



Sponsorship

Businesses will give huge amounts of money to sports teams in order to gain branding, particularly on shirts. Over the summer, the Men's UEFA Euros took place in which several big brands sponsored teams shirts; Adidas, Hummel, Nike and Puma.



What types of product could be seen as 'unethical' in terms of sponsoring sport?

Gambling companies would be an example of an unethical sponsor for sport. What are the positives and negatives of a gambling company sponsoring a team?