

Toyota ends Olympic sponsorship

Vocabulary Match

sponsorship ● political ● athletes ● focus ● funding ● committee ●
● attention ● money ● government ● support ● players ● group

Article

Toyota has ended its sponsorship of the Olympic Games. The company, which had been a sponsor since 2015, decided to stop because it feels the Games have become too political. Toyota's President, Akio Toyoda, said, "For a while now, I've wondered whether the event truly puts athletes first." He believes the Olympics are losing their focus on athletes.

Toyota is not the only company to leave. Panasonic also decided to end its sponsorship. Both companies' exits raise questions about the future of Olympic funding. The International Olympic Committee (IOC) now needs to find new sponsors to support the Games.

This decision affects both the Olympic and Paralympic Games, as Toyota was a key partner for both events.

Quiz

1. Why did Toyota end its sponsorship of the Olympic Games?
2. How long had Toyota been an Olympic sponsor?
3. What has Akio Toyoda been wondering?
4. How will the IOC get future funding?

Conversation

A: I heard Toyota ended its Olympic sponsorship. Do you know why?
B: Yes, they think the Games have become too political.
A: That's interesting. I always thought it was about the athletes.
B: Me too. But now even Panasonic is leaving.
A: Wow, that's big. What will the IOC do now?
B: They'll have to find new sponsors quickly.

Discussion

1. In what ways do you think the Paris Olympics were too political?
2. If you managed a large company, would you sponsor the Olympics?
3. What companies do you think should sponsor the Olympics?
4. Have you ever boycotted a company? Why or why not?