

Table 6

## Investor Sample's (N=30) Proposals Concerning Bahraini Sports Marketing Vehicles

Proposed sports marketing vehicle	Approval frequency	%
new commercial markets in sports clubs and other sports facilities	27	90
clothing, instruments, and equipment related to sports	26	86.66
restaurants and other eateries buffets housed in sports clubs and other sports facilities	26	86.66
sporting fields for hire at sports clubs, etc., by non-members	25	83.33
media coverage before, during, and after sports events	24	86.66
new sports training centers	23	76.66
for each sport played in Bahrain, championship competition overseen by an international association such as the International Olympic Committee	20	66.66
sports-analysis programming and media coverage	18	60
celebrated players	17	56.66
sports clubs	16	53.33