

The Ryder Cup Revision – Engagement Patterns/Commercialisation

Click on the image to watch highlights from the final day of the Ryder Cup



Why do professional golfers now earn vast amounts of money compared to golfers 20 years ago?

Name and describe three reasons why people may **not** choose to participate in golf?

How could the National Governing Body for golf in the United Kingdom, create more opportunities for people to participate in golf?



Media entities such as Sky have to pay huge amounts of money to gain the rights to broadcast the Ryder Cup? Why do they choose to do this?