

Sports and business

VOCABULARY

LEVEL
Lower-intermediate

NUMBER
EN_BE_2344V

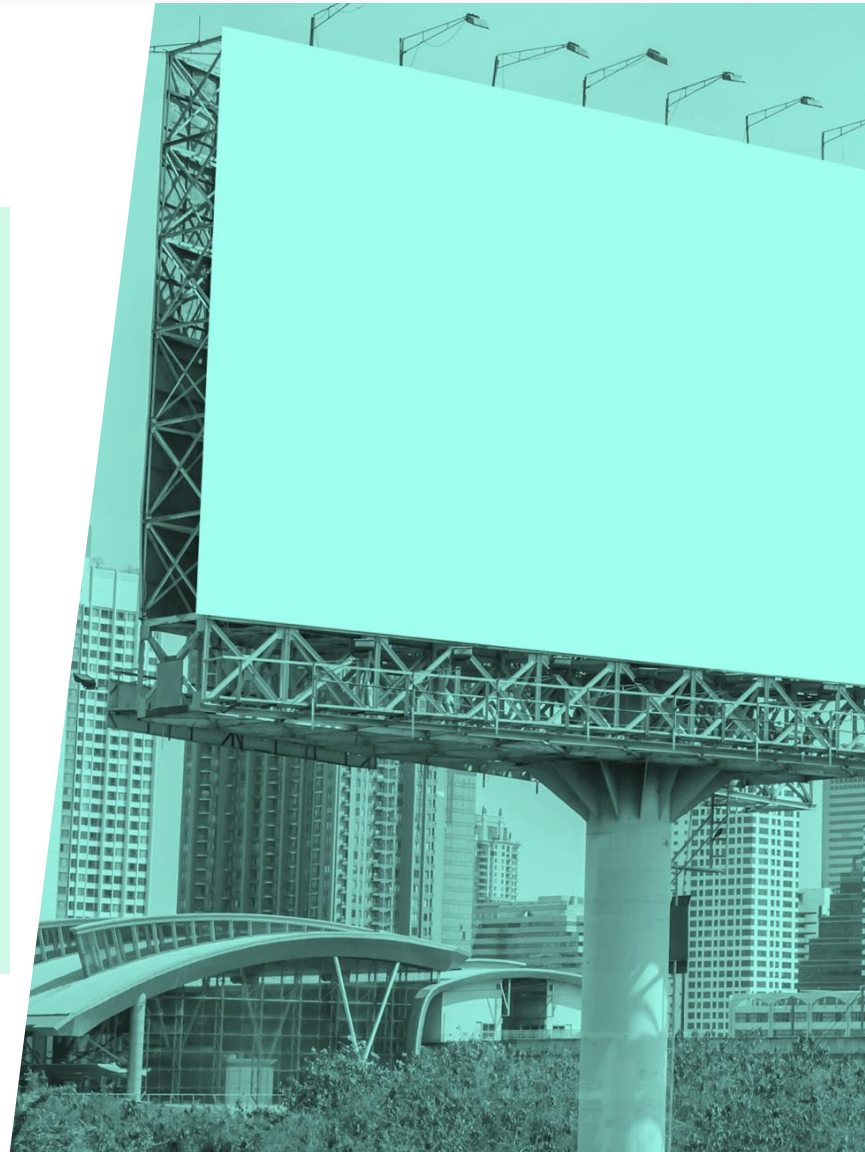
LANGUAGE
English






Goals

- Can use simple vocabulary to describe sports as a business.
- Can discuss sports as a good career option.





Some sports people **earn** a lot of money. But, not only by playing their sport!

They can also **be the face of a company** and sell their products.



Preview

In this lesson, you will learn vocabulary related to **sports as a business**.



She **earned** a lot of money as a **professional** tennis player.

sportsmen

sportswomen



Successful **sportsmen** and **women** can make a lot of money.

to earn money



Football players **earn** a lot of **money**.

to receive prize money



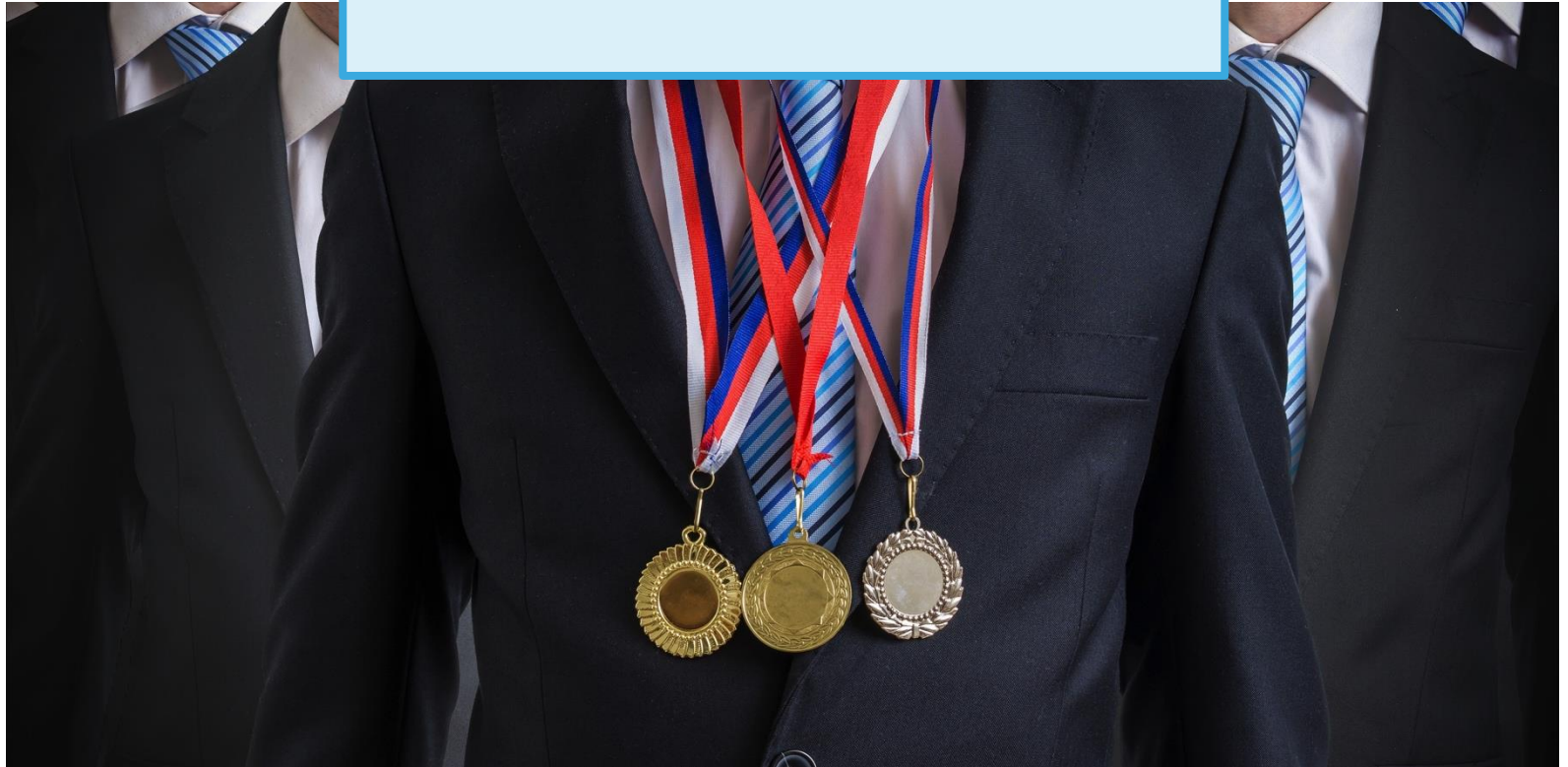
If you win Wimbledon, you **receive prize money**.

to win a tournament



Golf players always want **to win a tournament.**

to finish in [...] place



If you finish the marathon **in first place**, you win the most money.



Sentence examples



This baseball player is a professional **sportsman**.

This tennis player is a professional **sportswoman**.



Professional footballers **earn money** each week.



Sentence examples



Sports people **receive prize money** if they win a competition.

The best team **wins a tournament**.



He **finished** the race **in first place** this year.



Unscramble

to

a lot of

to

tournament

money

earn

win

a



How do professional sportspeople make a living?

prize

receive

to

money



What do you think? Which sport pays the most money for...

winning
a tournament?

finishing in second
place?

finishing in
first place?

their prize money?



Discuss

**Which sportsmen
and women earn
the most money?**

to sell a brand



A famous sportsperson can show a product and help **sell a brand**.

to be the face of a company



If you see a sportsperson showing a product in a magazine, they could **be the face of a company.**

to share their products online



Professional sports people can **share a company's products online**, usually on their social media.

to be in an advert



Some sportspeople will **be in an advert** where they sell a product on TV.



Sentence examples



Famous footballers can help businesses **to sell a brand.**

A tennis player can **be the face of a cosmetics company.**



It pays well **to be in an advert.**

Sportspeople often **share new products online.**





Fill in the gaps

Use the words in the boxes below to complete the sentences

face

advert

brand

online

1. That tennis player can sell our _____ of new trainers.
2. He shared a photo of our new trousers _____ to his 200,000 followers.
3. She was in the _____ and it was on TV for the first time last night.
4. We want a female football player to be the _____ of our company.





Name a sportsperson...

you have seen in an
advert on TV

who has sold a brand
you like

who always shares
products online

has been the face of a
company



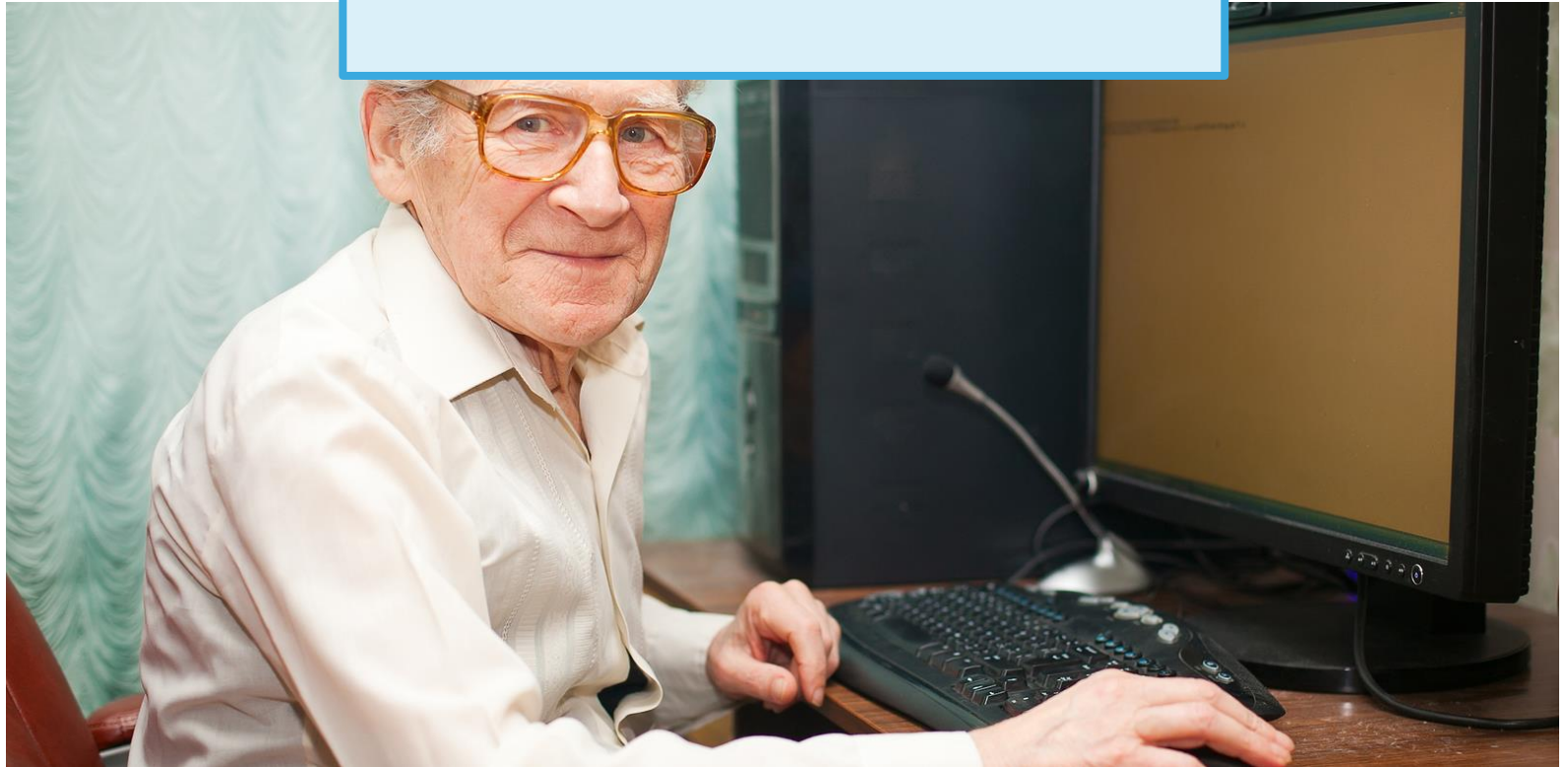
Imagine you are...

... a professional sports person deciding with your agent which methods outside of competing you are going to use to earn money.

- Will you be in an advert?
- Or will you try to be the face of a company?



to retire



Footballers usually **retire** when they are 35 years old.

to write an autobiography



Many sportspeople **write an autobiography** about their lives.

to sell their story



A famous footballer can **sell their story** to a newspaper.

a commentator



Older tennis players often become **commentators**, where they give their opinion on matches.

to become a coach

to become a manager



Retired athletes can **become a coach** or **a manager** because they know a lot about the sport.



Sentence examples



Professional sportsmen and women **retire** earlier.

Lots of footballers **become coaches** after they stop playing.



Becoming a manager keeps sportsmen and women in their sport.



Sentence examples



After retiring, people often write an **autobiography** about their careers.

Old sport stars sometimes **sell their story** to a newspaper or magazine.



Most of the cricket **commentators** were professional cricketers.



Reading

Sportsmen and women can earn money playing their sport but also through **being in adverts** and **sharing products online**.

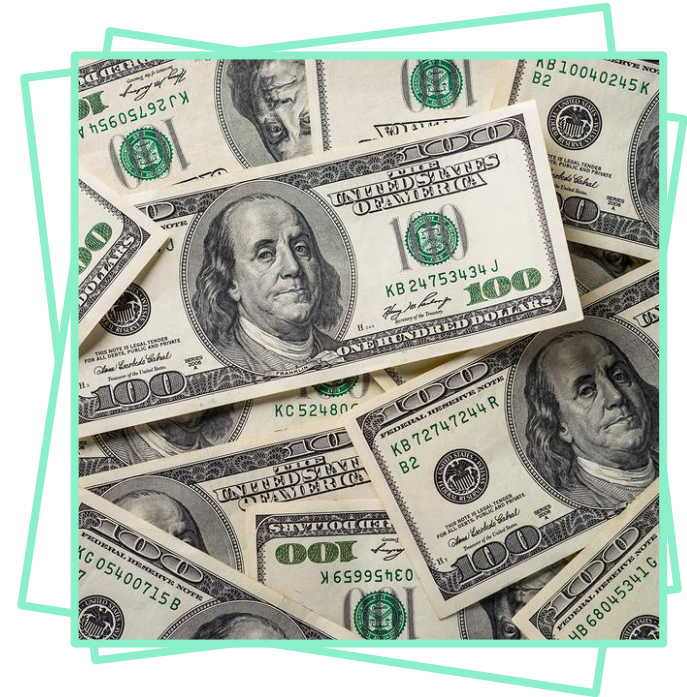
When they retire from competing, they can earn money by **writing an autobiography** about their career. Some people choose to stay in their sport and **become coaches** or **managers**.





Think back to the text

How many ways of earning money can you remember from the text?





Imagine you are...

... now talking to your agent as a retired sportsperson. How are you going to continue earning money?

- Will you sell your story?
- Or will you write an autobiography?





Discuss

**Do you think a
career in sports is
a good option?
Why? Why not?**



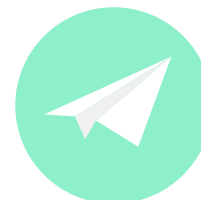


Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





Reflect on this lesson

Think about everything you have seen in this lesson.
What were the most difficult activities or words? The easiest?



If you have time, go over
the most difficult slides again



Answer key

Exercise 1, p.20

1. brand
2. online
3. advert
4. face

Exercise p. 12

1. To earn a lot of money
2. To win a tournament
3. To receive prize money





Homework categorise the vocabulary

write an
autobiography

face of a company

receiving prize
money

become a coach

be in an advert

sell their story

commentator

become a manager

coming first

share products
online

Playing sports

Other ways to earn



Homework writing activity

Write a short text about how sportspeople can make money whilst playing their sport, as well as how they can earn money once they retire.

<input type="radio"/>	<u>Sportsmen and women can earn money by winning tournaments</u>
<input type="radio"/>	<u>and receiving prize money. Once they retire they can write an</u>
<input type="radio"/>	<u>autobiography and make money that way...</u>
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Homework answer key

List activity, pp 36
Playing sports
Face of a company, receive prize money, be in an advert, coming first, sharing
products online
Other ways to earn
Write an autobiography, become a coach, commentator, become a manager



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