



PE.SC6 Socio-cultural Influences: Sponsorship in Sport

AQA 8582 · Calculator allowed · about 50 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)

2 State one example of each of the following types of sponsorship.

- (a) Kit or equipment sponsorship (1)
- (b) Event or competition sponsorship (1)
- (c) Individual or personal endorsement sponsorship (1)

(Total for Question 2 is 3 marks)

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

(Total for Question 3 is 2 marks)

4 State two benefits sponsorship can bring to an individual PERFORMER.

(Total for Question 4 is 2 marks)

5 State two benefits sponsorship can bring to a SPORT or EVENT.

(Total for Question 5 is 2 marks)

6 Explain one way sponsorship can create pressure for a performer.

(Total for Question 6 is 2 marks)

7 Explain one risk a sponsor takes when it signs a deal with an individual performer, rather than with a team or governing body.

(Total for Question 7 is 2 marks)

8 Explain why sponsorship deals are not shared equally across all sports and performers.

(Total for Question 8 is 2 marks)

9 Explain how increased sponsorship income for a sport can, over time, affect its media coverage.

(Total for Question 9 is 2 marks)

- 10** State two examples of what a kit or equipment sponsor might expect in return for their investment, other than a logo on clothing.

(Total for Question 10 is 2 marks)

- 11** Which of the following best describes an 'individual/personal endorsement' sponsorship deal?

- ☐ A) A company pays to have its name attached to an entire competition
- ☐ B) A company supplies free kit to every team in a league
- ☐ C) A company pays a single named performer to promote its products
- ☐ D) A governing body sets the rules for how sponsors can advertise

(Total for Question 11 is 1 mark)

- 12** 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 12 is 3 marks)

- 13** State two ways a sponsor could withdraw or reduce their support for a performer or team.

(Total for Question 13 is 2 marks)

- 14** Explain why a sponsor might include performance or conduct conditions in a sponsorship contract.

(Total for Question 14 is 2 marks)

- 15** Table 1 shows estimated average annual sponsorship income per elite performer, from a hypothetical national survey of four fictional sports.

Sport	Average annual sponsorship income per elite performer (GBP thousands)
Sport A	850
Sport B	210
Sport C	45
Sport D	12

- (a) State which sport has the highest average sponsorship income per performer. (1)
- (b) Calculate how many times greater Sport A's average sponsorship income is than Sport D's. Give your answer to 1 decimal place. (2)
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- (c) Suggest one commercial reason, related to audience size or media coverage, that could help explain why Sport A attracts far higher sponsorship income than Sport D. (2)
- (d) State one possible consequence for performers in Sport D of having much lower average sponsorship income. (1)

(Total for Question 15 is 6 marks)

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- 16** Explain how lower sponsorship income in some sports can create a disadvantage in future performance compared with sports that attract higher sponsorship.

(Total for Question 16 is 2 marks)

17 State two ways a governing body could support performers in sports that attract lower sponsorship income.

(Total for Question 17 is 2 marks)

18 Which of these would be an appropriate reason for a sponsor to end a contract early?

- ☐ A) The performer moved to a different training venue
- ☐ B) The performer breached an agreed conduct condition in the contract
- ☐ C) The performer's team changed its head coach
- ☐ D) The performer's event was rescheduled to a different date

(Total for Question 18 is 1 mark)

19 Explain one benefit to spectators of sponsorship income being invested in a sport.

(Total for Question 19 is 2 marks)

20 State two factors, other than audience size, that might influence how much sponsorship income a performer can attract.

(Total for Question 20 is 2 marks)

21 Explain why a company might choose to sponsor an entire event or league rather than an individual performer.

(Total for Question 21 is 2 marks)

22 Aisha is a professional badminton player who has been offered her first major individual sponsorship deal by a sports equipment company. The contract includes conditions about her performance and public conduct.

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

(Total for Question 22 is 6 marks)

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Question 1

- **B1 A**
- **Answer: A (financial or material support given by a business in exchange for promotion or association)**

Question 2

- (a) **B1** e.g. a company supplying a team's playing kit or a performer's equipment in exchange for their logo being worn/used, oe
- (a) **Answer: A company supplying a team's playing kit, or a performer's equipment, in exchange for their logo being worn or used.**
- (b) **B1** e.g. a company paying to have its name attached to an event or competition (a title sponsor), oe
- (b) **Answer: A company paying to have its name attached to an event or competition, as a title sponsor.**
- (c) **B1** e.g. a company paying an individual performer to promote its products/brand, separate from any team deal, oe
- (c) **Answer: A company paying an individual performer to promote its products or brand, separate from any team sponsorship deal.**

Question 3

- **B1** 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
- **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 4

- **B1** one benefit, e.g. funding for training, equipment, travel or coaching costs, oe
- **B1** a second, distinct benefit, e.g. additional income allowing them to focus more time on training rather than other paid work, oe
- **Answer: For example, funding for training, equipment, travel or coaching costs, and additional income allowing them to focus more time on training rather than other paid work.**

Question 5

- **B1** one benefit, e.g. funding for facilities, prize money or development programmes, oe
- **B1** a second, distinct benefit, e.g. increased profile and promotion through the sponsor's own marketing, oe
- **Answer: For example, funding for facilities, prize money or development programmes, and increased profile and promotion through the sponsor's own marketing.**

Question 6

- **B1** an expectation to perform well and maintain a certain public image to satisfy the sponsor, oe
- **B1** risk of losing income if results dip or if they are seen to behave inappropriately, oe
- **Answer: There is an expectation to perform well and maintain a certain public image to satisfy the sponsor, with a risk of losing income if results dip or if the performer is seen to behave inappropriately.**

Question 7

- **B1** if the performer is involved in a scandal, is injured for a long period, or under-performs, the sponsor's investment and brand association can be damaged, oe
- **B1** a team or governing body deal is less dependent on any one individual, so it is generally less exposed to this risk, oe
- **Answer: If the performer is involved in a scandal, is injured for a long period, or under-performs, the sponsor's investment and brand association can be damaged, whereas a team or governing body deal is less dependent on any one individual and is generally less exposed to this risk.**

Question 8

- **B1** sponsors choose sports and performers with the largest audiences and media exposure, since this maximises their own brand exposure, oe
- **B1** this means less commercially prominent sports or events attract smaller sponsorship deals, oe
- **Answer: Sponsors choose sports and performers with the largest audiences and media exposure, since this maximises their own brand exposure, meaning less commercially prominent sports or events attract smaller sponsorship deals.**

Question 9

- **B1** sponsorship funding can improve production quality, event facilities or the sport's overall profile, oe
- **B1** the additional promotion sponsors themselves bring can, in turn, attract broadcaster interest and coverage, oe
- **Answer: Sponsorship funding can improve production quality, event facilities or the sport's overall profile, and the additional promotion sponsors themselves bring can, in turn, attract broadcaster interest and coverage.**

Question 10

- **B1** one example, e.g. branding shown at official press conferences or interviews, oe
- **B1** a second, distinct example, e.g. exclusive use of the sponsor's equipment in competition, oe
- **Answer: For example, branding shown at official press conferences or interviews, and exclusive use of the sponsor's equipment in competition.**

Question 11

- **B1** C
- **Answer: C (a company pays a single named performer to promote its products)**

Question 12

- **B1** 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
- **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 13

- **B1** one way, e.g. ending the contract early or not renewing it at the end of the agreed term, oe
- **B1** a second, distinct way, e.g. reducing the value of future payments if agreed performance or conduct conditions are not met, oe
- **Answer: For example, ending the contract early or not renewing it at the end of the agreed term, and reducing the value of future payments if agreed performance or conduct conditions are not met.**

Question 14

- **B1** it protects the sponsor's investment by linking payment to the performer continuing to succeed and remain visible, oe
- **B1** it protects the sponsor's brand reputation, since being associated with poor results or inappropriate public conduct could damage the sponsor's own image, oe
- **Answer: It protects the sponsor's investment by linking payment to the performer continuing to succeed and remain visible, and it protects the sponsor's brand reputation, since being associated with poor results or inappropriate public conduct could damage the sponsor's own image.**

Question 15

- (a) **B1** Sport A
- (a) **Answer: Sport A.**
- (b) **M1** 850 / 12 seen, or equivalent correct method
- (b) **A1** 70.8 (times), awrt
- (b) **Answer: 70.8 times.**
- (c) **B1** reason, e.g. Sport A likely has a much larger television/spectator audience or higher media profile than Sport D, oe
- (c) **B1** development, e.g. this makes sponsoring Sport A's performers far more commercially valuable and visible to a sponsor's target customers, oe
- (c) **Answer: Sport A likely has a much larger television or spectator audience, or a higher media profile, than Sport D, which makes sponsoring Sport A's performers far more commercially valuable and visible to a sponsor's target customers.**
- (d) **B1** e.g. they may need a second job or part-time work alongside training, or have less funding for coaching, travel and equipment, oe
- (d) **Answer: They may need a second job or part-time work alongside training, or have less funding available for coaching, travel and equipment.**

Question 16

- **B1** less funding is available for full-time training, top-level coaching, equipment and travel to competitions, oe
- **B1** this can limit how much performers in lower-sponsored sports are able to develop compared with better-funded rivals, oe
- **Answer: Less funding is available for full-time training, top-level coaching, equipment and travel to competitions, which can limit how much performers in lower-sponsored sports are able to develop compared with better-funded rivals.**

Question 17

- **B1** one way, e.g. providing direct funding or grants from the governing body itself, oe
- **B1** a second, distinct way, e.g. negotiating a combined/collective sponsorship deal for the whole sport rather than relying on individual deals, oe
- **Answer: For example, providing direct funding or grants from the governing body itself, and negotiating a combined or collective sponsorship deal for the whole sport rather than relying on individual deals.**

Question 18

- **B1** B
- **Answer: B (the performer breached an agreed conduct condition)**

Question 19

- **B1** can fund improved stadium facilities or matchday technology, oe
- **B1** can help offset running costs, potentially keeping ticket prices lower than they would otherwise be, oe
- **Answer: It can fund improved stadium facilities or matchday technology, and it can help offset running costs, potentially keeping ticket prices lower than they would otherwise be.**

Question 20

- **B1** one factor, e.g. the performer's personal media profile or following, e.g. on social media, oe
- **B1** a second, distinct factor, e.g. consistency and reliability of results and public image over time, oe
- **Answer: For example, the performer's personal media profile or following, such as on social media, and the consistency and reliability of their results and public image over time.**

Question 21

- **B1** gives broader, more consistent exposure across many performers and matches over the whole season, oe
- **B1** spreads the sponsor's risk, since the exposure does not depend on a single individual's form, availability or conduct, oe
- **Answer: It gives broader, more consistent exposure across many performers and matches over the whole season, and it spreads the sponsor's risk, since the exposure does not depend on a single individual's form, availability or conduct.**

Question 22

- **Level 3** (5-6): 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.
- **Level 2** (3-4): 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.
- **Level 1** (1-2): Basic or generic statements about sponsorship with little or no application to Aisha's specific situation.
- **Level 0** (0): No relevant content.
- **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.