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The effect of changing the status of sports clubs: From association to the company

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Abstract

The ultimate goal of this study is to assess the role of intensive stock market listing of sports clubs as a source of funding. Precisely, it focuses on the effect of changing of the legal form of the clubs to a company. The sample covers the period of the sporting season form 2004-2005 to 2009-2010 and it covers 17 professional football clubs.

We have shown that the listing of clubs has a positive impact on athletic performance, which is measured by the different results obtained for one year.

JEL classification numbers: G32, L83, K49

Keywords: Finance, Sports Club, Legal

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1 Introduction

Since the second half of the nineteenth century, the sport has become a real "business" that requires "marketers." In fact, this concept has undergone profound changes: it becomes leisure, education, and learning to the wider economy. In addition, the current sport has known many special features and concepts much more rich and deep. In particular, it becomes a major social phenomenon: the sport reflects the society image in the sense that its evolution is positively related to changes in society.

Specifically, the importance of field sports evolutes over time, exceeding the one social context to become today an active field of economics and fundamental communications tool.

Despite the changes in its importance, the sport is mainly based on limited financial resources and performed largely by the public and spectators to stay in requiring licensing barriers. These reduced performances, hence to seek other financial resources are not related to permissions. The focus will be on the listing of sports clubs and change of status of the association to the company.

The objective of this study, is to appreciate the role of intensive stock market listing as a way of helping finance the highly professional football club, firstly to diversify its financial resources and therefore ensure its wealth and the other in regulation of the capital structure of the club in question has a direct effect on the results of that sport.

2 Spatial differentiation status of football clubs

Sport and especially football is a significant support in the overall development of the country. Long, are seen as leisure activities, football clubs are transformed into a commodity generating added value. This transformation poses particular, the problem of choosing the proper legal form: two forms occur globally: Associations and sporting limited companies.

2.1 Sports associations

The sports association is defined as a contract between two people to a minimum. These people may be natural or legal persons of the same or of different nationalities, whose objective is social. It is another to share the profits.

In particular, the sports association in Tunisia is subject on the one hand, the legal provisions of the Bey's decree of September 15, 1888 and on the other hand, Act No. 59-154 of 7 November 1959, which amended and supplemented by subsequent legislation (Law No. 84-63, Law No. 94-104, Law No. 95-11, ...). It is characterized by three elements under Article I of Law 59-154 of 7 November 1959:

• A convention: the association is an agreement between two or more persons who have all their knowledge, their activities in a non-profit.

• One objective: the association is a group of people whose purpose is noncommercial and nonprofit. If it makes money they must be invested in the object reported by the association.

• Consistency: the association is constituted for a fixed term and fixed freely by the members. It is made even these are not met.

• Equality between members: the principle of equality for the contribution of activity or knowledge and should be performed by all members on a permanent basis without any differentiation in terms of law.

Besides these characteristics, the association must file the statement from his seat and the publication of his creation in the Official Gazette for its legal personality and legal capacity was specified by section 8 of Act 59-154 of November 7, 1959, that creates an association may acquire for value, without any special authorization, administration, apart from state subsidies and public authorities, the contributions of its members, the buildings needed to carry out the target and premises and equipment for the administration of the association and the meeting of its members. In addition, the Act, has examined some aspects of the sports association such as:

- The financing of the association is made by the own revenues, advertising products, public and private grants and contributions of partners.
- The relations of the association with sports fans are reacting by internal rules of specialized federations. This must specify each category, determine the relationship with them and specify the special status.
- The association is led by key members as a chairman and a president is.

However, other issues such as the legal definition of the sports association, its constitution, its legal system, its characteristics, operation, ... Are as specified by law n ° 59-11 of 6 February 1959 and by the more detailed legislators to better define the sport association and sport in Tunisia.

The sports association is characterized by other corporations and tax accounting system:

• The accounting system: the organization of accounting must be done on the basis of the available tools in the association. However, there is no obligation on the establishment of a department of accounting. Its implementation is related to the size of swaps performed by the association. In fact, she can practice the principle of some simple accounting or double accounting.

• The tax system: entant legal entity, the sports association is like any other taxpayers subject to the regulations. But its profit implies, in particular, its exemption from income tax and value added tax. By cons, it is subject to certain obligations such as: The Withholding (RS), the Professional Training Tax (AMT), the Responsible for the promotion of social housing (FOPROLOSS) and the Registration fee and stamp duty and customs duty.

In against part of the proposed legal framework that was Tunisian sports clubs: the association. The French sports clubs were originally created as non-profit associations. Gradually, it became clear that this statute poorly matched to the needs of clubs with a professional activity within them. Thus, the Act of October 29, 1975 just changes the status of these clubs and to be in the form of commercial companies.

2.2 Commercial companies' sports

In France, the form of non-profit sports clubs has been amended by the Act of October 29, 1975. This law has emanated in the form of corporations (Limited Liability Company of Local Semi-Sports (LLCLSS)). During this period and until 1984 the legal form of sports clubs adopted the most is the association because it is privileged in many benefits. But the lack of control in the association and the volume of capital invested to make it impossible to conduct these activities. So, the Act of July 16, 1984 just requires major sports clubs to be in the form of LLCLSS or SAOS. We will therefore address, in which follow the two types of companies reported above and will end with the precision of other proven by the Act of December 28, 1999 ((the LLCLSS) and SASP)).

Limited company of local semi-sports (LCLSP): introduced in 1975, LCLSP composed of public and private capital. Its capital is greater than € 37,000 and most of it held by the association and local sports. In addition, this type of company has no obligation to pay dividends.

However, the law of 1999 forbade the establishment of new joint stock companies, while giving the right clubs who had made that choice, to keep it.

Limited company with sporting objective (LCSO): invented by the Act of July 16, 1984, the LCSO is a limited company commercial capital of at least € 37,000, consisting of at least seven members and has the purpose sports and governed by special rules.

The sports-man business with limited liability (SBLL): This new form was created by the Act of December 28, 1999. The SBLL is a limited liability company whose sole shareholder is that of association. This type of company has the ability to pay its leader and does not distribute dividends.

Limited company professional sports (LCPS): created by the law of December 28, 1999, the SASP is the most adopted by the professional clubs. This form appears as the only sports entity may receive the qualification of the company within the meaning of section 1832 of the Civil Code. In particular, the Act establishes the

control of the LCPS by the government and the association. It is forbidden to privatize in order to preserve some of the principles of professional sports.

Specifically, the French sports clubs whose revenues related to the organization of event exceed € 1.2M and net remuneration paid to employees by the sports clubs exceed the threshold of € 800 000 are required to establish a company to manage their activities.

The status of sports clubs is considered a monopoly in the field of sport soccer in Europe. However, in its organization by implementing corrections and regulations, the plan has heavy stress because the association is still living, "the thresholds are set out in the requirement that the majority of clubs are formed corporations to manage the amateur sector and are bound by agreements to support the association "(Denis, 2003).

2.3 Issues and limitations of the status of football clubs

The system consists of major professional clubs for most cases of an association and a company whose status varies from one case to another. Is reported that these two systems have advantages and disadvantages as companies follow the rules on commercial companies.

First, the sports association has all the die-friendly associations. Its uniqueness has led the state has devoted fiscal and social measures particularly favorable (tax exemption). But the non-liability to tax obligations must meet to achieve the following interests:

- The activity must be for a social purpose: the realization of the needs that are not presented on the market,
-Management does not produce material gain,
-Did not the object of achieving revenue surplus.

Generally, clubs are funded by:

Subsidies: Each year, the State Department dedicated to sport a budget in the form

of grants to finance projects and sports programs. The granting of these subsidies is generally depending on the contribution of each club to the national team, the number of licenses for every club. The award criteria are defined by the sports ministry officials. Also, the grant amount is not fixed. It can vary from year to year and is not automatically renewable. It is linked to cyclical and transitory measures.

In particular, ensure further operation of sports clubs, the State to create the National Fund for the Promotion of Sports and Youth (PROMOSPORT), which is funded by sales of tickets prognosis championship.

Media: In recent years newspapers, TV and radio have become primary funders of sport through the challenges they enjoy. Indeed, television provides funding for sports clubs by year broadcast rights for programming games.

Private partners: Sports associations have used this new funding to leverage maximum benefits in kind or in cash. In fact, funding from private partners allows clubs to benefit from internships supported at the national and international sports equipment and supply.

The equity of the association: own revenues from sports associations overall ticket sales, contributions and miscellaneous income emanating events.

Merchandising: this type of financing includes the sale of various products and items such as derivatives of gadgets and t-shirts.

Bank loans: private companies and local governments cannot bear alone the costs of any investment. In this case the club may resort to bank loans to finance projects.

In spite of the variety of ways of funding available to the sports association that might normally provide adequate cash flow by a method of efficient and transparent management, the majority of association football clubs are marked by a deficiency of the Treasurer. They can not raise the necessary funds to implement the commitments and meet the requirements because of non-traditional management and performance. In fact, if it is financed by public subsidy, it is

difficult for organizations to plan ahead because the grants to sports clubs depend on the ability of state and local decisions. In particular, if an act of investment, may be sent to bank loans. However, banks can extend credit to medium and long term without a real guarantee in return. And as the results of the investment are relatively uncertain and likely, the treasury of the association may deteriorate.

Also, sports are always variables to be positive or negative which directly affects the financial position of the football club since it is linked to the vagaries of his performance. Similarly, revenue from ticket sales, subscriptions, and sections are linked largely to the public is only interested in their favorite team. In addition, sponsorship contracts and sponsorship also result directly from the quality of players and team and its success.

Moreover, being regarded as non-profit associations, sports associations are related to problems from this particular legal regime. This feature created a gap in control and management that prevents them to engage in specific investment actions.

Second, the new sports clubs have the privileges of a corporation. On the one hand, they are characterized by transparency, which means effective management. Partners can access accounting and financial documents and they have the right to perform acts of commerce. On the other hand, local authorities and support the association in mixed company own the majority of the capital. They can turn the company if the sports club is in deficit. In addition, the sports-man companies and limited liability limited companies professional sports have the right to make profits and pay the investment managers.

Despite these advantages of creating sports clubs, it has drawbacks: in particular, the new legal form of clubs consists of three parties whose interests are naturally divergent. Specifically, the first part is the support of the association, which is the origin of the club. Its purpose is to satisfy the public interest in training young athletes, coaching teams, or more broadly to education and social cohesion. The second part is private investors who are interested in the value of

the product and the company. While the third is local and that focus on improving the image of the city in general.

However, sponsorship is seen as way of management and financing that attracts significant financial resources to the detriment of some clubs. These resources are invested in short-term goals and long-term (diversification of sports activities, training, infrastructure, ...). But, it was noted that the revenue from this funding was spent primarily in the operation of the football instead of investment.

Local authorities are an important source of financing of football clubs. But in the absence of a clear and detailed accounting regime (not based on cost accounting), which does not quantify with precision all the support granted to clubs. This source is a practice of non-transparency of the support. This vacuum of accounting does not guarantee the development of instruments for monitoring and analysis in order, to ensure that public money is spent effectively and efficiently.

In fact, the sport in general and especially football requires players capable of managing substantial financial, material and human resources available to associations. He must have good organization and structure of budget management, accounting and sound and rigorous monitoring to achieve assigned objectives from the beginning because it is central to the interests of all stakeholders and the public. Specifically:

- The ministries of finance and control the sport of results of the sports association.
- The use of subsidies granted by local authorities and the state is justified by the accounting and financial documents certified by an auditor.
- Officials of the association are judged on their capacity for leadership and management within and outside the structure.
- The economic importance of sport led associations to develop tools for monitoring, analysis and forecasting.

In the end, and address these management issues and these limits, sports associations should seek a possible change their way out of the legal and financial impasse and to achieve the objectives through effective management.

The need to change the status of associations and their stock market listing

A. The sports association to the company:

Before processing such a change in the statutes of sports clubs, we must first point out the importance of field sports. The latter two complementary roles:

Social role: sport becomes a major social phenomenon. It affects all classes of society at various levels of intensity physical: young men, seniors, adults and women. In particular, it forms the respect of others by preparing for civic and social life. In other words, sport is a tool for learning the rules emerging sociability.

Economic role: on the economic front, there is a great link between sport and economics, although this relationship is not adequately treated in previous studies. The concept of sport is well presented in many areas: it forms a remarkable and significant field of youth. Also, it is a style of comfortable clothes and used by agents outside the ordinary practice of such activity.

Therefore, it emphasizes the importance that provides sport compared to other competing areas shows the existence of several characteristics of the property that characterizes and gives rise to a change in the status of the sport to expand funding opportunities. The focus will be on the benefits of the IPO as a new means of financing essential sports clubs, allowed them to "make more money." Unlike most of the shares, "the actions of football are often an emotional connotation investment. These are mostly individuals who are willing to move heaven and earth to acquire shares of their favorite club "(Mattysn, 1999, P29).

But the stock market listing of a sports club probably is not a simple operation. However, despite the development of sport in all areas, the use of the concept of "limited liability company with sporting objective, profit, financial strategy, board, etc., are increasingly used in the sports community developed countries like United Kingdom, Portugal, Italy, Germany, France, Denmark, ... in these countries the stock market plays a key role in financing the economy. In

parallel, emerging markets carry an extensive corporate restructuring through the introduction of privatization programs. In Tunisia, no legislation has restricted the possibility of scoring clubs. However, the stock market listing of a club sport requires the implementation of certain special diligence as any business entity with specific legal aspect, and who wants to be traded.

First, the stock market listing must be provided for the project on the plans:

-*Legal*: The club must have the availability of legal documents as a limited company with sporting objective. It must be structured as an efficient group, with identifiable share that links the company's financial results with the disadvantages of trading.

-*Strategic*: the sporting public limited company identifies its strategy and its external environment and outlines the various opportunities, setting the ultimate goals to be achieved at a given date.

So convinced by the importance of management in sport as a reflection of well-being, the club is called to set up a management team consistent with the objectives set at the beginning.

-*Financial and accounting*: it is, finally, to develop ways and practices which they can meet deadlines for publication of financial statements and provide relevant information published by financial analysts and investors.

Besides the financial and accounting system of the limited company, the setting of private partners that will fit in the listing, federations, the Ministry of sport and regional leagues are an important procedure that facilitates decision. For example, in France, the listing of sports organizations requires a certification of authorization of public partners, with a request of the club.

Second, the sports club can take the time necessary to rate, allowing it to be well organized to make good choices, to designate a problem not mark the start, adjust the time necessary for the success of the operation of quotations. During the first listing, you must identify an important banking partner can accompany him. This step is the hardest because it is a specific company that it must be kept visible

and attractive by the positive and stable for at least three consecutive seasons. In other words, it must have a story to tell white in its national and international importance, its prospects, the media relations, sponsorship, spectators and even the state. In particular, it must meet the deadline with selected partners to set liquidity contracts, publications, analysis notes, identify representative financial and accounting that will have the right to communicate with analysts and investors because it starts before a new environment there must be a transparent communication, regular and confidential with potential financial partners. During its stock market listing, the club should always be presented clearly in the market so that its liquidity is growing. Indeed, the scholarship supports this growth for listed companies who have the will to develop. On the contrary, if the sports club does not appeal to the public after admission, liquidity destitute automatically.

Ultimately, the stock market listing is not a simple task. But it is an important step in the life of such an organization. Indeed, the stock exchange listing, gives more chance to have a financing cost and available at any time the company will need liquidity. It provides a higher profile, given the opportunity to call on financial markets, etc.. Besides its important financial role for sports clubs, the stock exchange listing assures a picture fun and it brought charges and non-market, if it is not accompanied by a set of measure.

B. Stock exchange listing: Issues and Limitations

Faced with the increase of their resources and their charges, football clubs looking for new sources of funding to remain competitive in the championship. In particular, the European football clubs are found in the initial public offering a new funding formula. This trend was reinforced by the recent legislative changes that allow them now to go public. Indeed, the clubs have entered the UK in 1983, Italy, Portugal and the Netherlands are introduced in 1998, Denmark in 2000, France in 2007 ... the choice of new funding for clubs football is motivated by:

1. Issues lucrative: with legal status of a limited company, sports club can benefit

extensively from its initial public offering by:

- The diversification of financial resources: the stock market is a well-diversified funding source. It offers a variety of financial products while meeting the diverse needs of the company without losing control. Otherwise, the stock market as an opportunity to raise equity capital on terms more favorable than those obtained through bank loans (interest rates and fixed term).

Besides the strengthening of the capital, the listing of sports clubs reduces the financial costs of the latter, to improve profitability and increase its competitiveness against other competitors.

-Improve the image of the club: when sports club is transformed into a public limited company listed sports, benefits of best practices of privileged communications. However, the media now forms the essential consolidation of financial flows and the organization of sporting events. It has a central and important role in a sporting activity. Indeed, the presence of media affects the course of events: in particular, the presence of the media changes the behavior of all club members (players, manager). They know they are constantly monitored; eliminating all forms of cheating and improving the performance of all stakeholders and improve the outreach of the image compared to other clubs. Therefore, the club is access to participation in various international and local events.

In particular, the credibility and reputation of the club - society stimulate the involvement of sponsors to the sport sector. This procedure can be considered as a sponsorship deal that includes financial aid or in kind, the absorptions expenses such as training, sports equipment... The sponsoring company may also sponsor the club for a specified period and in parallel, it benefits from the inclusion of its name, logos and posters on the bound on the tickets.

In all, the practice of new information technologies and communication and scientific debates in research performance is a necessary condition for the image of the Sports Club listed.

-Mobilization of personnel: the stock market listing of a sports club strengthens feelings of belonging players, technical staff and medical officers... They are positioning themselves as supporters rather than as individuals. In other words, the major sports clubs listed are a workplace and a solution to the problem of unemployment. However, earnings growth of a club side points to the great professional players, who consider the sport work and seeks to be integrated within a financially stable club. Also, the job market sports clubs contribute to a rapid and immediate regulatory handicaps and weaknesses that characterize it. In addition, this contribution also affects the other markets such as sports-related market goods and services, the financial market and the market for articles.

2. Ethical Issues: stock exchange listing allowing sports clubs to benefit from several advantages in social ethics.

Specifically, awareness of the image side of the club provides quality fans inside and outside. Also, the credible image helps to explain the economic and political stability of the state origin of the sports club. This is justified by the role of sport of football as a vehicle for communication and related weighing all categories.

In addition, a sports club side effects extensively the evolution and development of society in terms of preparation for civic life. Specifically, it is considered an educational tool and a learning space for group games. However, the sport of football is a tool for emotional release based on respect for each other. And this facilitates the achievement of social balance.

3. The limits of the stock exchange listing of a sports club: the sports sector is characterized by a dramatic substantial base that highlights the disadvantages of its listing. Specifically, the condition of transparency vis-à-vis all the fans becomes a moral burden and a means of intense pressure on clubs, because it will affect its accounts and strategies on all levels.

In addition, the rating process of a sports club is more complex than that of another company. He gets to heavy regulatory constraints in:

- Obtaining a definite legal status (transformation of an association limited

company).

- Obtaining a permit from the introductory for the public partners.
- The protection of small shareholders who are presented in a large way in this sector.

In addition, run in the stock market requires first, a specific cost management and a time well studied. Through its various issues, the listing of a sports club is an adequate solution of problems in a club. Solution ensures that earnings growth, athletic performance, and guarantee new fans.

3 The impact of stock market listing on the performance of sports clubs

For sporty performance, we denote the different results obtained for one year. Specifically, it means the harvesting of different national titles and his presence on the trophy (first class, second class or third class nationally), the rating on the stock exchange or not, and the budget of the club.

In the first part, and after the presentation of the specifics of our clubs selected for the verification of such a relationship, a brief summary of the variables used in our study will be presented. In the second part, the conceptual framework will be confronted with the experiences of professional football clubs.

3.1 Specificity of the selected sample

Specifically, these characteristics are summarized in Table 1 and on:

• *The Results*: This variable is calculated as follows

- National Championship: 10 points,
- Second place in the national championship: 6points,

- Third place in the national championship: 2 points,
- National Cup: 6points,
- Continental Championship: 10 points,
- Continental Cup: 6points.

• *Budget*: This variable is expressed in millions of Euros for European clubs and millions of Tunisian dinars for the case of Esperance Sportive of Tunisia.

• *The stock exchange listing*: this variable on the listing or not the football club. This is a dummy variable takes the value of (1) when the club is listed and (0) otherwis.

Table 1: Characteristics of selected football clubs in the empirical study

Sports seasons	Sports clubs	Results:	Budget	Stock exchange listing
09-10	Bayern Munich	16	289.5	
08-09	1	6	290	
07-08	1	16	223.3	0
06-07	1	0	328.4	
05-06	1	16	220	
04-05	1	16	200	
09-10	Borussia Dortmund	0	20	
08-09	2	0	20	
07-08	2	0	20	1
06-07	2	0	15	
05-06	2	0	14	
04-05	2	0	14	
09-10	ACMilan	6	235	
08-09	3	2	230	
07-08	3	0	227,2	0
06-07	3	20	212	
05-06	3	6	205	
04-05	3	6	200	
09-10	Juventus FC	2	60	
08-09	4	10	60	

07-08	4	10	58	
06-07	4	10	58	
05-06	4	10	50	1
04-05	4	6	45	
09-10	SSLazio	0	192	
08-09	5	6	190	
07-08	5	0	187	1
06-07	5	0	186	
05-06	5	0	186	
04-05	5	0	182	
09-10	AS Roma	6	90	
08-09	6	0	87	
07-08	6	12	85	1
06-07	6	12	81	
05-06	6	6	81	
04-05	6	0	80	
09-10	O. Marseille	0	90	
08-09	7	0	86	
07-08	7	0	80	0
06-07	7	0	78	
05-06	7	0	70	
04-05	7	0	65	
09-10	Paris Saint-Germain	6	80	
08-09	8	0	80	
07-08	8	0	85	0
06-07	8	0	70	
05-06	8	6	70	
04-05	8	0	70	
09-10	Olympique Lyon	6	210	
08-09	9	2	180	
07-08	9	16	145	
06-07	9	10	110	1

05-06	9	10	100	
04-05	9	10	98	
Sports seasons	**Sports clubs**	**Results**	**Budget**	**Stock exchange listing**
09-10	Manchester United	12	1300	
08-09	10	16	1320	
07-08	10	30	1295	1
06-07	10	10	1295	
05-06	10	12	1100	
04-05	10	2	900	
09-10	Chelsea FC	10	209	
08-09	11	2	210	
07-08	11	6	208	0
06-07	11	8	200	
05-06	11	10	205	
04-05	11	16	200	
09-10	Liverpool	6	200	
08-09	12	0	198,9	
07-08	12	2	190	0
06-07	12	2	185	
05-06	12	20	184	
04-05	12	2	184,2	
09-10	FC Barcelone	10	400	
08-09	13	36	400	
07-08	13	2	398,7	0
06-07	13	6	300	
05-06	13	30	330	
04-05	13	10	300	
09-10	Real Madrid FC	6	193	
08-09	14	6	190	
07-08	14	10	226	
06-07	14	10	180	0
05-06	14	6	175	

04-05	14	6	173,4	
09-10	FC Porto	8	98	
08-09	15	10	97	
07-08	15	10	75	
06-07	15	10	70	1
05-06	15	16	68	
04-05	15	6	65	
09-10	Ajax Amsterdam	12	40	
08-09	16	2	40	
07-08	16	6	38	
06-07	16	12	39	1
05-06	16	6	37,6	
04-05	16	6	38	
09-10	ES Tunisienne	10	4	
08-09	17	10	4	
07-08	17	0	4	
06-07	17	6	3,5	0
05-06	17	16	3	
04-05	17	0	3	

3.2 An empirical test of the effect of stock market listing on the stock market performance

3.2.1 The sample

The sample covers the period of the sporting season of 2004-2005 to that of 2009-2010 to 17 professional football club are: *Bayern Munich, Borussia Dortmund, AC Milan, Juventus, SS Lazio, AS Roma, Olympique Marseille, Paris Saint-Germain, Olympique Lyon, Manchester United, Chelsea, Liverpool, FC Barcelona, Real Madrid CF, FC Porto, Ajax Amsterdam, Esperance Sportive of Tunisia.* Data is collected from the sites official of each sports club in question.

3.2.2 Measurements of variables

The synthetic variables of our study are defined respectively by: the budget, the result, the stock exchange listing. They are synthesized in the paragraph quoted above. All the variables described above, and the relationships that link them and will be subject to empirical validation later in the model are summarized in panel data follows:

Result $_{i,t}$ = a $_{i,t}$ + b Budget $_{i,t}$ + c quote $_{i,t}$ + ε $_{i,t}$

With: - b, c are the coefficients of independent variables which are to be determined.

- a: the constant model
- ε: the error term.

3.2.3 The results

Table 2 contains the estimated coefficients of the variables of our model for our sample.

Table 2: Results of the estimation

	Result
	Coefficients *(z- statistic*)
A	5.951925*** (1.002037)
BUDGET	0.007628*** (0.002249)
Quote	0.867303** (0.323633)
R-squared	0.605398
Number of observ	102
F-statistic **Prob(F-statistic)**	5.831850*** (0.004034)

Our findings indicate on a positive significance of the budget (1%) of professional football club and the stock exchange listing of the club (5%) on his list: This result is explained by the fact that every time the budget club increases, the professional football club is no longer able to collect new titles at the national and continental as well. This led us to conclude that the financial statement of a positive and growing professional football club is important to determine a powerful athletic performance (that is powerful to say the phase of the crop of titles and not more than mere participation in various national events and continental). As a result, the creation of financial wealth in equity of professional football club by creating a variety of sources increasing the value of financial budget is provided at the club in question to have a capacity to win titles and placed on the trophy.

There is a causal relationship between athletic performance (result) and the financial performance of clubs (budget and stock exchange listing). This causality is explained by the fact that when the harvest of the sports club titles at the national and continental as well, it becomes more and more known that it attracts the attention of various stakeholders of the sport to namely, sponsors, media, government, spectators and viewers and therefore the professional football club will win other funding sources that will increase, no doubt, its budget.

Overall, the stock market listing becomes an essential and necessary source of funding in the life of a football club that seeks the capacity, power and adequate means to collect titles and found a picture in pink within its home country and also outside.

4 Conclusion

The sport is a social fact which obeys sociological and legal data in each country. They require extensive studies to achieve its financial goals in sport and economic. It must be returned to the scene to the different legal and economic debate. Sports clubs are out of the associative environment to a more advantageous, more complex, more significant to our current environment, namely the economic entities in the true sense of the word which aims to increase the funding opportunity available.

Encouraged by the various benefits of trading the stock market (despite the presence of such problems but not a significant effect in the sports sector), professionals football clubs are in a favorable position to increase in a manner provided financial wealth and therefore to build sport performance and ensure the maximum possible positive sports scores. The stock exchange listing does not, alone, a simple source of funding for professional football club. It provides both a means to regulate and balance the capital structure of the club concerned at the level of indebtedness and even equity, taking into account a balanced capital structure of a professional football club he provides, without doubt, the achievement of positive sports scores.

For the case of Tunisia, the State made efforts to develop this sector from its various decisions for many reasons. firstly, to ensure proper infrastructure that provides athletes the opportunity to realize Tunisians and achieve the goals and other tracked by removing the possible shortcomings and gaps social, economic and legal as well as affecting the sport in general and employment in sport in particular. Without neglecting the important role of volunteering as being active participants in sports and indispensable to the development of this sector, the labor market Tunisian sports highlights of the new realities especially since the 2005-2006 sports season, the date of announcement of the era of professional sport in the Tunisia.

However, in terms of finance of sport, professional sport in Tunisia is not

yet appreciated. Our sports clubs are considered, even today, such as sports clubs despite the encouragement of the State to address the financial handicaps and lack of financial resources Tunisian sport suffers.

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