

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:

A source of revenue for the sports team:

Companies need recognition > give money to the teams to advertise them > the teams have a supportive source of income

- *Your main idea is almost repeating the topic. The task is about sponsorship, i.e. companies supporting sports by giving them money. Saying that its advantage is that sports make money is essentially creating a loop.*
- *This part is again repeating the premise.*
- *You should explain what good the money can bring to teams and sportspeople.*

Lateral sources of money like sponsorships help to prepare better facilities thus improve the team's performance:

Sponsorship money is a lateral source of money > it can be used in many ways > one of those is improving the facilities, care and equipment for the athletes > this leads to improvements in the team's performance

- *The main idea is too long and detailed. The last part is enough.*
- *You need to explain how a secondary income is different from other sources.*
- *This and the sign ">" do the same job.*
- *So, you have only one idea for this side of the argument so far.*

Negative:

A biased way of income:

The sponsorships might create a biased perception among the audience > sports teams make enough money by themselves via ticket fees and etc. > sponsorship is unnecessary

- *You repeat the main idea here instead of beginning an explanation.*
 - *None of these are relevant to the main idea (bias). You have basically taken that idea for granted and moved on.*
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Advertisement might repel a group of audience:

The advertisements' models and frequencies are frequently bothering for a large group of audience > they get tired of watching the ads instead of the game > this might hold them off altogether

- *How do advertising models bother audiences? Any examples?*