

Many companies sponsor sports as a way of advertising themselves.

Some people think this is good for the world of sports, while others think it is a negative.

Discuss both views and give your own opinion.

Positive

Financial support:

Companies provide money → less financial pressure on athletes → better focus on training and competition → more successful performances.

- The main almost repeats the topic. You need to explain a result of being financially supported, e.g. more success or better performance.
- You can add examples of this pressure here.

Improving equipment quality:

Sports companies provide advanced equipment → higher training quality → athletes improve their skills → better results in competitions

- This most probably overlaps with the part about training in the previous idea.
- This overlaps with the last part of the previous idea.

Improving equipment quality:

Many sponsors in sports are sports companies e.g. Nike, Adidas > provide advanced equipment e.g. new shoes, gym machines > reduce injury > increasing their professional careers

Negative

Influence on decisions:

Sponsors become involved in decisions → change rules or influence choices such as selecting or refusing athletes unfairly → sport becomes less fair.

- You have taken this for granted, but the reader would not know why a sponsor may become involved in such a way. This idea needs to be justified.

Focusing on making more money:

Athletes and organizations earn more income through advertisements → they focus on earning more money than sport → don't try their best

- This is not necessarily bad. You need to present a main idea that is clearly shows a negative consequence for the world of sports.
- It is unclear how the previous idea automatically leads to this. You need to show how focusing on earning money leads them to stop trying hard.

Accept too many sponsors:

Athletes and organizations e.g. team, federation earn more income through advertisements → they focus on earning more money than sport > accept several sponsors > spend more time on events > don't try their best at sports