6.6 Socio-cultural Influences: Sponsorship in Sport: 10-minute Pack

AQA 8582 · Calculator allowed · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions. Show all your working.

1 What is meant by 'sponsorship' in sport?

- ☐ A) Financial or material support given by a business to a sport, event or performer, in exchange for promotion or association
- ☐ B) A performer's personal training programme
- ☐ C) The rules a governing body sets for a competition
- ☐ D) The total number of spectators attending a match

(Total for Question 1 is 1 mark)

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2 State two reasons a company might choose to sponsor a sports team, event or performer.

(Total for Question 2 is 2 marks)

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3 A national governing body is deciding whether to allow individual performers to sign their own personal sponsorship deals, in addition to the team's main sponsor. Explain three factors it might need to consider.

(Total for Question 3 is 3 marks)

4 Evaluate the possible benefits and drawbacks for Aisha of accepting this sponsorship deal.

(Total for Question 4 is 6 marks)

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Mark scheme · 6.6 Socio-cultural Influences: Sponsorship in Sport: 10-minute Pack

Question 1

A **B1**

Answer: A (financial or material support given by a business in exchange for promotion or association)

Question 2

one reason, e.g. brand exposure to a large, engaged audience, oe **B1**

a second, distinct reason, e.g. association with positive values (success, health, teamwork), improving the company's public image, oe **B1**

Answer: For example, brand exposure to a large, engaged audience, and association with positive values such as success, health or teamwork, which improves the company's public image.

Question 3

possible conflicts of interest if a performer's personal sponsor competes directly with the team's main sponsor, oe **B1**

fairness/equality between performers who can attract personal deals and those who cannot, oe **B1**

the extra income could improve player welfare and retention, a genuine benefit to weigh against the risks, oe **B1**

Answer: Possible conflicts of interest if a performer's personal sponsor competes directly with the team's main sponsor; fairness between performers who can attract personal deals and those who cannot; and the extra income could improve player welfare and retention, a genuine benefit to weigh against the risks.

Question 4

Level 3 A detailed and coherent evaluation that identifies a range of relevant benefits and drawbacks, applies them specifically to Aisha's situation (an individual endorsement deal with performance and conduct conditions), and reaches a balanced overall judgement. Sustained, accurate use of terminology. **5-6**

Level 2 Some accurate identification of relevant benefits and drawbacks, with some application to Aisha's situation, but coverage may be incomplete or the evaluation may be one-sided. **3-4**

Level 1 Basic or generic statements about sponsorship with little or no application to Aisha's specific situation. **1-2**

Level 0 No relevant content. **0**

Indicative content:

- Benefits: funding for training, coaching, equipment and travel costs, which could allow Aisha to train more effectively or more often.
- Benefits: income security may allow Aisha to reduce or give up other paid work, freeing up more time to focus on training and competition.
- Benefits: association with an established equipment company could raise Aisha's profile, potentially leading to further sponsorship or media opportunities.
- Drawbacks: the performance conditions create pressure to maintain results, and Aisha risks losing income (or the whole contract) if her results dip.
- Drawbacks: the conduct conditions mean Aisha's public behaviour is now tied to a commercial contract, adding scrutiny beyond what she would otherwise face.
- Drawbacks: if Aisha already has a national governing body or team sponsor, there is a risk of a conflict of interest if the two sponsors compete with each other.
- A balanced evaluation should weigh the genuine funding and profile benefits against the added performance and conduct pressure, and note that the deal's overall value to Aisha depends on the specific terms, such as how strict the conditions are and how the payments are structured.

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