

Studying the Methods of Using the Donors' Capacity in the Development of Sports Infrastructure in Ardabil Province in Iran

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AmirAli Jararnezhadgero¹
Abolfazl Arij²
Nima Hasanzadeh³
Amir Rahimi^{4*}

¹Associate Professor of Sport Biomechanics, Mohaghegh Ardabili University, Iran

²Ph.D. Candidate of Sport Management, University of Guilan, Iran

³Ph.D. Candidate of Sport Management, University of Mohaghegh Ardabili, Ardabil, Iran

⁴Ph.D. of Sport Management, Tarbi-at Modares University, Tehran, Iran

***Correspondence:**

Amir Rahimi, Ph.D. of Sport Management, Tarbi-at Modares University, Tehran, Iran

Email:

a-rahimi@modares.ac.ir

Orcid: [0000-0002-7985-0854](https://orcid.org/0000-0002-7985-0854)

Abstract

Purpose: This research aimed to study the methods of using the donors' capacity in the development of sports infrastructure in Ardabil province in Iran.

Methods: The present research was an exploratory-applied study in terms of goal and it was a descriptive-survey one in terms of method. In addition, it was field-library research in terms of data collection and, it was qualitative research in terms of the method of doing the research. The statistical population of the research was 16 people including university professors and faculty members, the members of the benefits society, sports marketers, sports donors, the managers of sports venues and spaces, and the managers and employees of sports and youth departments in Ardabil province in Iran. The purposive and convenience sampling method was used.

Results: Based on the results obtained by the analysis of qualitative data through the interviewing, the paradigmatic model included the following items: 1. Causal conditions (4 Axial code); 2. Contextual conditions (4 Axial code); 3. Intervening conditions (4 Axial code); 4. Strategies (4 Axial code); and 5. Consequences (3 Axial code).

Conclusion: According to the results of the research, the necessary platforms for the presence of sports benefactors should be provided to highlight the importance of the presence of sports benefactors in the promotion of sports infrastructure in Ardabil province by inviting sports benefactors to attend decision-making meetings.

Keywords: sports donors, development, sports infrastructure, Ardabil province.

Introduction

Developing sports and encouraging young people to engage in physical activities is an important part of the long-term goals of national development in sports and youth (Manafi et al., 2016). The development of physical education and sports as a basis for providing and training a healthy human force is a portion of the national development programs. In this regard, the development of sports in the communities plays an effective role in the development of other components of sports i.e. public sports, championship sports, and maintaining and developing both physical and mental health of different strata of society and employees (Ahmadian Jelodari et al., 2018). Providing various sports services to society requires a specific mission for the involved people and preparing a clear vision in a specific time horizon. To provide these services better, financial support and a dedicated budget are necessary. Due to the spread and dispersion of the population in the country, allocated per capita space (less than 1 meter per person) is insufficient. Therefore, marketing activities such as attracting financial support are vital for promoting sports projects in the current situation of Iran's sports industry (Afshari et al., 2017). One of the best ways to provide sufficient funds for sports activities is to use financial support, one of the most important income sources in today's sports (Filo et al., 2020).

In Iran, the elites in sports management, especially in the academic sector, have found the meeting in the form of associations and official independent institutions as a way to evolve and improve academic sports so that it is a factor play a more effective role in encountering social issues (Poursoltani Zarandi, Zareian, and Taherkhani, 2015). In this regard, one of the strategic programs of the General Administration of Physical Education in the country is to develop a culture of donors' participation in the construction of university sports facilities and to attract financial sponsors

for university sports teams to develop sports spaces (Nasirzadeh, 2014). Considering the country's need for investment in sports due to financial limitations, donors can play a significant role in developing sports facilities and equipment in the country (Fechner et al., 2022). The most support for the country's sports is provided by the government by providing governmental financial resources. It does not meet the needs of the country's sports due to the reduction of the government's capital to invest in sports (Amiri Parian et al., 2019; Seyed Bagheri and Sharifian, 2016). The important role of financial sponsors and donors in helping the development of different sectors of the countries is completely obvious, and donors have found a special position in this field; and the use of donors' contributions is considered a way to develop different sectors where the government is not able to cover their costs alone (Rowe, K., Karg, A., Sherry, E, 2019).

For this purpose, to develop and expand the country's sports infrastructure and decrease the dependency of sports organizations and institutions on the public budget, benefiting from donors' capacity and public fans is one of the priorities of the government organizations and institutions in the sports domain (Nasiripour, Farahani and Khazri, 2013). In this regard, center departments of the ministry, and policy-making sectors related to benefactors and donors should be effectively coordinated to plan and provide the foundations to solve the obstacles and problems of supporters to create a communicational link with the benefactors' foundation and sports benefactors' foundations to take advantage of their financial and spiritual capabilities and encourage benefactors and donors to strengthen and expand the sports infrastructure of the country by providing a long-term plan because one of the strategic weaknesses of the country sports is the failure in attracting the private sector to invest in sports, and hence the effort to attract donors' supports has become a challenging activity (Rashidelmir et al., 2012).

In sports and the construction of sports spaces, donors should enter and help the government (Filo et al., 2022). Sports donors do This in public sports (Kargar Sharifabad, Nazari, and Salimi, 2014). Considering the increasing demand for the use of recreational and sports facilities, it seems necessary to plan, provide and control the sports facilities properly for healthy recreation and physical education (Mohramzadeh, 2013). Some of the initiatives and actions of the general administration of sports in the country include: a) establishing the financial supporters of the Sports Council and b) compiling rules for attracting financial sponsors, c) creating a system for attracting sports benefactors d) increasing the motivation to maintain sports donors e) developing a culture for the participation of donors in the construction of sports venues and spaces (Rashidelmir et al., 2013; Nejad Sajjadi, Hamidi and Arsalan, 2015).

Now, the questions are these: “What model is effective in using the donors’ capacity in the development of sports infrastructure in Ardabil province?”, “What are the strategies, acceptable models, and plans for attracting financial sponsors to meet financial goals by donors and supporters?” Collecting more information in this field provides the opportunity for sports managers and heads of the country to get a better understanding of how to attract the financial and spiritual assistance of sports benefactors and sponsors and also it helps them to make correct decisions. Therefore, this research tries to design and provide a model for using the capacity of donors in the development of sports infrastructure in Ardabil province so that examining these factors can contribute to developing sports in the current societies of Iran. According to the above-mentioned important cases, the question that arose for the researcher is: “What is the model for studying the methods of using the donors' capacity in the development of sports infrastructure in Ardabil province?”

Materials and Methods

Due to the nature of the subject and research objectives, the current research is qualitative and is based on grounded theory. The statistical population of the research includes 16 experts and specialists who are somehow directly involved in the challenges and approaches of attracting donors in Ardabil province sports. Some of them were active individuals in sports benefactors, all charity types, and, sports marketing. The others included executive directors in the Ministry of Sports and Youth, directors of sports venues and spaces, and university professors. The judgmental purposive sampling method was used. In the selection of statistical samples, people who were directly related to the subject of the research were chosen. The conditions for entering and selecting the samples included the sufficient working and scientific experience of the participants, their complete satisfaction with participating in the interviewing process, and their ability to conduct the interview. Also, the criteria for the participant's exit from the current research were not having enough desire and motivation to cooperate with researchers and the lack of appropriate information on the subject of the present research.

To comply with the ethical principles and rules in the current research, the goals and the necessity of conducting the research were explained to the interviewees at the first stage before the beginning of the interviews. Then, all participants of the study participated in the research with their consent and initial familiarity with the subject of the study. Also, before the beginning of all the interviews, all participants permitted the interviewers to record all steps of conducting the interview completely by mobile phone. If permission was not given for recording the voices, the entire interview was written on paper with a pen. For this purpose, from all 16 interviews conducted with the research participants, 13 interviews were fully recorded with the permission of the interviewees, and 3 interviews were written on paper with their permission. Also, the research participants were

allowed to cancel the interview process whenever they wanted. Despite this statement, none of the interviewees quit the interview so all interviews were conducted successfully. It is worth noting that all the interviews were conducted by making an appointment with the participants and in a quiet place without the interference and cooperation of others.

Finally, the interviews were conducted in a semi-structured manner to theoretical saturation (Interview No. 16). At the end of each interview, the interviews were fully typed and open, and axial, and selective codings were done by MAXQDA -2020 software. According to the theory of Strauss and Corbin (1998), while determining the axial phenomenon, the extracted codes and articles were placed in causal, contextual, intervening, strategies and consequences conditions, and the relationship among these factors was determined by selective

coding. Four criteria (i.e., credibility, transferability, confirmability, and dependability) are necessary for qualitative research, and the criteria are linked with four conventional criteria in quantitative research (i.e., internal and external validity, reliability, and objectivity), and these four criteria are examined and confirmed in the current research. Were (Guba and Lincoln, 1994). For this purpose, to validate the available sources, the interview text and the extracted codes were sent to some participants in the research, and their opinions were used. To have transferability through the documentation for other researchers, demographic reports, sample experience, and research environment reports were used. For dependability, the agreement percentage between two coders was used. According to Table.1, the agreement percentage was reported as 81.73%.

Table 1. The results of the inter-coder reliability

Interview number	Total number of codes	The number of agreements	The number of disagreements	Reliability percentage
3	39	16	7	82.05%
6	34	14	6	82.35%
12	42	17	8	80.95%
Total	115	47	21	81.73%

Finally, to validate the confirmability of the research, the opinions of several professors in the sports management group who were outside of the interviews were used and their opinions were applied. In this section, the information related to the research participants is presented

in Table. 2. It should be noted that in the tables the letter "P" stands for the first letter of the English word "Person" which represents the people who participated in the research. Also, this table contains information such as age, sex, type of activity, and specialty/working domain.

Table 2. Information on participants of the research

Number	Type of Activity	Age	Sex	Specialty/working domain
P1	University professor	44	Male	Sport Management
P2	University professor	43	Male	Sport Management
P3	University professor	39	Female	Sport Management
P4	University professor	43	Male	Sport Management
P5	University professor	40	Female	Sport Management
P6	University professor	52	Male	Sport Management
P7	Executive Director in the Ministry of Sports and Youth	35	Male	Sport Management

P8	Executive Director in the Ministry of Sports and Youth	38	Male	Exercise Physiology
P9	Active in sports marketing	38	Male	Marketing
P10	Active in sports marketing	34	Male	MBA
P11	Manager of sports facilities and spaces	42	Male	Sport Management
P12	Manager of sports facilities and spaces	44	Male	Sports Pathology
P13	Active in sports charities	60	Male	Accounting
P14	Active in sports charities	54	Male	Industrial Power
P15	Active in sports charities	53	Male	Architecture
P16	Active in all kinds of charity fields	64	Male	Pharmacology

Results

Based on the results of the axial coding and the common concepts among categories, 20 categories were identified in studying donors' capacity in the development of sports infrastructure in Ardabil province. These categories included the importance of sports facilities and spaces, social responsibilities, motivation and respect for sports donors, and the role of managers and sports officials of the province concerning causal conditions; religious beliefs, transparency of the path of doing charity activities, cultural zing and training, and providing a basis for the presence of sports

donors concerning contextual conditions; managing intervenient factors of sports, executive intervenient factors of sports, cultural intervenient factors of sports and media intervenient factors of sports concerning intervening conditions; increasing the presence of sports donors, facilitation of doing sports donations, organizing sports donors, and revising rules and resource management concerning strategies; benefits for sports in the province, benefits for society, and improving the status and culture of sports donation concerning consequences. Open, axial, and selective codes have been shown in Table.3.

Table 3. Open, axial, and selective codes of the methods of using the donors' capacity in the development of sports infrastructure in Ardabil province

Selective coding	Axial coding	Open coding	Source
Causal conditions	Benefiting from sports charity facilities	Material and spiritual support of sports benefactors for sports in Ardabil province	P1
		A strong presence of benefactors in sports gatherings and the formation of sports charity associations	P14
		Attracting the attention of sports benefactors to the existing challenges in the way of sports development in Ardabil province and solving them	P6
		Development of sports infrastructure and sports facilities in Ardabil province	P12
		Development of in-person incentives for sports charity	P7
	The importance of sports facilities and spaces	The effect of sports clubs on creating a healthy lifestyle	P7
		The need for standard sports facilities and spaces	P16
		Access and benefit from sports facilities for all strata of the society	P5
		The importance of sports and sports facilities for physical and mental health	P11
	Social responsibilities	Empathy and showing the existing concerns to the sports benefactors of the province	P5

		Showing the consequence and importance of charitable activities to the sports donors of the province	P8	
		Showing the sports needs of sports talents to the benefactors	P10	
		Introducing the recent charitable activities of sports donors in the province	P11	
	Motivation and respect for sports donors	Appreciation for the well-meant activities of the benefactors from the mass media of the province	P2	
		The presence of sports benefactors in sports convocation and decisions	P10	
		Cooperation and benefiting from the abilities of donors in the management of sports venues and spaces in the province	P5	
		Appreciation and acknowledgment by the provincial sports officials for active sports benefactors in the province	P15	
	The Role of sports managers and Officials in the Province	Designing a suitable long-term plan and strategy for charitable activities	P4	
		Privatization of charitable activities in sports	P2	
		Cooperation of sports officials of the province with sports donors	P6	
		Clarification of the route by the managers and sports officials of the province	P7	
		Continuous support for the activities of sports donors	P8	
	Contextual conditions	Religious beliefs	Promoting charitable actions and behaviors in society	P1
			Emphasis on religious orders and teachings concerning donating activities	P15
			Having beliefs and believing in charitable activities	P12
Believing in the afterlife consequences of charity			P7	
Transparency of the path of doing charity activities		Clarification of the demand of sports officials in the province	P8	
		Systematic supervision and management in the charitable activities	P12	
		Provincial Sports Charity Association	P2	
		Clarification of communications between sports benefactors and sports officials of the province	P10	
		Organization and division of labor in charity affairs	P3	
Cultural zing and training		Empathy and understanding of donors	P4	
		Comprehensive awareness about the capabilities of sports donors in the province	P6	
		Culturalizing and welcoming all responsible organizations and institutions	P1	
		Believing that the activities of sports donors are the facilitator	P10	
		Spreading the culture of charity and group participation	P12	
Providing a basis for the presence of sports donors		Specific rules and guidelines for sports charity activities	P7	
		Coordination of executive and legislative aspects of sports	P14	
		Creating a positive mindset with clarifications by sports officials	P6	
		The existence of bases for collective activity among sports benefactors of the province	P2	

Intervening conditions	Managing interventient factors of sports	Administrative paperwork and inefficiency	P8
		The lack of ambition among the provincial sports officials	P4
		Distrust of donors in the implementation of charitable sports activities	P11
		Poor cooperation of other non-sports organizations	P3
		Deficiency of financial resources for sports organizations for the growth and development of infrastructure	P15
		The difficulty of cooperation and coordination with provincial managers and officials	P3
	Executive interventient Factors of Sports	Reducing the number of credits and facilities by the municipalities	P14
		Sports is not a public issue	P3
		The rapid increase in the price of materials and land	P9
		High prices and lack of easy access to standard sports facilities and equipment	P8
		Reduction of sports per capita in the province due to the growth and expansion of cities	P4
		Cost of renovation and maintenance of sports spaces	P11
		Lack of sufficient advertising for the presence of sports benefactors	P9
	Cultural interventient Factors of Sports	Lack of deserving respect and value by some officials for active sports benefactors	P9
		Lack of plans and sports calls by the government	P15
		Lack of financial and spiritual incentives for the presence of sports donors	P9
		Not paying attention to honoring and appreciating sports benefactors in appropriate opportunities	P7
	Media interventient Factors in Sports	Lack of proper coverage for sports needs and problems of the province	P12
		Not paying attention to preparing reports and clarifying the role of sports benefactors in the development of sports infrastructure	P16
		Focusing on the margins of sports by the media instead of its growth and development	P11
Paying insufficient attention to the introduction of sports projects from provincial media for the presence of sports benefactors		P12	
Strategies	Increasing the presence of sports donors	Invitation by sports elites of the province for the presence of sports donors	P14
		More cooperation and benefiting from the academic and experienced experts' viewpoints	P10
		Inviting active donors in other functional areas such as schools and libraries to cooperate in sports charity	P1
		Using the presence of clergymen and theologues to encourage sports donors	P5
		Using the presence of sports deans and popular legends to encourage sports benefactors	P14
	facilitation of doing sports donation	Taking advantage of national and international successful models for charitable activities in sports	P14
		Providing incentive and tax schemes for the	P16

		participation of sports donors		
		Providing special discounts by companies and manufacturers for sports donors	P13	
		Holding numerous conferences and seminars focusing on sports donation	P14	
		Guiding the academic theses toward facilitating the route of sports donors	P9	
	organizing sports donors	Informing donors about their presence and cooperation in sports projects	P6	
		Establishing sports associations focusing on sports charity	P12	
		Making provisions to maintain relationships with sports donors during the project implementation and even after their completion	P4	
		Introducing the projects related to the construction of sports spaces through new methods	P7	
		Introducing various sports charity fields to sports benefactors	P11	
	Revising rules and resource management	Facilitating rules and administrative protocols for charitable activities in sports	P12	
		Revision and correction of laws for more presence of sports benefactors by the Ministry of Sports and Youth	P3	
		Establishing a board of sports donors in projects and operations	P9	
		Proper management and use of credit resources provided by sports donors	P15	
		Training sports managers and officials specialized in the use of limited resources provided by sports charity	P8	
		Referring sports donors from Ministries of Sports and Youth, federations, and other government organizations to each other	P12	
		Inviting sports benefactors in sports events held in the province	P15	
	Consequences	The benefits of sports in the province	Development of sports infrastructure in the province	P2
			Increase in sports per capita in the province	P10
			Creating more suitable conditions for the growth and bringing up sports talents	P5
Easy and economical access to sports facilities for all people			P2	
Increasing the quality level and standardization of sports equipment			P16	
Introducing more sports elites in all sports fields			P4	
Hosting more national and international sports events			P5	
The benefits for the society		Increasing desire of people towards sports and leisure time	P9	
		Decreasing crime and criminal actions in the community	P1	
		Increasing the level of health and vitality in society	P4	
		Increasing humanitarian actions in other areas	P6	
Improving the status and culture of sports donation		Helping to complete construction projects by increasing sports benefactors	P3	
		Increasing the culture of participation in sports charity activities	P7	
		The strong presence of sports donors in the practice	P10	

		Greater social solidarity between sports and non-sports organizations in sports charities	P15
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In the end, to draw the final model of the research and after extracting and exploring open, central codes and concepts, the final model of

studying the methods of using the capacity of donors in the development of sports infrastructure in Ardabil province is as follows:

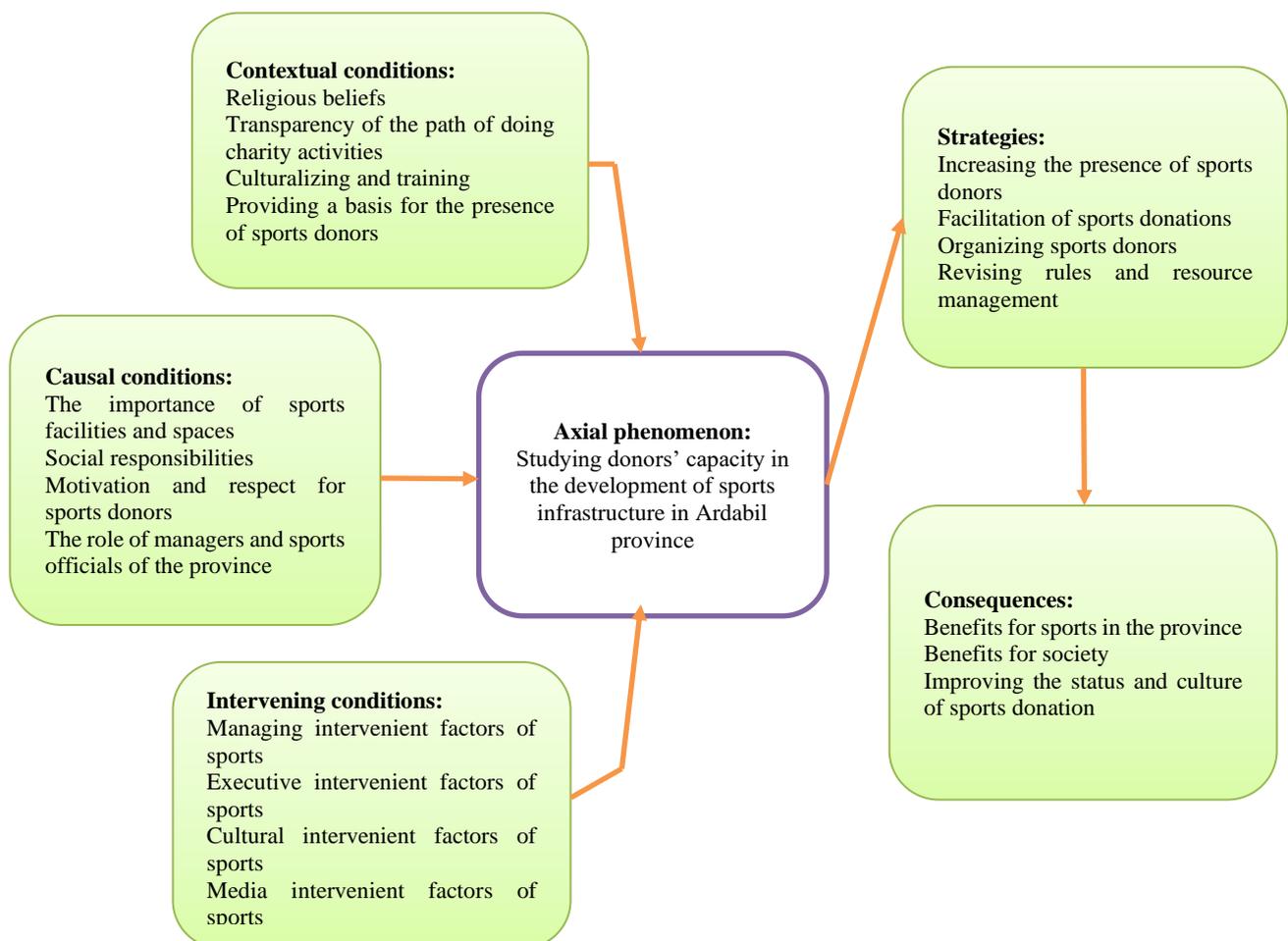


Fig. 1. The final model for studying the methods of using donors' capacity in the development of sports infrastructure in Ardabil province.

Discussion

This research aimed to study the methods of using the donors' capacity in the development of sports infrastructure in Ardabil province. The method of conducting the current research was a qualitative one in that it tried to provide a conceptual model of the research in the qualitative part using the grounded theory method to design a paradigmatic model for using the donors' capacity in the development of

sports infrastructure in Ardabil province. Accordingly, the final model of the research consisting of 20 main categories was presented. Based on the results obtained by the analysis of qualitative data through the interviewing, the paradigmatic model included the following items: 1. Causal conditions (importance of sports facilities and spaces, social responsibilities, motivation and respect for sports donors and the role of managers and

sports officials of the province); 2. Contextual conditions (religious beliefs, transparency of the path of doing charity activities, gutturalizing and training, and providing a basis for the presence of sports donors); 3. Intervening conditions (managing intervenient factors of sports, executive intervenient factors of sports, cultural intervenient factors of sports, media intervenient factors of sports); 4. Strategies (increasing the presence of sports donors, facilitation of doing sports donations, organizing sports donors, and revising rules and resource management); and 5. Consequences (benefits for sports in the province, benefits for society, and improving the status and culture of sports donation). Finally, a model was chosen for using the donors' capacity in the development of sports infrastructure in Ardabil province as the axial or central phenomenon which is a dependent variable influenced by various conditions such as the importance of sports facilities and spaces, social responsibilities, motivation and respect for sports donors, the role of managers and sports officials of the province, religious beliefs, transparency of the path of doing charity activities, gutturalizing and training, providing a basis for the presence of sports donors, managing intervenient factors of sports, executive intervenient factors of sports, cultural intervenient factors of sports, media intervenient factors of sports, increasing the presence of sports donors, facilitation of sports donations, organizing sports donors, revising rules and resource management, benefits for sports in the province, benefits for society, improving the status and culture of sports donation. The results are in agreement with Pakdelan et al. (2021), research to study the development of student sports financial resources. In their investigation, four identified factors (official budget capacity, legal capacity, budget management, human resources development) are based on the use of available opportunities inside of the Ministry of Education while two other factors (use of donors and religious funds, and attracting the participation of sponsors and private sector) are

based on the use of available opportunities outside of the Ministry of Education. Therefore, the use of intra-organizational opportunities requires knowledge of the strategies of financial resource development, the efforts of operational managers, and the support of senior managers. On the hand, the use of inter-organizational opportunities requires gutturalizing and facilitating the legal conditions for the private sector to enter and use the capacity of donors. In addition, in their research to identify the factors affecting the attraction of donors to student sports in the country, Yaqoubi and Fargani Ozroudi (2021), proposed a paradigm model in which causal conditions (5 categories), contextual conditions (3 categories), intervening conditions (2 categories), strategies (5 categories), and consequences (4 categories) were identified. The social-cultural factor was the most important factor influencing the attraction of donors to student sports while the economic factor was the less important factor in promoting charitable activities. Additionally, in the study done by Filo et al. (2020), the role of donors in sports events and fundraising was encountered with limitations where lack of acceptability among the community, lack of necessary governmental support, and time constraints are important factors influencing the attraction of donors. Also, social factors, advertising, appreciation, personal image, and giving awards and motivation to benefactors in sports can be successful in attracting charity and financial aid. Ro et al. (2019) investigated the social responsibility and development activities of companies in professional sports. The analysis identified three main groups of activities which included conferment and appreciation, supporting activation, and increasing the capacity to benefit from donors through the government's proposed solutions. Finally, based on the results of the qualitative research, the use of donors' capacity in the development of sports infrastructure in Ardabil province based on causal conditions, it should be noted that the development of endowment

distributes fairly the wealth and financial capital of the society among all strata of the people. With the spread of the culture of endowment and donation, the accumulation of wealth among a certain group, stratum, or class is constantly decreased. From a human point of view, the endowment refers to the victory of spiritual values in human beings, and the spread of the endowment culture in a society means the domination of spiritual values over financial values in society. Talented individuals should be introduced to sports benefactors by people and sports authorities to solve their existing concerns and issues. Proper provisions should be taken by the sports authorities to benefit from the presence of the sports benefactors in the problem-solving meetings so that they can closely understand the existing issues, give solutions to solve the problems, and finally be encouraged to cooperate in the development of the sports infrastructure of the province. About the contextual conditions, it should also be claimed that it is hoped that the context for the development of the endowment culture to pay more attention to sports spaces will be provided through necessary planning and providing the required bases for more presence of sports benefactors. According to the evidence, the endowment culture has not yet been institutionalized as deserved for the Islamic Republic and there is a gap between necessary ideals and the current situation; but it doesn't mean that nothing has been done in this regard. What is obvious is that endowment is a prominent Islamic principle that has played an important role in supporting Islamic civilization throughout history. In the current situation, the endowment has not been efficient in Islamic countries and it suffers from several weaknesses. It is necessary to give an important role in the endowment in the current era because poverty and backwardness are increasing in the Islamic world. One of the solutions to these threats is paying attention to the endowment culture and its development. Therefore, the attention of the authorities should be directed to set specific

rules and guidelines for the activities of sports charities in addition to showing the need for gutturalizing in the mentioned field, and the bases should be prepared for the presence of sports donors at the level of Ardabil province by applying appropriate measures. Concerning the intervening conditions, giving proper, accurate, and timely information can be effective in spreading endowment culture and encouraging people to do this righteous act because when people are informed about the worldly and otherworldly effects of endowment and see how many beneficent people have donated their property, they are certainly encouraged to donate. Unfortunately, in the mass and group media of the country (radio and television as national media or publications and the press), there are no programs about this issue. Charity acts are done by the people and for the people, too. Therefore, they should participate in these activities. For this purpose, charitable institutions and foundations should always inform and encourage people by advertising and explaining issues related to the endowment. Unfortunately, this is less common in Islamic societies. Of course, all expectations should not be demanded from the Endowment and Charity Organization as the main entity of the endowment affairs in the country. The mass media should play an important role in introducing endowment places and donors to society. For example, reflecting the viewpoints of a donor and his motivation to donate his money in the media, especially on radio and television, can be very effective in spreading the culture of donation and encouraging people to do such charitable acts. This awareness should be done through all media with the latest techniques. The websites of supporting institutions and charitable institutions continuously appeal to donors and benefactors which talk about the religious and social importance of charitable donations and guide the visitors. The price of construction materials has been raised, which in turn has caused a decrease in the growth of charitable sports activities for

the construction of sports facilities and infrastructures. As well as the lack of enough willingness among officials to facilitate the process and create plans and calls for the development and construction of infrastructures at the level of Ardabil province is notable. Concerning strategies, it should be noted that the prosperity of endowment and the expansion of the donation culture in society is not the responsibility of one institution or organization. All the advertisement and executive organs in the country are responsible to cooperate in the improvement of the endowment culture in the society and provide the required bases for its prosperity. The sports elites of the province, the academic community and specialists, the Endowment and Charity Organization, religious missionaries, Friday prayer Imams and congregation Imams, the Ministry of Culture and Islamic Guidance, the Islamic Development Organization, the Islamic Culture, and Communication Organization, the Ministry of Culture and Higher Education, the Ministry of Education, Broadcasting Organization, Ministry of Interior and Islamic Consultative Assembly are the institutions and ministries that can play a key role in how to promote and spread the culture of endowment in the society in Ardabil province. Finally, concerning the consequences, the important point is to provide cheap and free exercise. Because the majority of society has lower income, they are not able to allocate many costs for exercising. Therefore, one of the policies of the government should be to realize this goal. If the sports spaces belonging to the private sector are increased with government aid, but there are no policies for the public use of these facilities, no desired results will be obtained due to the development of sports facilities and equipment. Therefore, the strong presence of sports donors and the development of sports infrastructure leads to the increase in soccer fields, gymnasias for volleyball, basketball, handball, and futsal, swimming pools, saunas, holding many international events in Ardabil province, standardizing sports places

and spaces and allocating many hours for sports during the week. However, many actions should be taken as practical solutions for cultural development for spreading “sports for everyone” to achieve the desired results. Finally, direct advertisement and giving information about the benefits of sports through radio and television, print and electronic press, news agencies, and internet sites are also very effective for raising the level of people’s awareness. The fact that people consider sports as an important issue requires comprehensive efforts and mobilization of all facilities by the legal authorities of the sports in the country. Presenting and applying the mentioned solutions not only increases the public culture for the development of sports and the necessary infrastructure but the sports culture in society will be also spread. On the other hand, social health and prevention from criminal activities will be achieved, too. In the end, it is suggested that necessary bases should be provided for the presence of sports donors so that the presence of sports benefactors and improvement of the sports infrastructure in Ardabil province will be highlighted by inviting sports donors to attend decision-making meetings and providing more calls and incentives.

Conclusion

If only the sports spaces belonging to the private sector are increased with government aid, but there are no policies for the public use of these facilities, no results will be obtained from the development of sports facilities and equipment. Therefore, with the strong presence of sports benefactors and the development of sports infrastructure, we have witnessed the increase of football grass fields, indoor halls for volleyball, basketball, handball, and futsal, swimming pools, saunas, holding as many international events as possible in Ardabil province, standardizing sports places and spaces and creating many hours. We will be for sports during the week. In any case, many actions should be taken as practical solutions for cultural

development in the way of spreading "sports for all" to achieve the desired results, and finally direct advertising and information about the benefits of exercising through radio and television, print media. And electronic, news agencies and internet sites are also very effective for raising the level of people's awareness. The fact that people consider sports obligatory thing requires all-around efforts and mobilization of all facilities by the legal guardians of the country's sports. By presenting and applying the mentioned solutions, we will not only witness an increase in public culture for the development of sports and the necessary infrastructure, but we will also witness the spread of sports culture in society and the enjoyment of social health and the youth's distance from any crime and delinquency.

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