

**Some companies sponsor sports as a way to advertise themselves.**

**Some people think it is good, while others think there are disadvantages to this.**

**Discuss both sides and give your opinion.**

The basic goal of any advertiser is to find a way and place to present the aimed products as much as possible. The more they could present, the more chance they will have to ~~sell~~sale. Therefore, what an advertising company is chasing the most is an occasion which could absorb enormous numbers of visitors. In this case, what would be greater than a ubiquitous sport match?

Many producers believe in in-game advertising for showing ~~of~~ themselves (~~their products?~~), in other words, first of all, when the people huddle together for a sport event, the producers could use this crowd for achieving their business purposes. Besides, sometimes they use a famous professional athlete to publicize their products. Obviously, when a well-known sportsman endorses s some goods, it would have undeniable influence on the purchasing decisions of his fans.

In contra~~st~~ry/on the contrary, some people share the concern that about overdoing sport marketing could tarnish an athlete's sportsmanship, particularly it seems that they misuse the iry reputation with pure monetary intention. Furthermore, although, when an athlete wins a championship or breaks a record, (then) any associated items could gains instant visibility, the dark side of the story could also adversely affect negatively on sales growth. For example, if the sponsored athlete gets s involved in a scandal or his performance suffers (~~drop-down~~), the recommended product will also suffer.

In conclusion, sport marketing is one of the most successful methods in its own business area, which plays a serious role in the advertising advertisement industry and ~~In-in~~ in my opinion, using sport events as an omnipresent situation is fine and useful, but when a producer binds s the whole brand's future up to one person, which I definitely disagree with, he must be aware of the fact that he is putting the entire product market ~~on-at~~ at risk through all common ups and downs that any personal life could experience.