your name (or the name of your organisation) anywhere on the questionnaire. However, I do request that you please return the reply card (completed and mailed separately from the questionnaire) regardless if you choose to complete the questionnaire on-line or return the questionnaire by regular mail.

For your convenience, I'm enclosing a self-addressed envelope and would appreciate it if you could return the questionnaire within two weeks from the date received.

Thank you for assisting me in my research.

Strelize Benadie (Ms)
Doctoral Candidate
Sport Management
Rand Afrikaans University
(011) 868-5654 (South Africa)
(091) 702-895-1946 (USA)
sbenadie@cs.com
APPENDIX E

EXAMPLE OF THE POSTAGE PAID RETURNED ENVELOPE
APPENDIX F

EXAMPLE OF THE POSTAGE PAID REPLY CARD

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**Post-graduate Study**
**Reply Card**

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**Front**

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**Back**

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I have completed the questionnaire and you should receive it within a week.

The name of my organisation is:

(Please print)

Strelize Benadie
PO Box xxxxx
Alberton
xxxxx
APPENDIX G

EXAMPLE OF FOLLOW-UP LETTER

Dear Sir / Madam

Research for post-graduate studies

I’m currently busy with research for my doctoral studies at the Rand Afrikaans University, under the supervision of Professor Wim Hollander (RAU) and Professor James Busser (University of Nevada – Las Vegas, USA).

I recently mailed a questionnaire to you but my records shows that I have not yet received the completed copy in return. In order for my study to be successful I need your assistance. I’m therefore mailing a second copy to you and ask respectfully that you take time from your busy schedule in order to assist me in this study.

The purpose of this study is to identify the current problem areas concerning the sponsorship domain. This will lead to the development of guidelines that could assist corporate organisations as well as sport federations in their efforts to manage the relationship marketing within sponsorships.

Please note that there is no correct or incorrect answer to the questions asked. The researcher is interested in your opinion and knowledge concerning the subject matter. It will take approximately 20 minutes to complete the questionnaire. The nature of the research makes the provision of exact figures very difficult. Therefore, carefully estimated figures will be regarded as sufficient.

Please note that an online version of the questionnaire is also available. Should you prefer to complete the questionnaire online please visit the following link: www.rau.edu.co.za/sport/benadie and follow the instructions.

In order to protect the identity of the participants in this study, you are asked not to write your name (or the name of your organisation) anywhere on the questionnaire. However, I do request that you please return the reply card (completed and mailed separately from the questionnaire) regardless if you choose to complete the questionnaire on-line or return the questionnaire by regular mail.

For your convenience, I’m enclosing a self-addressed envelope and would appreciate it if you could return the questionnaire within two weeks from the date received.

Thank you for assisting me in my research.

Strelize Benadie (Ms)
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(011) 868-5654 (South Africa)
+(091) 702-895-1946 (USA)
sbenadie@cs.com