# more than just a jersey

## A. VOCABULARY: Advertising

**Complete the sentences with words in the box.**

| | | | | |
|---|---|---|---|---|
| advertise | ad/advertisement | brands | commercials | fashion statement |
| logo | merchandise | merchandising | products | slogan |
| ~~sponsor (n.)~~ | sponsor (v.) | status symbols | | |

1 Al's Pizza pays to support our basketball team. They are our sponsor . We have their _____ – "Best pizza in town!" – on our jerseys.

2 Louisa wears bright colors to make a _____ .

3 Dave's business was not doing well, so he decided to _____ on TV. He also hired an artist to design a new _____ for his business.

4 Have you seen the _____ for that new TV show? It looks really funny.

5 _____ from famous _____ , like Gucci and Prada, are often more expensive because they are _____ .

6 Disney makes a lot of its profits from _____ . The company charges other companies to put its characters on their products.

7 Many websites make money by hosting _____ for other companies and products.

8 Many companies will _____ a local charity or a sports team because they know it is good for their reputation.

9 The football stadium has a store inside that sells the team's _____ .

## B. GRAMMAR: Modals of speculation

**Choose the correct words to complete the sentences.**

1. The fans are going to their seats. They **can't / must** have tickets.
2. Val was in second place in the race last time. She **might / must** win this time.
3. Andreas always wears a Santos jersey. He **could / must** like the team.
4. There's a man talking to the players. He **must / could** be the coach. Or maybe he's the referee.
5. Some fans are leaving the game early. They **can't / might** be bored.
6. Nobody is wearing a jacket. It **can't / could** be cold.

**Complete the conversations. Use could, may, might, must, or can't. Sometimes there's more than a possible answer.**

1. Does Victor know Eve? He _____ know her. They're taking the same class.
2. Are there tickets available for tomorrow's game? There _____ be tickets left. Let's look online and see.
3. That's Marisol's brother. He _____ be Marisol's brother. Everyone in her family is tall, and he's very short.
4. Does Natalia like soccer? She _____ like it. She talks about it all the time.
5. A We have a meeting tomorrow, right? We _____ have a meeting. Mark hasn't decided yet.
6. A Tom's at the door. Tom _____ be at the door. He's at work.

LIVEWORKSHEETS