

# [Real value of both elements of the](https://assignbuster.com/real-value-of-both-elements-of-the/)

[Art & Culture](https://assignbuster.com/essay-subjects/art-n-culture/)

Real football fans denounce stadium rights deals as the fansfeel it is a step closer in the crass commercialisation of Football. Approximately, 50 years ago most of the Football stadiums and arenas were named after alocation or an important person, but now because so much money has been putinto the Premier League, most stadiums are being named after big companies forrevenue. In 1997, the first stadium sponsor was a frozen chips firm and thefirst footballing ground to be named after its sponsors were Scarborough’sstadium, and it was named after the frozen chips company McCain’s, and it waswhile The Wanderers new ground was named the Reebok Stadium in 1997 when itopened.

In 2004, Arsenal struck a deal with Emirates Airlines and this deal wasworth £100million for 15 years for the naming rights of the stadium and eightyears for the kit. “ The combined value of both elements of the sponsorship isby far the biggest deal ever undertaken in English football”. This quote fromArsenal demonstrates how things in Football has changed and it is mostly aboutmoney. Furthermore, this deal was massive as other companies started doingdeals with other clubs as it meant that the companies gained more exposure andcustomers.

In 2016 Arsenal signed acontract in 2016 until 2021 and will be extended until 2028, with the namingrights and the sponsorship deal adding to a total of £30 million a year. So, do you remember the days when football supporters didn’tknow who their owner of the club was? Well, now we are living in a time wheresupporters know their club owner and have practically become as big as news asthe actual players and managers. As the years have gone by money has becomecritical for Football club’s success and this is when the owners come intoplace. Teams like Newcastle, Everton, Blackburn, Aston Villa, andSunderland have had huge success with major trophies in the past, but since somuch money has been pumped into clubs by owners and other deals, teams likethis have not been getting the same type of success as they use to have.

Thelikes of Manchester City, Manchester United and Chelsea have been gaining moresuccess as they have richer owners who are willing to put money into the clubto buy world-class players. Ownership deals do not always have its benefits as aword-class team like Arsenal have problems with their owners as it isconsiderably different from English Football clubs. It is owned by a parentcompany, which have a few shares. The shareholder with the most shares is StanKroenke who owns 67. 05% and his rival Alisher Usmanov who owns 30. 04%.

Eventhough Usmanov owns a good amount, he still has no seat on the board and isunable to influence any changes in the club. Usmanov made a £1billion bid tobuy out Stan Kroenke in May but there was no response. Stan Kroenke manipulatesloyal fans for money as he makes broken promises to the fans so that they willspend money on the club by buying tickets and buying Arsenal shirts. “ they haveincreased revenues by a huge amount. If I was a fan of that club, I would sitthere and go, ‘ Wow.'” This quote from Arsenal’s major shareholder demonstratesthe mindset of what Football means to him. It is not about the love of the clubit’s about how much money he gets out of it and this is an example of how thebusiness in Football has disfigured the values and traditions in Corinthiansport. Currently, transfer fees have risen over the roof as clubsin the higher division must pay millions to sign the players that they need.

The first ever three figure transfer fee was £100 and was in1893 for Willie Groves and paid by Aston Villa, and in 1904 there was the firstever four-figure transfer fee for Alf Common who joined Middlesbrough fromSunderland. Furthermore, Trevor Francis is regarded as Britain’s first one-million-poundplayer including tax. Then in 1928, Arsenal paid £10, 000 for David Jack whooriginally played for Bolton Wanderers. Transfer fees just started rising as ManchesterUnited paid Newcastle United seven million pounds for Andy Cole, then AlanShearer commanding an outstanding fee worth £15, 000, 000 in 1996. Few years downthe line there was the first £30, 000, 000 deal for Rio Ferdinand to ManchesterUnited in 2002.  Since then, the transferfee for players has rocketed sky high in not only English Football but in othercountries as well. In 2017 PSG bought Neymar the world’s most expensive playerfor £200million and in 2018 Barcelona completed a signing of £142million offormer Liverpool player Coutinho, would you say transfer fees for players havegone out of hand? Footballers are now not seen as just regular athletes, they arecelebrities, role models, and targets for companies who want to promote theirbrands. For example, Cristiano Ronaldo endorsement deals are worth £35millionand his salary is around £45million and he is currently the richest athlete inthe world.

The companies with endorsement contracts with Ronaldo are Konami, Clear, Nike, CR7 and Herbalife. Ronaldo has promoted all these brands via mediaoutlets and altogether the companies got $176million because of his promotion, and the player right behind him as the second richest footballer is Messi whoearns $53M which is his salary and with also form endorsement deals he earns$27m with his biggest endorsement deal being with the company Adidas. Football has changed dramatically since 1961 when playersuse to earn £20 a week. Football is now business nowadays as most players moveto teams for money and owners use Football clubs as a way of generating moreincome by increasing ticket prices every year and using different techniques tobring money into clubs.

Real supporters of the club are what make Football whatit really is, as fans are being more and more alienated out of Football. Therehave been many arguments as to why it’s a benefit that money is being pumpedinto Football. Hudson (2001) said that “ in many ways, this influx of additionalmoney into the game has improved football considerably”.

In conclusion, it does not seem that things are going to begetting better as we have business tycoons running football clubs and making clubsmaking themselves into adverts for sponsorship deals. There are many factors asto why there has been so much money put into football. For example, endorsementdeals, ticket prices, TV deal, ownership deals and so much more. The value of areal football athlete playing for their club they love is not there anymore asthey go to the team with the most money.