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

Advertising provides financial support to teams,which boosts players' motivation -> improves their performance , and increases their chances of wining .

- *This part is repeating the task (financial support = sponsorship).*
- *You should explain how financial support improves motivation.*

They are considered an important source of income for athletes and sport organisations> without their financial support governments and athletes are not be able to afford the costs of preparing for competitions> for example purchasing specialised sports equipment .

- *Why aren't governments able to afford? This needs explanation.*
- *You can give more examples to develop the idea further.*

Companies invest more money in sports to advertise their product and support sports development: Athletes receive financial support, allowing them to focus on their training without worrying about money > They can perform better and show their full abilities when they have fewer financial problems. > Sports organizations can use the remaining money and income from successful events to build better facilities, such as stadiums. Sports federations can hire more coaches to find and train talented young athletes for future competitions.> These investments help sports develop and create better opportunities for future generations. > Company sponsership is beneficial for the world of sports.

- *This is not a main idea. It is a restatement of the task. Also, sponsorship is not a type of investment in sports.*
- *You already said this at the end of the previous sentence.*
- *You are adding an idea here, not drawing a conclusion.*
- *We don't draw a general conclusion before we reach the actual conclusion of the essay. Here, you only explain how sports benefit from sponsorship.*

Financial benefits: provide financial resources for teams >rise their financial ability> support team's expenses and provide better facilities > offer higher salaries > higher income for athletes > less financial concern for athletes > focus better on their training => positive effects on their performance.

- *The main idea needs to be clear. Also repetitive: you cannot say that the benefit of receiving financial assistance is financial benefits.*
- *Examples?*
- *You are adding an idea here, not drawing a conclusion.*
- *These two are the same and repetitive.*

financial supports>sports facilities are provided> athlete can create their own needs>improve their skills

- *Examples?*
- *What needs are covered by sports facilities?*

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sponsorship benefits companies and sport: sport facilities producer companies support athletes and sprot's events> instead they promote their products and sale more products > gain more profits > encourage them to support more athletes and sport's events > increase financial support in sport's field.

- *This does not present a clear benefit. It simply says that it has benefits. Also: mentioning how companies benefit is off topic.*
- *Your idea is a loop: support → benefits > more support*

More money leads to better performance: ~~companies sponsoring world of sport, even to promote themselves > pay teams and individual athletes for that~~ > sports people can invest it in their training > enhances performance

- *The last part can be expanded and explained like many others in the class have done.*

Sports sponsorship positively influences athletic and team performance → Improving athletes' determination and confidence, as well as providing access to better resources such as state-of-the-art equipment and facilities → Hiring professional coaches → Serving as powerful motivators for athletes and teams → Achieving better results.

- *Use the right sign (":" for example) to avoid confusing yourself.*
- *How? I think this should be removed from this part because you draw the same conclusion near the end.*
- *You are adding an idea here, not drawing a conclusion.*

Negative

Sports sponsorship can create opportunities for corruption > companies facing fierce competition are willing to engage in illegal activities behind the scenes and taking advantage for their own financial gain > companies use of sports sponsorship events as a cover for money laundering in the title of sport sponsorship to not be abled to trace by the authorities.

- *The first arrow is actually a column ":"*
- *You need to link this to sports and say how it affects teams, athletes, events, etc.*

Advertisements can be interrupting and annoying: companies have different ways of sponsoring > most famous ones: on jerseys and on-site sponsoring like around the pitch > watching sports with numerous brands everywhere can distract the audience > this will make them annoyed and interrupted

- *No issues > I hope the next time you are at a café/restaurant, your part of the order is delivered WAY after the others.*

Company sponsership can expose people to unsuitable advertisements through sports: Companies expect athletes to advertise their products in return for financial support. Some advertised products may not be suitable for all age groups, especially children. > Children and other vulnerable groups may be exposed to harmful or inappropriate products such as smoke or alcohol.

- *Off topic: Not a disadvantage for sports ➔ you need to find the problem this causes for sports*

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promote unhealthy products and mislead consumers: companies producing unhealthy products supports famous athletes > promote their products > mislead people / they relate these products with success in sports and healthy lifestyle > normalize using these products/ such as : sugary drinks + fast food

- *Off topic: Not a disadvantage for sports ➔ you need to find the problem this causes for sports*

Sport advertising may attract excessive media and public attention , especially when players promote unhealthy products-> This can distract athletes, affect their concentration->and negatively impact their performance .

- *OK, I hope you get the hiccups and someone tries to scare you and you hit them in shock and they drop their phone and blame you.*

Create financial corruption: intense competition among sponsors for sponsorship opportunities > paying bribe to sports managers> create corruption among sport organizations> > effect on their decisions and choices> lack of good management to allocate financial resourceeg skip some costs> lower sport quality=> achieve poor results.

- *This is the name of the whole situation you are describing, not the result of the previous part.*
- *how does this result from the parts before it?*

athlete should do what ever the sponsors want>they may do wrong actions>as the athlete are famous >can have negative impact on society

- *No main idea at the beginning*
- *Why?*
- *What is the link between this and the arts before/after it?*
- *Off topic*

Commercial pressure on athletes >Companies expecting athletes to achieve outstanding results >Pressure to maintain sponsorship contracts > Prioritising winning over physical and mental health > Unethical practices (e.g. doping) >Undermining the true spirit of sports and fair competition.

- Great, I hope your phone restarts to update itself and take an hour to boot up, giving you a death scare.