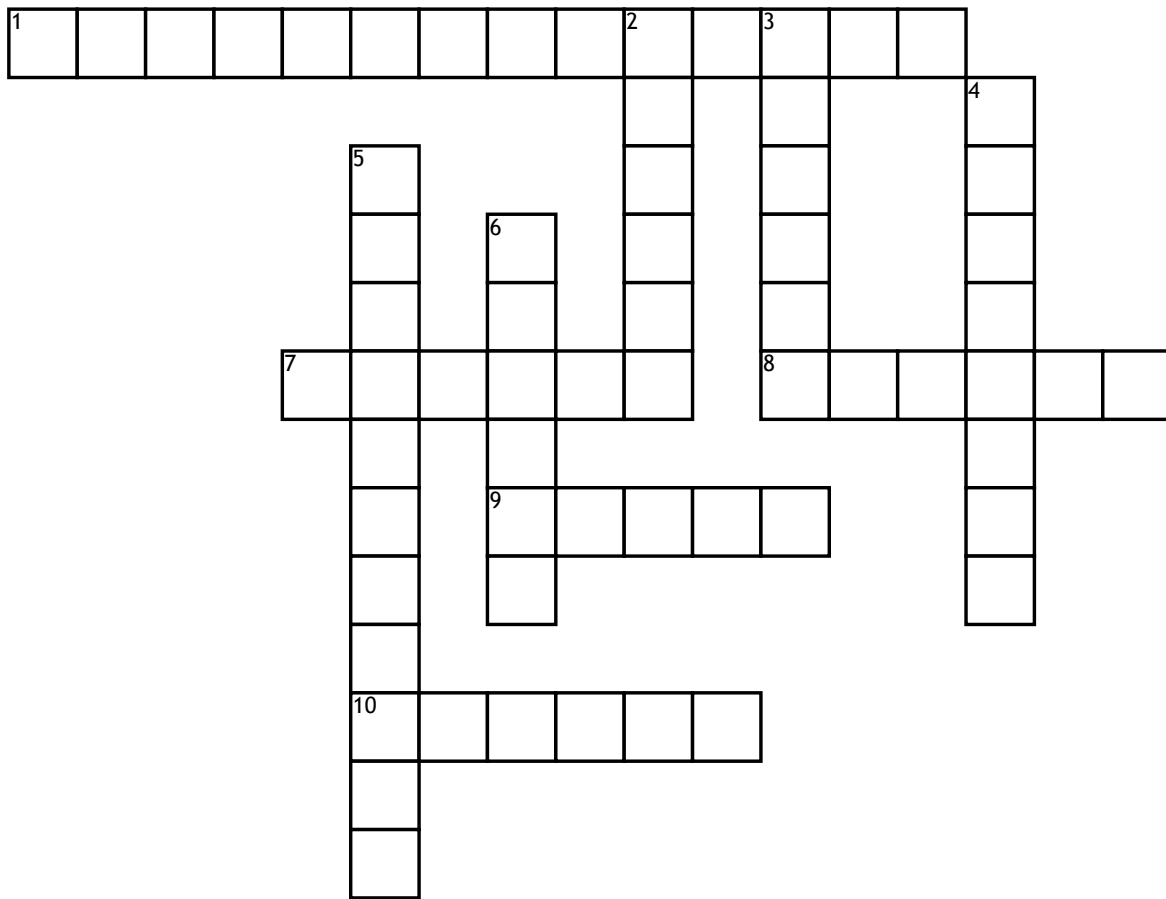


Commercialisation in Sport



Across

1. Sport, Sponsorship and Media is known as what term?
7. Hawk eye is used in what sport?
8. A minority sport
9. Sponsorship in sport is good many reasons. It provides _____ for athletes to train and compete.
10. What could prevent an athlete from receiving sponsorship?

Down

2. A top class tennis sponsorship
3. Sports organisations have a number of other sources of funding. What type are available to public and and voluntary sectors?
4. Team sponsor of Arsenal
5. Sponsorship is good for the athletes themselves as they receive free _____
6. A type of media?