**Read the text and do the reading tasks.**

**How golf appeals to blue-chip sponsors**

**Jill James**

The current popularity of golf is matched by the number of companies who want to sponsor the game. Banks and motor manufacturers are two big business sectors that have invested billions of dollars in sponsorship.

Honda, Ford, Chrysler, Buick, 10 Nsan and Mercedes all sponsor PGA tournaments. BMW and Volvo feature on the European Tour. Elsewhere, HSBC, Barclays and RBS (Royal Bank of Scotland) have all built on their initial involvement and sponsor either Asian or European tour events.

Even smaller companies are getting involved. OKI Printing Solutions, sponsors of Portsmouth Football Club, decided to enhance its profile in the golf market by announcing a sponsorship of the OKI Castellon Open de Espafia Senior on this season’s European Seniors Tour.

Buick created one of the biggest splashes in sponsorship history in 1999 when it signed Tiger Woods for a reported $20m to $25m for five years. And that was mainly to have its company name on his golf bag. The company says it was definitely worth the money and is sponsoring his current contract.

Businesses sponsor golf competitions for publicity and to attract certain client groups to their products. Golf is still a game played by relatively wealthy people. And that is the main commercial attraction for most companies.

RBS says: ‘Research has shown golf to be the closest to our key target audience of executive-level business people in our geographic priorities of the US and the Europe/UK, and more recently the Asia Pacific countries. Golf was 50 chosen as the only “global” sport that, cost effectively, targets this audience on both sides of the Atlantic.'

**Match the words (i~6) with their definitions (a-f).**

1. popularity a) a way to attract public attention
2. initial b) most important things
3. enhance c) first
4. profile d) big interest
5. publicity e) improve

6 priorities f) image

**Complete these sentences with the correct word from the article**.

1. Several British banks are involved with and

golf tournaments.

1. Smaller companies can improve their by

sponsoring golf.

1. Buick felt that sponsoring Tiger Woods was

doing.

1. People who play golf are usually quite which

attracts companies.

1. RBS chose to sponsor golf because it clients in

both the USA and Europe.