Use of English



How effective is sponsorship in sport?

Read the text below, choose the correct answer (A, B, C, D)

Since (1) ____, sponsorship has become a major part of sport. But (2) _____ effective is it?

There were some big changes to football shirts. Instead of shirts telling you the name of the team, they gave you the name of a company. (3) ____ times, it wasn't clear if the team playing was Manchester United or Sharp Electronics. However, fans soon (4) _____ the new look shirts... until they changed again: first to Vodafone, then to American Insurance.

So, why has sports sponsorship become (5) _____ popular thing? Both sides see clear advantages. Most large companies are keen to link their brand to a well-known sporting personality because they believe raising their image in this way (6) _____ increase sales. And the sums they offer to do so is a big incentive for the other side. For example, AIG paid 55.6 million to (7) _____ on Manchester United's shirts in the hope that it would bring in business.

However, football is far from being (8)_____ sport to receive such generous amounts. The internationally famous company Puma sponsors sportsmen and women in every type of sport imaginable, including cricket, golf, athletics, motor sports and, of course, football. The company spends millions a year promoting its brand this way. And so do rivals Adidas, Nike, and Reebok.

But problems can arise. For example, what happens if they sponsor an unsuccessful player or team? Will they look stupid at the end of the season if their team (9) _____? Will they lose credibility if the person they backed fails miserably? BMW sponsored the sailing team BMW Oracle (ORCL) at the America's Cup in Valencia in 2007, but their boat was eliminated before the competition even started. The German press reported that the result (10) _____ the company up to $200 million. But BMW didn't give up. They returned to Valencia again in 2010 and that time won the competition. That shows determination.

1	A early 1980s	B the early 1980s	C the early 1980	D the early 1980th
2	A how	B why	C what	D when
3	A from	B on	C in	D at
4	A used to	B got used to	C didn't use to	D got used
5	A such	B such a	C so	D very
6	A will	B would	C is going to	D was going to
7	A write their name	B have their name written	C have written their name	D get their name writing
8	A an only	B only	C a only	D the only
9	A lost	B lose	C loses	D would lose
10	A may have costed	B may be costing	C may cost	D may have cost