Background
Commercial gambling providers are increasingly aligning themselves with major Australian sport leagues through corporate sponsorship arrangements. Subsequently, gambling products and services now receive extensive exposure via media broadcasts of sport to large audiences.

Viewing this situation through the lens of stakeholder theory in combination with corporate social responsibility principles, questions arise about the implications that sponsorship of sport by commercial gambling providers has for the management of such organisations, and the community at large. The mainstream appeal of sports means that television audiences can include groups such as minors and problem gamblers. The promotion of gambling through sponsorship is an important area of inquiry that has attracted little scholarly attention to date.

Aims
To 1) explore the extent to which gambling has become entrenched within major Australian sport leagues through corporate sponsorship; and 2) identify and explore critical issues in relation to corporate social responsibility that surround the sponsorship of sport by commercial gambling providers.

Methods
Key methods comprise 1) development of an issues paper on gambling sponsorship of sport; 2) an audit of the sponsorship portfolios of two Australian professional sport leagues and their teams; 3) a series of empirical studies examining the influence of gambling sponsorship of sport on gambling behaviour.

Outcomes
This project will identify relevant concepts and issues for future research into the sponsorship of sport by commercial gambling providers, in addition to exploring the possibility of partnering with a pertinent organisation(s) for external grant applications to facilitate future research into these issues.