

## VOCABULARY

Here are some words from Reading 1. Read the sentences. Circle the word or phrase that can replace the bold word without changing the meaning of the sentence.

1. A company **logo** usually gives the full name of the company or the first letter of the name. ( **symbol** / address / rule )
2. Many companies choose to **sponsor** sports teams so that they can advertise on their uniforms. ( support / watch / buy )
3. A **brand-new** business cannot be assured that it will succeed right away. ( worried / sure / interested )
4. Businesses need to make **profits** in order to be successful. ( income / friends / decisions )
5. When companies **invest** money to make a new product, they have to consider the costs carefully. ( need / lose / spend )
6. The Internet has given businesses access to a bigger **market** around the world. ( number of customers / number of difficulties / number of computers )
7. Large companies generally have more **stability** than small businesses. ( choice / strength / problems )
8. It is wise to invest in **dependable** companies because they tend to manage their money well. ( new / reliable / different )
9. There has been a large **expansion** in the number of bilingual jobs because of the global economy. ( decrease / growth / cost )
10. In order to be successful, a business needs to consider its **image**, or the way the public sees it. ( attitude / appearance / growth )



## Fast Cars, Big Money

### Does your business need a boost?

- 1 Imagine 350 million people seeing your company **logo** every year. Imagine that number growing even higher every year. Imagine being part of one of the most prestigious<sup>1</sup> and glamorous<sup>2</sup> sports in the world and making millions of dollars at the same time. Sound attractive? Hundreds of companies have already discovered the financial benefits of **sponsoring** Formula 1 racing. When you choose to sponsor a team, you can be **assured** that your company will grow financially and globally.

### Why are companies interested?

- 2 Companies have realized that investments in the sport of auto racing can bring them **huge profits**. Businesses, including banks, hotels, and telecommunication companies, **invest** tens of millions of dollars every year to sponsor race teams. Hundreds of millions of people watch car races every year. For companies, this is an enormous **market**.
- 3 Cars race around the track with company logos stuck to the doors, hood, and trunk, and people notice. Corporate sponsors can **invest** \$5 million in a race team and make \$30 million

or more from car advertising. The costs are cheap compared to the profits. Sponsoring a team also shows the **financial stability** of your company. Race cars can cost tens of millions of dollars, and race teams can spend up to \$300 million a year. Companies who invest in race teams are showing the world that they are powerful and **dependable**.

### Why is investing now a good idea?

- 4 Much of Formula 1's current success comes from its **expansion** to global markets. Although most races are in Europe, today there are races in the Middle East and Asia. Companies support worldwide expansion because it gives them new



Formula 1 race car

customers in emerging markets. They can push their **brand**<sup>3</sup> globally. Many companies have already invested in Formula 1's most recent host locations, including Bahrain, Abu Dhabi, and Singapore. As a result, they have been able to expand their business to the Middle East and Asia. These areas of the world are full of business opportunities, and Formula 1 racing has brought them more growth and success. Expanding overseas also shows that your company has a global message, which is important in today's global economy.

### Why should my company invest?

- 5 Thanks to a strong business mentality, Formula 1 racing has become a profitable sport for corporations to invest in. The global economy is always changing, but the industry has succeeded by finding new ways to make more money. Sponsoring a team will not only bring your company profits, but will also improve your company's **image** as a business that is stable and global-minded. Take advantage of this wonderful business opportunity, and enjoy being part of this glamorous, thrill-seeking<sup>4</sup> sport. Vroom vroom!

<sup>1</sup>brand: the name of a product that is made by a particular company

<sup>2</sup>thrill-seeking: trying to find pleasure in excitement

## MAIN IDEAS

Read the sentences. Write the correct paragraph number next to each main idea.

- 1 a. By sponsoring a Formula 1 team, a company will grow financially and globally.
- b. Formula 1 sponsorship is profitable and shows that a company is powerful and reliable.
- c. Sponsors can make a lot of money from car advertising.
- d. Formula 1 racing is a good investment today because of its expansion to global markets.
- e. Sponsorship brings companies profits and improves their image.

## DETAILS

Cross out the incorrect answer.

1. Why should companies be interested in advertising with Formula 1?
  - a. Investing in Formula 1 racing makes a company look powerful.
  - b. The costs of investing are higher than the profits.
  - c. Millions of people will see a company's advertisements.
  - d. Corporate sponsorship shows a business is dependable.
2. What are some other reasons that companies should invest in Formula 1 racing?
  - a. Formula 1 racing is a fun and glamorous sport for everyone.
  - b. Companies can make a lot of money from Formula 1 racing.
  - c. Sponsorship will improve a company's global image.
  - d. Sponsoring a race team shows that a company is dependable.
3. Why is investing now a good idea?
  - a. Formula 1 racing is expanding to the Middle East and Asia.
  - b. Companies can advertise in emerging markets.
  - c. A global message is important in today's economy.
  - d. Companies can push their brand in Europe.