

Aim High 4 Listening Test 8

[3.4] Listen to a talk about the sports business.

1 Match the sentence halves.

- 1 Roger Federer ...
 - 2 David Beckham ...
 - 3 Muhammad Ali ...
 - 4 Pele ...
 - 5 Didier Drogba ...
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- a) once helped to end a war.
 - b) travels around the world to help poor people.
 - c) works to help the environment.
 - d) runs his own charity.
 - e) uses his name to support well-known charities.

2 Choose the correct answers.

- 1 A lot of sporting stars ...
 - a) have their own charities.
 - b) use their money and fame to help others.
 - c) aren't interested in a celebrity lifestyle.
- 2 Roger Federer's charity ...
 - a) builds schools in many countries.
 - b) gives money to local organizations in other countries.
 - c) helps children in his own country.
- 3 A lot of sports stars ...
 - a) stop doing charity work when they retire.
 - b) enjoy travelling when they retire.
 - c) have more time for charity work when they retire.
- 4 Sports stars can help other people ...
 - a) because they have made money from sponsorship deals.
 - b) because they aren't interested in sponsorship deals.
 - c) in order to get new sponsorship deals.
- 5 Didier Drogba used money from a sponsorship deal ...
 - a) to make his country wealthy.
 - b) to build a hospital in his country.
 - c) to promote a drink in his country.

3 Answer the questions.

- 1 Where does Roger Federer's charity help children?
- 2 How many days a year does Muhammad Ali spend travelling?

- 3 How many meals has Muhammad Ali's work provided?
- 4 How much money did Didier Drogba get for an endorsement of a drink?
- 5 In what year did Ivory Coast qualify for the World Cup?

4 Answer the questions. Use full sentences.

- 1 What is the popular image of a sporting superstar?
- 2 How can the support of a global superstar help a charity?
- 3 Why does Muhammad Ali travel around the world?
- 4 What job does Pele now do?
- 5 What did Didier Drogba ask the people in his country to do in 2006?