

Commercialisation

Commercialisation is the act of making something available to be bought or sold for financial profit



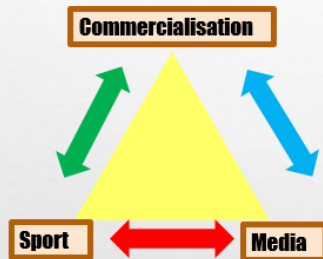
Media in sport

Type of media	Example	Sporting example
TV and Visual	Watching live games	Sky football
Internet	Club website	LCFC website
Social media	Facebook, twitter and Insta	BBC Sport twitter
Newspaper / Magazines	National and local	The times or 4-4-2

Golden Triangle

Businesses pay money in sponsorship to popular sportspeople/teams to receive publicity.

Funds wages and new stadiums



Businesses pay money in sponsorship to access a sports audience through media coverage.

The media can now cover more sports, use higher quality presenters/facilities and implement technology.

**Sport uses media to gain viewers to increase popularity.
The media broadcast sport as it is very popular and will engage viewers/readers.**

Sponsorship

Sponsorship is a form of advertising where a company pays to be associated with an event, team or sports person.

Types of sponsorship include facilities, clothing, equipment and financial

Those affected	Positives	Negatives
Players/Athletes	Allows athletes in lower paid jobs to be paid It can lead to further roles once they have finished	Favours men over women Promoting brands they don't believe in Lesser athletes get less
The fans	Wider range of sports More TV on sport Can lead to higher funding	Can make sport more expensive Increased adverts/breaks
Officials	Allows for better tech (VAR) Officials earn more money	Bad decisions analysed and criticised
Sport	Raised overall profile of sport Provides more funding Better facilities/equipment Improves overall standard	Less popular sports get less money Match timing changed for TV Changes to sports format



Positives

More media coverage of a sport will result in more companies wanting to sponsor them.

This will increase the standard of the sport as the clubs will have more money to invest in better players and facilities.

Increased coverage of the sport will result in more children participating, which will result in more sales of products such as boots.

Negatives

Less popular sports will not receive as much money from sponsorship deals as their brand will not get as much promotion.

This leads to less money, which can lead to less funds to invest in better players, coaches and facilities.

Participation rates may go down in smaller, minority sports as a result of less coverage/popularity.

Homework 1: Apply different types of media to different sports

Homework 2: Show the effects of the golden triangle for your sport

Homework 3: Discuss the +/- of sponsorship in a practical lesson