
Wasserman, a Global Entertainment Company, Teams Up with Lakers

Description

The Los Angeles Lakers have teamed up with global sports and entertainment company Wasserman to pursue international sponsorships with top global brands. This partnership aims to increase the Lakers' global presence and expand their reach around the world. Lakers COO Tim Harris highlighted the opportunity to connect with their international fan base through this collaboration. Wasserman, known for its expertise in commercial sales, will leverage its vast network to help the Lakers engage with global brands. Managing director Mike Vandau expressed excitement about working with the Lakers and growing their brand worldwide. Additionally, the Lakers have added Lindsey Harding, last year's G League Coach of the Year, to head coach JJ Redick's coaching staff, making her the franchise's first full-time female assistant coach. This move underscores the team's commitment to diversity and excellence on and off the court.

Vocabulary List:

1. **Sponsorships** /'spɒn sərʃɪp/ (noun): The act of supporting an event or organization typically through financial contribution.
2. **Collaboration** /kə'læbə'reɪʃən/ (noun): The action of working with someone to produce or create something.
3. **Presence** /'prezəns/ (noun): The state of being present in a particular place or environment.
4. **Engage** /ɪn'geɪdʒ/ (verb): To attract and hold the attention or interest of someone.
5. **Commitment** /kə'mɪt mənt/ (noun): The state or quality of being dedicated to a cause or activity.
6. **Diversity** /dɪə'versɪtɪ/ (noun): The state of being diverse; variety.

Comprehension Questions

Multiple Choice

1. Who did the Los Angeles Lakers team up with to pursue international sponsorships?

- Option: Nike
- Option: Under Armour
- Option: Wasserman
- Option: Adidas

2. What is the aim of the partnership between the Lakers and Wasserman?

- Option: To win the NBA championship
- Option: To increase local sponsorships
- Option: To expand global brand presence
- Option: To focus on domestic sales

3. Who highlighted the opportunity to connect with the Lakers' international fan base?

- Option: LeBron James
- Option: Magic Johnson
- Option: Tim Harris
- Option: Kobe Bryant

4. Which individual expressed excitement about working with the Lakers?

- Option: Mike Pence
- Option: Mike Tyson
- Option: Mike Vandrau
- Option: Mike Bloomberg

5. Who was added to the Lakers coaching staff as the franchise's first full-time female assistant coach?

- Option: LeBron James
- Option: Lindsey Harding
- Option: Kobe Bryant
- Option: JJ Redick

6. What does the addition of Lindsey Harding to the coaching staff signify about the Lakers?

- Option: Focus on international sponsorships
- Option: Commitment to diversity and excellence
- Option: Transition to a new stadium
- Option: Pursuit of top draft picks

Answer

Multiple Choice: 1. Wasserman 2. To expand global brand presence 3. Tim Harris 4. Mike Vandrau 5. Lindsey Harding 6. Commitment to diversity and excellence

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What term is used to indicate a verified or authenticated piece of information?

- Option: Rounded
- Option: Speculated
- Option: Confirmed
- Option: Engaged

2. Which term refers to the total revenue generated by a movie in theaters?

- Option: Internationally
- Option: Box office
- Option: Grossing
- Option: Albums

3. Which term describes achieving a desired or favorable outcome?

- Option: Experience
- Option: Performance
- Option: Successful
- Option: Diagnosis

4. Who are the individuals that review and provide feedback on artistic works like movies or music?

- Option: Partnerships
- Option: Critics
- Option: Champion
- Option: Collaboration

5. What term refers to activities or performances designed to provide enjoyment or amusement?

- Option: Presence
- Option: Diversity
- Option: Entertainment
- Option: Ceremony

6. What term refers to cooperative agreements or collaborations between entities?

- Option: Experience
- Option: Anticipated
- Option: Partnerships
- Option: Sponsorships

7. Who is a person who has defeated all opponents in a competition or has the most outstanding record?

- Option: Champion
- Option: Confirmed
- Option: Damaged

Option: Entertainment

8. What term is used to indicate the process of approximating a number to a certain degree of accuracy?

Option: Rounding

Option: Presence

Option: Upcoming

Option: Successful

9. What term describes the knowledge or skill acquired through practical exposure or involvement in an activity?

Option: Grossing

Option: Commitment

Option: Experience

Option: Sponsorships

10. Which term refers to a collection of recorded songs or tracks by an artist or group?

Option: Charts

Option: Confirmed

Option: Albums

Option: Filming

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. The _____ movie is highly anticipated by fans and industry professionals alike.

12. There is a lot of _____ surrounding the new product launch.

13. The award _____ will be held next Saturday.

14. Her _____ in the play received rave reviews from critics.

15. The doctor provided a clear _____ of the patient's condition.

16. Their long-term _____ to environmental sustainability sets them apart in the

industry.

17. The company values _____ in its workforce and actively promotes inclusion.

18. The marketing campaign aims to _____ with a younger audience through social

media.

19. The new series is currently _____ in various locations around the city.

20. The artist gained fame _____ with hits in multiple countries.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The movie's success at the box office was attributed to its high earnings and popularity.

22. The highly new album release has fans eagerly waiting in anticipation.

23. Her extensive work in the field of technology made her the ideal candidate for the job.

24. His strong online helped boost the visibility of his brand.

25. The athlete secured several lucrative with major brands to support his career.

26. The successful between the two companies led to a groundbreaking new product.

27. The car sustained significant in the accident.

28. The student was taught the method of numbers to the nearest whole value.

29. The news of the merger was officially by the company spokesperson.

30. The film received mixed reviews from but was loved by audiences.

Answer

Multiple Choice: 1. Confirmed 2. Box office 3. Successful 4. Critics 5. Entertainment 6. Partnerships 7. Champion 8. Rounding 9. Experience 10. Albums

Gap-Fill: 11. Upcoming 12. Speculation 13. Ceremony 14. Performance 15. Diagnosis 16. Commitment 17. Diversity 18. Engage 19. Filming 20. Internationally

Matching sentence: 1. Grossing 2. Anticipated 3. Experience 4. Presence 5. Sponsorships 6. Collaboration 7. Damage 8. Rounding 9. Confirmed 10. Critics

CATEGORY

1. Entertainment - LEVEL1

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