

Huge rise in price of Premier League football shirts

22nd August 2024



Being a football fan in England is expensive. The cost of going to a match is high. The price of football shirts also adds to the expense of following your favourite team. The latest soccer jerseys for the top English teams cost over \$100.

England's national team top for the Euros tournament this summer cost over \$160. Teams from England's Premier League are cashing in on selling shirts. "The Sun," a UK newspaper, has revealed that some teams have increased the cost by 56 per cent over the past five years. A spokesperson for the London team Tottenham explained the high prices. He said it was because of a rise in the price of manufacturing, materials and shipping costs.

Consumer expert Jane Hawkes said the jerseys were overpriced and "not remotely justifiable". She told The Sun: "This is an own goal by mega-rich football clubs. Shirt prices have been soaring since the [coronavirus] pandemic." She added that: "Pricing [shirts] out of the reach of loyal fans in a cost-of-living crisis is unfair." She said it could "backfire on clubs". Fans are unhappy with the increasing prices. Manchester United fan Shane Hopkins was fed up with his team changing its kit every year. He said: "Naturally, my children want the latest shirts. They love their club. But that means I have to spend over \$400 at the start of each season. Clubs are too greedy."

Sources: thesun.co.uk / dailymail.co.uk / sky.com

Writing

Football shirts should be the same price as non-football shirts. Discuss.

Chat

Talk about these words from the article.

football / fan / favourite team / jersey / tournament / manufacturing / materials / consumer / expert / mega-rich / pandemic / loyal / fed up / kit / season / greedy

True / False

- 1) The article says playing football in England is expensive. T / F
- 2) The England national shirt is cheaper than a Premier League shirt. T / F
- 3) Some teams put up the price of their shirts by over 50% in five years. T / F
- 4) A London team said shipping costs were one reason for higher prices. T / F
- 5) A consumer expert said the price of shirts was justified. T / F
- 6) The expert said Premier League teams score lots of own goals. T / F
- 7) The expert said the cost-of-living crisis made high shirt prices unfair. T / F
- 8) A Manchester United fan said Premier League clubs were greedy. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|-------------------------|----------------------|
| 1. fan | a. acceptable |
| 2. expensive | b. making money from |
| 3. cashing in on | c. specialist |
| 4. rise | d. go wrong |
| 5. manufacturing | e. costly |
| 6. expert | f. money-grabbing |
| 7. justifiable | g. production |
| 8. fed up | h. supporter |
| 9. backfire | i. tired |
| 10. greedy | j. hike |

Discussion – Student A

- a) What do you know about the Premier League in England?
- b) Why do people buy football shirts?
- c) How much would you spend on the shirt of your favourite team?
- d) Why are the football shirts so expensive?
- e) Should teams make cheap shirts for poorer fans?
- f) Is it better to watch a football match on TV or at a stadium?
- g) Why is football the most popular game in the world?
- h) What advice do you have for Premier League teams?

Phrase Match

- Being a football fan
- adds to the expense of following
- cashing
- because of a rise in the price
- shipping
- This is an own goal by mega-
- She said it could backfire
- Hopkins was fed
- my children want the
- Clubs are too
- in on selling shirts
- latest shirts
- of manufacturing
- on clubs
- greedy
- your favourite team
- rich football clubs
- in England is expensive
- costs
- up with his team

Discussion – Student B

- What do you think about what you read?
- What do you think of football?
- Is the word 'football' or 'soccer' better?
- Is the Premier League the best in the world?
- Why might expensive shirts be an 'own goal' by mega-rich clubs?
- Will Arsenal win the Premier League this season?
- Are clubs being too greedy?
- What questions would you like to ask Premier League bosses?

Spelling

- Being a football fan in England is ieenvpxes
- adds to the pensex
- soccer srsyjee
- the Euros untreatnm this summer
- eearvled that some teams have increased the cost
- a rise in the price of ruaacnfugtnim
- overpriced and not lremteoy justifiable
- Shirt prices have been sairngo
- in a cost-of-living csrsij
- it could ecarikfb on clubs
- spend over \$400 at the start of each ensoas
- Clubs are too egreyd

Answers – Synonym Match

1. h	2. e	3. b	4. j	5. g
6. c	7. a	8. i	9. d	10. f

Role Play

Role A – Football

You think football is the best sport. Tell the others three reasons why. Tell them what is wrong with their sport. Also, tell the others which is the least exciting of these (and why): skiing, cycling or Formula 1.

Role B – Skiing

You think skiing is the best sport. Tell the others three reasons why. Tell them what is wrong with their sport. Also, tell the others which is the least exciting of these (and why): football, cycling or Formula 1.

Role C – Cycling

You think cycling is the best sport. Tell the others three reasons why. Tell them what is wrong with their sport. Also, tell the others which is the least exciting of these (and why): skiing, football or Formula 1.

Role D – Formula 1

You think Formula 1 is the best sport. Tell the others three reasons why. Tell them what is wrong with their sport. Also, tell the others which is the least exciting of these (and why): skiing, cycling or football.

Speaking – Sports

Rank these with your partner. Put the best sports at the top. Change partners often and share your rankings.

- Football
- Skiing
- Cycling
- Basketball
- Tennis
- Formula 1
- Baseball
- Surfing

Answers – True False

1	F	2	F	3	T	4	T	5	F	6	F	7	T	8	T
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Answers to Phrase Match and Spelling are in the text.