

Commercialisation of sport

A LEVEL PE TASTER

Name that Sports star



Today I will learn about the commercialisation of Sport

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Answers!

- ▶ 1. Owen Farrell
- ▶ 2. Jessica Ennis-Hill
- ▶ 3. Novak Djokovic
- ▶ 4. Wayne Rooney
- ▶ 5. Jurgen Klopp
- ▶ 6. Usain Bolt
- ▶ 7. Jamie Vardy
- ▶ 8. Alistair Brownlee
- ▶ 9. Sam Queck
- ▶ 10. Howard Webb
- ▶ 11. Sophie Hitchon
- ▶ 12. Sara Bayman

Why did you know / not know individuals?

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Brand Relay

- ▶ Write as many brand or business names as you can on your board in 30 seconds.
- ▶ Who was top 3 bands? Why?

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- ▶ I will be able to explain commercialisation
- ▶ I will be able to explain the golden triangle and the relationship between each element
- ▶ I will be able to analyse how commercialisation has impacted on sport

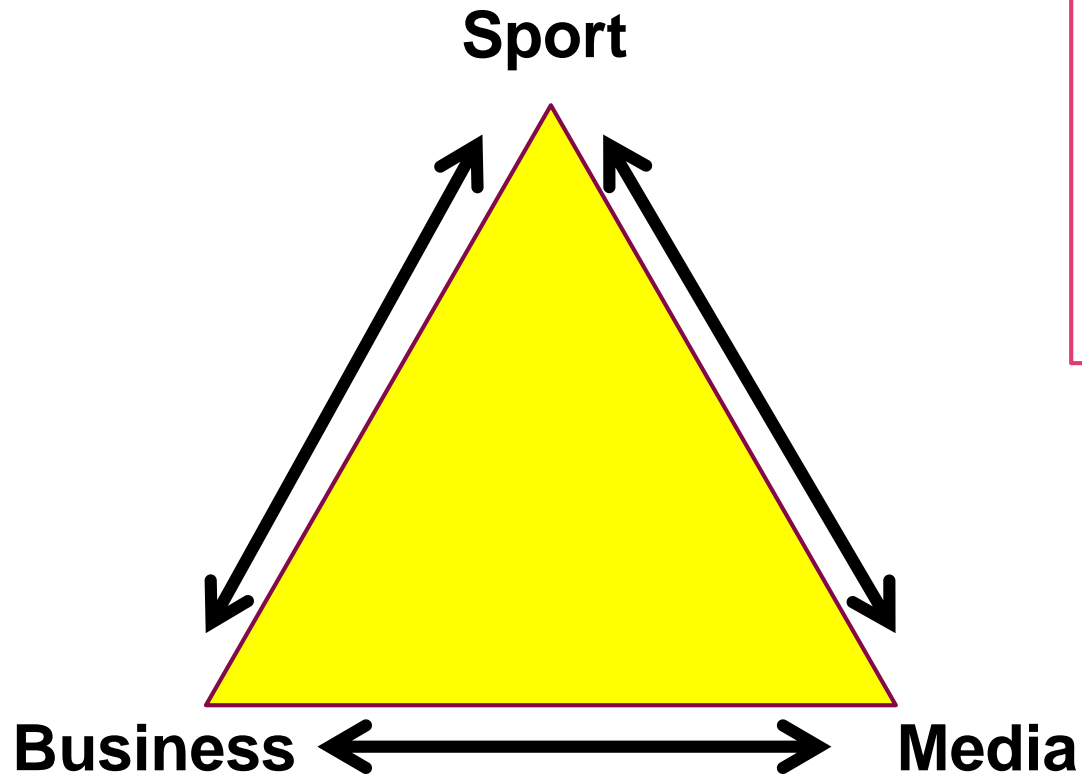
What is commercialisation?

- ▶ Definition: The process of attempting to gain money from an activity
- ▶ Can you suggest sports which have been highly commercialised? What does this look like?
- ▶ Can you recognise any sports which have remained less so?

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Sport and Commercialisation

Sport, Media and Business (Sponsorships) are closely linked in a 'GOLDEN TRIANGLE'



- Sport uses media to gain viewers.
- Businesses and sponsors use the media to gain coverage of their product
- Businesses pay money to access a sports audience (positive image and mass audience)



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How has commercialisation impacted on sport?

Positives

- ▶ Rules and scoring systems have been changed to speed up
- ▶ Sport has more professional opportunities
- ▶ Higher earnings / sponsorship opportunities
 - ▶ Increase money into sport
 - ▶ Increase participation
- ▶ Increase popularity of lesser known sports

Negatives

- ▶ Sport needs to make a profit so changes are made which may not be in the best interest of the sport.
- ▶ Performers have to play well to please sponsors
 - ▶ Widens the gap between popular and lesser known sports
- ▶ Amendment of rules and timings and competitions to make it better for TV
- ▶ Sport may have to change to become more attractive to sponsors

Investing in Sport

- ▶ Business / Brand challenge.....
- ▶ Think about who?
- ▶ Think about why?
- ▶ Think about impact on the performer
- ▶ Think about impact on your brand



Summer Work