



## Questions for Classroom Discussion

### **Athletic Endorsements**

- **Why might a company choose an athlete to be its spokesperson and endorse its product?**
  - ⇒ Consider how many young people look up to athletes, and how easily they can be influenced by what athletes say or do
  - ⇒ Consider that athletic success usually depends on performing at a top level and doing things the right way... these are traits that most companies want associated with their product
  - ⇒ Consider that athletes all have different looks and styles (both on and off the field), and these characteristics might be a good fit with a specific product or a company's brand
- **Why might an athlete want to become a spokesperson or endorse the product of a company?**
  - ⇒ Consider that companies will pay an athlete a great deal to endorse their product... for top athletes, the money they make off of endorsements is far greater than their sports contracts
  - ⇒ Consider that being a spokesperson for a product is also a good way for an athlete to define his or her reputation, and to interact with the public away from the sports field
  - ⇒ Consider that athletes often feel strongly about certain issues and products, and might want to be a spokesperson to further their cause or promote something they truly support
- **What makes an athlete a good fit to be the spokesperson for a specific product or company?**
  - ⇒ Consider that the company has a brand or culture that is larger than any specific product, and an athletic spokesperson must fit into this and even promote it
  - ⇒ Consider that an athlete has a reputation that he or she wants to build, and any product endorsement must fit into this reputation
  - ⇒ Consider that product endorsements are a business deal, so there are a number of factors to consider such as payment, commitment, schedule, and a plan for when things go sour (such as the athlete gets in trouble or the company does something wrong)