

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 Advertising industry appears anywhere to capture attentions in such a various ground like sport competitions. This subject has its own supporters and opponents which will be considered its advantages and disadvantages respectively. In this essay we will discuss both aspects of this issue.

Providing the financial resources has been a common problem of sport clubs and local teams over their lifetime. Most of the time there has been much argument about lack of technical facilities for improving professional levels, for instance proper equipment, expert staff, technical leaders, professional coaches, scheduled programs, and trial competitions. The management of these sport clubs are always looking forward to new investors who provide higher financial ability to clubs lest they fail in competitions, instead of making money themselves. Corresponding benefits for company owners is to find a universal field, present their products more effectively and to establish international reputation especially in Olympic competitions and world cup matches where their audiences are worldwide.

On the other hand, when a sport club or a team economically depends on one or several companies' support it would be possible that management approach changes and is oriented toward their profits instead of the clubs' technical aims. Sponsors may push the manager over the brink to make decisions by their attitudes to neither make by team's player opinion nor coach advice. This disorder is unavoidable and hard to make an international regulation for. Consequently, the main flow will change and sport yield just turns to capitalist competition, so that people will lose their trust in sport and their tendency will lead to a decline.

In conclusion, I personally think the profits of sponsoring are by far more attractive than their probable backsides, indeed it would be hard to stand against this subject. One approachable measure which can be used to tackle the disadvantages is enforcing relevant laws for inspecting their behavior.