

What does 'Commercialisation in sport' mean?

The influence of commerce/trade/business on sport to make a profit/money or those that organise/ promote sport try to make money/profit

The influence of media on the commercialisation of sport (Social, Internet, TV, Newspapers)

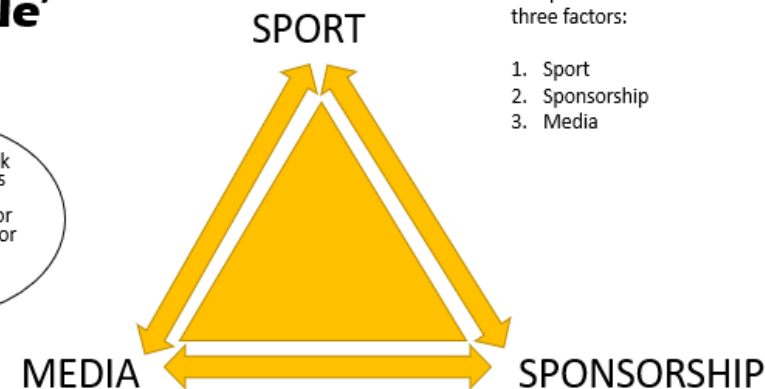
1. raising awareness
2. education of spectators through analysis
3. introducing new supporters to sport
4. creating role models
5. making certain sports more fashionable
6. attracting investment in sport.

The influence of media on participation levels (Social, Internet, TV, Newspapers)

1. Show a wider variety of sports activities
2. Show minority sports to stimulate interest
3. Educate about the importance of participation in sport (e.g. educate about health / fitness / body image / social benefits)
4. Educate about how to play sport (e.g. what the skills are)
5. Give relevant information about opportunities in sport (e.g. where / how to get involved)
6. Show the enjoyment factor of participating
7. Show positive role models
8. Fund / sponsor activities or individual athletes / teams
9. Use social media to promote / advertise sport
10. Highlight the success of those who participate

The Golden Triangle and its relationship to commercialisation

The 'Golden Triangle'



The 'Golden Triangle' is the term used to show the independence and influence of three factors:

1. Sport
2. Sponsorship
3. Media

What is meant by the golden triangle in sports funding?

1. Includes sport and sponsorship and media
2. All factors show interdependence / links / connections
3. Influence of the media in making sport more commercial by providing sponsorship opportunities or to make more money for commerce / industry
4. Influence of sponsorship and media provides more money for sport
5. Influence of sport and sponsorship provides more money for the media