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https://www.100test.com/kao_ti2020/125/2021_2022_PETS_E4_B8_89_E7_BA_A7_c88_125996.htm SECTION D NOTE-TAKING AND GAP-FILLING Fill in each of the gaps with ONE word. You may refer to your notes. Make sure the word you fill in is both grammatically and semantically acceptable. At present companies and industries like to sponsor sports events. Two reasons are put forward to explain this phenomenon. The first reason is that they get (1)___ throughout the world. The second reason is that companies and industries(2)___ money, as they get reductions in the tax they owe if they sponsor sports or arts activities. As sponsorship is (3)___, careful thinking is required in deciding which events to sponsor. It is important that the event to be sponsored(4)___ the product(s) to be promoted. That is, the right(5)___ and maximum product coveragemust be guaranteed in the event. Points to be considered in sports sponsorship. Popularity of the event International sports events are big(6)___ events, which get extensive coverage on TV and in the press.Smaller events attract fewer people. Identification of the potential audience Aiming at the right audience is most important for smaller events. The right audience would attract manufacturers of other related products like(7)___ , etc. Advantages of sponsorship Advantages are longer-term. People are expected to respond (8)___ to the products promoted. And be more likely to buy them. Advertising is (9)___ the mind. Sponsorship is better than straight advertising: a)less(10) ___ 100Test 下载频道开通，各类考试题目

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