



Name: _____

Class: _____ Date: _____

Beyond the Price Tag

An activity of "FIFA boss is taught a lesson: the World Cup is not for sale"

Read "FIFA boss is taught a lesson: the World Cup is not for sale" (page 25, *What's Up*, October 2026). The article explores what happened when FIFA proposed selling part of the World Cup to private investors. Many people believed that money should not decide the future of the tournament.

1. With a partner, complete this table ↓ with items that you own.

Item	Item cost	What else could make it valuable
<i>e.g. An old teddy bear</i>	<i>\$12</i>	<i>It could have been a gift from someone special or a precious reminder of friendship.</i>
A family photograph	\$	
A kindergarten certificate	\$	
A handwritten note	\$	
	\$	
	\$	
	\$	

2. What gives these objects hidden value? Circle any that appeared in your answers:

memories	people we love	hard work	achievements	history
culture/ traditions	rarity	belonging	important experiences	others: _____

3. Name one object you would find difficult to part with: _____.

4. Create an Object X-Ray. The X-ray should show both what people can see on the outside and the invisible things that make it valuable to you.

X-RAY REPORT

PEOPLE
Who is connected to this object?

MEMORY
What memory is linked to the object?

FEELING
How does the object make you feel?

STORY
What is the story behind the object?

MEANING
What does the object represent to you?

UNIQUENESS
Why is this object so hard to replace?

OUTSIDE
Someone looking at my object would just see:

INSIDE
But inside my object are:

X-RAY OF A

(Object)

It's price might be \$-----

But it's value to me is:

5. Display your X-ray Report for a gallery walk of X-Ray Objects in class.