

# 5

# Sport and sponsorship

UNIT AIMS

## READING SKILLS

Finding organizational words  
Recognizing relationships between ideas

## EXAM PRACTICE

Identifying information (True/False/Not Given)  
Matching information in factual texts  
Matching features in texts



## Thinking about the topic in advance

1 Look at the photos and answer the following questions.

- What sporting events can you see in the pictures?
- What other sports can you name?
- What are the most popular sports in your country?
- Why do you think people practise sports?
- Who sponsors sport?
- Why do you think they do this?

2 Match the following sports with the place where they are practised.

*Example: javelin – field*

### Sports

- athletics
- volleyball
- triple jump
- cycling
- tennis
- diving
- gymnastics
- orienteeing
- skiing
- football

### Locations

- court
- field
- track
- pitch
- cross-country
- slope
- mat
- pool

3 *Suffixes* are groups of letters that can be added to a word to change its form: -ist -er -ship -ion -ing -tic -ial

For example: play (v) + *er* → player (n)

Add suffixes from the list to the words below to form new words.

sponsor ■ athlete ■ cycle ■ dive ■ promote ■ finance ■ fund

- 4 Complete the sentences with the words you formed in Exercise 3. There is one correct answer for each space.
- The lead \_\_\_\_\_ in the Tour de France road race wears a yellow shirt.
  - Sportsmen frequently apply to large organizations for \_\_\_\_\_ support, to cover the cost of equipment and training.
  - \_\_\_\_\_ is an effective sales strategy to increase product \_\_\_\_\_.
  - Olympic® \_\_\_\_\_ nowadays are required to compete from a 10-metre high platform.
  - The modern Olympics® originated from Greek \_\_\_\_\_ competitions which started nearly three thousand years ago.

## Skills

### Recognizing relationships between ideas

The ideas in a reading passage can be related in a number of ways. For example, linking phrases that indicate the relationship between events, or the logical progression of the writer's argument; organizational words that connect different sections of the passage. Events and ideas are often connected by words and phrases that indicate:

- Chronological progression
- Sequence in a process
- Cause and effect
- Contrast or comparison
- Condition or concession

Another way of linking ideas is to use words that refer to information previously given or information to be given later in the text. Words like *this*, *that*, *these*, *those*, *who*, *which* and *it* are often used in this way.

- 5 Scan the following paragraphs and underline the words or phrases that connect the main ideas.

- 5 **A** Historical records show that the Olympic Games® were first staged as early as 776 BC on the plains of Olympia in ancient Greece. Afterwards, the games took place every four years for over a thousand years, until 393 AD, when they were prohibited by the Roman Emperor Theodosius. Fifteen hundred years later, in 1896, the first modern summer Olympics® were held in Athens and have continued ever since, having been cancelled on only three occasions, during the First and Second World Wars.
- 10 **B** Before *they* can apply to the International Olympic® Committee to host the Olympic Games®, cities must be approved by their National Olympic® Committee. Following *this*, they take part in a selection process consisting of two stages. The first phase is called the 'Applicant' phase, during *which*, each city's application is examined to consider whether *it* is adequately prepared and has the potential to organize the Olympic Games®. Only cities which fulfil *these criteria* continue to the second phase of bidding, known as the 'Candidate' phase.
- 15 **C** Because the Olympic Games® are primarily sporting events, it is possible to forget that they are also huge commercial ventures. In each country the impact of the Olympic Games® on the economy, infrastructure and environment of the host city depends on the national Olympic® committee's approach to planning for the

20 future. For example, one of the most important consequences of the 2012 Olympic Games® in London, was the implementation of a regeneration plan for the east of the city, which will result in improved social and housing facilities for local residents.

25 **D** Not everybody knows that there are two Olympic Games®; the more famous one in the summer and the other in the winter, two years later. The summer and winter Games differ in a number of ways. For instance, because the winter Games are limited to events that require snow and ice, the summer Olympics® stage a wider range of sports. As well as this, the winter Games are inevitably held in colder climates and receive fewer visitors. However, many people say they prefer the winter Olympics® because they find the skiing, bobsleighbing and ice-skating more exciting than the traditional athletic contests of the summer games.

30 **E** It is widely understood that the main aim of any sporting team is to play as well as possible and win every game. But what happens if an Olympic® team loses deliberately? Unless an Olympic® team genuinely tries to defeat its competitors, it is considered to be 'not using its best efforts to win a match'. Whenever this happens, the team is disqualified from the competition.

**6** Read paragraph B again. What do the following words refer to in the passage?

- a *they* (line 8)
- b *this* (line 10)
- c *which* (line 11)
- d *it* (line 12)
- e *these criteria* (line 13)

## Exam skills

### True/False/Not Given

In this type of question, remember to answer according to the information in the text. If the information in the question is clearly incorrect, you should answer FALSE. If it could be correct, but is not explicitly mentioned, you should answer NOT GIVEN.

**7** Without reading the text about the Super Bowl, read the following statements and write T on the line after each statement that could be correct and F if the statement could not possibly be true.

- i 100% of American households watch the Super Bowl games. \_\_\_\_\_
- ii Super Bowl audiences are unusual because they pay special attention to the advertisements. \_\_\_\_\_
- iii A quarter of the products promoted during the Super Bowl in 2009, were also on YouTube. \_\_\_\_\_
- iv Half a minute of advertising during the 2008 Super Bowl cost \$3 million. \_\_\_\_\_
- v Apple® commercials are more innovative than other Super Bowl advertisements. \_\_\_\_\_

8 Now read the passage about the Super Bowl and check whether the statements i–v are True, False or Not Given, according to the information in the text.

- A** The significance of the Super Bowl as an advertising vehicle is well recognized in US advertising practice. The US advertising industry has traditionally focused on Super Bowl telecasts because of the tremendous size of audiences and the outstanding rating points they receive. In recent years, Super Bowl telecasts have reached over 90 million viewers and more than 40% of US households (Kaplan, 2007; Steinberg, 2008a; Yelkur et al, 2004). In addition, there is a tendency for Super Bowl audiences to behave in a very specific way that is attractive to advertisers and provides them with very unique and valuable opportunities. That is, Super Bowl viewers tend to turn off their laptops, cell phones, digital recorders, etc. specifically to ‘watch’ not only the game, but also the new commercials that they will then talk about afterwards (Gunter and Furnham, 1997; Jensen, 1998; Mohr, 2007; Poole, 2007).
- B** More recently, the attractiveness of running ads during the Super Bowl has been found in cyberspace too. According to a Google executive, about 90% of brands advertising on TV during the 2009 Super Bowl also had ads up on YouTube. A quarter also tapped social networks to try and drive up additional comments, ratings and conversation (Klaassen, 2009). There is a trend for Super Bowl ads to draw significant amounts of online traffic to advertisers’ branded websites. Anheuser-Busch found that traffic to its branded websites rose by 600 per cent, or 21 million views, in the seven days following its Super Bowl ads in 2008 (Mullman, Steinberg, Halliday, Zmuda and Parekh, 2009). For these reasons, obtaining spots during the Super Bowl telecast has become a competition in and of itself. In 2009, companies were willing to invest \$3 million for a 30-second commercial spot (Futterman and Vranica, 2008).
- C** Although the Super Bowl serves as an advertising vehicle for many companies, very little is known about the creative strategies these companies employ to promote their products and services in Super Bowl commercials. This is rather surprising, given that Super Bowl advertising is considered cutting-edge from a creative perspective. For example, Apple Computer’s ‘1984’ ad, which introduced the Macintosh personal computer in a George Orwell-style, is considered one of the greatest commercials of all time in the US (Horton, 1990). Nonetheless, only a few studies have examined the creative strategies of Super Bowl commercials.

## Exam skills

### Matching information questions

In this type of question you will have to find detailed information in a specific section of a reading passage. You will be asked to write the letter that refers to the paragraph in the text where you have found the information. Sometimes you may find more than one piece of information in the same section, so you may need to use the same letter more than once.

- 9 The reading passage has three paragraphs, labelled A–C. Which paragraphs contain the following information? Choose the correct letter A–C. NB You may use any letter more than once.
- i Why marketing firms are particularly interested in the people who watch Super Bowl games.
  - ii The percentage increase in visits to a commercial website after a Super Bowl ad.
  - iii Research about techniques for designing Super Bowl advertisements.
  - iv Reasons why the Super Bowl is an effective means of marketing.
  - v The impact of Super Bowl commercials on online advertising.

### Skills

Grouping and classifying information are important reading skills, which involve recognizing the qualities or features that define groups or the characteristics that link events.

- 10 Match the following items with the categories A–C. Write the correct letter by each number.

- A types of sport
- B sporting events
- C types of sponsorship

- i equestrian
- ii grant
- iii FIFA World Cup™ football
- iv gymnastics
- v endorsement
- vi Winter Paralympics
- vii subsidy
- viii patronage
- ix Wimbledon Tennis Championships
- x aquatic

## Exam skills

### Matching features

In some questions you will be asked to match the statements in the questions to a group of features from a lettered list. Do not expect the statements to match exactly with the options. Some of the options may not be used and others may be used more than once.

## Reading Passage 5

You should spend 20 minutes on questions 1–14, which are based on Reading Passage 5.

- A** The recent global economic shift away from state-regulated economies and towards privatization has affected many areas of society. The sporting world is no exception to this, and football is a prime example. In fact, it can be argued that over the last 10 years, football clubs have become more focused on the commercial opportunities presented by international and league cup events than on their players' sporting prowess. In addition to this, football has become so powerful an economic force in some countries that its impact can be observed in political and government circles.
- B** Over the years, football clubs have transcended their original function. No longer supporting their teams solely through membership contributions, they have transformed themselves into a highly lucrative industry. This change in the financial sponsorship model of professional football has been described by Andreff (2000) as a shift from the 'Spectators – Subsidies – Sponsors – Local' model, which was prevalent in the 1970s, to the 'Media – Magnates – Merchandising – Markets – Global' paradigm, which emerged in the 1980s.
- C** Over the last 30 years, the growth of the broadcasting industry, and in particular its effectiveness as a channel for marketing and advertising, has increased the commercial profitability of football at national and international levels. This in turn has attracted a wide range of private investors, including individual billionaires, multi-national media companies, sports equipment suppliers and health product manufacturers. Some, but not all, of these are driven purely by an interest in monetary gain. Others are genuine fans, in the original sense of the word; that is, they are fanatical about football, investing in the game to satisfy their passion.
- D** In order to maximize their profits, more commercially motivated investors have extended their interests beyond the boundaries of receiving income from ticket sales. Branding, which has become a highly successful income stream in the last few decades, is an example of this. Products of all kinds, ranging from clothing to tableware and from mascots to sports equipment are manufactured in factories in various countries and distributed through high street commercial outlets worldwide. For example, a T-shirt or a mug branded with the logo of a European premier league football club may be produced on a continent as far away as Asia. A further, and even more productive, source of income is the sale of broadcasting rights. For example, in 2010, the governing body of world football (FIFA), earned 2408 million US dollars from the sale of the television rights to the FIFA World Cup™ in South Africa and 1072 million US dollars in marketing rights. Another profitable, but arguably dubious, commercial operation is the transfer of players from one football club to another. Although individual players receive astronomical fees as a result of these transfers, it is difficult to view the process as being very different from that of trading manufactured goods.

**E** As well as raising specific ethical issues, the transfer of players for large sums of money highlights the tension between the social ideals on which many sporting associations are founded and commercial necessity. Although many sports clubs may still retain their original social aims, such as health, social interaction and physical development, the financial pressures of the modern competitive world of international business prevent them from attaining these aspirations.

**F** These concerns were echoed some years ago by Bayle and Durand (in Rouvrais-Charron and Durand, 2009) who noted 'a growing gap between ethics and behaviour' amongst the governing bodies of international sport. It must be recognized that the challenge of balancing ideology, social responsibility and commercial viability is not unique to football. Nevertheless, it could be argued that if sport (and in this case, football) is based on the principle that it has a uniquely social function, this conflict between ideology and commercial pressure may be felt to be all the more acute.

#### Questions 1–6

The reading passage has six paragraphs (A–F). Which paragraphs contain the following information?

- 1 different modes of sponsorship
- 2 the range of organizations that invest in football
- 3 reasons for investing in football
- 4 the development of football from a sport to an industry
- 5 examples of promotional goods
- 6 a change in the status of footballers

#### Questions 7–10

Do the following statements agree with the information given in the passage?

Write

**TRUE** if the statement agrees with the information in the passage.  
**FALSE** if the statement disagrees with the information in the passage.  
**NOT GIVEN** if the information is not mentioned in the passage.

- 7 In the past, football was not a commercial venture.
- 8 FIFA earned more from marketing than from broadcasting rights to the FIFA World Cup™ in South Africa.
- 9 Sporting associations believe that they have a social responsibility.
- 10 Commercially motivated sponsors are not concerned with ethics.

*Questions 11–14*

Look at the following items (Questions 11–14) and the list of groups below. Match each item with the correct group. Write the letter A–C.

**NB** You may use any letter more than once.

- A football clubs
- B sponsors
- C the players

- 11 They use sport as a marketing tool.
- 12 They are becoming more controlled by private industry.
- 13 They are politically powerful.
- 14 They have been converted into merchandise.