

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

Sponsors pay the expenses > clubs less worried about money > they can provide more facilities and convenient life for players e.g. first-class flight, more comfortable shoes and clothes and can give them more money > encourage them and give them motivation > focus on play and show better version of themselves > much better games > more fans + famous

- *There is no main idea at the beginning. As a result, you don't know where you want to go and what point you are trying to prove, which has led you to just draw more and more conclusions.*

Financial support for sports:

Company sponsorship → provides financial support to sports clubs / athletes → allows them to buy better equipment & hire professional coaches → improves training quality and athletes' performance → leads to higher-quality competitions → makes sports more attractive and successful

- *The main idea repeats the task. You should discuss a result of having more money e.g. better performance.*
- *This part repeats the main idea. Once you change the main idea, it will be ok.*
- *Use opportunities to provide examples.*
- *Since there is no real main idea at the beginning, you do not know what point you are trying to prove, which has led you to just draw more and more conclusions.*

The number of people who tend to do sports will increase:

Companies will provide better facilities and equipments → this will make it easier for people to exercise → leading to a healthier population.

- *The main idea and the final conclusion are not relevant: the task asks about benefits for the world of sports, not the society. You need to use this to reach such a benefit.*
- *This part could really use some examples.*
- *This is the same as the arrow you have used. Save time!*

In terms of financial aspect/ it is cost effective/financial support for all countries especially poor countries/provide win win situation/source of revenue.

- *The relationship between ideas is unclear because all you have used is “/”*
 - *There is no main idea at the beginning.*
 - *Redundant because the next part clearly shows you are talking about costs.*
 - *I see no link to sports throughout this idea. You discuss countries and win-win but don't exactly tell me how these are relevant.*
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Company sponsorship → financial support → better facilities/training → better performance

- *There is no main idea at the beginning.*
 - *You can add a few examples of costly training facilities and equipment to develop the idea further.*
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Sports sponsorship → provides financial support for sports teams and athletes → helps them afford better training facilities, equipment and professional coaches → improves their performance → leads to higher-quality sporting events.

- *There is no main idea at the beginning. You could use the final result of having financial support (higher quality events).*
- *Here's a chance to use examples of such facilities and equipment.*

Negative

Their sporting performance may suffer: sports sponsorship → companies may put pressure on athletes to promote their products → athletes have to spend time on advertisements and promotional events → less time and concentration for training → their sporting performance may suffer.

- *This will most probably overlap with one of the benefits you will discuss.*
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decrease amount of audiences and fans

give bad feeling to audience e.g. they feel their interest to sport is abused + clubs do the game just to give money from sponsor > reduce their passion > decrease the number of people watch the games ✓

Sports can become more commercialized > sport organizations focus on attracting sponsor + maximizing advertising revenue > less fair competition

- *No main idea at the beginning*
 - *It is not clear how this results from the two reasons you have given.*
-

Reduce performance > commercialisation of sports > athletes focus more on advertising > sport becomes less about competition > reduce performance of athletes

- *The main idea will probably overlap with the advantage about higher performance.*
 - *Use a different symbol to separate the main idea from the development.*
 - *This seems to be the same as what you said before it. They should come together in one part.*
 - *I cannot see how this directly results in reduced performance. You should explain the link.*
-

Loss of athletes' intrinsic motivation:

athletes are paid to promote particular brands and products → they may become more concerned with giving their sponsors greater exposure → participate in sporting events partly to showcase sponsored clothing or brands rather than demonstrate their actual sporting ability → commercial interests overshadow their motivation

- *You have explained how something happens, but I cannot see how it is a harm to sports.*