

Paper 2: Commercialisation

Commercialisation

Sponsorship



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

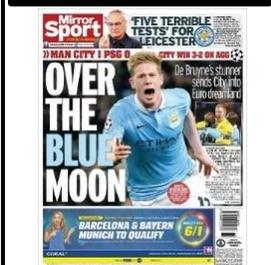
It can be for:

- An individual (Ronaldo sponsored by Nike)
- A team (Man City sponsored by Etihad)
- An event (Olympics sponsored by MacDonald's)

Different types of sponsorship include:

- Money
- Clothing and equipment
- Facilities

Media



The media are a broad range of technologies that act as the main means of communication. They include:

- Printed media (newspapers and magazines)
- Broadcast media (TV and radio)
- Internet and social media

Sponsorship and the media

- Sponsors want to promote their products via the media as they can reach millions of potential customers
- Media companies need high viewing figures to make them more attractive to sponsors
- 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

Sport



The player/performer and the sport need funding for:

- Facilities
- Equipment
- Competitions

Both the media and commercialisation can help promote sports. The media can also provide opportunities for the spectator

The Advantages of Commercialisation

Sponsor or company	<p>Excellent and relatively inexpensive advertising of their products as:</p> <ul style="list-style-type: none"> • Media can show products during breaks in play • Brand names can be seen around venues and on clothing • Raised awareness of brands increase sales • Products associated with high quality performance give it a high status • Media hype gets more viewers which means more exposure of the brand 	
Sport	<ul style="list-style-type: none"> • Raised awareness = increase participation • Higher profile = commercial interest • Increases funding from sponsors • Funding means that you can run events, develop the sport and facilities 	
player performer	<ul style="list-style-type: none"> • Paid millions to endorse products • Train full time and focus on being the best in their sport • Receive top quality products to use to improve performance 	
Spectator	<ul style="list-style-type: none"> • More coverage and top event • Red button/Replays • Player cam • Buy the same clothes and equipment to their role models 	
Official	<ul style="list-style-type: none"> • Sponsors can provide kit • Media can support correct decisions • More likely to become role models 	

The Disadvantages of Commercialisation

Sponsor or company	<ul style="list-style-type: none"> • The media may not get a high number of viewers • The company doesn't get the amount of exposure they wanted • The player/team doesn't perform well • The player who becomes a bad role model due to cheating, violence, infidelity, racism etc.... affects popularity and sales 	
Sport	<ul style="list-style-type: none"> • Fixtures can be changed to maximise viewing opportunities • Breaks in play for advertising purposes • Minority sports not shown on TV which decreases sponsorship • Negative reporting can give a sport a bad name • Clothing and rule changes are more appealing to viewers 	
player performer	<ul style="list-style-type: none"> • Event times make it less favourable for performers • Withdrawal of sponsorship could cause financial difficulties • Required appearances take time away from training • Pressure to win at all costs to keep a sponsor • No privacy and negative reporting can lose sponsorship 	
Spectator	<ul style="list-style-type: none"> • High costs for subscription fees to sports channels • Pay per view for certain events • High cost of merchandise • Minority sports not shown • Sponsors keep best tickets for hospitality 	
Official	<ul style="list-style-type: none"> • Under the spotlight for all decisions as they can be replayed, so poor decisions are highlighted undermining the official • They have to wear the sponsors logo 	