

Commercialisation of physical activity and sport



UNTAMED
EDUCATION

3.2.2 Socio-cultural influences

Money

Role Models

Technology

Commercialisation of physical activity and sport

Media

Sponsorship

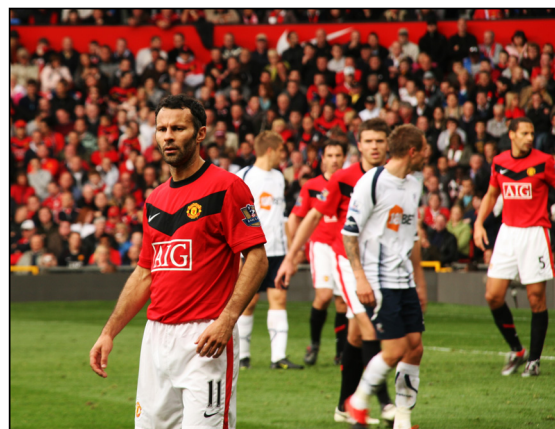
Commercialisation



Commercialisation of physical activity and sport

1. Commercialisation

Commercialisation involves making a _____ 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:
 - ▶ Television
 - ▶ Internet
 - ▶ Radio
 - ▶ Magazines
 - ▶ Newspapers
 - ▶ Billboards



3. Sponsorship

- ▶ Sponsorship is where businesses and corporations **provide** _____ **backing** to clubs, events and individuals.
- ▶ In return, businesses get _____ and are able to _____ their brand to the wider audience involved in that event or sport.
- ▶ Sometimes sponsors are affected when a performer behaves poorly.





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4. Benefits to performers

Positive

- ▶ Increased funds to pay higher _____ to the performer.
- ▶ Increased _____ can result in performers being seen as heroes or role models.
- ▶ More money for technology and **equipment**.
- ▶ More money for _____ and _____.

Negative

- ▶ 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.

5. Benefits to officials

Positive

- ▶ Increased funds to pay higher _____ to the officials and make it a profession.
- ▶ Increased exposure can result in officials being seen as heroes or _____.

Negative

- ▶ Media presence can increase the _____ on the official.
- ▶ Any _____ made by the official are highlighted and become very public.

6. Benefits to sport

Positive

- ▶ Increased funds to support **grass-roots** development.
- ▶ More money for technology and _____.
- ▶ More money for coaching and training.





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- ▶ Larger _____ funds for the competition.
- ▶ More role models for the sport.
- ▶ Media attention **increases** _____ in the sport

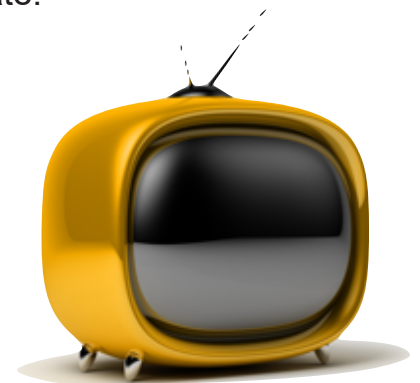
Negative

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

7. Benefits to spectators

Positive

- ▶ Events and games are scheduled so **more** 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 models** lives.
- ▶ Top level _____ for spectating.



Negative

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