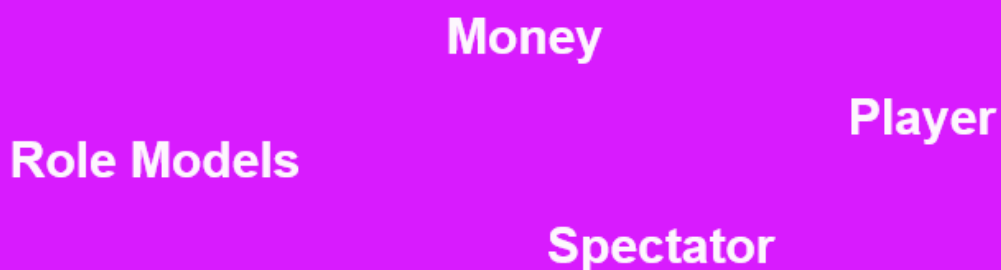


Commercialisation of physical activity and sport

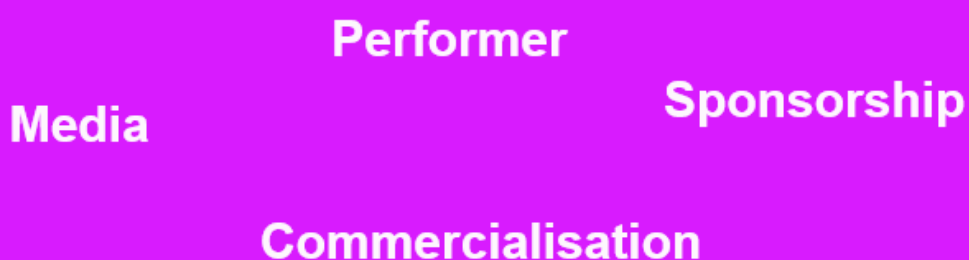


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2.3.2 Socio-cultural influences



Commercialisation of physical activity and sport

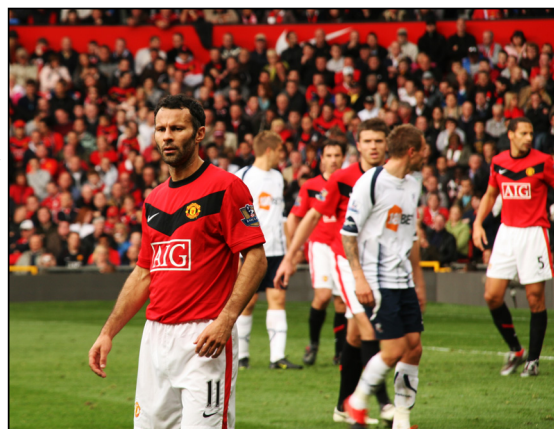




Commercialisation of physical activity and sport

1. Commercialisation

Commercialisation involves making a **profit** through the **management** or _____ of a person or organisation.



2. Media coverage

► In our day to day lives we are surrounded by media and this is what makes it so influential.

► There are many different types:

- _____
- Internet
- Radio
- _____
- Newspapers
- _____



3. Sponsorship

► Sponsorship is where businesses and corporations **provide** _____ **backing** to clubs, events and individuals.

► In return, businesses get _____ and are able to **advertise** their brand to the wider audience involved in that event or sport.

► Sometimes sponsors are affected when a performer behaves poorly.



4. Benefits to performers

Advantages

► Increased funds to pay higher _____ to the performer.

► Increased _____ can result in performers being seen as heroes or role models.



Commercialisation of physical activity and sport

- ▶ More money for technology and **equipment**.
- ▶ More money for _____ and **training**.
- ▶ More money for **grassroots** participants.

Disadvantages

- ▶ Media presence can increase the _____ on the performer .
- ▶ Sponsors can make demands on athletes.
- ▶ Intense media _____ of athletes' private lives.
- ▶ Increased number of competitions can lead to _____.
- ▶ _____ are paid less.
- ▶ More competitions can lead to _____ and injury.



5. Benefits to sport

Advantages

- ▶ Increased funds to support **grass-roots** development.
- ▶ More money for technology and _____.
- ▶ More money for coaching and training.
- ▶ Larger _____ funds for the competition.
- ▶ More role models' for the sport.
- ▶ Media attention **increases** _____ in the sport.

Disadvantages

- ▶ _____ of the sport may be changed to suit media and sponsors.
- ▶ _____ **sports** and female sports get less coverage.
- ▶ The media _____ controversies.
- ▶ Sports may become **dependant** on the money.
- ▶ Sponsors may sell products that _____ the healthy lifestyle sport promotes.





Commercialisation of physical activity and sport

6. Benefits to spectators

Advantages

- ▶ Events and games are scheduled so _____ people can spectate.
- ▶ Commentary _____ the viewer and provides information.
- ▶ Instant replays, slow motion and close ups available due to funded _____.
- ▶ Spectators can feel a part of their **role** _____ lives.
- ▶ Top level _____ for spectating.

Disadvantages

- ▶ Timings of events mean some athletes have to **perform** _____ in the evening so more can watch.
- ▶ More people watch sport than play sport.
- ▶ Some sports are _____ to watch due to viewing rights.
- ▶ _____ and merchandise are expensive.
- ▶ Less popular sports are shown **less**.

7. Benefits to sponsors

Advantages

- ▶ Sponsors use the clean and healthy image of sport to promote their brand.
- ▶ They use the success of athletes and teams to make their brand appear _____.
- ▶ _____ are increased.

Disadvantages

- ▶ Brand or company may be _____ or damaged by poor or reprehensible behaviour of an athlete or team.
- ▶ Sponsoring a brand or an athlete can be _____.

