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THE ANALYSIS OF THE SPONSORSHIP ACTIVITIES OF THE BANKS THROUGH THEIR CORPORATE WEB PAGES

Abstract:

As a result of the developments such as current competition environment, the rise of self-awareness among the consumers, and the requests and expectations of the consumers; the banks in the service sector were in the quest of being different from their rivals. Upon those developments, banks turned into sponsorship activities which are based on mutual benefits. The corporate web pages are among the instruments which banks have utilized recently in announcing their sponsorship activities for their corporate publicity, establishing their corporate images and increase their recognition.

In the study, the sponsorship activities of 9 banks which serve in Turkey and listed in the categories such as public, private and participation banks were analyzed through their corporate web page sand using content analysis. Among the 191 sponsorship activities, it was found at the end of the analysis that 92 of the sponsorship activities were carried out by the private banks, 68 of them by public banks and 31 of them by participation banks. The most common type of sponsorship preferred by the banks was determined as the sports sponsorship while the least preferred one was environment sponsorship.

Keywords:

sponsorship, public relations, banking sector, corporate web page, content analysis.

Introduction

The intensive competition experienced nowadays caused the enterprises move towards some different applications. The changes in the market environments, the enterprises emerging in the international field and the changes in the requests and expectations of the consumers all brought along the obligation for the enterprises related to keeping up with this transformation (Göksel & Yurdakul, 2002: 349). From the point of those developments, the activities of public relations related to maintaining and increasing the prestige of the enterprise, and achieve the trust and support of the environment (Özdemir, 2012: 14) gained significant importance for the banks which isn't a sector that only serve customer services (Büyükbaykal, 1999: 429).

Generally, the sponsorship which is one of the public relations applications in order to establish and emplace the corporate identity (Peltekoğlu, 2009: 359), as a support to some social needs when the public sources are insufficient (Asna, 2006: 178) and provide positive contributions to the image of brand and institution (Javalgi et al., 1994: 50) is defined as the support of institutions to the organizations in an independent activity through money, tools-equipments or services in order to make a name for itself (Çamdereli, 2000: 117).

Sponsorship is one of the fields in marketing activities which has rapidly been developing recently (Meenaghan, 2001: 95). In fact, the budget separated for sponsorship activities all over the world is over USD 50 billion (IEG Sponsorship Report, 2013). Among the factors which are effective in the increase of the share allocated in the budgets of institutions (Verity, 2001: 161-162) (1) restrictions in the advertisements of tobacco and alcohol which the governments put into force, (2) the increasing costs of the advertisements in the media, (3) increasing leisure time activities and increasing concern to sports matches, (4) the sponsored activities which have more widespread media coverage and (5) the decreasing productivity of the advertisements in the traditional media due to the effects such as zapping may be listed.

The sponsorship applications which have an important place among the institutions in order to achieve the non-economic administration targets such as establishing a good intention, raising the morale of the employees and provide improvement in social field in addition to the economic targets such as increasing the sales, income and profits, increase brand recognition and concern to brand may be classified such as (Dean, 2002: 78); sports sponsorship, cultural and arts sponsorship, education sponsorship, health sponsorship, environment sponsorship and social sponsorship (Karpas, 1999: 105; Asna, 2006: 178; Peltekoğlu, 2009: 380-391). We may briefly explain those sponsorships as follows;

Sports Sponsorship

Sports sponsorship is one of the most common sponsorship types. Through the sports sponsorship, it is possible to introduce the product and institutions very soon (Göksel

& Yurdakul, 2002: 352) it also provides significant opportunities to the institutions in creating a positive image related to the products and services. It was found that people started to consider the products which the societies started to describe as healthy as a result of the activities of sports sponsorship conducted by the firms producing products classified in hazardous groups (Maher et al., 2006: 8). Because this type of sponsorship is effective in transferring the images of the institutions such as healthy, young, energetic and fast (Meenaghan & Shipley, 1999: 328). According to the elements it deals with, sports sponsorship is classified in three groups such as the sponsorship of the individual sportsmen, teams and sports organizations (Okay, 2005: 83).

Cultural and Arts Sponsorship

The cultural-art sponsorship which takes the biggest share in the sponsorship expenses after the sports sponsorship is a type of sponsorship which generally contains financial supports although contributions in the form of service is limited (Okay, 2005: 127). This kind of sponsorship which contributes to the transfer of the images such as sophisticated, elite, serious and assertive to the institutions (Meenaghan 2001: 103) contains the categories such as music, exhibition, performance arts, broadcasting, film and program sponsorships (Göksel & Yurdakul, 2002: 354). This field is developed through contributing to this field which is starved for and new customers are provided to the banks through establishing positive thoughts in the public opinion (Büyükbaykal, 1999: 429).

Educational Sponsorship

The educational sponsorship includes supporting schools, high schools, the research institutes, foundations, research scholarships and projects through financing and equipments (Okay, 2005: 158). When it is considered that the shares allocated from the budget related to education is insufficient for covering the needs, this sponsorship type contributed to both satisfying the social necessities and establishing a positive image through providing information the products and institutions of education and reaching the children and young people who are their prospective customers (Bennet & Gabriel, 1999). It is seen that the banking sector, from this point of view, heads for sponsorship activities in the educational field rather than introduction dominated sports (Özdemir, 2012: 9).

Environmental Sponsorship

Due to the destruction of the nature, impairment of ecological balance and the nature which became nonrenewable; the importance of environmental sponsorships by the institutions increased (Okay, 2008: 161). The environmentalist sponsorship which cares about the environment and provides image to the institutions related to environment (Meenaghan & Shipley, 1999: 328) provides institutions opportunities to express their sensitivity for the society (Peltekoğlu, 2009: 388). The institutions contribute to this field through activities related to preventing erosions and reigorating the lakes which are about to dry off, especially planting trees. Through those

activities which the banking sector actualizes, it both contributes to the protection of natural life and announce its target group that it is sensitive to the environment.

Social Sponsorship

In this type of scholarship which includes the activities in the fields where its absence is felt in the society and in the environment where the institutions function (Okay & Okay, 2002: 597); sensitivity to health problems, rehabilitation, preventing addiction to alcohol and drugs, establishing aid stations for children and elderly people, and supports to immigrants and people with foreign-origin may be listed as applications in this category (Peltekoğlu, 2009: 390). Besides, the activities of schools, hospitals, dormitories, sports halls and allocating research funds and scholarships may be evaluated within this context (Asna, 2006: 178). This sponsorship type which transmits the institutions being appreciated, concerned with the problems of the society and a caring corporate images institution (Meenaghan & Shipley, 1999: 328) is crucial since it may easily establish a connection between the institution and the supported activity (Okay, 2005: 157).

As a result of their research, Javalgi et al; (1994: 48) concluded that sponsorship was effective in developing the corporate image but this effect may differ according to the institutions and sponsorship which is an important instrument in reaching to the customers while it might cause some problems instead of developing the corporate image. Again Meenaghan and Shipley (1999: 328) stated that each sponsorship category could transfer different images to the institution which executes the sponsorship. From this point of view, it may be concluded that the institutions serving in the banking sector should consider the characteristics of their target group they intend to reach, determine the image they desire to establish in their minds and prefer the correct sponsorship types which comply with their activity fields.

It is important for the sponsorship activities (Okay, 2005: 50-64) which are based on the purposes of public relations such as increasing the recognizability of the brand and the institution through the sponsorships executed on different fields, supporting the image of brand and corporation, consolidating corporate identity, gaining good intention of society, drawing the attention of media, develop the motivation of the employees and in-house relationships find a big place in media and reach to the target groups. The institutions which employ sponsorship activities in order to give information about their products and services and achieve a positive image utilize new communication technologies as well as traditional communication instruments such as television, radio and newspapers. One of the instruments which institutes mostly benefit from most in the recent period is the corporate web pages that internet has developed very fast (Bobbit, 1995: 29).

The corporate web pages which disseminate the corporate information, introduce the products and services of the institution and enable making researches about the target group (Kent & Taylor, 1998: 322) also is an important instrument in transferring the

target group the applications of the public relations such as sponsorship. It also provides benefits to the institutions in presenting the target groups the messages related to the relevant application field of corporate web pages. In numerous references in the literature related to it (Cooley, 1999: 42; Esrock & Leichty, 1999: 456-457; White & Raman, 1999: 406; Ihator, 2001: 18; Davis, 2006: 299), the benefits of the corporate web pages for institutions in announcing the activities of public relations are listed as follows:

- The information which the institutions desire to present to their target groups is transferred without any delays and without the filtering of the editors.
- They allow the institutions to gather and evaluate information about their target groups when the institutions need.
- They allow target groups access the information related to the activities of the institutions.
- They allow bi-directional communication between the institutions and their target groups in order to transfer the requests and complaints of the target group.
- The corporate web pages which may be controlled in transferring the messages to the target groups allow institutions to set the agenda.

Starting from this theoretical framework, it is aimed to reach to the answers to following research questions at the end of the research.

Research Question 1: Do the banks employ activities of sponsorship applications on their web pages?

Research Question 2: Which type of sponsorship do the banks share through the messages on their web pages?

Research Question 3: Which communication form do the banks employ to present their messages related to sponsorship through their web pages?

Research Question 4: At which level does the support of the banks to the sponsorship activities occur?

Research Question 5: Do the sponsorship categories which the banks provide differ according to their types?

Starting from those research questions, following issues will be employed in the study; which sponsorship field do the 9 banks determined as sampling employ through their web pages, their distribution according to the sponsorship types, the ways they presented sponsorship messages through their web pages, whether they contribute to the sponsorship applications as a sponsor or subsidiary sponsor and which fields do the public, private banks or participation banks support the sponsorship activities.

Methodology

Content analysis method was generally used in examination of messages on the web sites. Content analysis method was suitable method to examine message about

various areas on the web sites was commonly used (McMillian, 2000: 80). The universe of the study contains all the banks functioning in Turkey. The sampling of the study is the banks in three categories such as public, private and participation banks which have the most branch offices starting from the data obtained from the official web pages of Union Banks of Turkey and The Participant Banks Association of Turkey. Accordingly, public banks are listed as follows; Ziraat Bank, while private banks are İş Bank, Yapı Kredi Bank and Garanti Bank (https://www.tbb.org.tr/modules/banka-bilgileri/banka_sube_bilgileri.asp?tarih=, 20.03.2015). The participation banks are listed as follows according to the number of their branches; Kuveyt Türk, Türkiye Finans and Albaraka Türk (<http://www.tkbb.org.tr/banka-ve-sektor-bilgileri-banka-bilgileri>, 20.03.2015).

Table 1. The Banks which were taken as Samples and Number of their Branch Offices

Banks	Branch Offices
Ziraat Bankası	1696
Halk Bank	898
Vakıf Bank	890
İş Bankası	1337
Yapı Kredi	1006
Garanti Bankası	994
Albaraka Türk	204
Kuveyt Türk	320
Türkiye Finans	280

According to the Banking Law 5411 which is still in force, the deposit banks are the institutions which operate in order to provide facilities of loan with interest. The participation banks are based on collecting funds through special currency and participation accounts and providing loans without interest (<http://www.mevzuat.gov.tr>, 2015).

While analyzing the sponsorship activities of the banks, primarily web pages were directly accessed and the related messages were scanned. Then, the word "sponsorship" was written on the search link on the corporate web pages of the banks assuming that the information related to the conducted activities will be available in the reports. Each activity in the obtained activity reports between 2010 and 2014 was evaluated as a sponsorship application and marked on a coding scale.

While establishing the forms of content analysis applied in the analyses within the context of the study, the studies in the literature were employed. The sponsorship applications are classified in the literature (Jefkins, 1995: 386; Meenaghan & Shipley, 1999: 343; Verity, 2002: 162; Harrison, 2000: 154 - 157; Asna, 1998: 147; Asna, 2006: 178) such as "sports", "culture-art", "education", and "environment". Besides, sectoral award ceremonies, the applications of health, meeting organizations etc. were categorized under the name of "the other sponsorships". Another classification related

to the sponsorship applications is done as “the main sponsor” and “the subsidiary sponsor” or “the joint sponsor” (Okay & Okay, 2002: 601).

In this study is determined that which communication forms are used delivery of sponsorship applications messages from the corporate web pages. According to Esrock and Leitchy (1998: 311) were classified the communication forms like these: text, press released, reports, audio / visual clips, brochure reprint, letter and other corporate magazines.

Comparisons were conducted related to the announcements of 9 banks determined as sampling in the study about the fields of sponsorship through their corporate web pages, the distribution of the banks according to the type of sponsorship, the instruments which the banks announce their sponsorship messages on their corporate web pages, whether the banks provide sponsorship applications as the main sponsor or subsidiary sponsor and thw category they provide sponsorship activities among the aforementioned three types.

Findings

The findings obtained as a result of the analysis related to the sponsorship messages of the banks are given below:

Sponsorship Areas of Banks

It was determined in the study that the banks conducted sponsorship activities under 20 main titles.

Table 2. Sponsorship Areas

Sponsorship Areas e = exist; a = absent	Ziraat Bankası		Halk Bank		Vakıf Bank		İş Bankası		Yapı Kredi		Garanti Bankası		Albaraka Türk		Kuveyt Türk		Türkiye Finans	
	e	a	e	a	e	a	e	a	e	a	e	a	e	a	e	a	e	a
Sports Team	1	0	1	0	1	0	0	1	1	0	1	0	0	1	0	1	0	1
Individual Sportsman	0	1	0	1	0	1	0	1	1	0	1	0	0	1	0	1	0	1
Sports Organization	1	0	1	0	0	1	1	0	1	0	1	0	0	1	0	1	1	0
Cinema	1	0	0	1	1	0	0	1	0	1	0	1	0	1	0	1	0	1
Theatre	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1
Concert	0	1	0	1	0	1	0	1	1	0	1	0	0	1	0	1	0	1
Festival	1	0	1	0	1	0	0	1	1	0	1	0	0	1	0	1	0	1
Health	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1
Environment	0	1	0	1	0	1	0	1	0	1	1	0	0	1	0	1	0	1
Fair	1	0	1	0	0	1	0	1	1	0	0	1	0	1	0	1	0	1
Competition	0	1	0	1	1	0	0	1	0	1	1	0	1	0	0	1	1	0
Awards	1	0	0	1	1	0	0	1	0	1	0	1	0	1	0	1	0	1
Meeting	0	1	1	0	1	0	0	1	1	0	0	1	1	0	0	1	1	0

Charitable	0	1	0	1	1	0	0	1	0	1	0	1	1	0	0	1	0	1
Book Publish	1	0	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1
Education	0	1	1	0	0	1	1	0	1	0	1	0	1	0	0	1	1	0
Arceologic/Restoration	0	1	1	0	0	1	1	0	1	0	0	1	0	1	0	1	0	1
Scientific Works	1	0	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1
Broadcasting	0	1	0	1	0	1	1	0	1	0	1	0	1	0	1	0	1	0
Conference	0	1	0	1	1	0	0	1	0	1	0	1	1	0	0	1	0	1
Total	8	12	7	13	8	12	4	16	10	10	9	11	6	14	1	19	5	15

Yapı Kredi Bank is the bank which provides sponsorship support in the most number of the fields. Among the 20 sponsorship fields, Yapı Kredi Bank provides support in 10 of them. They are sports team, individual sportsmen, sports organizations, concerts, festivals, fairs, meetings, education, archeological diggings and publications. Garanti Bank comes with 9 sponsorships in 20 sponsorships and Ziraat Bank and Vakıfbank with 8 sponsorships each after Yapı Kredi Bank. The bank which provides the least sponsorship or the one which announces it on the corporate web page is Kuveyt Türk Katılım Bank with a single sponsorship. The only activity which this bank provided sponsorship is in the field of publication.

When the sponsorship fields which the banks conduct are analyzed 6 banks out of 9 provided sponsorship for sports organizations and publications while only one bank provided sponsorship for environment and publication of books and no sponsorship activity was conducted on theatre and health. The banks which desire to create positive impressions especially in the minds of the target groups should increase their sponsorship supports for deficiencies such as health and environment related to the casual life of the society.

Categories of Sponsorship

Basically, the sponsorships which are one of the fields of public relations are classified into five categories. They are; sports sponsorship, culture-art sponsorship, educational sponsorship, environmental sponsorship and sectoral, meetings, awards. In Table 2, the distribution of the sponsorships conducted by the 9 banks is given.

Table 3. Categories of Sponsorship

Categories of Sponsorship	Ziraat Bankası	Halk Bank	VakıfBank	İş Bankası	Yapı Kredi	Garanti Bankası	Albaraka Türk	Kuveyt Türk	Türkiye Finans	Total
Sports Sponsorship	6	3	15	7	17	29	0	0	2	79
Culture-Arts Sponsorship	8	5	5	1	9	7	8	3	1	47
Education Sponsorship	1	1	5	2	1	2	3	0	1	16
Environment Sponsorship	0	0	0	0	0	5	0	0	0	5
Others (sectoral, awards, health, meetings etc.)	5	5	9	5	5	2	9	0	4	44
Total	20	14	34	15	32	45	20	3	8	191

When the distribution of sponsorship is analyzed, it is seen that 191 sponsorship applications were announced through the web pages of the banks. Among the banks, Garanti Bank announced the sponsorship activities it provides through its web pages most with 45 applications. Vakıfbank follows it with 34 sponsorship applications and Yapı Kredi Bank with 32 applications. Among the banks whose web pages are analyzed, Kuveyt Türk Participatipn Bank has the least sponsorship activities with only 3 applications.

When the findings are evaluated according to the sponsorship categories, sports sponsorship is at the top which equals 79 activities in 191. It is followed by cultural-art sponsorship with 47 applications while other sponsorships which include awards, meeting and health activities are on the third rank with 44 applications.

Among the sponsorship categories, environmental sponsorship draws attention. Among the 191 sponsorship applications, there are 5 environmental sponsorships.

When the findings are evaluated in general, it is seen that the sports sponsorship is the most preferred one among the sponsorship activities. It is natural that the banks which desire to appeal to large masses and to create images such as liveliness, agility and prestige in the minds of the target groups prefer this category. It is an interesting finding that the least sponsorship is provided for environment and only Garanti Bank is in the list which provides sponsorship support. Especially, Garanti Bank issued a credit card with the concept of "Environmental Bonus" and carried out the activities through the sensitivities related to topic.

Forms of Giving Messages

Another issue investigated in the study is the ways the banks announce their messages related to the sponsorships in their corporate web pages. Especially, determination of the methods effective in reaching to the target groups will provide important opportunities in reaching more crowds.

Table 4. Forms of Giving Messages

Forms of Giving Messages	Ziraat Bankası	Halk Bank	VakıfBank	İş Bankası	Yapı Kredi	Garanti Bankası	Albaraka Türk	Kuveyt Türk	Türkiye Finans	Total
Text	4	5	8	13	32	13	2	0	1	78
Press Releases	0	9	7	0	0	10	0	1	7	34
Reports	16	0	19	2	0	18	18	2	0	75
Audio - Video Clips	0	0	0	0	0	4	0	0	0	4
Corporate Magazine	0	0	0	0	0	0	0	0	0	0
Brochure Reprints	0	0	0	0	0	0	0	0	0	0
Letter	0	0	0	0	0	0	0	0	0	0
Total	20	14	34	15	32	45	20	3	8	191

When the methods which the banks announce their messages related to their sponsorship applications through their web pages were analyzed, it was determined

that the banks preferred the form of text in 78 sponsorship applications. It is followed by annual activity reports with 75 sponsorship applications and press bulletins with 34 sponsorship applications. Audio-visual videos are at the bottom of the list with 4 sponsorship applications. It was also found that the announcement methods such as corporate magazines, brochures and letters weren't employed at all.

It is seen that the banks generally prefer one type of announcement form or two. At this point, the institution which employs various announcement forms is Garanti Bank. Garanti Bank employed texts, press bulletins, annual reports and audio-visual videos in order to make announcements. On the contrary, Yapı Kredi Bank only announced its sponsorship activities through texts and other announcement methods weren't employed.

Related to the sponsorship activities, it will be a correct approach for the banks to employ various announcement methods. Especially, informing the target groups through various announcement methods will contribute to announce those activities to larger groups through attracting their attention and establishment of the expected effect.

Support Levels of Sponsorship Applications

In the study, the support levels which the banks provided for the sponsorship applications were analyzed. The support levels in the sponsorship applications were evaluated through categorizing as main sponsor, auditory sponsor and undetermined sponsor.

Table 5. Support Levels of Sponsorship Applications

Support Levels of Sponsorship Applications	Ziraat Bankası	Halk Bank	VakıfBank	İş Bankası	Yapı Kredi	Garanti Bankası	Albaraka Türk	Kuveyt Türk	Türkiye Finans	Total
Main Sponsor	0	9	15	3	8	26	0	0	5	66
Co-Sponsor	0	2	0	1	0	2	0	0	0	5
Not Specified	20	3	19	11	24	17	20	3	3	120
Total	20	14	34	15	32	45	20	3	8	191

When the support levels which the banks provided for the sponsorship applications were analyzed, it was found that no level was determined in 120 sponsorship applications of 191 applications, the support was provided as the main sponsor in 66 applications and in 5 of them subsidiary sponsors provided supports.

Garanti Bank is at the top of the list according to the support levels of sponsorship applications with 26 sponsorships, Vakıfbank is the second with 15 and Halkbank on the third rank with 9 sponsorships. However, no sponsorship activities were found for Ziraat Bank, Albaraka Türk ve Kuveyt Türk Katılım Bank as the main sponsors.

The banks should provide supports in the sponsorship activities they conduct within the framework of the image they desire to establish and they should provide more

contribute as the main sponsor. It is also important to explain the provided contribution in the announcement forms and inform the target groups an addition to the contribution.

Comparison According to the Banks and Sponsorship Categories

Finally, an analysis was conducted to determine whether there is differentiation between the bank categories and sponsorship categories or not. The result of this analysis was given in Table 6.

Table 6. Comparison According to the Banks and Sponsorship Categories

Categories of Sponsorship	Public Bank	Private Bank	Participation Bank	TOTAL
Sports Sponsorship	24	53	2	79
Culture-Arts Sponsorship	17	17	11	45
Education Sponsorship	7	5	4	16
Environment Sponsorship	0	5	0	5
Others (sectoral, awards, meetings etc.)	20	12	14	46
TOTAL	68	92	31	191

When the comparison is made according to the bank categories, it was determined that sports sponsorship was mostly provided by private banks (53); public banks (24) and participation banks follow it. When an evaluation was conducted from the point of culture-art sponsorship; it was determined that public and private banks equally contributed to the sponsorship applications (17) and participation banks followed them with 11 sponsorship applications. Related to the environmental sponsorships, it was found that private banks only provided support and the number was 5.

When the sponsorship numbers were considered according to the bank categories, it was found that 92 of the 191 sponsorship activities were executed by private banks while public banks provided 68 sponsorship supports and participation banks provided 31 applications.

Private Banks provided contribution to the more sponsorship activities in almost all the fields and this may be explained with the common belief that a contribution may be provided for the development of corporate image which contribute to the needs of the society.

Conclusion and Discussion

In this study, the sponsorship applications of the 9 banks which function in different fields in Turkey were analyzed. It was determined that the analyzed banks conducted numerous sponsorship activities and they announced them in their web pages under different forms.

One of the important findings of the study is that all the banks provided sponsorship support in various fields. Among those contributions, it was found that Yapı Kredi Bank provided contribution to the 10 sponsorship fields in the 20 sponsorship fields such as

sports team, individual sportsmen, sport organizations, concerts, festivals, fairs, meetings, education, publication and archeological diggings. The least contribution was provided by Kuveyt Türk Participation Bank which provided sponsorship activity in only one field.

Another finding in the study is seen in the differentiation of sponsorship activities provided by the banks according to the sponsorship categories. Among the 9 banks which were analyzed, they had total 191 sponsorship activities and the most amount of sponsorship support was provided in sports sponsorship with 79. It is followed by culture-art sponsorship (47) and other sponsorship applications (44). Environmental sponsorship has the least quantity (5) in all 191 sponsorship applications.

When an evaluation is conducted between the banks, Garanti Bank takes the first rank with 45 applications among the banks which announce their sponsorship activities through their corporate web pages while vakıfbank is the second with 34 applications and Yapı Kredi Bank is the third with 32 applications. The least sponsorships activity is seen in Kuveyt Türk Participation Bank with 3 applications.

When the methods of announcing sponsorship applications which the banks conducted through their corporate web pages are analyzed, it was determined that they employed texts in 78 of 191 sponsorship activities, 75 of them were announced through annual activity reports and they presented them through press bulletins in 34 sponsorship activities. It was also determined that the banks didn't employ the message transmitting forms such as corporate magazines, brochures and letters.

Another topic discussed in the study is the support levels of the sponsorship activities conducted by the banks. Accordingly, there is no information about the support level of the sponsorship in 120 of the 191 sponsorships; it was determined that 66 of the sponsorships were at main sponsor level and 5 of them were at the subsidiary sponsorship level.

Finally, the category of the fields which the banks give services and the categories of sponsorship they provide were also discussed in the study. Accordingly, 92 of the 191 sponsorship activities were supported by private banks, 68 of them were supported by the public banks and 31 of them were participation banks. When an evaluation is conducted related to the sponsorship categories; it was determined that most of the support was provided to the sports sponsorship and public banks and participation banks supported to culture-art sponsorship at equal levels. All the five applications on environmental sponsorship were conducted through private banks.

Briefly evaluated, it is seen that private banks were at the top of the list related to providing support to the sponsorship activities in different fields, providing support to the most of the fields, providing support to the sponsorship activities indifferent categories and the diversity of announcing those activities; the public banks follows the private banks while the participation banks were at the bottom of the rank.

Starting from the findings obtained at the end of the study, here are some suggestions related to the institutions providing services in banking sector;

- It is natural that the private banks which intend to differentiate themselves in a period that the competition in the service sector increases and create an image stating that they provide services on behalf of public and consolidate it. It is a requirement here that the public banks and participation banks also should employ sponsorship activities to provide benefits and customer maintenance.
- The sponsorship activities are mostly gathered in the sports sponsorships, culture-art sponsorships and other sponsorship activities. The contribution of the banks to the sponsorship activities in the fields such as education, environment and health is important in the establishment of positive perceptions.
- It was determined that the presented messages were limited with texts, annual reports and press bulletins. The banks should utilize different communication instruments in order to inform larger masses related to the sponsorship activities they conduct and consolidate the presented messages. Especially, utilizing audio-visual instruments will contribute to the effectively transfer of the messages.
- It was determined that mostly private banks provided sponsorship activities and public banks and participation banks failed in providing sponsorships. It is important that public and participation banks also provide necessary contributions.
- Another suggestion is that the banks utilizing their corporate web pages more effectively. Not only sponsorship applications but also all the institutional activities should be announced effectively through this instrument.
- Analyzing the studies related to the sponsorship activities from the point of the institutions from different sectors may be presented as suggestions to the future studies.

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