



The right formula

Taking driving into the classroom

Communications – Theme 14: Advertising

Activity 14a

Advertising sport

In sport, advertising tends to be used to announce future events and to win support. Depending on the sport, advertising may appear in national, local or specialist media.

In sport, advertising is often linked to sponsorship (see **Factsheet 15a: Why sponsorship?**) with the sponsor's name/logo appearing on the advertising and often paying for at least part of the costs.

- Plan an advertising campaign for the forthcoming match of your school's most successful sports team (football, netball, baseball, basketball, etc). Your budget is £500.
- Consider different media. Check if your local papers offer discounts or special deals for schools or if your local radio station offers free advertising. Consider producing leaflets and ways to distribute them. Think of some unusual (but low cost) ideas.

Class organisation

Group work

Resources

Factsheet 15a:
Why sponsorship?