

Many companies sponsor sports as a way of advertising themselves. Some people think this is good for the world of sport, while others think it is negative.

Discuss both views and give your own opinion.

~~Advertisement Advertising~~ as a lucrative business in many parts of the world, today has widely become popular in sports without which handsome salaries, large sports stadiums, and worldwide coverage of sports events ~~were-would~~ not feasible. Though the merits of sponsorship in sports ~~is-are~~ an undeniable fact, many a person strongly blames ~~/criticize/condemn them-it~~ reasoning that this way of financing sports can lead to catastrophic consequences such as money laundry or ~~an~~ increase ~~in the~~ consumption of unhealthy products amongst children and young adults.

Sponsorship in sports per se is a win-win deal for both the sponsors and people involved in sports. Tax ~~forgiveness-cut~~ for those who sponsor sports clubs is an acceptable solution, encouraging companies to spend part of their income in sports so that sports clubs can pay their costs. Considering the short period of the professional life of a sportsperson many of ~~which-whom~~ demand extraordinary salaries, and if a team does not have sponsors, ~~it~~ certainly cannot afford ~~to paypaying~~ such salaries. In addition to this, large companies have built sports complexes in many remote areas where many talented players such as Ostad Asadi from Iran national soccer team were discovered.

Nonetheless, the myriads of benefits of sponsorship in sports has not uncovered completely in ~~a~~ short essay, the opponents claim that this way of spending monetary resources can pave the way for financial criminal activities. A case in point of this can be spending an extravagant amount of money for a simple sports center in a developing area to show how the sponsor is spending what it earned or another drawback can ~~be~~ overuse of unhealthy commodities such as chocolate or fuzzy beverages among children due to eye-catching advertisements which perhaps ~~plays~~ a pivotal role in gaining weight amongst sports fans who regularly watch sports matches.

To cut a long story short, considering the merits and demerits of this important topic and its significant impact on societies in different areas, I can say that the benefits of sponsorship far outweighs its disadvantages if authorities monitor closely every detail of such spending and provide clear guidelines for both sponsors and sports clubs.