

## Works Cited

“93:20 Documentary; The Media.” *Youtube*, uploaded by Man City, 4 June 2017.

The final day of the 2011-12 season has been immortalized by the commentary of several talented individuals, but the most iconic piece of commentary was done by Martin Tyler. His pure passion and emotion when Sergio Aguero scored to win Manchester City the title has given and will always give soccer fans goosebumps regardless of whether they support the team.

Bailey, Ryan. “5 Reasons Why the U.E.F.A. Financial Fair Play Regulations Are a Bad Idea.” *Bleacherreport.com*, 7 May. 2013, Bleacher Report. Accessed 22 Feb. 2021.

U.E.F.A.’s FFP regulations have good intentions, but their side effects could be quite damaging to smaller teams without sources of great income. This means the soccer caste system will be almost impossible to break unless a Leicester City-esque miracle takes place.

Bengel, Chris. “Leeds United players call out Super League on t-shirts before Liverpool match: 'Football is for the fans.'” *Cbssports.com*, April 19. 2021, CBS Sports Digital. Accessed 20 Apr. 2021.

Fans and pundits have been very critical of the proposed “European Super League,” and players and teams not involved in the competition have taken the opportunity to speak out as well. Without the “Big Six” the Premier League would be in serious trouble and Leeds United voiced their disappointment in the decision by wearing shirts criticizing Liverpool before their match the day after the announcement was made.

“Bury Expelled From English Football League After Takeover Collapses.” *Bbc.com*, 27 Aug. 2019, BBC Sport. Accessed 30 Mar. 2021.

Soccer teams are businesses, and businesses can fail. While this does not often occur in soccer, it has in the past. Bury FC was not a Premier League team, and it is probably impossible for a Premier League team to fail in the same way because of the amount of television revenue they are guaranteed. However, teams must emphasize finances otherwise as well as entertainment because they can fail.

Carr, Paul. "How Leicester City's 5,000-1 Odds Compare to Other Long Shot." *Espn.com*, 2 May. 2016, ESPN. Accessed 22 Feb. 2021.

It is hard to really understand how steep 5,000-1 odds are, but those are the odds Leicester City overcame in order to win the Premier League title in 2016. Putting those odds in perspective really shows how impressive the victory was.

Chaudhary, Vyom. "Most Competitive Soccer Leagues in Europe [Analysis]." *Runrepeat.com*, 18 May. 2020, Run Repeat. Accessed 22 Oct. 2020.

The Premier League is often called the best league in the world, seemingly with only anecdotal evidence to support this claim, but there is actually quantifiable data to back this up. While the top six of the Premier League have stayed the same for the past ten years, there has not been one team to really dominate the league, winning the title comprehensively multiple years in a row. This means the league is more exciting than many others as there are many teams capable of winning the title if they don't suffer any unforeseen setbacks. The title is also rarely won easily, and the league has seen many title races where the team on top alternates several times throughout the season.

Clarke, Jamie. "Reliving the 7 Premier League Title Races Decided on the Final Day of the Season." *90min.com*, 9 May. 2019, Minute Media. Accessed 20 Apr. 2021.

It is not the rarest occurrence that the Premier League champions are not crowned until the last day of the season, as it has happened seven times. Some days have been dramatic, others have seen the foregone conclusion manifest itself very straightforwardly. Fans like drama, and the 2011-12 was the epitome of this drama as the champions were decided in the very last minute of the matchday.

Cole, Sean. "Before the Gold Rush: Remembering Chelsea's Last Season Before Abramovich Arrived." *Fourfourtwo.com*, 17 June. 2019, Future US Inc. Accessed 27 Sept. 2020.

Chelsea was a very different team before Roman Abramovich bought it in 2003, and Sean tries to explain their evolution. Before he took over, they were actually a fairly competitive team with their "Italian Revolution" in the 1990s, but they were never challenging for the Premier League. After the takeover, they consistently won, bringing in managers and players that helped them be competitive.

Conn, David. "Leicester City's Premier League Title Brings in Record £129m Income."  
*Theguardian.com*, 6 Mar. 2017, The Guardian. Accessed 9 Mar. 2021.

Owing to its Premier League success, Leicester City accrued a lot of money. This may have allowed the team to build on its success, but poor investments and luck did not allow this to materialize. Today, the team has made significant progress but has not shown any real potential to challenge for another title.

Conn, David. "Premier League Finances: The Full Club-By-Club Breakdown and Verdict."  
*Theguardian.com*, 22 May. 2019, The Guardian. Accessed 30 Mar. 2021.

Teams in the Premier League make money in a variety of different ways, from television deals to sponsorships, and a breakdown of all that income is important when determining what sources are the most vital to a team. Interestingly, most teams in the Premier League are massively in debt, not to outside creditors but to their owners. Clubs like Chelsea owe millions of pounds to their owners, meaning that many owners are not making money off their team. If the owners are not making money, then they must be involved in the sport because they love it, not because they want money.

Cox, Michael. "The Premier League at 25: How it Became the World's Most Popular."  
*ESPN.com*, 8 Aug. 2017, ESPN. Accessed 25 Sept. 2020.

The Premier League rose to popularity in a variety of different ways. First, the TV deals with Sky Sports that all the clubs signed in 1992 at the creation of the league. The way Sky televises the games makes it seem more extreme with severe camera angles and pumped up crowd noise, making it more watchable. Secondly, it explains how individual players like Thierry Henry, Eric Cantona, and Cristiano Ronaldo drew fans internationally through their sheer brilliance.

Cummings, Michael. "15 Massive Transfers That Shaped the English Premier League Today."  
*Bleacherreport.com*, 23 July. 2012, Bleacher Report. Accessed 27 Sept. 2020.

Some of the most important factors that helped develop the Premier League were the players that were brought through transfers. Whether it was Cristiano Ronaldo drawing attention as the best player in the world or Patrick Vieira completing the Arsenal puzzle and solidifying one of the greatest teams in the league's history. The rise in big-money transfers was also a great indicator of the impact of money in the sport, as higher and higher fees were paid for players with a wide range of talent. This created the transfer flop, most notably Fernando Torres failed at Chelsea after they paid over 50 million pounds for him, drawing mockery from rival fans.

Davies, Matt. "What happened next to Leicester City's 2015/16 Premier League Title Winners." *Leicestermercury.co.uk*, 20 Jan. 2021, Local World. Accessed 9 Mar 2021.

After Leicester's title victory, many players were purchased by other teams. Maybe the team could have challenged again if its players had stayed, but the Premier League caste system would not allow it.

Davies, Rob. "What Does Stan Kroenke's Takeover of Arsenal Mean For the Club?" *Theguardian.com*, 7 Aug. 2018, The Guardian. Accessed October 12. 2020.

Stan Kroenke bought Arsenal in 2018, and unlike most foreign investors, he has not spent millions of pounds on player acquisition, drawing the ire of many Arsenal fans. He has drawn criticism for not spending money to improve the team, not just through transfers but through youth and coaching. Part of the problem with foreign investors, especially Americans is that they are often ignorant of the way the league works, so they draw hatred of the fans rather quickly.

Dowding, Chris. "Is Money Ruining Our Beautiful Game of Football?" *Bleacherreport.com*, 8 Sept. 2008, Bleacher Report. Accessed 26 Sept. 2020.

The argument over money in soccer is heated. The pro side of the argument would say that money is a natural part of the game because it draws so much viewership, so it makes sense that it would begin to dominate. Also, drawing really good players to come to play in the best leagues is a plus for the fans who just want to be entertained. The con side would argue that money ruins the competitive nature of the game and that it will just become a competition in which the team willing to pay more will win.

"Explained: Why is Football Called the Beautiful Game." *Goal.com*, 13 April. 2020, Goal. Accessed 25 Sept. 2020.

Soccer is known as the beautiful game for several reasons. First, it is played all over the world, so it unites people across different countries and backgrounds who all support the same teams. It also is very visually appealing and easy to watch and understand because it is so simple. It allows for underdog stories because of how low scoring it is, meaning that there is almost always a chance for an upset. It always comes down to which team plays better, so even supercharged teams that have spent loads of money can still lose to teams way beneath their pay grade.

“Financial Fair Play: All You Need to Know.” *U.E.F.A..com*, 30 Jun. 2015, U.E.F.A.. Accessed 22 Feb. 2021.

The FFP rules have been heavily criticized, but their purpose was to ensure teams did not take on too much debt and played fairly. The rules took time to take effect and have had a positive impact despite some legitimate complaints. This is an official Q&A from U.E.F.A.’s webpage that is meant to highlight all the positives of FFP and explain why it was introduced.

Fitzgerald, Daniel. “15 Reasons Soccer is the Best Sport in the World.” *Bleacherreport.com*, 22 Sep. 2013, Bleacher Report. Accessed 14 Jan. 2021.

Soccer has become a cultural phenomenon. It is so widespread at this point that an alien species would have to study it in order to understand humanity. In this article, Fitzgerald details fifteen of the most compelling aspects of the sport, from its simplicity to the physical stature of the players, in an attempt to make the case that it is the greatest sport in the world.

France, Sam. “Who Owns Manchester United and Who Are the Glazer Family.” *Goal.com*, 13 Dec. 2019, Goal. Accessed 12 Oct. 2020.

Malcolm Glazer bought Manchester United around the time Roman Abramovich acquired Chelsea, and he and his children have invested similar amounts of money. The major difference between United and Chelsea is that United was just as successful before the Glazers’ money as they were after, whereas Chelsea was competitive but had not won anything yet. In fact, many argue the Glazers ruined United as the club has been on a steady decline since David Moyes took over from Sir Alex Ferguson in 2014.

Geey, Daniel. *Done Deal: An Insider’s Guide to Football Contracts, Multi-Million Pound Transfers, and Premier League Big Business*. Bloomsbury Sport, 2019.

There is an entire world of soccer that most of us only get to see from the outside and that is the world of contracts and transfers. Players are bought and sold for millions of pounds all the time, but most of us do not understand the actual process that takes place. This book does an excellent job of discussing this unseen world and explaining all there is to know about the financial side of the game.

Goodman, Mike, and Igor Mello. “European Super League Explained: What Is It? Teams In and Out, FIFA, U.E.F.A., Premier League Reaction and Updates.” *Cbssports.com*, April 19. 2021, CBS Sports Digital. Accessed 20 Apr. 2021.

On April 18, 2021, twelve teams from across Europe made a bombshell announcement that they planned to begin a new “European Super League” competition that would essentially replace the Champions League. They claimed it was to save soccer, but most fans feel that it is a cynical cash grab orchestrated by entitled owners and out-of-touch businessmen.

Gowers, Rob. "How Arsene Wenger Changed the Premier League ... and Then Dropped the Ball." *Independent.co.uk*, 5 April. 2017, Independent. Accessed 12 Oct. 2020.

Arsene Wenger was the first foreign manager to come to the Premier League, and he was also one of the most successful. He revolutionized Arsenal's culture, forcing the league to adapt to compete. He was the first person to factor nutrition and fitness into the lives of the players and made his older players last longer and his younger players more effective. Unfortunately, he was not willing to adapt the same way the other managers had when he changed the league, and thus ended his tenure without winning the league in fifteen years.

Greze, Matias. "Champions Leicester City: 7 Reasons Why Foxes Won Premier League Title." *Cnn.com*, 4 May. 2016, CNN. Accessed 22 Feb. 2021.

Leicester City's Premier League victory in the 2015/16 season was remarkable but irreplicable. For the Foxes to win so many things had to go right. The team's recruitment of Jamie Vardy, Riyad Mahrez, and N'Golo Kante turned out to be some of the smartest business ever. Over-performing personnel combined with a weakened "Big Six" ultimately led to Leicester's winning.

Hellier, David, Kitty Donaldson, and Rodrigo Orihuela. "Europe's Soccer Coup Was Foiled By an Uproar and a French Snub." *Bloomberg.com*, 23 Apr. 2021, Bloomberg. Accessed 26 Apr. 2021.

The world thought European soccer was going to be changed forever when the European Super League was announced. Fans and pundits employed every avenue available to them to decry the league, and their reaction was noticed. The owners and businessmen behind the Super League were stunned and scrambled to rectify their mistake. The owners pulled out of the deal and the fans demonstrated their true power because if they do not watch, the owners will lose money.

"Highest Transfer Spending Since 2000/2001." *Transfermarket.us*, 26 Jun. 2020, Transfermarket. Accessed 9 Oct. 2020.

Chelsea takes the cake when it comes to transfer spending, with the Manchester teams close behind. It is truly remarkable to see how much money Abramovich and Sheikh Mansour have spent to bring success and glory to their clubs.

"How Do Football Clubs Make Money." *Football-stadiums.co.uk*, 2021, Football Stadiums. Accessed 17 Mar. 2021.

There are a few ways in which Premier League clubs make money. The obvious ways are through matchday revenue and sponsorships, but transfer spending and prize money also comprise a large portion of clubs' income each year. The bottom line is that essentially every source of income in soccer can be linked back to fans.

“How Do Football Stadiums Make Money.” *Football-stadiums.co.uk*, 2021, Football Stadiums. Accessed 17 Mar. 2021.

Soccer stadiums play a large role in teams’ income as they provide opportunities for sponsorship and also make money from matchday revenue in ticket sales, food sales, and merchandise sales.

“How Does the Premier League Work?” *BBC.co.uk*, 13 Aug. 2017, BBC. Accessed 14 Jan. 2021.

League format soccer functions very differently from most other sports, and some concepts like relegation, Champions League qualification, and promotion can be hard to explain to an American audience. This source goes through and breaks down all of these specific rules for the express purpose of educating an American audience on the rules of the “beautiful game.”

Igel, Lee. “Why Roman Abramovich Bought Chelsea, Reshaped the Club, and Is Aiding Community Coronavirus.” *Forbes.com*, 1 May. 2020, Forbes. Accessed 12 Oct. 2020.

Abramovich had many options to consider when buying a team, but he settled on Chelsea because he saw the club’s potential. His closest advisor reveals how much Abramovich cares about the sport and why he chose to buy a team in the first place. Abramovich tries to give to the fans, so he has transformed Chelsea into a charitable organization, not just a sporting club.

Kruskic, Haris. “U.E.F.A. Champions League Explained: How the Tournament Works.” *Bleacherreport.com*, Feb 12. 2019, Bleacher Report. Accessed 22 Feb. 2021.

The Champions is the most prestigious club competition in Europe. Teams from all over Europe strive for the opportunity to compete in it. The competition is separate from the individual domestic leagues like the English Premier League. Since the league follows a different format than most other competitions it needs an explanation and that is what this source does.

Lue, David, Sabreena Merchant, Jeffrey Nash, and Ethan, Settler. “The Money.” *Duke.edu*, 2015, Duke Worldpress. Accessed 9 Sep. 2020.

Money in soccer stems from its popularity. Sponsorships entered the game because there was no other way for companies to advertise other than half-time because there are no breaks in soccer. Big money transfers are a natural part of the game; just as everything else inflates, so do players. However, it does not matter how good players are; managers must still find a way to make them work together to win.

Makarov, Igor. "Professional Sports Is, First and Foremost, A Business." *Igormakarov.org*, 2019, Igor Makarov. Accessed 30 Mar. 2021.

Since fans are so invested in how their team plays, they can sometimes forget that their favorite teams are actually businesses. Teams have to worry about financial stability, so they cannot always spend as much money as their fans would like. Most teams are financially stable, but only because they are sensible in how they spend their money.

Matchett, Karl. "English Premier League: Reliving the Final Day of the 2011-12 Season." *Bleacherreport.com*, 14 May. 2013, Bleacher Report. Accessed 20 Apr. 2021.

The final day of the 2011-12 Premier League season was perhaps the most dramatic day in the league's history. Numerous teams could move several positions, but most importantly, a champion had not yet been decided. Manchester City and Manchester United were both capable of winning, but Manchester City held all the cards. City only needed to win at home against Queens Park Rangers, but that task became very difficult when they trailed in the final few minutes. Sergio Aguero struck in the last minute of the game and City were champions for the first time in their history.

McLarnon, Tom. "Manchester City Takeover Suggests Dark Days Ahead for Premier League." *Bleacherreport.com*, 3 Sept. 2008, Bleacher Report. Accessed 27 Sept. 2020.

This source is very interesting because it was written in 2008 just after Sheikh Mansour purchased Manchester City and demonstrates the argument against big money in soccer perfectly. It explains how increased money forces out financially weaker teams that once were dominant in the game. It also explains how now big teams will just spend money to get already established players and coaches, meaning that there is no skill in identifying young talent and building a team anymore, making the sport all about who has more money.

McMahon, Bobby. "How Leicester City Won the Premier League." *Forbes.com*, 3 May. 2016, Forbes. Accessed 22 Feb. 2021.

Leicester City won the League in 36 games and many of the team's greatest moments cannot be quantified in stats and scorelines. This source provides 36 of the best moments of Leicester's victory from Jamie Vardy's record to Ranieri's pizza motivation.

Montague, James. *The Billionaire's Club: The Unstoppable Rise of Football's Super-Rich Owners*. Bloomsbury Sport, 2018.

Billionaires own almost every major sports team in the world, yet they seem to be more controversial in England's Premier League. The first high-profile Billionaire was Roman Abramovich at Chelsea, but he has been followed by many others who have taken control of the game and changed it forever by inflating player prices and revolutionizing soccer as a business.



Nagel, Aaron. "History of the World's Most Popular Sport." *Skylinesoccer.org*, 1 Mar. 2016, Skyline Soccer. Accessed Jan 14. 2021.

Aside from being one of the most popular sports in the world, soccer is also one of the oldest. Its age contributes to its popularity as it has had time to spread and be adopted by other peoples and cultures. Soccer was England's game, but through colonization, it has become the world's.

Naz, Maryam. "How Is Premier League Money Distributed and What Does This Mean for the Title Race?" 1 Oct. 2019, Novibet. Accessed 16 Mar. 2021.

Premier League prize money is awarded based on how the teams in the league place at the end of the season. Interestingly, there is not a huge reward for the team that ultimately wins. The league winners get the same amount of money proportional to first place as second place does. This means that there is no distinct financial benefit between finishing first and finishing second in the league and that applies to every adjacent position.

Neville, Gary. "Gary Neville on European Super League Plans: 'I'm Fuming But It Won't Go Through, Not a Chance.'" *Skysports.com*, 19 Apr. 2021, Sky Sports. Accessed 20 Apr. 2021.

Gary Neville is one of Sky Sports' most respected pundits, and his pedigree as a former player and manager gives his analysis a lot of credibility. When the Super League was announced he was furious with his own team, Manchester United, for taking part in it. The league is about entitlement and greed, and that is not what soccer should be about.

Ogden, Mark. "Premier League 2019-20: Best-Case, Worst-Case Scenarios for All 20 Teams." *Espn.com*, 9 Aug. 2019. ESPN. Accessed 30 Mar. 2021.

Fans can have wildly different expectations based on how much they are blinded by passion. An essential part of soccer is that underdogs can win individual games, so fans of every team believe they have a chance to win no matter who they are facing. However, this luck rarely translates into an entire season, so most fans are able to accept the results when all thirty-eight games are played. At the beginning of each season, the experts give their opinions on what the fans should expect their teams to do, and while the fans might not always be happy, they are usually understanding.

“Premier League Club Netpend for the Last 5 Seasons.” *Transferleague.co.uk*, 2018, Transfer League. Accessed 17 Mar. 2021.

Premier League clubs make a lot of money from transfer fees, but most of the time, they use that money to purchase more players. This means that the netpends for most teams are actually negative as they spend more money on transfers than they receive.

“Premier League Explained.” *Premierleague.com*. 2020, Premier League. Accessed 3 Dec 2020.

In order to understand how competition in England’s Premier League works, it is important to understand how the rules work. This article comes from the official Premier League website and details how the point system works, how relegation and Champions’ League qualification work, and several other important rules that need to be explained to those who are not avid fans.

“Premier League Goal Record & Statistics from 1992-93 to 2020-21.” *Myfootballfacts.com*, 2020, My Football Facts. Accessed 22 Oct. 2020.

The overall average goals scored per game in the Premier League is about 2.66, but to examine whether the money of Abramovich and Sheikh Mansour improved the entertainment value of the game, the averages after their respective takeovers were determined. The period immediately after Abramovich took over, saw a drop in goals scored, probably because Chelsea’s new manager Jose Mourinho advocated a very defensive style of play that saw very few goals scored. Conversely, Sheikh Mansour’s Manchester City teams were very top-heavy, scoring many goals and raising the average significantly.

Prince-Wright, Joe. “Premier League Odds: Champions, 2020/21.” *Soccer.nbcsports.com*, 31 Aug. 2020, NBC Sports. Accessed 9 Mar. 2021.

Betting odds prior to the season provide a good indication of how the experts view teams’ chances of going on to win. Four groups are apparent in how the bookies draw the odds, and the evolution of these odds shows how more teams have become competitive since Abramovich’s takeover of Chelsea.

Randles, David. “Champions League: What You Need to Know About Man City, ‘Sportswashing’ and Future of Financial Fair Play.” *Theconversation.com*, 7 Aug. 2020, The Conversation. Accessed 22 Feb. 2021.

U.E.F.A.’s FFP rules have been breached many times since they were introduced, but Manchester City has been one of the worst abusers of the rules. However, Manchester City has still been able to escape severe punishment showing that U.E.F.A.’s rules do not mean as much to teams that have the means of Manchester City, which is very ironic.

Robinson, Joshua, and Jonathan Clegg. *The Club: How the English Premier League Became the Wildest, Richest, Most Disruptive Force in Sports*. Houghton Mifflin Harcourt, 2018.

There are so many reasons why the Premier League reached the global heights that it has, and one of the most important factors is TV deals. Sky revolutionized the soccer experience, not just by cinematically televising the games but also by improving the experience by showing highlights and having lots of posts and pre-match commentary. Many managers have helped shape the league, as Ferguson's dominance, Wenger's pragmatic innovation, and Mourinho's arrogance have all led to other managers trying to emulate them. The fierce rivalry between these men and their teams in the early 2000s helped make the league more compelling.

Rostance, Tom. "Jose Mourinho: How 'Special One' Changed Chelsea and Premier League." *BBC.com*, 30 Apr. 2020, BBC. Accessed 12 Oct. 2020.

Mourinho was the first manager Abramovich brought in after the takeover, and he was instrumental to their immediate success. He overhauled the team, bringing in players like Didier Drogba and Ricardo Carvalho, who helped lead the team to its record-breaking 2004/05 season. Mourinho's flair and personality attracted critics and fans alike, helping boost the popularity of the Premier League.

Siu, Vince. "4 Ways John Henry and FSG Have Transformed Liverpool FC as a Business." *Bleacherreport.com*, 13 Oct. 2011, Bleacher Report. Accessed 12 Oct. 2020.

John Henry is the owner of the Boston Red Sox, and more recently also the owner of Liverpool FC. He is an American, but he has a better understanding of English Soccer than Kroenke seems to at Arsenal, so the fans like him. He helped overhaul the squad and changed how the club was run, and made it more like an American franchise. One of the largest helps to Liverpool's appeal in America is that LeBron James is a minority shareholder in the team.

"Seasons." *Premierleague.com*, 2020, Premier League. Accessed 3 Dec. 2020.

In order to understand Premier League history, one must understand the experiences of each individual season. This article from the official Premier League website gives certain statistics from each season and a brief summary of each of them.

Simons, Eric. "What Science Can Tell Sportswriters About Why We Love Sports." *Archives.cjr.org*, Oct. 2014, Columbia Journalism Review. Accessed Mar 30. 2021.

There are a variety of psychological reasons behind why humans love sports. Ultimately, most of the reasons can be placed into a single category: sports makes people happy. When a team plays well, its fans feel good, and when a team that has been bad for years finally wins, its fans feel a sense of accomplishment. People use sports to escape into a simpler, more idyllic world where all that matters is whether somebody can kick a ball into a goal.

Spacey, Andrew. "10 Reasons Why the EPL is the World's Best." *Howtheyplay.com*, 10 Apr. 2020, How They Play. Accessed 7 Oct. 2020.

Sourav. "The Ten Most Popular Sports in the World." *Sportsshow.net*, 3 Oct. 2020, Sports Show. Accessed 1 Jan. 2021.

Soccer is often called the most popular sport in the world, but in order to make such a claim, one needs evidence. This article complies with a myriad of statistics, ranging from tv viewership to sponsorship deals, in order to rank the popularity of the world's sports, and soccer comes out on top rather convincingly.

Symanski, Stefan. "Manchester City Buy The Premier League Championship." *Forbes.com*, 13 May. 2012, Forbes. Accessed 26 Oct. 2020.

In soccer, many teams spend lots of money on player acquisition, but some are much more maligned than others. For example, Manchester City has been accused more than any other team of buying their success, and that is because of the ridiculous amount of money they have spent on players. The team has little regard for whether these players are successful because if they are not, they will be replaced by even more expensive signings the next year. The team has hardly developed any talent and has almost solely relied on foreign players to give them their championships.

"Tales of Your City." *Mancity.com*, 2020, Manchester City. Accessed 14 Jan. 2021.

Manchester City has had a very eventful start to the century, as the club started out in the Championship before being promoted back into the Premier League. In 2008 Sheikh Mansour acquired the club, and success followed. Currently, Manchester City is one of the best teams in the world, and this source documents the events that led to that.

Weeks, Jim. "The Unlikely Pioneers of Shirt Sponsorship in English Football." *Vice.com*, 28 Jan. 2016, Vice. Accessed 16 Mar. 2021.

Large corporate brands' logos can be found on every Premier League teams' shirt. However, this practice was not always normal, and it had to be pioneered. In the 1970s, Kettering Town, a team that most people have never heard of, placed a local sponsor on their jersey. After the initial controversy, this practice spread to every team in England and has opened a new source of revenue for Premier League teams.

Williams, John. Personal interview. 25 Nov. 2020.

John Williams is an associate professor at the University of Leicester and specializes in how sports and culture interact. He has also studied Leicester City's title-winning season and could be considered an expert in the field of English soccer. The interview was conducted via email due to difficulties conducting an interview overseas.

## Images

Title-<https://defector.com/the-sublime-joy-of-bringing-billionaires-to-heel/>

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