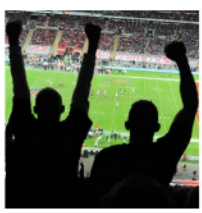
Task 1 - Define Commercialisation

Task 2 - State the four types of media and give a real life sporting example of each.

Task 3 - Identify and describe the different types of sponsorship that can be provided and how this sponsorship may help or what it could be spent on.

Task 4 - When looking at commercialisation, we tend to look at its effect on 5 different user groups, these are ..



Task 5 - Explain the effects that commercialisation has on the five user groups.

	Two key Advantages of Sponsorship	Two key Disadvantages of Sponsorship

	Two key Advantages of Media	Two key Disadvantages of Media