

# Football sells food and drink products

Food and drink companies often spend lots of money to sponsor sports activities such as youth football. Young people taking part in the football wear vests emblazoned with the food company's logo. At the end of the match, the footballers have their photograph taken, and the picture often appears in the local newspaper alongside a positive story about the football and the food company sponsorship.



A photograph of a football event sponsored by a soft drinks company. The real logo has been replaced by an imaginary brand called 'Slurp'. The point is, lots of soft drinks and fast food companies advertise their brands to young people in the same way - the young people do the food company's advertising for them.

How many times does the 'Slurp' logo appears in the photo? .....

If this photograph appeared in your local newspaper, what do you think readers would think about the young people playing football? .....

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What do you think readers would think about the 'Slurp' sponsorship? .....

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'Slurp' is a sugary fizzy drink. Have you ever seen a football competition sponsored by a healthy food like fruit juice or a vegetable grower? .....

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Why do you think this is? (Hint: people who make healthier food spend more on quality ingredients, so they don't have so much money to spare for sponsorship.)

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