

Unit 2.1.b - Commercialisation of Physical Activity and Sport

https://www.youtube.com/watch?v=Xb_XUGf8UUg

- Starter Video

Think, Pair, Share: Spot The Difference

World Cup Final 1966



World Cup Final 2014



Differences: Stadium sponsors, TV coverage, media coverage, shirt sponsors, boot sponsors. Why?

Learning Outcomes:



By the end of this unit you should...

- ▶ Provide sporting examples to explain the issues surrounding the positive and negative effects of sponsorship in sport (7-8)
- ▶ Describe the positive and negative effects of the media on commercialisation in sport (5-6)
- ▶ Know the meaning of commercialisation and the golden triangle (3-4)
- ▶ Know and understand how different types of media can influence physical activity and sport (1-2)

Keywords - Before we start

- ▶ At the beginning of each unit you will be given a keywords sheet.
- ▶ This is to check your knowledge before and after the unit.
- ▶ In the box next to the keyword you should write down **anything** that you know about this word already.
- ▶ By the end of the unit you should be able to complete your keywords sheet as we will have covered the terms throughout the unit.
- ▶ Complete your keyword sheet now.

2.1.b - Commercialisation of Physical Activity and Sport

Using your current level of knowledge, write down a definition for the following key terms.

START OF TOPIC	
KEY WORD	Information
Commercialisation	
Social Media	
Internet	
TV/Visual	
Newspapers/Magazines	
Sponsorship	
The Golden Triangle	
Positive Media Effects	
Negative Media Effects	

Commercialisation of Sport

Commercialisation is...

'The act of making something available to be bought or sold for a financial profit'

Over the years sport has become *commercialised*. Sport is now a global product with high profile sports/events attracting huge media interest and sponsorship deals.

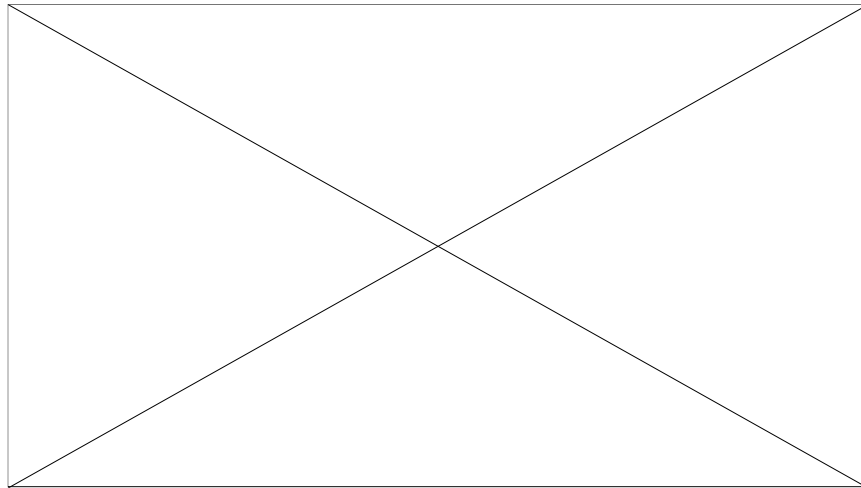
Businesses see sport as a way of making money. How?



Commercialisation of Sport

Task: Can you think of examples of where businesses use sport to promote their products?

Watch the clip below for an example.



<https://www.youtube.com/watch?v=ivyZPlvu2c4>

Media and the Commercialisation of Sport - Think, Pair, Share

Task: Considering what we have looked at, how might the media affect the commercialisation of sport? (Whether businesses invest in sport or not)

Think about popularity and success.

The more popular/successful an athlete/team/sport is the more likely that brands will be interested in sponsoring them. **Why?**

Coverage involving these is much more likely to be shown and this means more people will see their brand.

For example a brand is more likely to want to sponsor a premier league football team than a league 2 football team as they know the premier league side will get more media coverage.



Types of Media Coverage

The media coverage that a sport receives affects commercialisation (whether businesses invest) and the sport itself.

There are four types of media coverage:

- ▶ TV and Visual
- ▶ Internet
- ▶ Newspapers/Magazines
- ▶ Social Media

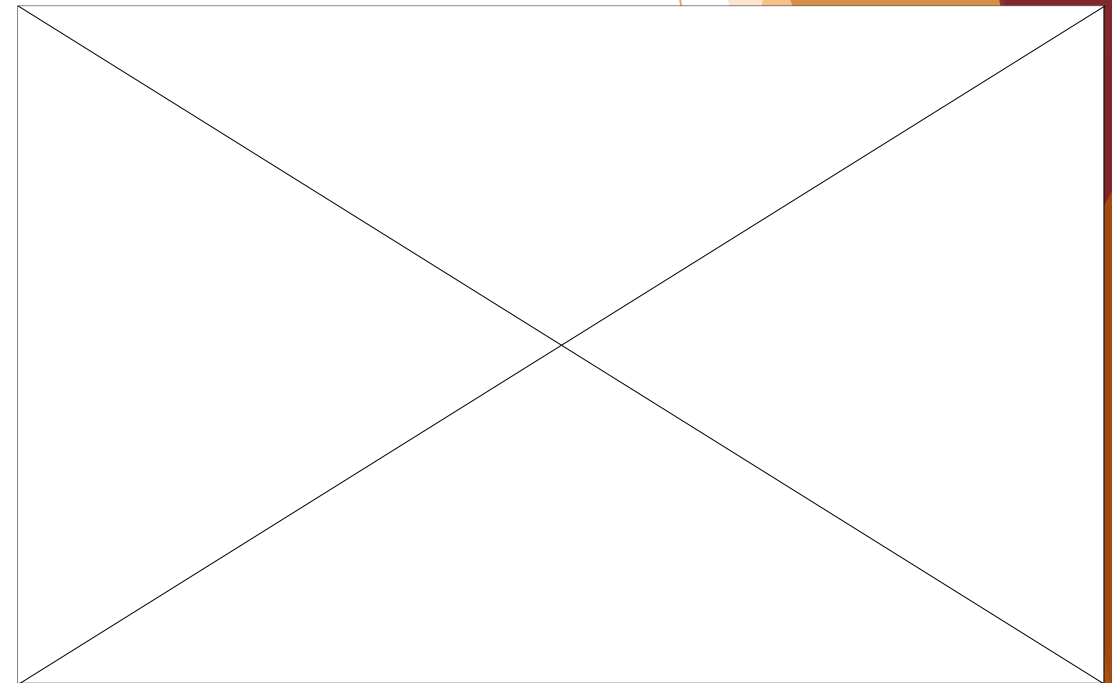


Types of Media Coverage - TV and Visual

Live matches and sports events with commentary are broadcast on TV and the radio.

There are also highlights and documentaries about sports.

Some sports are shown on subscription channels that you have to pay extra for such as Sky Sports and BT Sport.

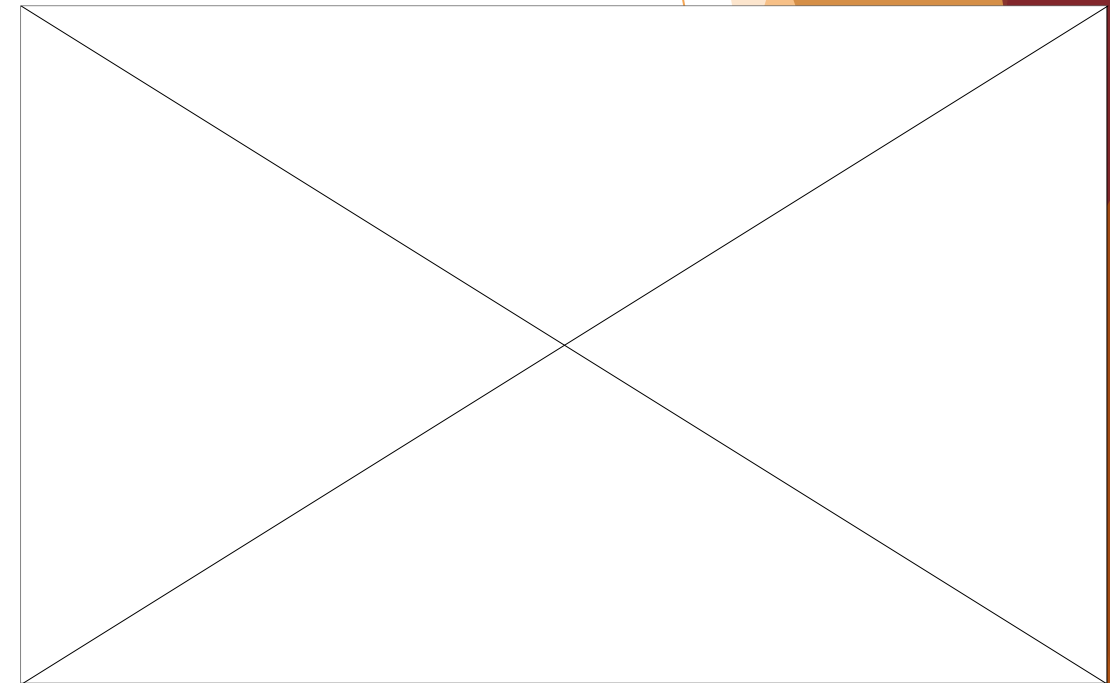
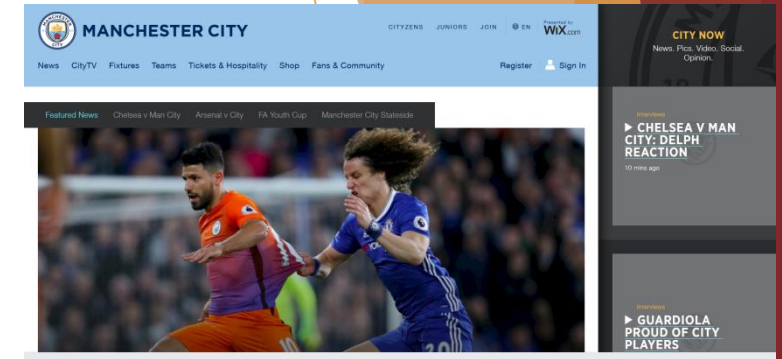


Types of Media Coverage - Internet

All major teams and athletes have their own websites where you can find out information about them and their matches.

On these websites they often use the **other types** of media. How?

The video is from Liverpool's TV channel which shows clips from what they have been doing in training each week. What type of media is this?



Types of Media Coverage - Newspapers and Magazines

Newspapers print results and match reports from sporting events.

They also write articles about athletes and clubs in general including transfer rumours, club news and anything that may be going on in the athletes personal life.

Magazines may feature interviews with famous sports stars.

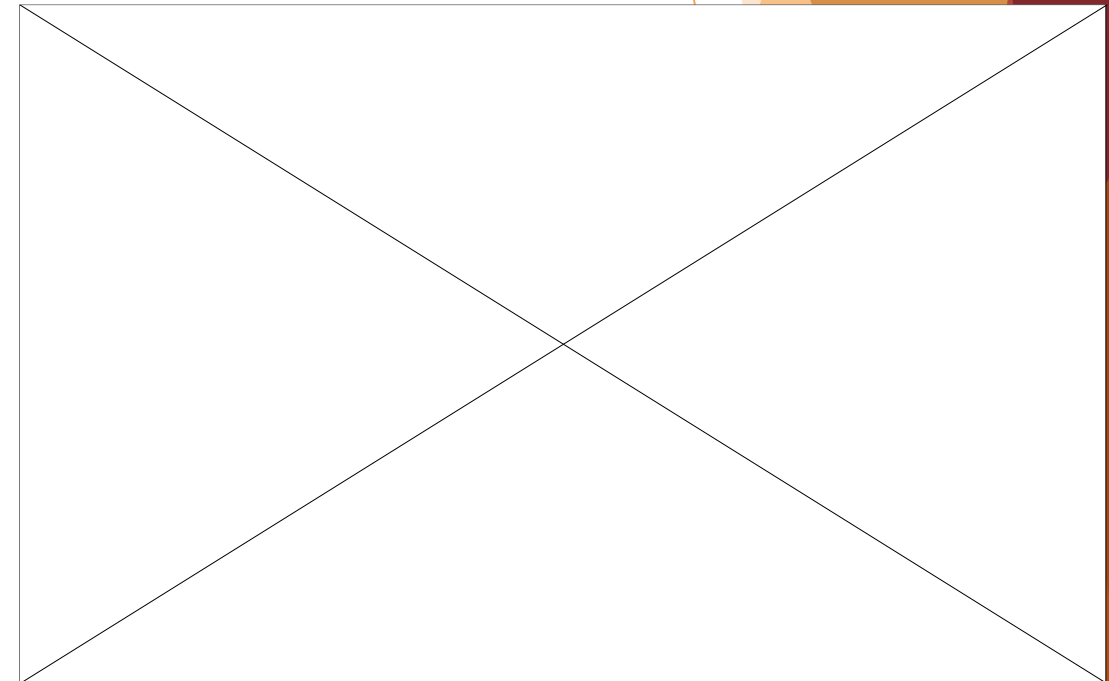
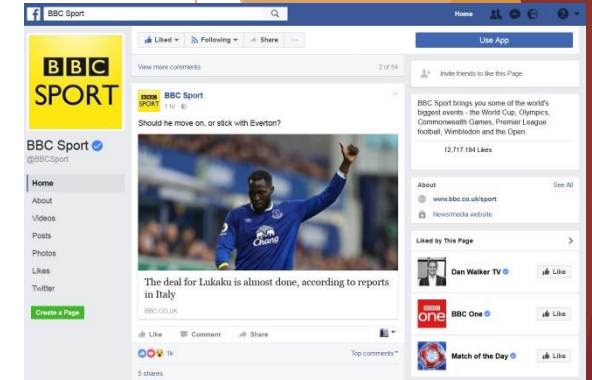


Types of Media Coverage - Social Media

Social media has become a very popular outlet for news stories.

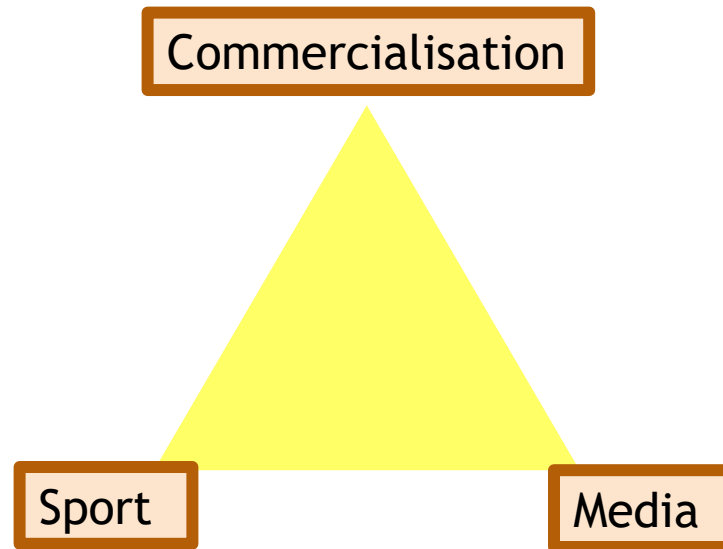
Stations such as Sky Sports and the BBC have their own social media accounts on facebook and twitter sharing the latest reports and highlights.

As with the **internet** each team/athlete may have their own account to share news from. It is a good way to interact with fans.



The Golden Triangle

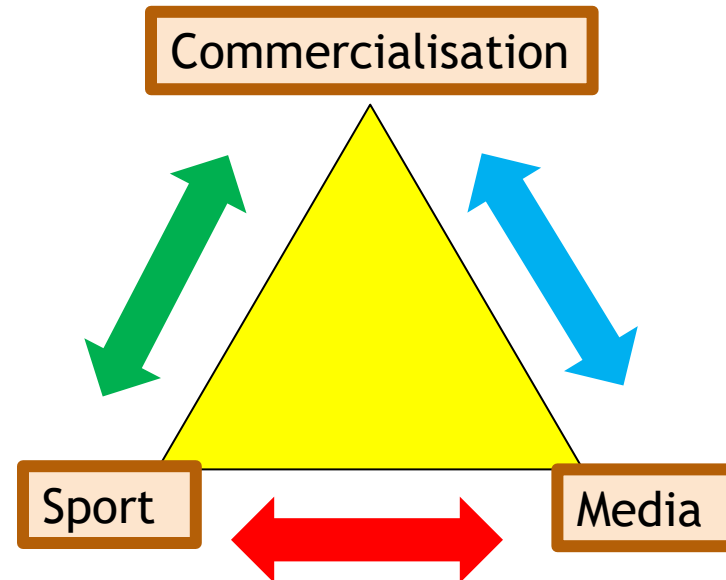
- ▶ Sport, commercialisation and media are closely linked in what is known as the golden triangle.



- ▶ Each aspect of the golden triangle influences the others.

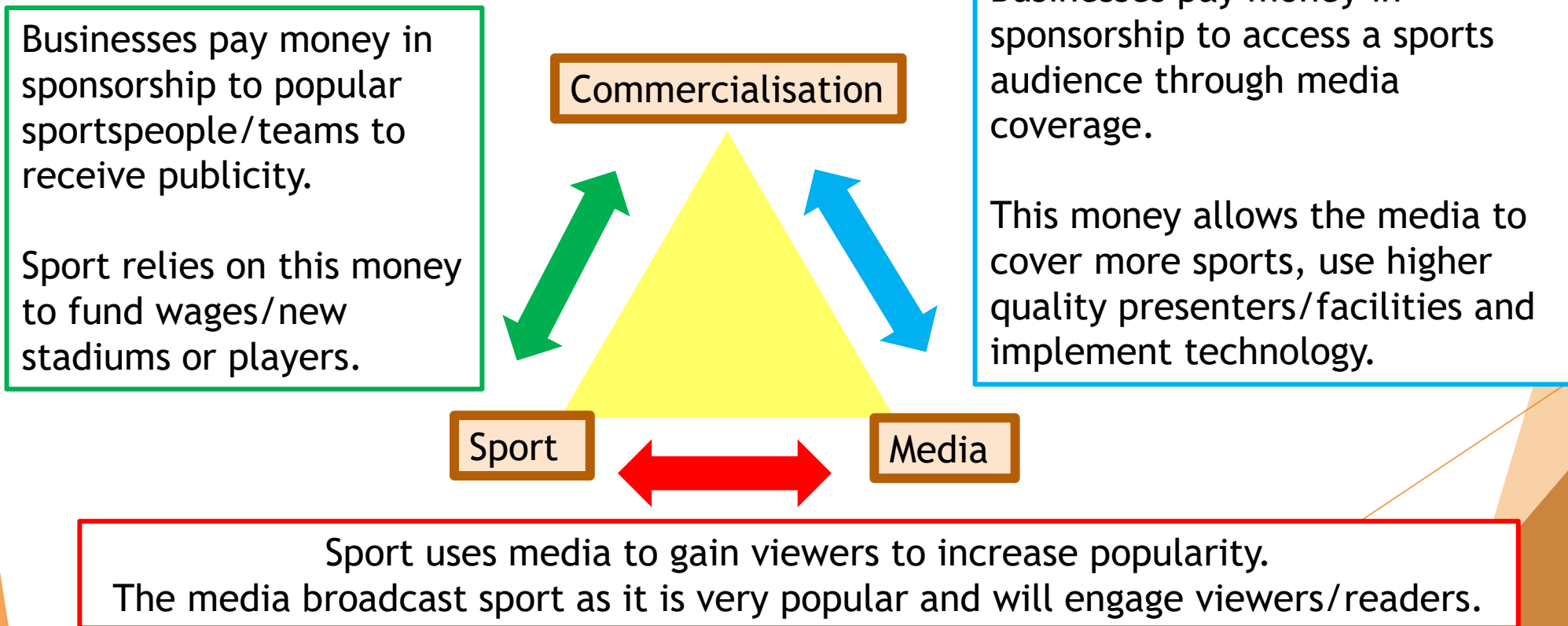
The Golden Triangle

- ▶ Each side of the triangle benefits from the other sides in some way.
- ▶ Due to this they depend on the other sides in some way, normally financially or for promotion.
- ▶ **Task:** Discuss with your partner how you think the sides depend on one another?



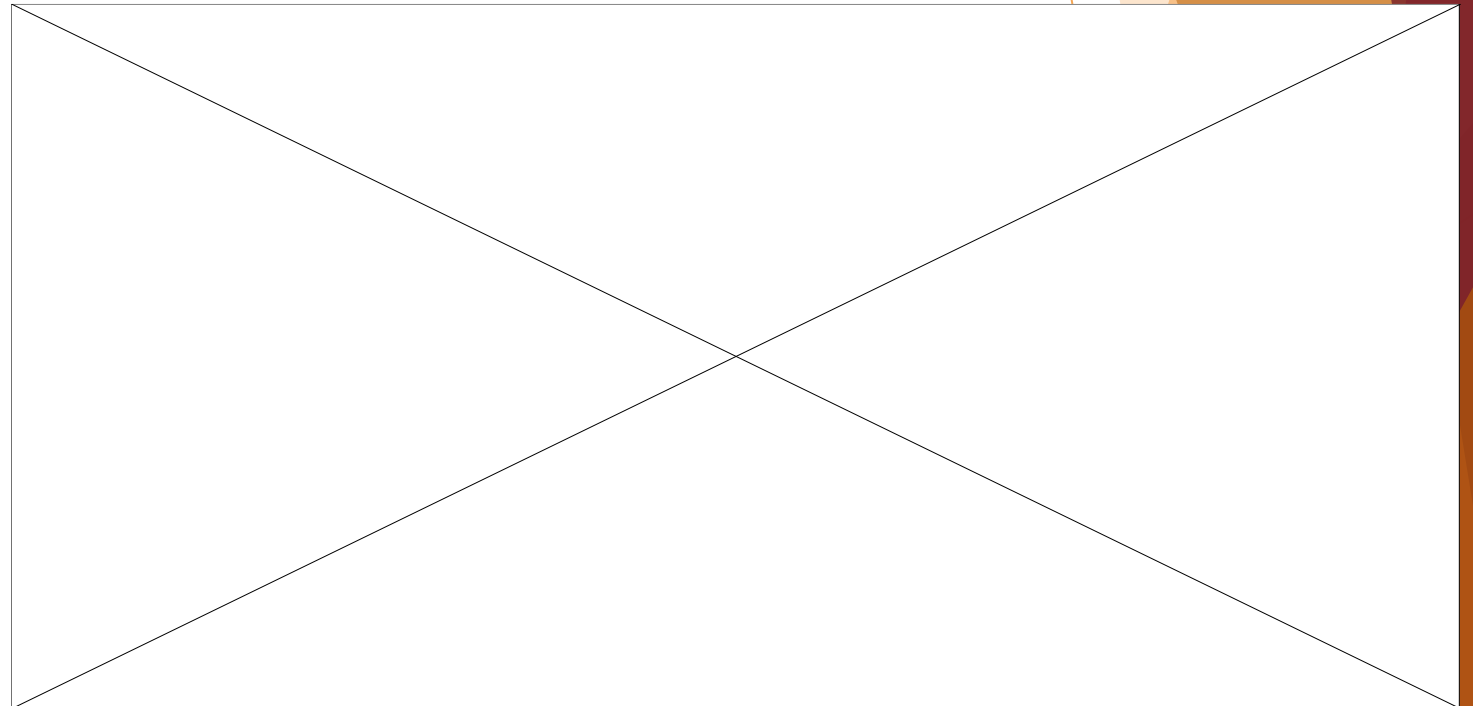
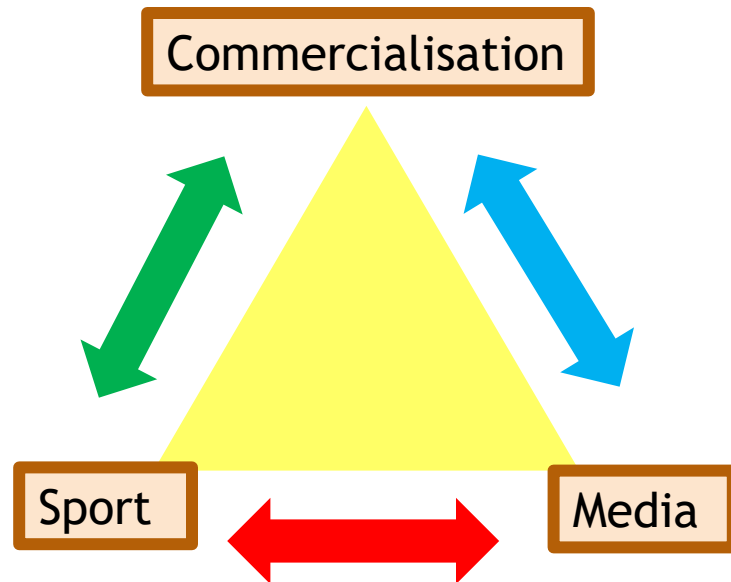
The Golden Triangle

- ▶ Each side of the triangle benefits from the other sides in some way.



The Golden Triangle

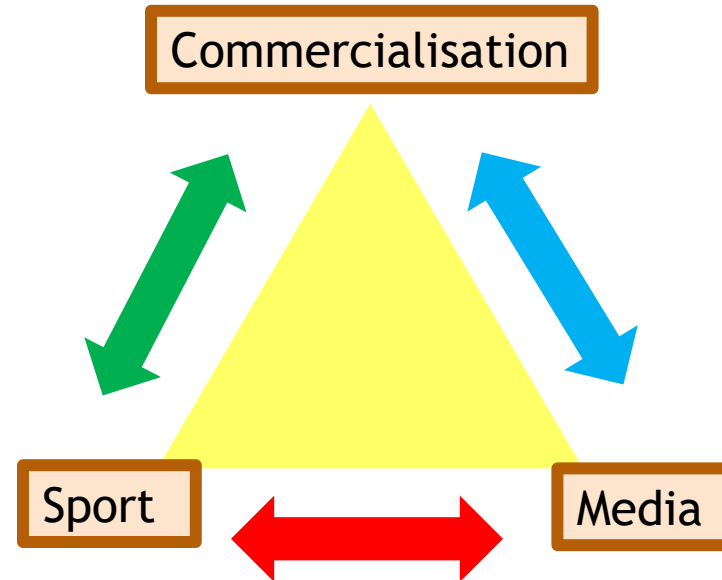
- ▶ **Task:** Watch the following video and add any extra notes to your diagram.



The Golden Triangle - The Bottom Line

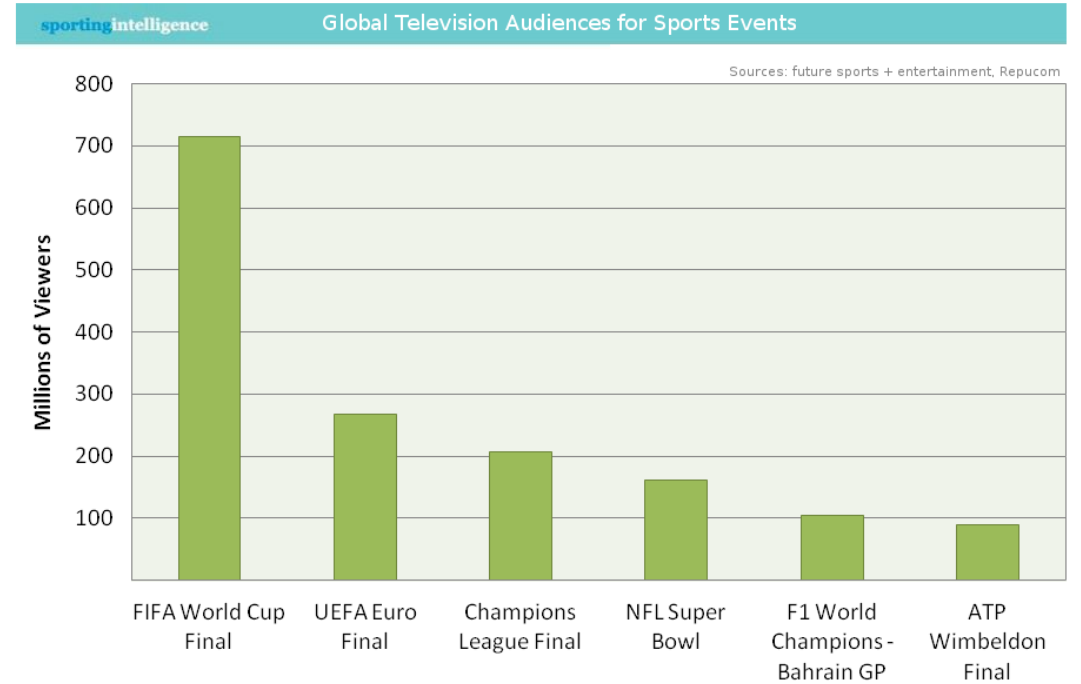
KEY POINT:

- ▶ The media wants high quality entertaining sport. High quality sport attracts more sponsors and investors, bringing in more money to sport.
- ▶ If the sport isn't of a high standard and entertaining, less sponsors will be attracted so there will be less media coverage and less money coming into sport.



The Role of the Media

- ▶ **Question:** Why is the media important in the triangle?
- ▶ How could the media affect sport? (Think back to our previous unit on factors that influence participation)
- ▶ How do you think the media could affect commercialisation?



Think, Pair, Share: Name the Competition

- ▶ Task: Below are the sponsors of ten major sporting leagues/competitions, can you match the sponsor to the sport/competition?



Football - _____ Premier League

Rugby League - _____ Super League

Rugby Union - The _____ Cup

Tennis - _____ Queens Club Championships

Athletics - The _____ London Marathon

Netball - _____ Super League

Horse Racing - The _____ Grand National

Darts - _____ Premier League Darts



Think, Pair, Share: Name the Competition

- ▶ Question: Which ones did you find easy?
- ▶ Question: Which ones did you find hard?
- ▶ Question: Why might this be?



Positive Effects of the Media on Commercialisation

- ▶ More media coverage of a sport will result in more companies wanting to sponsor the sport/team/athletes so that their brand is shown on tv/internet/magazines.
- ▶ 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 seeing the sport and starting to participate which result in more sales of products such as boots.



Negative Effects of the Media on Commercialisation

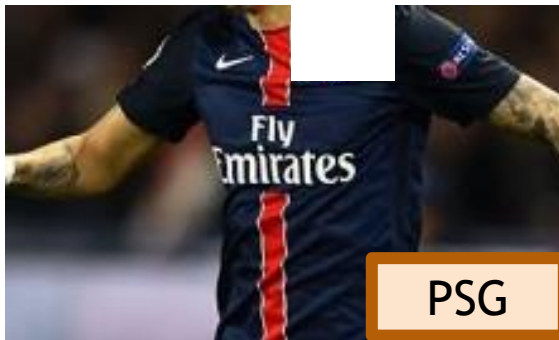
- ▶ Less popular sports/teams/athletes that do not receive much coverage will not receive as much money from sponsorship deals as their brand will not get as much promotion.
- ▶ This will mean that they will not have as much money which can lead to a significant disadvantage as they will not have the 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.

Gold Coast could lose Rugby Sevens hosting rights after another year of dismal crowds



Sponsorship Starter: Name that Team

- ▶ **Task:** Below are the kits of 8 professional sports teams. With your partner can you guess the teams? Write these down on your whiteboard.



- ▶ **Question:** How was you able to work out the teams?

Sponsorship in Sport

- ▶ It is likely that you were able to work out who some of the teams were just from the logos/companies written on their shirt.
- ▶ These are of sponsors and these companies pay to feature on the shirt, as a result they become more well known through being associated with popular teams.
- ▶ **Task:** Looking at the companies below are you able to name a team that they sponsor from their logo alone? This is known as brand association.



Everton

AIA

Tottenham



Manchester
United


KING
POWER

Leicester
City

What is Sponsorship?

- ▶ Sponsorship is a form of advertising where a company pays to be associated with an event, team or sports person.
- ▶ When a company sponsors a sportsperson/team they will then use their products or have their company name on their equipment/clothing.
- ▶ If a company sponsors an event the company name usually becomes part of the event title, for example 'The Royal Bank of Scotland 6 Nations'.



Sponsorship in Sport

- ▶ Sponsorship is present in sports from grass roots level all the way up to professional level.
- ▶ Sponsorship deals for the best competitions and most popular sports can cost millions of pounds.
- ▶ In January 2017 it was announced that Cadburys would become the new sponsor of the Premier League. This 3 year deal is rumoured to have cost Cadburys over £21 million pounds.



Davies Partnership are proud to announce their sponsorship of the Borrass Park Albion and FC Borrass under 8 football teams.



Types of Sponsorship in Sport

Facilities (Stadiums and Grounds)

- ▶ Companies can give clubs money to help them to build new stadiums, stands or facilities.
- ▶ These are often named after the sponsor who has put the money towards the development.
- ▶ Examples include Arsenal's stadium The Emirates and Manchester City's stadium The Etihad.



Types of Sponsorship in Sport

Clothing and Equipment

- ▶ Sports teams will usually have a shirt sponsor, their logo will appear on the shirt.
- ▶ Individual athletes may be sponsored for what footwear they wear or what sportswear they play in. This will usually be a company that manufactures the equipment.
- ▶ Examples include golfer Rory McIlroy being paid to wear Nike golf clothing and use Nike golf clubs and Cristiano Ronaldo being sponsored to wear Nike football boots.



Types of Sponsorship in Sport

Financial

- ▶ External sources or wealthy individuals may invest in teams or sports.
- ▶ This can sometimes be because they are a fan or see the team as an investment.
- ▶ Examples include Everton chairman Bill Kenwright who is a lifelong Everton fan or Chelsea's billionaire owner Roman Abramovich.

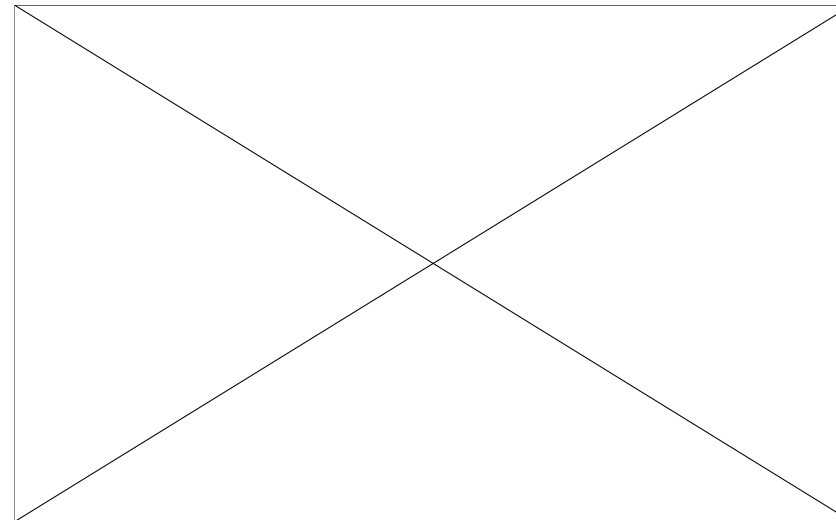
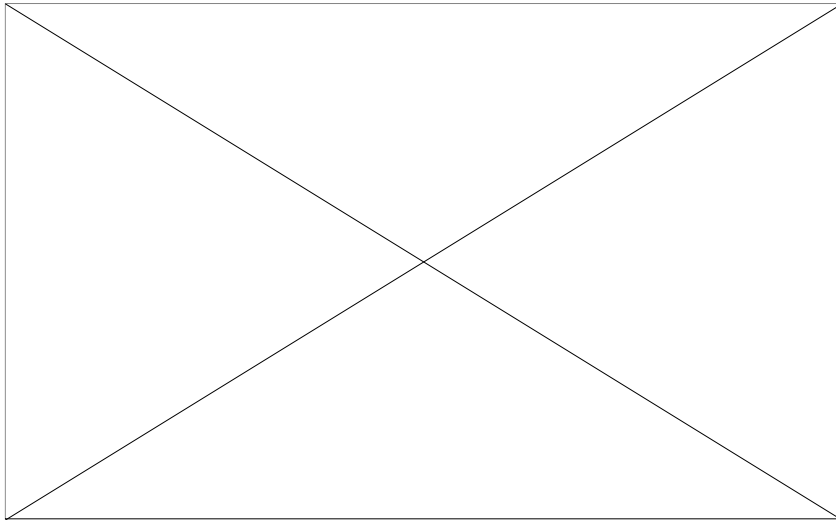


Discuss: Why do companies sponsor sports teams and sports people?



Sponsorship in Sport

- ▶ **Task:** Watch the videos below and in the box in your workbook write down some reasons why companies may choose to sponsor sports teams / events / players.



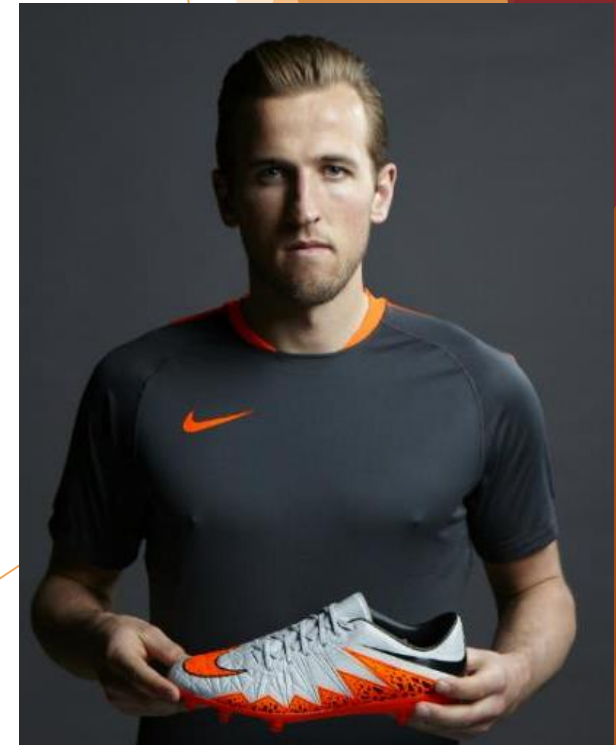
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Sponsorship in Sport

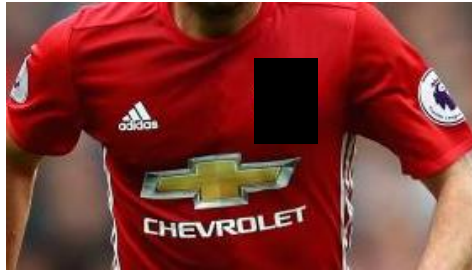
Companies sponsor sports events, teams and athletes because...

- ▶ It promotes their brand - viewers and fans see their brand when watching sport.
- ▶ It allows them to build relationships with fans - sponsoring a sport/team that fans like builds a relationship with the brand as they have the same team/sport in common.
- ▶ It increases the popularity of their brand - if people see their role models associated with a brand they are likely to want it themselves, for example Harry Kane's latest pair of boots.



Influences on Sports Sponsorship

- ▶ **Discuss:** What might affect a sponsor's choice of who/what to sponsor?
- ▶ **Example:** Can you name a team/athlete that the brands below sponsor?



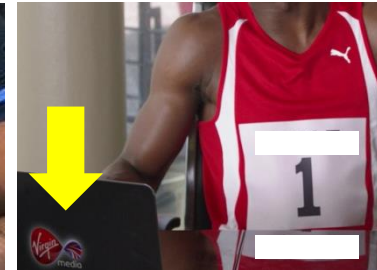
Man United



England Rugby Union



Anthony Joshua



Usain Bolt



Andy Murray



England Cricket



Manchester Thunder



Wigan Warriors



England Hockey



Colchester United

- ▶ **Question:** Which row was easier to guess, top or bottom? Why?
- ▶ The more publicity a sport/athlete receives the more likely you are to know the brand, therefore the better the investment for the sponsor.

Task: You're the Sponsor - The Task

- ▶ On your sheet there are six different companies/brands, for this task you must work with your partner and step into their shoes.
- ▶ Each company has a budget and is looking to take out a new sports sponsorship deal(s). They also have a target audience in mind.
- ▶ Using the information on the next few slides you must decide who that company should sponsor and *justify* why this would be a sound investment.



Task: You're the Sponsor - The Sponsors

Sponsor	Description	Budget
Nike	Looking for sports/teams/athletes with a good reputation who can help them to retain their popularity in a variety of sports. They are also looking to promote a new line of women's sportswear.	£100mil
Muscle Food	Looking for sports/teams/athletes associated with muscle, strength and power. They want to appeal to young adult male and female gym goers.	£20mil
Buxton Water	Looking to promote a healthy, active lifestyle in a variety of sports. They want as many sports teams/athletes shown drinking their water as possible, the more air time the better.	£75mil
Paco Rabanne	Looking for a team/athlete to sponsor ahead of launching their latest aftershave. They want men to want it and women to want to buy it for their partners.	£28mil
Lloyds Bank	Looking for a sport/team/event to sponsor that will help them to become the UK's leading bank before going global. They want to receive lots of publicity and be talked about very often.	£200mil
Special K	Looking for a team/athlete to sponsor to promote their new long lasting energy bar. They want an athlete/team that requires a lot of energy for their sport and want to have a good image by supporting lesser known sports.	£10mil

Task: You're the Sponsor - The Options



Sky Sports
£50mil



Cristiano Ronaldo £25mil



Jade Jones £3mil



Wimbledon
£40mil



The England Roses
Netball Team
£25mil



Anthony
Joshua
£10mil



Maria Sharapova
£500,000



The London Marathon
£6mil



Wigan Warriors £4mil



Premier League £185mil

The Effects of Sponsorship on Sport

Think back to the photos of the 1966 and 2014 World Cup that we looked at at the beginning of the unit.

There has been a huge rise in commercialisation and it has now become part of modern sport.

However commercialisation has positive and negative effects on the sponsor, the sport, the players, the officials and the fans.



The Effects of Sponsorship on Sport

- ▶ **Task:** Can you think of a **positive** and a **negative** way that commercialisation could affect the following groups? Discuss with your partner.



Players/Athletes



Fans



Officials



Sport



The Sponsors

The Effects of Sponsorship on Sport - The Performer (Players/Athletes)

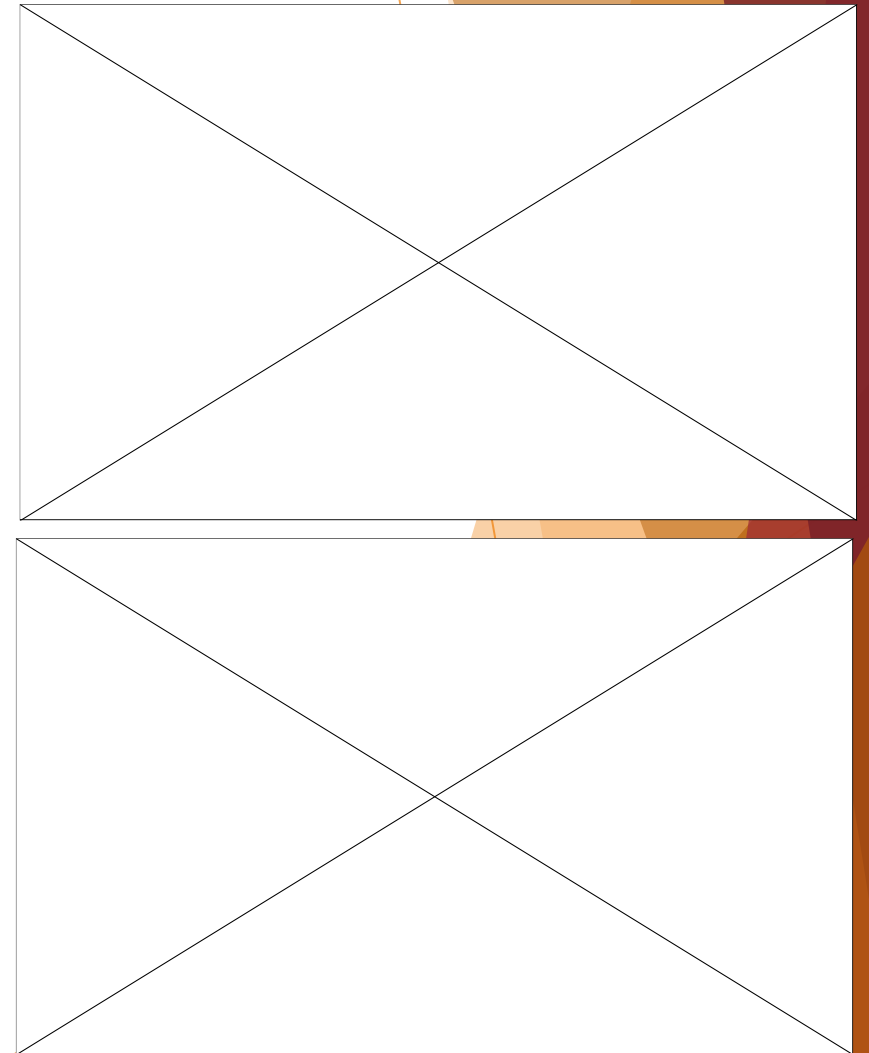


Positive Effects:

- ▶ Sponsorship money allows athletes in lesser paid sports to be an athlete as a job.
- ▶ It can lead to further roles once they have finished playing sport.

Task: Listen to some of the stories of the athletes in the video that relate to these effects.

<https://www.youtube.com/watch?v=x3M6JpaNvIA>



The Effects of Sponsorship on Sport - The Performer (Players/Athletes)



Negative Effects:

- ▶ Sponsorship generally favours male over female and able over disabled athletes, therefore these athletes would not benefit.
- ▶ A performer may have to promote a brand that they do not like or agree with.
- ▶ For example in 2013 Papiss Cissé initially refused to wear a Newcastle shirt with new sponsor Wonga on it as this was against his religious beliefs. Another example would be an athlete sponsored by Nike having to wear their Adidas team kit.
- ▶ **Task:** Apply the information from these two slides to give your own sporting example of the effect of sponsorship.

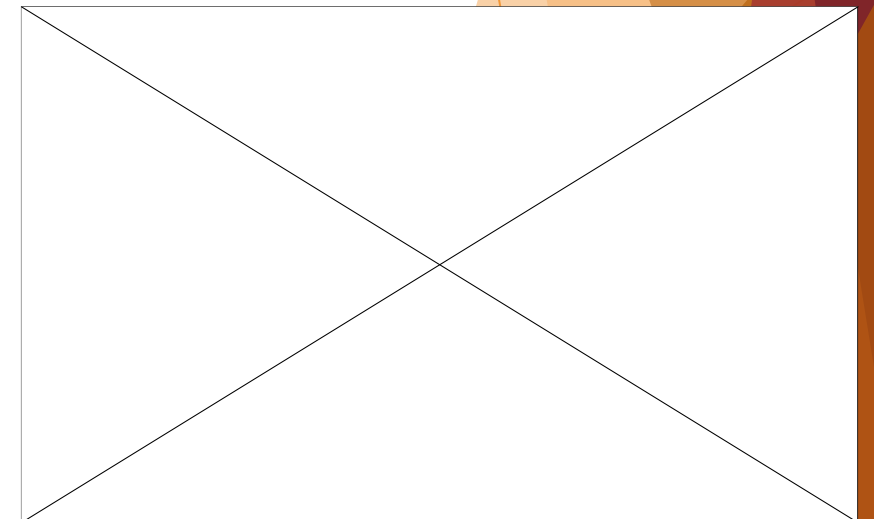


The Effects of Sponsorship on Sport - The Fans



Positive Effects:

- ▶ Makes a wider range of sports available to watch.
- ▶ Increases the amount of sport and sport related shows on the TV.

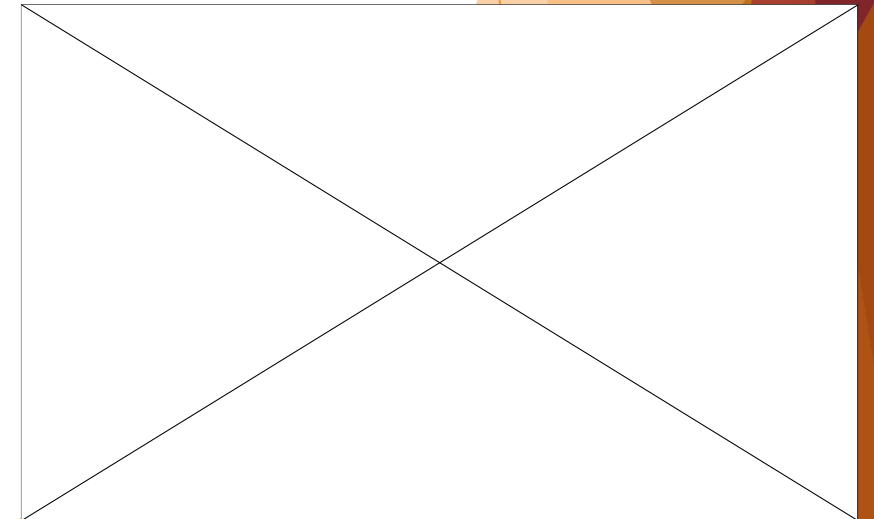


The Effects of Sponsorship on Sport - The Fans



Negative Effects:

- ▶ Can make it very expensive for fans to watch as sports TV packages can cost a lot of money and clubs charge high amounts to watch popular sports live.
- ▶ Increased adverts and TV breaks can affect view experience.
- ▶ **Task:** Apply the information from these two slides to give your own sporting example of the effect of sponsorship.

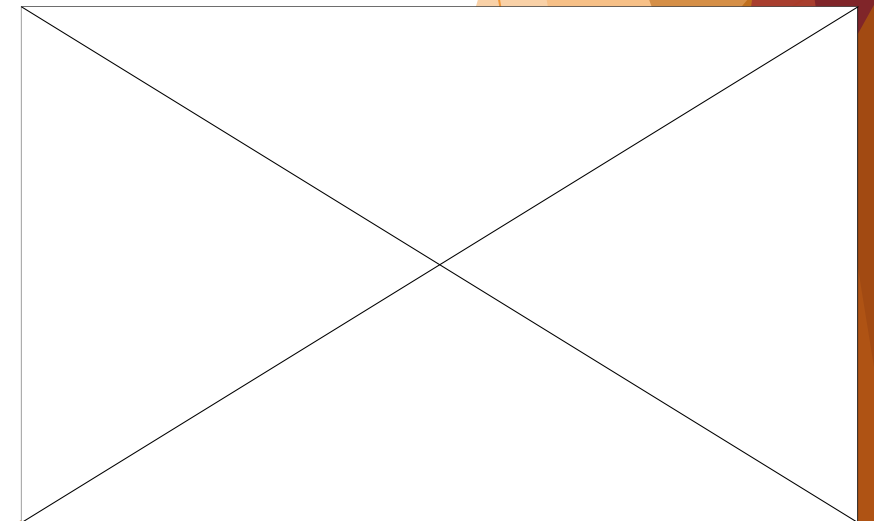


The Effects of Sponsorship on Sport - The Officials



Positive Effects:

- ▶ Advancements in technology/better equipment/facilities helps to assist with decisions.
- ▶ Media coverage leads to officials gaining a high profile and making more money themselves.

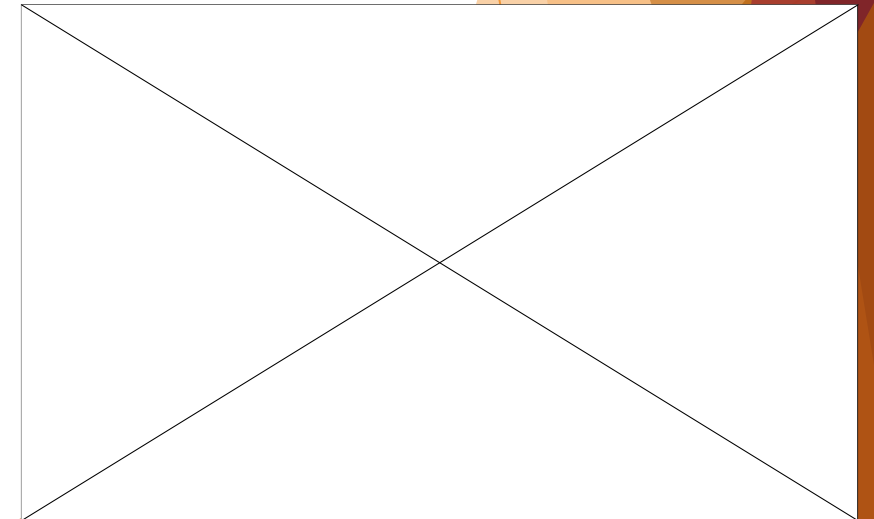


The Effects of Sponsorship on Sport - The Officials



Negative Effects:

- ▶ Bad decisions and mistakes are analysed and criticised by the media.
- ▶ **Task:** Apply the information from these two slides to give your own sporting example of the effect of sponsorship.



The Effects of Sponsorship on Sport - Sport



Positive Effects:

- ▶ Increased exposure raises the profile of the sport.
- ▶ Provides more funding to improve facilities, resources and coaching which increases the standard of the sport.

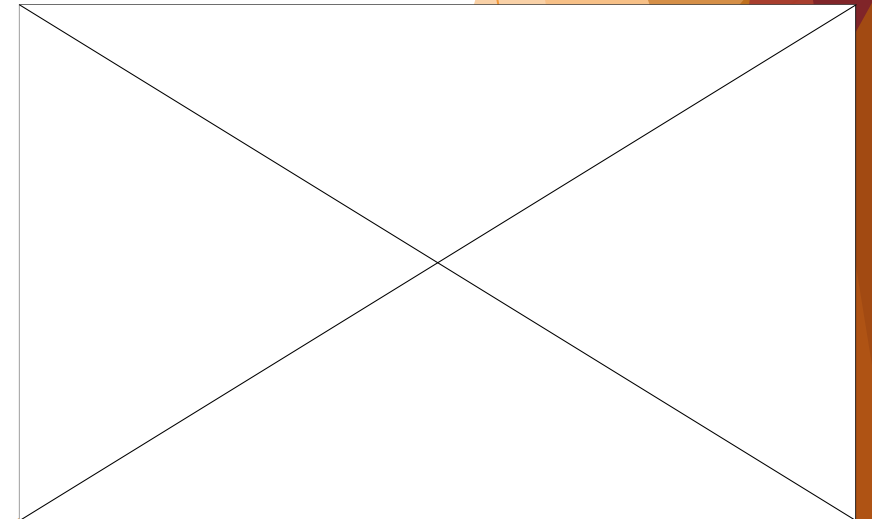


The Effects of Sponsorship on Sport - Sport



Negative Effects:

- ▶ Commercialisation tends to support the popular sports leaving the 'lesser' sports to lose out.
- ▶ Changes to the traditional sport formats and rules have been introduced to make the sport audience friendly.
- ▶ For example a golden goal rule in football was introduced to make a tied game more exciting (since been removed). Similar to this 20/20 cricket was created as a shorter, more exciting alternative to test cricket.
- ▶ Match timings have also been changed, traditionally football was played on a Saturday afternoon but it is now played on Monday nights to suit TV viewers.



The Effects of Sponsorship on Sport - The Sponsor



Positive Effects:

- ▶ Sport can offer an excellent opportunity to promote a product/brand name to a widespread audience.



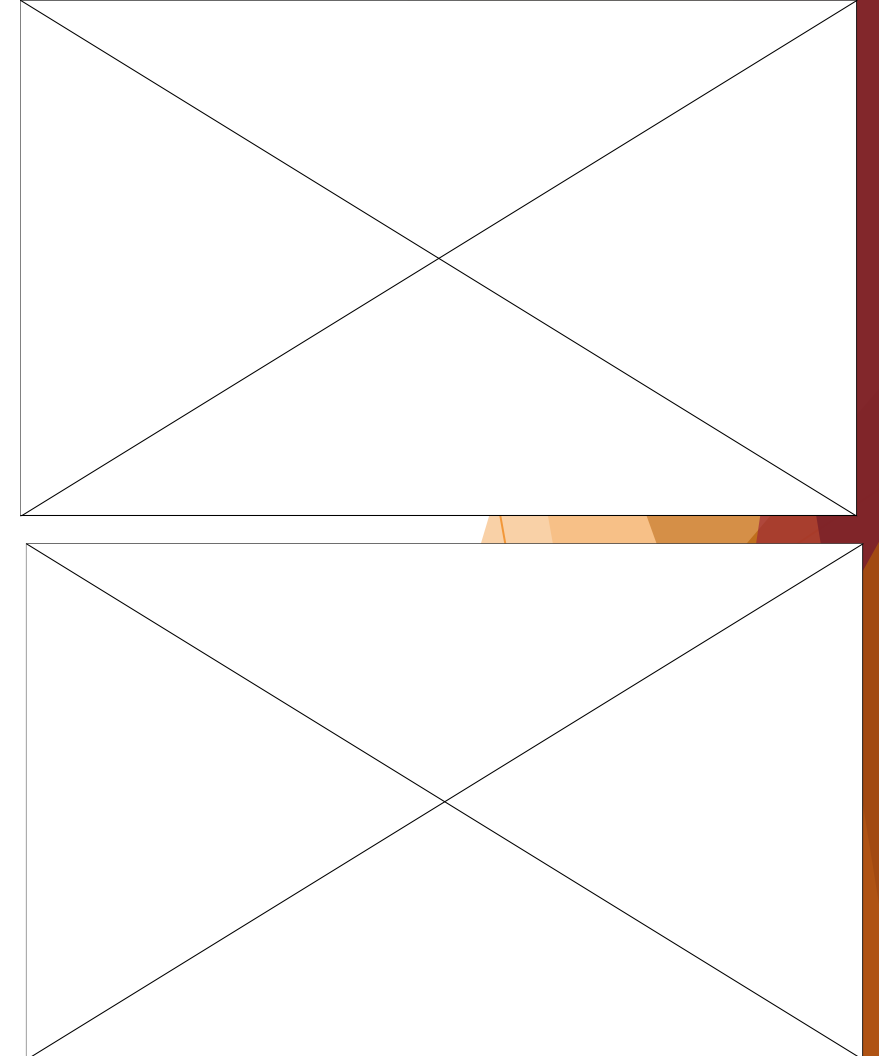
The Effects of Sponsorship on Sport - The Sponsor



Negative Effects:

- ▶ Poor behaviour from athletes/clubs can cause negative press.
 - ▶ For example swimmer Ryan Lochte lost major sponsorship deals with Speedo and Ralph Lauren worth millions after lying about being robbed at gunpoint following the Rio Olympics.
- ▶ Some sponsors are not suitable to be promoted in sport (alcohol, tobacco).
- ▶ **Task:** Apply the information from these two slides to give your own sporting example of the effect of sponsorship.

<https://www.youtube.com/watch?v=nHUEgji3is4>



Other Athletes who lost Sponsorship

- ▶ **Question:** Can you think of any other athletes who may have had sponsorship dropped following being involved in controversy?



Luis Suarez lost a deal with 888poker and was placed on his last warning with adidas for receiving a 4 month ban for biting, this was the third time he had been banned for biting.



Tiger Woods lost major sponsorship deals with Gillette, Gatorade and Tag Heuer whilst his 15mil pound deal with Nike was slashed in half after it emerged in the news that he had been having an affair.



Oscar Pistorius was dropped by all of his sponsors immediately after being arrested for shooting and killing his girlfriend in 2013.



Maria Sharapova, the richest female athlete in the world, was dropped by all major sponsors including Nike after failing a drugs test and being banned from tennis for 15 months.

Apply your Knowledge

- ▶ **Task:** In your workbook and on the next slide there are several pictures. Using your knowledge of the effects of the media and sponsorship on sport relate the pictures to the effects.
- ▶ Work with your partner to complete this task. There are no right or wrong answers as there are many possible links, try to choose an appropriate effect to link it too.

Example:

Who will be affected by this: *The athlete and the sponsor.*

How: *By receiving sponsorships Mo Farah will receive a lot of money. This money will allow him to be a full time athlete and concentrate on his sport which will help him to get better. The brand will also benefit as the public will see a successful sportsperson associated with their brand which may encourage them to buy their products.*



Apply your Knowledge

- ▶ **Task:** Using your knowledge of the effects of the media and sponsorship on sport relate the pictures to the effects.



Empty seats at a game



Using video referee technology in a match



Sky Sports Monday Night Football



Arsenal football player Jack Wilshere smoking



Record attendances at an England hockey match following Team GB winning Olympic Gold

Mini Quiz

- **Task:** In your green mini quiz books, without your notes answer the following questions.
1. Name three of the four types of media.
 2. Name the three sides of the Golden Triangle.
 3. Give an example of how a rugby team might use social media.
 4. Who is a company more likely to want to sponsor, a premier league football team or a British basketball league team? Why?
 5. State how the media benefits sport and sport benefits the media in regards to the Golden Triangle.
 6. How will less popular sports teams be affected by not receiving as much media attention as other teams?
 7. Name two of the three types of sponsorship in sport.
 8. Give one reason why companies choose to sponsor sports events, teams or athletes.
 9. Explain how increased commercialisation and media coverage has impacted positively on officials in sport.
 10. Explain why a sponsor is likely to not want to be associated with a sports person who has behaved badly in some way.

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1. Internet, TV, Newspapers, Social Media
 2. Commercialisation, Media, Sport
 3. To post results, fixtures, videos from training, competitions etc.
 4. A premier league team as they will get more coverage and are more popular so more people will see their brand.
 5. The media broadcasts sport which encourages more people to watch and participate. The media needs sport as it interests many people so will cause them to read their papers or watch their channel etc.
 6. They won't receive as much money/sponsorship or publicity to encourage younger people so therefore won't have as many people engaging with their sport. They won't have the money to compete/improve as fast.
 7. Financial, Facilities, Clothing/Equipment
 8. To gain publicity for their brand, to build a connection with their customers, to increase their brands popularity.
 9. This has allowed many sports to invest in technology to help them make their decisions more accurate (hawkeye - tennis, video ref - rugby league, goal line technology - football)
 10. As they will tarnish their brand or create a bad image for their brand. Customers may be put off due to their association.

Keywords - Before the Topic Test

- ▶ At the beginning of the unit you completed a keywords sheet.
- ▶ Now, at the end of the unit, you should be able to complete your keywords sheet as we have covered the terms throughout the unit.
- ▶ Without your notes complete your keyword sheet.
- ▶ This will also act as some last minute revision.

<https://www.youtube.com/watch?v=lz1MHuW-9Yc>

Recap/Revision Video

2.1.b - Commercialisation of Physical Activity and Sport

Using your current level of knowledge, write down a definition for the following key terms.

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