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## It's really not about the bike

### Exploring attraction and attachment to the events of the lance armstrong foundation

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1 Running Head: CHARITY & SPORT EVENTS

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3 It's Really Not About the Bike: Exploring Attraction and Attachment to the Events of  
4 the Lance Armstrong Foundation

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## 1 Abstract

2 Participatory sport events have emerged as viable fundraising mechanisms for  
3 charitable organizations. This paper examines the impact that motives for charitable  
4 giving and sport event participation have on charity sport events. The authors  
5 examine the factors that attract participants to a charity sport event, while the role of  
6 charity in fostering attachment to the event is explored. Focus groups were conducted  
7 with charity sport event participants to discuss what motivated their participation.  
8 Results revealed that intellectual, social, and competency motives along with the  
9 motives of reciprocity, self-esteem, need to help others, and desire to improve the  
10 charity contribute to attraction. In addition, the results suggest that the charitable  
11 component influences social and competency motives and contributes to the  
12 development of attachment to the event. The authors recommend event managers  
13 work to foster and leverage the sense of community created through these events.

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1 It's Really Not About the Bike: Exploring Attraction and Attachment to the Events of  
2 the Lance Armstrong Foundation

3 Participation in sport is a significant aspect of leisure and recreation in the  
4 United States. In 2002, of the 205.9 million adults in the United States, almost 62  
5 million (30%) participated in sport and spent an estimated \$13.6 billion on sport  
6 consumption (U.S. Census Bureau, 2004-05). These numbers illustrate the large  
7 consumer base for participatory sport events. It is important that event organizations  
8 understand the motivating factors that drive participation in order to effectively tailor  
9 the event and its supplementary activities to leverage these motives. The current  
10 study builds on the existing literature by examining whether motives for charitable  
11 giving, in the context of participatory sport events aligned with a charitable cause,  
12 represent an additional set of motivating factors.

13 The number of charitable organizations in the United States has increased  
14 significantly in recent years. In 2004, there were 822,817 registered public charities,  
15 up from 535,888 in 1996, an increase of over 53% (National Center for Charitable  
16 Statistics, 2004). Predictably, charitable giving has also increased. Individual  
17 donations in 2004 reached a record \$187.92 billion (American Association of  
18 Fundraising Counsel, 2005). In addition, there has been a pronounced shift towards  
19 awareness and support of charitable causes for both individual consumers and  
20 corporations (King, 2001). Despite this, charitable organizations must continually  
21 strive to overcome a variety of challenges that include increased competition for  
22 donations (Sargeant, 1999), increased suspicion of charitable causes from the general  
23 public (Kottasz, 1994), and decreased government funding (Guy & Patton, 1988). As  
24 a result, charitable organizations must develop a variety of mechanisms for  
25 fundraising, which can include participatory sport events.



1           The PCM was selected for the current research because of its focus on the  
2 psychological relationship an individual forms with a sport object (Funk & James,  
3 2001) and the framework is one of the few stage-based models that examine  
4 movement both up and down, which is relevant to event participation and attrition.  
5 The PCM was developed for application to all sport, but thus far has only been tested  
6 empirically in spectator sport. The model is considered theoretically sound for  
7 understanding both active and passive participation (Stewart, Smith, & Nicholson,  
8 2003).

9           In their evaluation of theoretical frameworks for examining physically active  
10 leisure, Beaton and Funk (2008) report the PCM is a sound choice to guide research  
11 on participation in physically active leisure. The authors compare six theoretical  
12 frameworks applicable for understanding the development of physically active leisure  
13 using five criteria: congruent with conventional wisdom, possesses functional  
14 meaning across paradigms, holistically accounts for the phenomena, describes inputs,  
15 processes and outputs, and allows for rigorous testing and evaluation. It is concluded  
16 that the PCM provides an integrated foundation that can be used to improve the  
17 research-practice dynamic, while allowing for thorough testing of policies, programs  
18 and interventions. The authors close their evaluation with a call for future research  
19 applying the PCM to the physically active leisure context. Applying this framework  
20 to the current research answers this call, and allows the PCM to be tested in the  
21 participant sport context, thus extending the scope of the framework.

22           The PCM advances *processes* that operate within and among awareness,  
23 attraction, attachment and allegiance *outcomes* (See Figure 1 for a depiction of the  
24 PCM). The awareness process occurs through socialization and leads to awareness  
25 outcomes such as the knowledge that a sport event exists. From there, the attraction

1 process involves these outcomes interacting with perceived hedonic motives,  
2 dispositional needs, and social situational factors. Dispositional needs can be thought  
3 of as psychological requirements, personality characteristics, and individual attributes  
4 that lead to interest in a sport event. Meanwhile, hedonic motives are pleasure-based  
5 interests such as the need to be entertained. Social situational factors represent  
6 features that influence an individual's relationship with a sport object such as  
7 geography and peer support (Funk & James, 2006). In the context of the present  
8 research, an individual's connection to a charitable cause can be viewed as a social  
9 situational factor. The interaction between dispositional needs, hedonic motives and  
10 social situational factors with awareness outcomes evolves into attraction outcomes.  
11 These outcomes include preference for the event and the sport event being used to  
12 provide benefits as well as fulfil social and individual needs.

13 -----  
14 Insert Figure 1  
15 -----  
16

17 When attraction outcomes take on greater meaning for an individual,  
18 interacting with one's self concept and aligning with core values, the attachment  
19 process has occurred. Attachment outcomes are represented by the strengthening of  
20 the individual's attitude toward the sport event and the event taking on emotional,  
21 symbolic, and functional meaning for the participant. Funk and James (2006) suggest  
22 that attachment outcomes may form, grow stronger, and feedback into the attachment  
23 process, eventually leading to allegiance, or loyalty to the event. In this case,  
24 allegiance outcomes reflect the durability and overall impact of attachment outcomes  
25 (Funk & James, 2006).

26 This research focuses specifically on the attraction and attachment processes.  
27 The participants have already demonstrated awareness through their registration, but

1 these participants, particularly those in their first year, may not demonstrate  
2 consistent commitment or allegiance to the event. The attraction process embodies  
3 how an individual perceives a charity sport event can provide benefits and satisfy  
4 needs through sport event participation and charitable giving. Next, the attraction  
5 outcome level represents the realization and satisfaction of these needs and motives,  
6 resulting in individual preference for the event. Once these attraction outcomes have  
7 been realized, they can then interact with a participant's self-concept and values  
8 leading to attachment outcomes where the event takes on emotional, functional, and  
9 symbolic meaning for the participant. This research introduces sport event  
10 participation and charitable giving as motives that are not only satisfied through  
11 participation in charity sport events, but also interact with a participant's self-concept  
12 and values leading to attachment to the event. The PCM allows prior research and  
13 theory to be integrated into a holistic framework. The literature on motives for sport  
14 event participation is reviewed next.

#### 15 *Motives for Sport Event Participation*

16 Individuals highly involved in a sport have been found to be more likely to  
17 travel to events for that sport (McGehee, Yoon, & Cardenas, 2003). However, prior  
18 involvement in sport relates more closely to an individual's relationship with a sport  
19 or activity (Shank & Beasley, 1998). This research focuses on an individual's  
20 connection with an event, rather than a specific activity. As a result, motives for sport  
21 event participation are introduced as determinants for event participation.

22 Motives for sport event participation are dynamic and have been examined  
23 through a number of different frameworks including Maslow's hierarchy of needs,  
24 Iso-Ahola's escape-seeking model, and the premise of push-pull factors (Crompton,  
25 1979). Maslow's (1954) hierarchy of needs states that physical needs must be



1 satisfied before higher order social and personal needs. Getz (1991) built on this by  
2 combining travel motivations with Maslow's categories of needs, demonstrating that  
3 events and festivals can satisfy an individual's physical, social and personal needs.

4         The application of the hierarchy of needs has been challenged by Iso-Ahola  
5 (1980; 1982), who proposed a model that depicts two motivational forces for tourism:  
6 seeking, or the desire to obtain intrinsic rewards through tourism; and escaping, one's  
7 desire to remove oneself from the normal environment. Iso-Ahola believes that  
8 consumers view leisure as a means to satisfy these two major needs or motivational  
9 forces. Mannell and Iso-Ahola (1987) concurred, stating that leisure activities are  
10 sought because they provide opportunities for self-determination, sense of  
11 competency or mastery, challenge, learning, exploration, relaxation, and social  
12 interaction.

13         An additional two-dimensional approach to motivation is the concept of push-  
14 pull as forces that lead people to travel (Crompton, 1979). Push motives represent the  
15 escaping motivational force, while pull motives reflect the seeking motivational force  
16 (Crompton & McKay, 1997). More specifically, Zhang and Lam (1999) suggested  
17 that people travel because they are pushed by their own internal motives and pulled  
18 by the external elements related to the destination and its attributes and attractions. In  
19 the evaluation and application of the push-pull concept, a number of different push  
20 factors have been introduced and analyzed (e.g., Crompton, 1979; Crompton &  
21 McKay, 1997; Zhang & Lam, 1999).

22         The variety of frameworks employed to examine motivation has led to calls  
23 for consistency in the measurement of tourism motivation. Fodness (1994) contended  
24 that since there is no universal model for tourism motivation, a great deal of the  
25 research in this area has employed a list of reasons for travel without examining

1 underlying motivation. Similarly, Eastgate, Chalip and Funk (2005) suggested that in  
2 examining tourism motivation, effort should be made to identify a common set of  
3 factors measured by items that are consistent with the dimension to be examined.  
4 These suggestions imply that dimensions used to evaluate consumer motivation to  
5 attend sport events should not only be inclusive, but also relevant to the specific event  
6 and the attributes and benefits that it offers participants.

7         Beard and Ragheb (1983) advanced four dimensions of leisure motivation:  
8 intellectual motivation, social motivation, escape motivation, and competency  
9 motivation that integrated the literature on leisure needs and motivations with  
10 psychological theories of stimulus seeking/avoidance, and competence-effectance.  
11 Each of these four dimensions has been highlighted in the existing literature on  
12 motivation and are relevant to charity sport events.

13         Intellectual motivation relates to individual motivation to participate in  
14 activities that involve mental action and exploration and corresponds with the  
15 personal or psychological needs satisfied by events that educate (Getz, 1991). In  
16 addition, this dimension is similar to the notion of seeking suggested by Iso-Ahola  
17 (1982) as well as the motives of learning (Mannell & Iso-Ahola, 1987), and  
18 knowledge seeking (Zhang & Lam, 1999). Intellectual motivation is relevant to  
19 charity sport events in that it relates to the fact that these events provide educational  
20 opportunities for participants concerning the charity, its mission, its core constituents  
21 and additional ways that the individual can help the cause.

22         The social motivation states that individuals participate in activities and events  
23 for social reasons, including friendship and the need for the esteem of others relating  
24 to socialization, enhancement of human relationships, and external socialization  
25 (Crompton, 1979; Crompton, 1997; Mannell & Iso-Ahola, 1987; Zhang & Lam,

1 1999). The social dimension ties to charity sport events and the idea that often,  
2 individuals participate with other friends and family along with the notion that the  
3 events can serve as an opportunity to reunite with past participants as well as meet  
4 new people.

5         The escape motivation is tied to the individual need to remove oneself from  
6 daily life situations and has been found to be a strong motivating factor from a variety  
7 of perspectives (Crompton, 1979; Iso-Ahola, 1982; Mannell & Iso-Ahola, 1987).  
8 Charity sport events can provide a break from the participant's everyday routine.  
9 Finally, competency motivation involves the individual's need for challenge,  
10 achievement and competency, which aligns with Iso-Ahola's (1982) seeking  
11 dimension as well as sense of competency/mastery (Mannell & Iso-Ahola, 1987) and  
12 exploration/evaluation of self (Crompton, 1979). This motivation is embodied in the  
13 physical challenge inherent with charity sport events.

14         These four dimensions are also consistent with the PCM. Applied to the PCM  
15 framework, intellectual, social, escape and competency motives may represent  
16 hedonic motives and dispositional needs that an individual looks to satisfy through  
17 event participation, contributing to the development of attraction to the event. This  
18 notion introduces the first research question to be addressed:

19 *Research Question 1: Do intellectual, social, escape, and competency motives*  
20 *contribute to attraction to a charity sport event?*

21         These four motives for sport event participation represent factors that can  
22 contribute to charity sport event participation. However, additional motives in the  
23 form of supplementary aspects of the event could also serve to fulfil needs within  
24 consumers and lead to participation (Funk & James, 2004). With regard to charity  
25 sport events, the charitable component represents one such aspect as charitable giving

1 may serve as a factor contributing to event participation. As a means of establishing  
2 this additional aspect, the literature on motives for charitable giving is reviewed next.

### 3 *Motives for Charitable Giving*

4         Reviewing the literature on charitable giving reveals that giving to charity is a  
5 complex decision represented by a number of different motivating factors. Recent  
6 trends such as increased competition for donations (Hibbert & Horne, 1996),  
7 increased suspicion of charitable causes from the public, and an overall more  
8 materialistic mindset throughout society (Kottasz, 2004) has led to charities  
9 strategizing their fundraising efforts in an effort to leverage motivations.

10         Factors such as career advancement, public recognition, and enhanced social  
11 status have been analyzed (Hibbert & Horne, 1996). In an examination of four  
12 specific motivations for monetary donations to medical research, Dawson (1988)  
13 evaluated the impact that reciprocity, improved self-esteem, tax breaks, and career  
14 advancement had on consumer donations. He found that the motivation to receive tax  
15 breaks had the most significant influence followed by reciprocity. Reciprocity and  
16 tax incentives have also been found to be significant motivating factors for young  
17 professionals (Kottasz, 2004).

18         In the athletic domain, an additional factor that significantly influences  
19 donations is the desire to improve and/or support an athletic program (Gladden,  
20 Mahony, & Aposolopoulou, 2004; Staurowsky, Parkhouse, & Sachs, 1996). Success  
21 can also motivate donations. For example, winning and championships have been  
22 found to positively impact donor behavior (Daughtrey & Stotlar, 2000) and quality  
23 programs have been found to have more generous donors (Belfield & Beney, 2000).  
24 This implies that donors want to be affiliated with a successful institution and see  
25 their donation as a way to both express their affiliation as well as help towards

1 success. Indeed, lesser known and unsuccessful charities are less likely to have  
2 donors or members who identify with their organization (Fisher & Wakefield, 1998).  
3 The desire to improve an organization would also seem to be relevant as donors may  
4 view their donation as an opportunity to improve the charitable organization's  
5 standing and ability to execute its mission.

6 Research has also found a number of factors specifically, reciprocity, self-  
7 esteem, the need to help others, and the desire to improve the charity, that can  
8 determine charitable giving related to needs inherent to donors (Amos, 1968; Hibbert  
9 & Horne, 1996; Marx, 2000; Ritzenheim, 2000). These four motives are used in this  
10 study to determine the influence of charity in fostering attraction and attachment to  
11 sport events aligned with a charitable cause. Reciprocity represents the notion that  
12 participants will benefit from the charity's activities and services. Self-esteem depicts  
13 the intrinsic benefit of feeling better about oneself as a result of a donation to charity.  
14 The need to help others relates to the altruistic notion that giving to charity can  
15 improve the lives or well-being of others. Finally, the desire to improve the charity  
16 embodies the notion that event participants view their donation as a means to push the  
17 charity towards success.

18 The PCM framework indicates that reciprocity, self-esteem, need to help  
19 others, and desire to improve the charity motives may also represent hedonic motives  
20 and dispositional needs that can be satisfied through participation in charity sport  
21 events, thus contributing to the development of attraction to the event. This  
22 introduces the second research question:

23 *Research Question 2:* Do reciprocity, self-esteem, need to help others, and desire to  
24 improve the charity represent motives that contribute to attraction to a charity sport  
25 event?



1 Two focus groups were conducted with participants in the Lance Armstrong  
2 Foundation's (LAF) 2005 Ride for the Roses, while two additional focus groups were  
3 conducted with registrants in the LAF's 2006 LIVESTRONG Challenge. These  
4 events represent established participatory sport events aligned with a very prominent  
5 charity. The LIVESTRONG Challenge is an extension of the Ride for the Roses.  
6 The events' significant charitable component – all proceeds go towards the LAF's  
7 mission to inspire and empower people with cancer – and close association with a  
8 sport entity (Lance Armstrong, cycling) make them ideal contexts to examine the  
9 motives outlined above.

10 The Ride for the Roses is a cycling event that has taken place each year since  
11 1997 with 6,000 participants per year. Participants in the 2005 Ride for the Roses  
12 were required to donate or raise \$150 for the LAF in order to register. Participants  
13 could choose between a 10-mile, 40-mile, 70-mile, or 100-mile course. In addition to  
14 the cycling ride, the event consisted of a weekend full of activities and concluded  
15 with a post-ride party. The LIVESTRONG Challenge is one of a series of events  
16 staged by the LAF in five cities across the United States between June and October  
17 2006. The event gives participants the options of a 5K walk or run, a 10K run, a 10-,  
18 40-, 70-, or a 100-mile cycling ride. To register, walk and run participants were  
19 required to pay a \$50 registration fee along with a \$50 fundraising minimum, while  
20 ride participants were required to pay a \$50 registration fee as well as a \$500  
21 fundraising minimum. The 2006 LIVESTRONG Challenge in Austin, Texas drew  
22 2,500 participants. According to the organization, the audience for both events is  
23 predominantly white (80%), affluent, and between the ages of 30-50. The events are  
24 comprised of 60% males and 40% females.





1 or feel as though they had only a set number of turns to talk. This allowed the  
2 researcher to observe the ongoing interaction among participants, and encouraged  
3 spontaneous responses from participants, thus easing their comfort and involvement  
4 in participation (Madriz, 2000).

#### 5 *Procedures*

6 The four focus groups were held in October 2005 and July 2006 after ethical  
7 clearance had been obtained from the research team's institution. Participants were  
8 recruited via a mass e-mail sent out by an LAF representative (not a research team  
9 member due to ethical considerations). This e-mail instructed recipients to contact  
10 the primary researcher if they were interested in participation. The researcher then  
11 organized respondents into groups and coordinated dates and times. The focus  
12 groups held in October 2005 were conducted two days prior to the Ride for the Roses  
13 in a hotel conference room. The recruitment e-mail was sent out to 6,000 registrants  
14 with 63 individuals responding. Of these sixty-three respondents, forty-four were  
15 unable to participate due to travel, time, and scheduling. The focus groups held in  
16 July 2006 were conducted three months prior to the LIVESTRONG Challenge in the  
17 Lance Armstrong Foundation offices. The recruitment e-mail was submitted to 2,399  
18 registrants garnering 34 responses. Twenty-eight of the thirty-four respondents were  
19 unable to attend the focus group sessions at their specific date and time, leaving a six-  
20 member focus group. Participants were provided with refreshments as the only  
21 incentive for taking part in the study. Each focus group lasted one hour.

22 The focus groups were conducted by two different members of the research  
23 team, and both individuals had been trained through conducting focus groups earlier  
24 in their respective careers. The goal was to uncover themes related to motivation for  
25 participation in the event as well as discuss the meaning the event held in



1 relate to each research question, the implications, limitations and future directions for  
2 this research are highlighted.

3 -----  
4 Insert Table 2  
5 -----

6 *Research Question 1*

7 The first research question concerned how intellectual, social, escape, and  
8 competency motives contribute to participant attraction to a charity sport event.  
9 Participants viewed the events as a means for the LAF to communicate its mission  
10 and activities. Individuals made mention of the materials the LAF presents during the  
11 weekend, and the information that is made available to cancer survivors. Frank  
12 discussed how the opportunity to obtain this information drew him to the event and  
13 how the geographic expansion of the events allowed the organization to further  
14 spread its message. He stated that:

15 Events such as these allow you to meet others, share stories, and gather  
16 more information about survivorship. . . . That's the one thing the LAF  
17 keeps working on is trying to get out the information, trying to get out  
18 the information for people to get the information. And by spreading  
19 the LIVESTRONG Challenge out across the country, they are trying to  
20 get that focus more open. . . . The LAF continues to work to spread  
21 their mission.

22 It is worth noting that not all participants believed that the information about the  
23 charity available at the event served as a draw for participants. Eliza suggested, "I  
24 think if you chose to ignore it, it would be very easy to ignore and just hang out at the  
25 party." This implies that while the opportunity to learn more about the charity does

1 attract participants, it is important that charitable organizations work to make the  
2 information visible and accessible.

3 The social motive was the strongest emergent theme cited in attracting  
4 participants to the event. Terms such as “social affair,” “family reunion,” and “party”  
5 were used repeatedly to describe the event. Participants highlighted how they “made  
6 an entire weekend of the event” by inviting friends and family to join them. When  
7 asked what he was most looking forward to, Sam stated:

8 Really, I’m looking forward to the entire weekend. I mean, it’s a  
9 really fun weekend. I take my kids out to the kid’s event, we go out to  
10 the Expo, we get up early and go to the ride. Meeting people and  
11 making an entire weekend out of the event.

12 In addition to the fun atmosphere provided by the event, the opportunity to  
13 meet new people was discussed as a factor driving participation. Individuals who had  
14 previously participated in the event talked about how easy it is to meet people there,  
15 while individuals in their first year of participation mentioned how they were using  
16 the event as an opportunity to meet new people. Annie said:

17 For me, it’s the people, you know, the events that surround it, I guess it  
18 is the same. The pasta dinner Saturday night, sitting at a table of 10  
19 with 8 other people I don’t know. It’s just the people and the  
20 experiences you have and the connections you can make, and how  
21 many pen pals I can pick up in one weekend. That’s really what it’s all  
22 about. . . how many different connections you can make with so many  
23 great people.

24 Beatrice added, “I don’t know a lot of people, and that’s one of the reasons I want to  
25 do this event. I want to meet people that have the same values and interests that I

1 have.” These statements demonstrate that the social component, shared values, and  
2 friendly atmosphere attract both new and repeat participants.

3         The competency motive was discussed throughout each session as the  
4 potential for physical achievement offered by the events was highlighted. The term  
5 “physical challenge” was mentioned by participants in describing why they would be  
6 participating. Also, individuals highlighted how event training provided an  
7 opportunity to “keep in shape” or “get back in shape” and “be active,” demonstrating  
8 that the event’s fitness component is a factor. Participants also discussed how  
9 crossing the finish line was a fitness goal. In answering why she was doing the walk,  
10 Beatrice stated, “When I first heard about this challenge, and it being six miles or  
11 whatever it is, I felt that was a good goal for me. I’m trying to get back in shape.”  
12 The appeal of the physical exertion required by the event was best summarized by  
13 Frank, who, when asked what participating in the event said about himself, answered  
14 that it gave him:

15         A sense of getting off your butt out of the chair and sofa. . . but when  
16 you see people doing that, you know, for these events you have to do a  
17 lot more than just sit on your sofa, you’ve got to get up and do  
18 something. There’s plenty of people out there who think ‘just tell me  
19 how much money you want and go away.’ And a lot of people we go  
20 ask for money say the same thing, but at least I’m doing something  
21 besides raise money, we want to do something else and be active.

22 These findings make it clear that charity sport events such as the LIVESTRONG  
23 Challenge and Ride for the Roses provide an opportunity for participants to challenge  
24 themselves physically, and this challenge attracts individuals to the event.

1 Reference to the escape motive was not apparent in any of the four focus  
2 groups. Individuals did not indicate that participating in the charity sport event  
3 provided an opportunity to break from their daily routine. To the contrary,  
4 individuals discussed how the event had become so important to them that it, in fact,  
5 was part of their routine. This notion is demonstrated in the following description of  
6 the event's importance for Annie:

7 It's something that's a big part of my life. You look toward the  
8 calendar, like when you were in college and you had dates like when  
9 you move out of the dorms, and when finals started, now it's when the  
10 LIVESTRONG Challenge is. It's on my calendar every year. I know  
11 what I'm doing the first weekend of October every year. Period. End  
12 of story. And I know what I need to do to get there the other eleven  
13 months out of the year.

14 Participation in the event was not discussed in terms of an escape from one's daily  
15 routine. This was due in part to the significance the event had achieved for some  
16 individuals, and how it had become an integral part of these individuals' yearly  
17 routines.

#### 18 *Research Question 2*

19 The second research question addressed the contribution of four motives  
20 related to the charitable component. Specifically, if reciprocity, self-esteem, need to  
21 help others, and desire to improve the charity motives led to attraction to a charity  
22 sport event. Results reveal that all four motives were mentioned throughout the  
23 sessions demonstrating that these factors serve as needs satisfied through  
24 participation.

1           The reciprocity motive relates to the idea that an individual gives to charity  
2 because they have benefited from, or anticipate benefiting from, the central activities  
3 of the organization. The contribution of this factor was highlighted by the fact that all  
4 participants discussed their connection with cancer. Some were cancer survivors  
5 themselves, while all others mentioned a close friend or loved one who had cancer.  
6 Participation in the event was described as an opportunity to “give back;” with Keith  
7 referring to participation as a chance to, “give back to the cancer community for what  
8 they’ve done for me.” Amanda explained her desire to participate so she could, “give  
9 back to something that’s helped me live.”

10           The reciprocity component also served to rationalize participation. Benefiting  
11 from the organization’s activities allowed participants to see firsthand how their  
12 donations were being used. Benefiting from the work of the LAF not only created a  
13 sense of obligation for individuals to give, but also provided piece of mind that their  
14 contributions were being used effectively. This is depicted in the following quote  
15 from Sam, whose son is a cancer survivor:

16           My family has actually seen benefit from money that LAF has spent  
17 for an organization, Wonders and Worries. So the LAF, I believe, is  
18 really doing well with the money we are raising for them.

19 The sense of giving back to the charity, and the specifics individuals provided  
20 regarding how the LAF has served them, demonstrate that the reciprocity motive  
21 contributes to attraction to a charity sport event.

22           The self-esteem motive ties to the increased self-worth an individual feels as a  
23 result of giving to charity. Participants mentioned how knowing that their registration  
24 was going to charity made them “feel good.” In addition, individuals cited that giving  
25 their time and money to charity through event registration and participation provided

1 them with “a real sense of accomplishment.” This was complemented by others who  
2 used the term “empowering” to express how participation made them feel. When  
3 asked how knowing their registration fee went to charity made her feel, Annie  
4 responded with the following:

5 I feel like I am empowering the LAF to do the work that they do by  
6 doing what I do to raise money. But at the same time, those actions  
7 empower me, and make me feel like I’m doing something good. It’s a  
8 lot for self-worth. It’s a lot for you. . . . But um, being able to take  
9 those skills and do it for charity and to have these efforts go to this  
10 cause is really empowering for me.

11 Each focus group made it clear that knowing the time and effort required in  
12 registering and participating in the event went to a charitable cause enhanced  
13 participant’s self-esteem and provided positive feelings.

14 The positive feelings that participants felt as a result of participation were  
15 expanded upon as they illustrated the contribution of the need to help others motive.  
16 This motive relates to a degree of selflessness in that individuals give to improve  
17 others’ lives or well-being. Individuals discussed participation as a means to “do  
18 something” for charity or as a way to “make a difference.” The obligation to do  
19 something for charity or to make a difference was described in terms of an  
20 individual’s personal responsibility. Satisfying the need to help others through  
21 participation in charity sport events is exemplified by the following description from  
22 Mitch:

23 For me, it’s more of fulfilling a responsibility. . . . You know, I feel  
24 like this is something that I’ve needed to do for a number of years, and  
25 I feel good about doing it, but, it’s not something that I do to go brag



1 about. This is something I just feel like everyone has a responsibility  
2 to do these kinds of things. This is how I make peace with myself on  
3 certain things.

4 This sense of personal responsibility was further highlighted by individuals who felt  
5 they were participating on behalf of a community. Individuals viewed participation  
6 as a way to “support all cancer survivors” or made mention that they felt they were  
7 riding “on behalf of the entire cancer community.” Registration was referred to as a  
8 way to “help” cancer survivors. Carl described his motivation to register with the  
9 following:

10 It wasn’t until this came up that I actually participated in a  
11 cycling/fundraising event, and that is due to several things. The  
12 Foundation itself, and also the significance which is brought across  
13 that what we are doing is actually significant to help people. And that  
14 made more of a difference than anything else.

15 Individuals viewed their registration and participation as a means to satisfy an  
16 inherent need to help and support others, specifically, cancer survivors.

17 Beyond just helping the constituents of the charitable organization,  
18 participants were motivated by the desire to improve the charity itself. Individuals  
19 mentioned that their participation helped to raise awareness of the LAF and further  
20 communicate its mission. This notion of increasing awareness of, or garnering  
21 attention for, the LAF was elaborated on by Eliza:

22 For me, it’s more than doing something to make myself feel good. It’s  
23 about getting out there and spreading the word about the Lance  
24 Armstrong Foundation . . . And however you’re fundraising, whether  
25 you’re asking for money or sponsorships or whatever, somehow

1           you're cluing them in to what's going on, and you're connecting them  
2           to this great Foundation . . . I feel really strongly about that.

3   Another individual talked about his participation as a means to ensure that his friends  
4   and loved ones were exposed to the LAF and aware of what it had to offer.

5           This factor was augmented by the fact that the LAF has experienced a great  
6   deal of success in recent years, and individuals enjoyed seeing their efforts contribute  
7   to this. Eliza discussed how she liked being connected with a four-star charity. In  
8   addition, Leslie described the "rise of the Lance Armstrong Foundation" adding that  
9   the success of the organization made her feel like she was "contributing more."  
10   Furthermore, participants mentioned how they liked the fact that they knew at least  
11   eighty percent of their registration fee was going to the LAF's mission, which is  
12   supported by specific details of how the mission has been executed. Fritz expanded  
13   on this idea:

14           Well, one thing the LAF does more than a lot of other organizations.  
15           They don't just talk about their mission or whatever, they talk about  
16           how they gave \$8.5 million dollars to Dana Farber or whoever to open  
17           this wing at a cancer institute. That type of thing. A lot more focus on  
18           specifically what they did.

19   The discussions made it apparent that individuals felt their participation in the charity  
20   sport events assisted in pushing the charity towards success and improving its overall  
21   ability to execute its mission.

### 22   *Research Question 3*

23           The third research question addressed the influence of the charitable  
24   component on intellectual, social, escape, and competency motives leading to

1 participant attachment to the event. The focus groups revealed that social and  
2 competency motives were influenced by the charitable component.

3 As highlighted above, the social motive was cited as a factor that drew  
4 individuals to the event. However, the social component of this event went beyond  
5 simply providing an opportunity to meet new people or reunite with past participants.  
6 The events are viewed as occasions to talk to other people about one's connection to  
7 the charity and its cause. Individuals mentioned attending the event to "share stories"  
8 about their experiences with cancer. Sharing these stories allows cancer survivors  
9 and their loved ones to better manage the challenges that accompany their  
10 experiences. This is demonstrated in the following quote from Jack:

11 For me personally, it's been meeting other survivors and having that  
12 common bond. It really helped me deal with it. I really, before I rode  
13 in the first Ride for the Roses, I somewhat blocked out my cancer  
14 experience, you know, psychologically, I didn't want to deal with it.  
15 But participating really helped me kind of face it and deal with it. So, I  
16 guess it's really helped me talk to other people about it. . . I think it's a  
17 good thing, personally, to talk about it, and this event provides an  
18 outlet for this.

19 Individuals cited the camaraderie they felt with other participants that resulted from  
20 their shared values and mutual support of the charity. Frank suggested that  
21 supporting the charity brought people together into "pseudo-families." Elaborating  
22 on this connection to the cause, Leslie stated that, at the event, "13,000 strangers  
23 become connected. Immediately." When asked what she was most looking forward  
24 to with the LIVESTRONG Challenge, Eliza cited meeting other people and tied the  
25 charity to her ability to meet and talk with others, stating, "You're there with all those

1 people, and you're waiting for your group to go and you just talk to people and meet  
2 other people who believe in this cause, it's just, it's pretty cool." The influence of the  
3 charitable component on the social facet is also evident in the following quote from  
4 Lee, discussing the emotions that go along with participation:

5       And so much of what we do and when you read the paper and  
6       everything, you feel like our country and world is divided, everybody  
7       is attacking each other. Then you deal with all of these people at this  
8       event that you have this trust with, you know, there's 10,000 people  
9       around and you know you can trust these people because you have this  
10      shared vision of what is good and what is right. And that's just an  
11      amazing feeling.

12      The focus groups revealed that the competency motive is also influenced by  
13      the charitable component. While individuals described participating in the event as a  
14      way to challenge themselves physically, they simultaneously cited how their efforts  
15      went towards the charity. Beatrice described the LIVESTRONG Challenge as, "a  
16      great thing to do physically for me. . . to do as a goal that is achievable, and also  
17      support a cause that is admirable." The charitable component was also cited as a  
18      rationalization for some of the physical challenges that come with preparation and  
19      participation. Lee stated:

20      But the fact that it is a charity is significant, um, it's a real motivator  
21      when you're on the road and you're struggling past your normal  
22      capabilities, you think about the people you know who have cancer or  
23      MS and what they have to put up with. It makes the aches and pains  
24      and all that kind of stuff so trivial. And that empowers you to go on.

1 The influence of the charitable component on the competency motive was most  
2 evident among the cancer survivors participating in the event. Two cancer survivors  
3 stated that completing the event was a “personal challenge” with one referring to it as  
4 not only an opportunity to train and be in shape, but also a way “to celebrate every  
5 year that I’m here.” Sarah described her decision to participate in the Ride for the  
6 Roses with the following:

7       You know, going through chemo and all of that and I garnered  
8       strength through the organization, garnered strength through Lance’s  
9       determination, and just, thought that, if I can do this, I can do anything.  
10      . . . Um, so it just became something that I wanted to do, and I’m fairly  
11      pit-bullish with those things and I went after it.

12 This was complemented by Jill who mentioned the significance of completing the  
13 LIVESTRONG Challenge for her family:

14       Just for my family to see me complete something like this event after  
15       seeing all of the surgery I went through and everything I went through,  
16       they couldn’t believe it. . . . You just get to that point where it’s like,  
17       ‘Man, I’m going to do it. No matter what.’

18       The focus groups also revealed that the motives for charitable giving, and  
19       their influence on the motives for sport event attendance, lead to attachment.

20 Participants reflected on the greater importance and meaning the event had taken on  
21 in their lives, and their efforts to ensure that others are aware of their participation.

22 Annie stated, “All my family, my friends, my co-workers, my colleagues here in  
23 town, everyone knows I do this event every year.” This is complemented by Jill who  
24 elaborated:

1 My whole family simply has to be here. I tell them, ‘here’s the date,  
2 mark your calendar, there’s plenty of room at my house.’ And it’s just  
3 a huge get together. My mom died in the early ‘80s, and you know,  
4 there’s a lot of sadness around the person that’s gone. My family’s  
5 lost three people to cancer, but we have three survivors. So, it’s just a  
6 big family event. We all plan for it. Everyone gets together. It’s a big  
7 deal.

8 Individuals also discussed the “importance of the cause” as an element that  
9 distinguished the event, while others referred to participating in the event as “highly  
10 personal.” Leslie detailed how the LIVESTRONG Challenge is the only charity sport  
11 event that she participates in, but that she sought it out because, “it was a good cause,  
12 and it’s very important to me.”

13 The functional meaning of both events for participants is reflected in the  
14 emotions and symbolism individuals ascribed to the event and their participation.  
15 Jessica repeatedly made mention of how excited she was to be participating since she  
16 has “such a connection with Lance and the cause.” Mitch described how after the first  
17 year of participation he was able to recognize a variety of “subtle and meaningful  
18 aspects of the event” that led him to continue to participate. In addition, multi-year  
19 participants described the variety of emotions they have felt at previous events that  
20 stem from their connection and exposure to the cause. The symbolic meaning of the  
21 event is best summed up by the following description from Jill:

22 . . . for me it’s so personal, it becomes a philosophy you want to take  
23 on. It was so important for me to do that ride the first year as a  
24 survivor. . . . Because it was just that symbolic to me, what it stood for.  
25 I mean, it just sort of becomes this thing you’re a part of. Just

1 everything about it, the name of it, being a part of it, your personal  
2 experience.

3 Beyond the event holding emotional, symbolic and functional  
4 meaning, an attachment outcome introduced by the focus group discussions  
5 was the creation of *communitas* through the event (e.g., Chalip, 2006; Kemp,  
6 1999). *Communitas* is the sense of community that is produced by an event  
7 (Chalip, 2006). As highlighted above, the social and relationship  
8 development opportunities serve as critical components of both events.  
9 Individuals described an immediate “connection” and “trust” with other  
10 participants, while Frank described other participants as members of “pseudo-  
11 families.” These descriptions embody the camaraderie that participants’ feel  
12 towards each other. This camaraderie is the result of both participants’ shared  
13 support of the charity as well as the opportunities for socialization provided by  
14 pre- and post-event gatherings.

#### 15 Discussion

16 Overall, the findings suggest three things. First, intellectual, social and  
17 competency motives served as driving factors for participation. Second, the motives  
18 of reciprocity, self-esteem, need to help others, and desire to improve the charity, also  
19 served to drive participation. Third, the charitable component of the sport events  
20 influenced social and competency motives, leading to an enhanced connection  
21 between participants and the events. This implies that intellectual, social,  
22 competency, reciprocity, self-esteem, need to help others, and desire to improve the  
23 charity motives all lead to the development of attraction to charity sport events, while  
24 the charitable component influences social and competency motives contributing to  
25 attachment to the event as outlined within the PCM framework.

1           The focus groups revealed that individuals are motivated to participate in a  
2 charity sport event because it provides an opportunity for mental action, exploration,  
3 and obtaining knowledge (Beard & Ragheb, 1983; Getz, 1991; Iso-Ahola, 1982;  
4 Mannell & Iso-Ahola, 1987; Zhang & Lam, 1999), socialization and interacting with  
5 others (Beard & Ragheb, 1983; Crompton, 1979; Crompton, 1997; Mannell & Iso-  
6 Ahola, 1987; Zhang & Lam, 1999), and challenging oneself and obtaining personal  
7 achievement (Iso-Ahola, 1982; Mannell & Iso-Ahola, 1987). Escape, or an  
8 individual's desire to be removed from the daily routine, was not touched upon in any  
9 of the focus groups. However, a few individuals indicated that the event's overall  
10 importance made it part of their routine, thus eliminating this motive's influence. The  
11 PCM suggests that the satisfaction of hedonic motives and dispositional needs leads  
12 to the development of attraction (Funk & James, 2006). The focus groups  
13 demonstrated that intellectual, social and competency motives are social and  
14 individual needs that the individuals believed could be fulfilled through event  
15 participation. The satisfaction of these motives led to the development of a  
16 preference for the event, as reflected in individuals' registration and participation.

17           The findings from this study also extend the existing research on motives for  
18 charitable giving by providing contextual meaning through the examination of charity  
19 sport events. The findings from this study suggest that individuals are motivated to  
20 participate in charity sport events because they provide an opportunity to give to  
21 charity, which in turn, allows participants to give to causes from which they have  
22 benefited (Dawson, 1988; Kottasz, 2004), enhance their self-esteem (Hibbert &  
23 Horne, 1996; Ritzenheim, 2000), improve the lives and well-being of others (Amos,  
24 1968; Marx, 2000), and improve the overall standing of the organization (Gladden et  
25 al., 2004; Staurowsky, Parkhouse, & Sachs, 1996). The results suggest that motives



1 related to reciprocity, self-esteem, need to help others, and desire to improve the  
2 charity were hedonic motives and dispositional needs that individuals looked to  
3 satisfy through participation in the event. Again, the satisfaction of hedonic motives  
4 and dispositional needs indicates attraction to the sport object according to the PCM  
5 framework (Funk & James, 2006).

6         The charitable component appears to have influenced each events' respective  
7 social and physical aspects. Individuals discussed the social motive in terms of its  
8 relation to the cause, indicating that it was easier to socialize at the event because of  
9 the common bond, values, and beliefs all participants shared towards the charity. In  
10 addition, the competency motive was frequently related to the charity as participants  
11 described how the physical challenge and the achievement inherent to each event took  
12 on greater significance as a result of their connection to the cause. Findings suggest  
13 that the charitable component of the sport events allowed for the motivations that  
14 drive event participation to take on emotional, symbolic and functional meaning for  
15 participants. In turn, this resulted in stronger attitudes toward the event and the event  
16 taking on enhanced importance in their lives, thus reflecting attachment to the event  
17 as depicted within the PCM framework (Funk & James, 2006).

### 18 *Theoretical Implications*

19         The results of this research introduce three important theoretical implications.  
20 First, this research represents an application of the PCM framework within the sport  
21 participation context. As noted above, Stewart, Smith, and Nicholson (2003) as well  
22 as Beaton and Funk (2008) suggest employing this model to physically active sport  
23 participants. The present research demonstrates that hedonic motives and  
24 dispositional needs (e.g., intellectual, social, and competency motives along with  
25 reciprocity, self-esteem, need to help others and desire to improve the charity) interact

1 to foster attraction to a charity sport event for participants. Furthermore, the meaning  
2 and significance the event had taken on for participants demonstrates that the motives  
3 and needs satisfied through participation can then interact with participants' self-  
4 concept and values leading to participant attachment to the event.

5 At the conclusion of their evaluation of frameworks examining physically  
6 active leisure, Beaton and Funk (2008) advance five propositions to further develop  
7 the PCM framework. The first proposition suggests the use of multiple  
8 methodologies to assess the relative influence of different constructs. The current  
9 research presents qualitative evidence outlining the relative importance of both  
10 motives for sport event participation as well as motives for charitable giving.

11 A second theoretical implication relates to the personal connection all focus  
12 group participants had with the charity and its cause. As highlighted earlier,  
13 throughout each of the four focus groups, all individuals discussed their connection  
14 with cancer. This personal connection represents a social situational factor leading to  
15 both attraction and attachment to the sport event. In several instances, this factor had  
16 a significant influence on the overall meaning and importance of the event. For  
17 example, cancer survivors discussed the relative importance of the physical challenge  
18 inherent within the event in terms of the physical duress they endured during their  
19 cancer treatment. Meanwhile, individuals who were not cancer survivors described  
20 the physical demands required of training in relation to the physical strain cancer  
21 survivors must struggle through.

22 Up to this point, the PCM had conceptualized social situational factors as  
23 elements such as socializing agents and demographic characteristics interacting with  
24 hedonic motives and dispositional needs in the development of preference and  
25 meaning towards a sport object. The present research suggests that social situational

1 factors tied to personal experience (i.e., one's connection with cancer) can have a  
2 strong influence on the relative importance of the hedonic motives and dispositional  
3 needs in fostering attraction and attachment. The physical challenge and  
4 opportunities for social interaction presented by the event took on greater meaning as  
5 a result of participants' connection with cancer. Beaton and Funk (2008) propose that  
6 attention must be paid to the social situational context in participation research. This  
7 research demonstrates the significance of the social situational context and its  
8 influence on the development of attraction and attachment.

9       Finally, participants described their attachment to the event not only in terms  
10 of its importance and meaning, but also highlighted the sense of community they felt  
11 towards other participants. This *communitas* is introduced as an additional  
12 attachment outcome that has not yet been discussed within the PCM framework.  
13 Attachment outcomes include a stronger attitude towards the sport object as well as  
14 increased importance held towards the object embodied in emotional, symbolic and  
15 functional meaning. This research suggests that an immediate, familial connection  
16 created among participants serves as another attachment outcome.

### 17 *Managerial Implications*

18       This study's findings advance a number of implications for sport event  
19 managers. As discussed above, the focus groups indicated that both events provided  
20 participants with an opportunity to experience *communitas*. Chalip (2006) suggests  
21 five strategies to further build *communitas* through events: enabling sociability;  
22 creating event-related social events; facilitating informal social opportunities;  
23 producing ancillary events; and, theming.

24       Strategies to enable sociability, create event-related social event and facilitate  
25 informal social opportunities appear to be in place for each event. Both the Ride for

1 the Roses and the LIVESTRONG Challenge offer participants pre-event get togethers  
2 as well as post-event parties where friends and family of participants are encouraged  
3 to attend. Event parties have been found to be attractive to event participants as they  
4 allow individuals to celebrate with others of similar interest (Green & Chalip, 1998).  
5 Additional initiatives that could be adopted can include a post-post-event party at a  
6 local bar or restaurant where participants can continue to share food, drink, and their  
7 event experiences. Also, event managers can set up a discount at a specific local  
8 hotel to encourage out of town participants to stay at the same location. Enabling  
9 sociability, creating event related social events, and facilitating informal social  
10 opportunities can promote social bonding, which Funk and James (2001) suggest as a  
11 means to advance movement from attraction to attachment.

12 In describing ancillary events, Chalip (2006) highlights how arts events can  
13 complement sport events. With regard to the events of the Lance Armstrong  
14 Foundation, an art exhibit featuring the works of cancer survivors/participants would  
15 provide a further opportunity to celebrate cancer survivorship and an additional  
16 avenue for participant socialization as well as an effective marketing tool for the sport  
17 event (Garcia, 2001). Finally, theming involves the use of symbols, colors and  
18 decorations to enhance the event (Chalip, 2006). With regard to the Lance  
19 Armstrong, the yellow LIVESTRONG wristband has come to symbolize  
20 survivorship. As a result, images of the wristband and the color yellow should be  
21 featured throughout the event venue.

22 With *communitas* in place, along with strategies to continue fostering it, event  
23 managers can leverage the community they have created towards social change. For  
24 the Lance Armstrong Foundation, this means rallying this community to lobby the  
25 government to devote more time and attention to survivorship issues, listen to the

1 needs of cancer patients, and increase funding for cancer research. The organization  
2 should communicate to all participants how they can get involved beyond the  
3 fundraising initiated through their participation. Specific targets or goals of the  
4 organization for the calendar year should be highlighted with instructions for how  
5 individuals can assist in the achievement of those goals. Furthermore, any signatures  
6 or opinions required for certain goals or campaigns should be gathered at the event.

### 7 *Limitations*

8 Two limitations of this study should be recognized. First, focus group  
9 participants volunteered to be part of the sessions, and the fact that they were willing  
10 to participate in the study could indicate a greater degree of motivation towards the  
11 event. Thus, potential bias by participants should be acknowledged. Second, while  
12 the use of focus groups did allow for group interaction and assist in opinion  
13 formation, they could have also limited the ideas that individuals were willing to  
14 discuss. Due to the sensitive and personal nature of many individuals' connection  
15 with the charity, some focus group participants may have been reluctant to fully  
16 express themselves. One-on-one in-depth interviews could have been employed to  
17 grant participants more individual freedom in discussing their attitudes, but for  
18 logistical purposes this was not possible for the present research.

### 19 *Future Directions*

20 Using this work as a starting point, a number of further studies could prove  
21 useful. First, motives related to the celebrity of Lance Armstrong could be examined.  
22 Jessica indicated that she was looking forward to participating because she not only  
23 has a connection with the cause, but also a connection with Lance Armstrong. Future  
24 work may address how motives for participation are influenced by an event's high  
25 profile ambassador. Second, in addition to examining the influence of charity on the

1 motives for sport event participation, the impact that charity has on constraints to  
2 participation can be explored (Alexandris & Carroll, 1997). The idea that the time,  
3 effort, and money required of these events goes to charity can be used to rationalize  
4 and overcome obstacles to participation. Researchers could discuss this prospect with  
5 charity sport event participants through one-on-one interviews that allow participants  
6 to discuss the process they went through in electing to participate. Next, quantitative  
7 data can be collected to determine the relative contribution of the different motives,  
8 specifically the motives for charitable giving. Data can be collected both before and  
9 after the event to determine if the motives for charitable giving take on greater  
10 significance as a result of participation. Finally, the participants in this research  
11 appeared to be not only a part of the subculture surrounding the sporting activity (e.g.,  
12 Green, 2001), but also a subculture tied to the charity. Thus, research to evaluate the  
13 development of subcultures based on the charities benefiting from these events could  
14 illuminate how charity sport events can work to further leverage participants' passion  
15 for the cause.

## 16 Conclusion

17 This research demonstrates that the charitable component of charity sport  
18 events leads to both attraction and attachment to the event. Specifically, intellectual,  
19 social, competency motives along with the motives of reciprocity, self-esteem, the  
20 need to help others, and desire to improve the charity, all contribute to attraction to  
21 charity sport events. In addition, the charitable component of these events was found  
22 to influence social and competency motives in the development of attachment to the  
23 events. It is hoped that this research leads to additional work examining event  
24 linkages with charity that allow for leveraging of the symbiotic relationship for both  
25 the charity and the event organization. Due to the impact that the charity and its

1 cause can have on participants, it is suggested that charity sport events are studied  
2 separately from other sport events. This can present researchers with the opportunity  
3 to highlight strategies for leveraging the different motives driving participation as  
4 well as the outcomes of charity sport event participation.

5

6

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1 Appendix

2 Focus Group Questions

3 *Questions to address Research Questions 1 and 2:*

4 -What motivated you to register for the event?

5 -How do you expect the event to satisfy these motives?

6 -What benefits do you expect to receive as a result of participation?

7 -Did your interest in cycling or running lead you to selecting this event, or were there  
8 other factors?

9 -How significant to you is the charitable contribution that is required as a part of your  
10 registration fee?

11 *Questions to address Research Question 3:*

12 -Do you feel that you are participating on behalf of anyone else besides yourself?

13 -What emotions will participating in the event evoke?

14 -How important has participation in this event become for you?

15 -For multi-year participants, how has the meaning of participating in the event  
16 changed over the years?

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1 Table 1

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3 *Demographic and Background Information Breakdown for Focus Group Participants*4 *(N=31)*

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<b>Category</b>	<b>Number of Participants</b>
<b>Gender:</b>	
Male	19
Female	12
<b>Age Bracket:</b>	
18-24	1
25-29	1
30-34	2
35-39	8
40-44	9
45-49	2
50-54	3
55-59	4
60-64	1
<b>Country of Residence:</b>	
United States	30
Qatar	1
<b>Event:</b>	
2005 Ride for the Roses	19
2006 LIVESTRONG Challenge	12
<b>Years Participated:</b>	
1	11
2	12
3	0
4	0
5	7
6	0
7	1
<b>Cancer Survivor:</b>	
Yes	13
No	18

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1 Table 2

2

3 *Demographic, Background Information, and Pseudonyms for Individuals quoted in*  
4 *Focus Groups (N=16)*

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<b><u>Pseudonym</u></b>	<b><u>Focus Group</u></b>	<b><u>Years Participated</u></b>	<b><u>Cancer Survivor</u></b>	<b><u>Gender</u></b>	<b><u>Age Bracket</u></b>
Frank	3	5	Yes	Male	55-59
Eliza	3	2	No	Female	35-39
Sam	3	2	No	Male	35-39
Annie	4	2	No	Female	18-24
Beatrice	4	1	Yes	Female	40-44
Mitch	4	2	No	Male	45-49
Keith	1	1	Yes	Male	35-39
Amanda	2	2	Yes	Female	30-34
Carl	3	1	No	Male	35-39
Leslie	3	7	No	Female	40-44
Fritz	1	5	Yes	Male	55-59
Jack	3	5	Yes	Male	50-54
Lee	4	5	No	Male	50-54
Sarah	1	1	Yes	Female	40-44
Jill	4	2	Yes	Female	25-29
Jessica	4	1	Yes	Female	60-64

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1 Figure Captions

2 *Figure 1. The Psychological Continuum Model (PCM)*

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1 Figure 1

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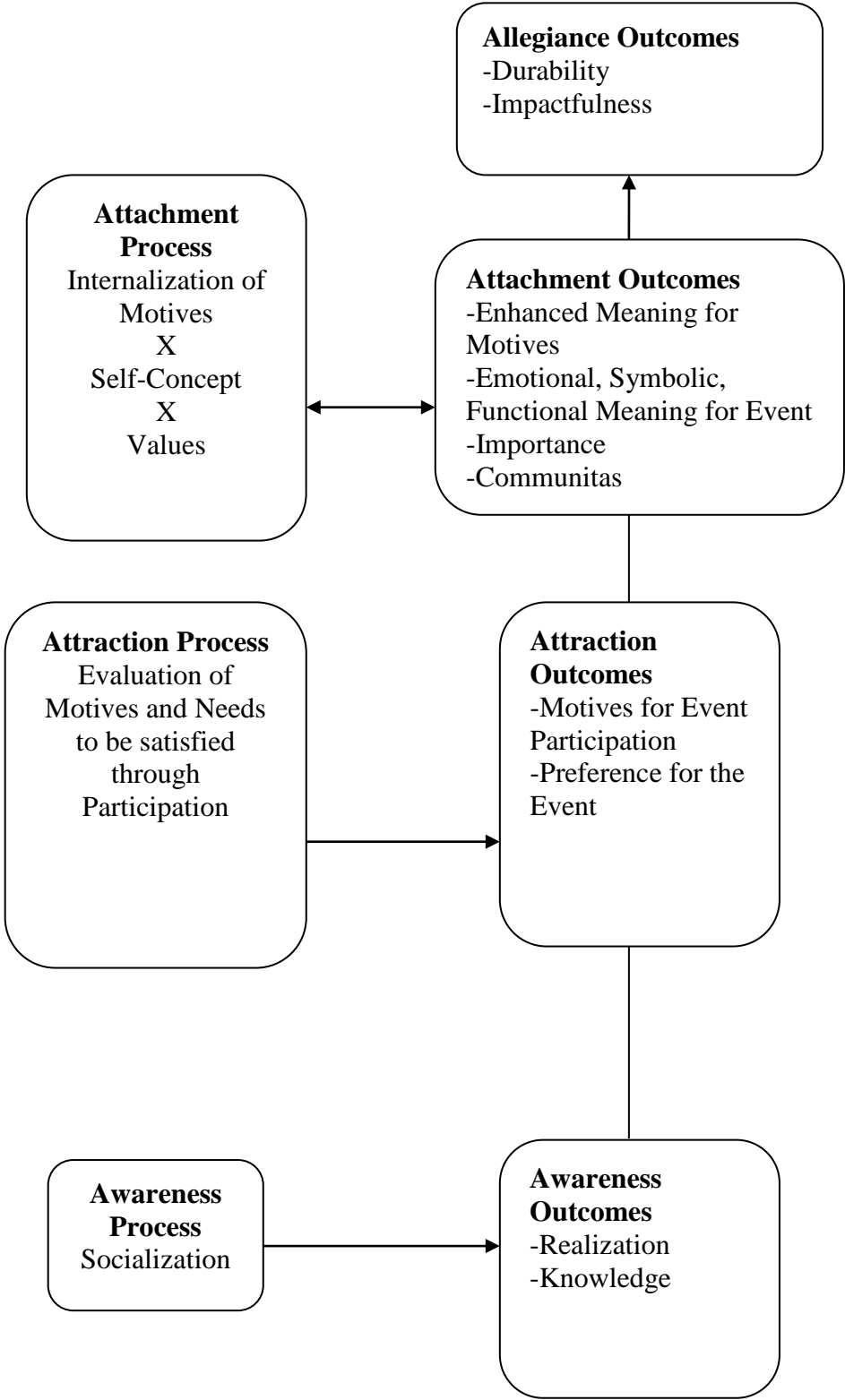
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Adapted from Funk and James (2006)