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SPORTS MARKETING

Prof. Dundappa Dodamani
Assistant Director of Physical Education and Sports, Government First Grade College, Kaladagi, Dist: Bagalkot State: Karnataka

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"Sports Marketing"has many ugly sides, some old, some new. Sports betting are more financially lucrative than the sports themselves. We will never eliminate its lure. The use of performance-enhancing substances has always been with us, and probably always will be: Too much money is at stake. I support efforts to curb cheating through substance abuse, because it does permanent damage to users, but eliminating performance-enhancing substances is unlikely.

Sadly, violence is also likely to remain a permanent part of the sports landscape, although we can make rules changes that, over time, reduce its severity and frequency. While most publicity is about concussions, with baseball recently creating a 7-day disabled list for concussion victims, the cumulative impact of years of violence to athletes' bodies is a more serious issue. I directly support research to enable us to understand the multiple causes of neurological damage from violent hits to the head.

The "Sports Marketing that troubles me is what has crept into youth and college sports. In recent years, ESPN has broadcast the Little League baseball playoffs and World Series. It spotlights young pitchers who throw curve balls that significantly increase the risk of permanent arm and shoulder damage. "Sports Marketing radically changes the economic benefit of winning for the young athlete, the coaches and parents. An adult can decide to risk injury to his or her body; an 11-year-old should not be pushed to use athletic techniques that create injury risks he does not understand.

George Dohrmann recently wrote about basketball's "Sports Marketing for boys as young as 9 years old in his book Playing Their Hearts Out. He followed a cohort of 20 boys and their families and coaches in Southern California over eight years. Some boys ended up having great college experiences, but there were avoidable tragedies, including one boy who was housed with a paedophilic coach and became a convicted criminal because of the commercial opportunity his mother found too good to pass up.

One characteristic of creeping sports Marketing among young athletes is that it distorts, or even destroys, people and institutions it touches. College admission programs select poorly educated athletes who stay in college for 1-2 years, instead of highly qualified students who could help us overcome our global competitiveness gaps in science, business, and education. Organized youth sports programs displace more broadly based recreational sports programs. Adult-led "Sports Marketing exacerbates the competitive tendencies of young athletes to risk injuries by raising the economic stakes of success.

Today it seems there is hardly any level of sports participation which does not have sponsorship or some variety of commercial ventures. Sporting events, teams and even individual players wear logos on uniforms and appear in television advertising. This rise in "Sports Marketing has almost become part of the modern game, but it is important to remember it has positive and negative effects on the sport, the players and the fans.

Exposure

"Sports Marketing is about media exposure for the sport. If a major company sponsors an event it is much more likely to get prime time television coverage, bringing in greater advertising revenues and exposing more people to the sport. This will bring in more fans, improve the profitability of local sports clubs, which in turn helps the local economy and revives community spirit when the team is performing well.

Participation

With increased exposure of the game comes increased participation. For example, when a national team does well at the Olympics the number of children taking up the sport increases. This is at a time when there is national worry about the health of young people with regards to what they eat and the level of exercise they participate in. The "Sports Marketing of sport which leads to increased exposure, encourages children to get more exercise and reduce obesity. It can also help young people find a hobby which gets them off the streets and discourages them from crime.

Funding

Sports teams are businesses like any other and they need to make money to survive. The only way they can keep up with rising wage costs, improving facilities and bringing in new players is to sell advertising space to increase revenues. All fans want to see their team succeed and are not fussy about the sponsor's logo on the team shirt or billboards around the ground. There have on some occasions been problems when the name of the stadium has been changed to include a corporate trademark.

Fan Costs

One of the main problems with increased "Sports Marketing from a fan's perspective is the feeling the increased costs are passed on to them. Ticket prices, refreshments and team shirt prices have all gone up at the same time more and

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more advertising space is sold around the stadium and television rights are sold for almost every game.

Player Distraction

It has been claimed in some sports that "Sports Marketing results in poorer player performance at international levels. For example the underperformance of the England soccer team despite the domestic Premier League having the highest wages of any soccer league in the world"Sports Marketing also offers a distraction from the game as the top name players are singed up by major labels to promote products.

Advertisements

For those watching at home the main drawback of "Sports Marketing in sport are the advertisements that appear every time the game stops. Every camera position at the Super bowl is now sponsored by a different company, there are commercials shown almost continually and the advertisements during half time are the most expensive pieces of air time that can be purchased. All of this could be seen as a major distraction from the sport itself. Critics claim the pace, and occasionally the outcome, of major league sports games are dictated by television commercials.

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