




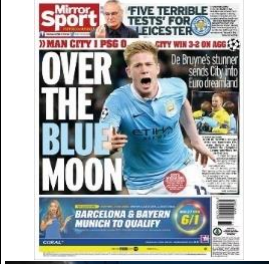














# Paper 2: Commercialisation

## Commercialisation

Sponsorship	
  	<p>A sponsor is an individual or group that provides support in the form of sponsorship in return it is seen by millions, via advertising, sponsorship and endorsement</p> <p>It can be for:</p> <ul style="list-style-type: none"><li>• An individual (Ronaldo sponsored by Nike)</li><li>• A team (Man City sponsored by Etihad)</li><li>• An event (Olympics sponsored by MacDonald's)</li></ul> <p>Different types of sponsorship include:</p> <ul style="list-style-type: none"><li>• Money</li><li>• Clothing and equipment</li><li>• Facilities</li></ul>
Media	
   	<p>The media are a broad range of technologies that act as the main means of communication. They include:</p> <ul style="list-style-type: none"><li>• Printed media (newspapers and magazines)</li><li>• Broadcast media (TV and radio)</li><li>• Internet and social media</li></ul> <p><b>Sponsorship and the media</b></p> <ul style="list-style-type: none"><li>• Sponsors want to promote their products via the media as they can reach millions of potential customers</li><li>• Media companies need high viewing figures to make them more attractive to sponsors</li><li>• Media companies therefore pay sports clubs to allow them to televise matches as this attracts lots of viewers, making it more likely that they will get funding from sponsors</li></ul>
Sport	
	<p>The player/performer and the sport need funding for:</p> <ul style="list-style-type: none"><li>• Facilities</li><li>• Equipment</li><li>• Competitions</li></ul> <p>Both the media and commercialisation can help promote sports. The media can also provide opportunities for the spectator</p>

The Advantages of Commercialisation		
<b>Sponsor or company</b>	<p>Excellent and relatively inexpensive advertising of their products as:</p> <ul style="list-style-type: none"><li>• Media can show products during breaks in play</li><li>• Brand names can be seen around venues and on clothing</li><li>• Raised awareness of brands increase sales</li><li>• Products associated with high quality performance give it a high status</li><li>• Media hype gets more viewers which means more exposure of the brand</li></ul>	 
<b>Sport</b>	<ul style="list-style-type: none"><li>• Raised awareness = increase participation</li><li>• Higher profile = commercial interest</li><li>• Increases funding from sponsors</li><li>• Funding means that you can run events, develop the sport and facilities</li></ul>	
<b>player performer</b>	<ul style="list-style-type: none"><li>• Paid millions to endorse products</li><li>• Train full time and focus on being the best in their sport</li><li>• Receive top quality products to use to improve performance</li></ul>	
<b>Spectator</b>	<ul style="list-style-type: none"><li>• More coverage and top event</li><li>• Red button/Replays</li><li>• Player cam</li><li>• Buy the same clothes and equipment to their role models</li></ul>	
<b>Official</b>	<ul style="list-style-type: none"><li>• Sponsors can provide kit</li><li>• Media can support correct decisions</li><li>• More likely to become role models</li></ul>	
The Disadvantages of Commercialisation		
<b>Sponsor or company</b>	<ul style="list-style-type: none"><li>• The media may not get a high number of viewers</li><li>• The company doesn't get the amount of exposure they wanted</li><li>• The player/team doesn't perform well</li><li>• The player who becomes a bad role model due to cheating, violence, infidelity, racism etc.... affects popularity and sales</li></ul>	
<b>Sport</b>	<ul style="list-style-type: none"><li>• Fixtures can be changed to maximise viewing opportunities</li><li>• Breaks in play for advertising purposes</li><li>• Minority sports not shown on TV which decreases sponsorship</li><li>• Negative reporting can give a sport a bad name</li><li>• Clothing and rule changes are more appealing to viewers</li></ul>	
<b>player performer</b>	<ul style="list-style-type: none"><li>• Event times make it less favourable for performers</li><li>• Withdrawal of sponsorship could cause financial difficulties</li><li>• Required appearances take time away from training</li><li>• Pressure to win at all costs to keep a sponsor</li><li>• No privacy and negative reporting can lose sponsorship</li></ul>	
<b>Spectator</b>	<ul style="list-style-type: none"><li>• High costs for subscription fees to sports channels</li><li>• Pay per view for certain events</li><li>• High cost of merchandise</li><li>• Minority sports not shown</li><li>• Sponsors keep best tickets for hospitality</li></ul>	
<b>Official</b>	<ul style="list-style-type: none"><li>• Under the spotlight for all decisions as they can be replayed, so poor decisions are highlighted undermining the official</li><li>• They have to wear the sponsors logo</li></ul>	