

Some companies sponsor sports as a way to advertise themselves. Some people think it is good, while others think there are disadvantages to this.

Nowadays advertising is a modern art as well as sponsoring sport events even sport clubs or sport stars is the most controversial of them that has advantages and drawbacks for both parties.

Advocates of sport sponsorship believe that it has undeniable economic effect on sport. As an example with benefit of that, organizers could promote prize of events which encourage athletics to present their best performance hence rapturous games. Besides, the companies would have the opportunity to demonstrate them either their product to such a huge spectator hence their extraordinary sale. One more positive influence is some sports which suffer from less attendee's presence multinational companies such as Nike or Adidas would put forward to view the games especially for youth.

On the other hand, this way of advertising has its own defects, diminishing the true spirit of sports is the most cardinal of them because of lessening of concentration to sport. Not only is game fixing by the sport stars is a detriment to the companies which invest money in sport clubs but also an unacceptable performance of sport stars. Neither not enough profit nor decreasing sales will be their achievement.

To sum up, I am definitely a fan of sponsoring companies in sports. In from my point of view although it has its own drawbacks but it has more advantages and certainly would help in development of sports as well as the ir infrastructure ~~of that~~.