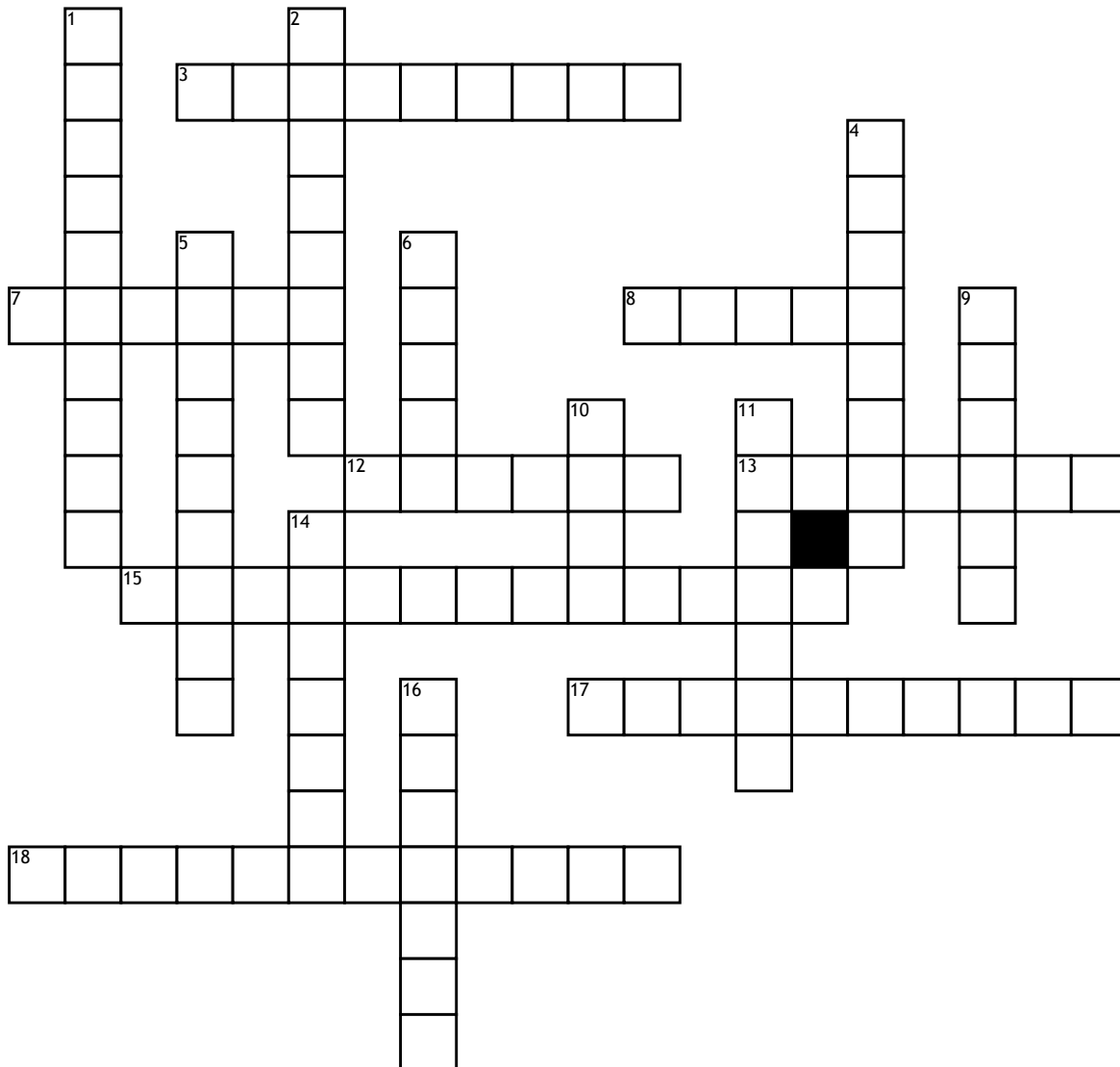


Sports Marketing Mid-Term Vocab



Across

3. When you are officially aligned with sports properties (____ - based)

7. When you have an official relationship, and are selling sports products (____ - based)

8. When you incorporate a sports overlay into the marketing program for a non-sports product (____ - based)

12. The peak of the sports events pyramid

13. Attempting to capitalize on an existing official relationship in marketing (____ - based)

15. When you utilize the multiple smaller TV networks for your marketing efforts

17. Strategic efforts to support and enhance a sponsorship

18. The four controllable variables that are manipulated in an effort to achieve objectives (no space)

Down

1. This term is used to represent the number of times that each dollar will be spent before it "leaks out"

2. This person doesn't own the intellectual property but has been granted permission to use it

4. The owner of the properties that are designated in a contract of intellectual property

5. Intellectual property which is used to distinguish goods and services of one organization from another and that has been protected

6. The bottom and most basic level of the sports event pyramid

9. This form of marketing creates a false impression of association with a property

10. Sports Goods, Apparel, Athletic Shoes and Sport-related Products acronym

11. The property providing value by virtue of association

14. Paid placement of products/goods on TV and in movies

16. The party that provides compensation in order to be officially associated with a property