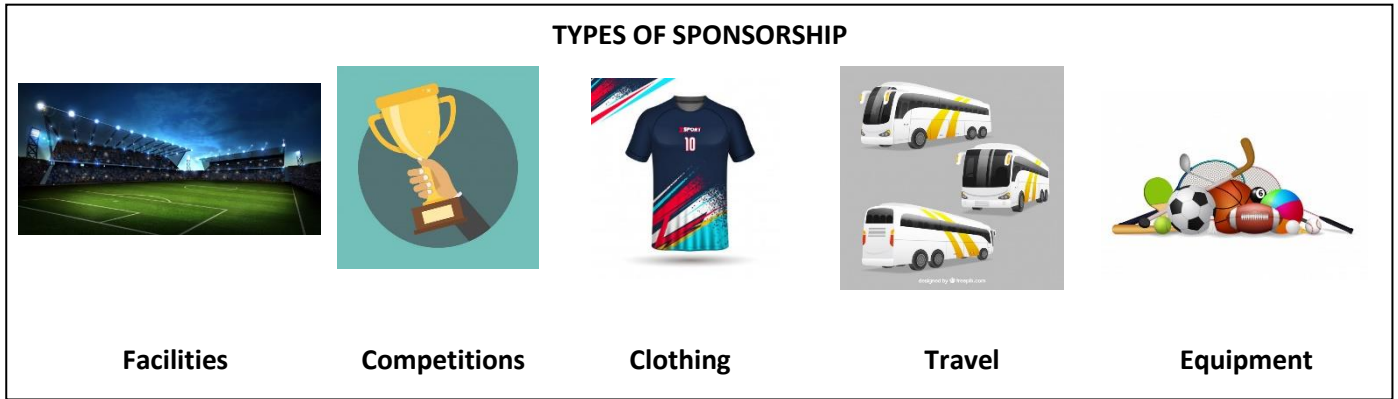


COMMERCIALISATION OF SPORT



COMMERCIALISATION	Links business and commerce into sport with a primary focus of profit which can lead to exploitation
SPONSORSHIP	The giving of money or goods to performers in order to get good publicity and/or increase profit
GOLDEN TRIANGLE	The INTERDEPENDENCE between sponsorship, sporting events and the media.

A

SPONSORSHIP



✓ Positives ✓	✗ Negatives ✗
<ul style="list-style-type: none"> • Increase funding • Allows full-time training • Gives financial Security • Pays for competitions & Facilities 	<ul style="list-style-type: none"> • Bad images if linked with fast food/alcohol • Pressure of sponsor demands • Only top teams receive big money sponsorship • Sponsorship lost easily

MEDIA



✓ Positives ✓	✗ Negatives ✗	Types of Media
<ul style="list-style-type: none"> • Increase participation • Generate funding • Makes games fairer • 24 hour coverage • Promotes role models • Increases national pride 	<ul style="list-style-type: none"> • Couch potato syndrome • Limit access (pay per view) • Poor behaviour highlighted • Minority sports get limited coverage • Controls/change sports 	1) SOCIAL 2) INTERNET 3) TV/VISUAL 4) NEWSPAPERS/ MAGZINES

GOLDEN TRIANGLE

B

'INTERDEPENDENT'

