

Content	Additional information
Types of sponsorship and the media	<p>Definitions of sponsorship and the media.</p> <p>Types of sponsorship:</p> <ul style="list-style-type: none"> • financial • clothing and equipment, including footwear • facilities. <p>Types of media:</p> <ul style="list-style-type: none"> • television • radio • the press • the internet • social media.
Positive and negative impacts of sponsorship and the media	<p>The positive and the negative impacts of commercialised activity (sponsorship and the media) on the following:</p> <ul style="list-style-type: none"> • performer • sport • official • audience/spectator • sponsor/company. <p>Students should be taught to justify why the impact is positive and/or negative.</p>