Voluntary sports organizations have during recent decades undergone comprehensive and rapid changes. The increasing commercialization and professionalization of top sports have generated a transformation from traditionally voluntary structures towards more professional and "business-like". We find a situation where sports bodies both at the national and local level are seeking corporate sponsorship and emphasizing the primacy of the market as their most important financial source.

In the paper I will address how interests and political pressure from the market; from sponsors/investors may influence the organizational 'gender habitus', the understandings of gender as well as relevance of gender political issues. 'Gender habitus' refer in this context, in accordance with Bourdieu's conceptualization, to active, generative and unarticulated dispositions or tacit rules governing strategies and practices. Feminist studies suggest that meanings of gender and how gender is made relevant are dependent on hegemonic power relations as well as the normative construction of organizational contexts (Johannessen 1994).

The analyses is based on a study, highlighting meanings of gender and gender political strategies connected to discourses of sponsorship in market-oriented sport organizations. The data material is mainly based on interviews with staff, working with sponsorship and marketing in three Norwegian sports (soccer, team-handball, volleyball).

The paper will describe dominating understandings and meanings of gender and discuss how market integration may contribute to cause a crumbling - or a disintegration - of the overall stated organizational gender policy - promoting gender equality and equal opportunities.