

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

Balancing Exorbitant Costs: Athletes need income, infrastructure need money: maintaining stadiums and courts > other incomes e.g. selling tickets, tournament rewards are not adequate: ads revenues a substantial part

- *Give examples wherever you can, especially when your ideas are short.*

More talents discovered: athletes appear in ads > more people familiar with them, their sport > more likely to follow and do it > more athletes in that field > top talents identified e.g. 15 yrs sgo: Tennis not popular in Iran > Noshad Alamian tennis player became ambassador for some brands > appeared in a charity event > went viral > lots of people followed his news, games > lots of young people became tennis players

More talents discovered: some sports e.g. wrestling not very known in many countries > athletes appear in ads > more people familiar with them, their sport > more likely to follow and do it > more athletes in that field > top talents identified

Negative

Corruption: when companies support => spend money => consider matches an investment > wants to maximize benefits > interfere in system and matches => destroy fair play : achieve their favorite result by means of bribery and dealing

- *Make sure you have not taken anything for granted: what's obvious for you is not necessarily obvious for your examiner. If you can explain, explain!*

The money may corrupt athletes' characters: many of them: young > if receive fucktons of money from sponsors > lose themselves > become arrogant, think they're better than others > lose motivation to practice > drop in performance