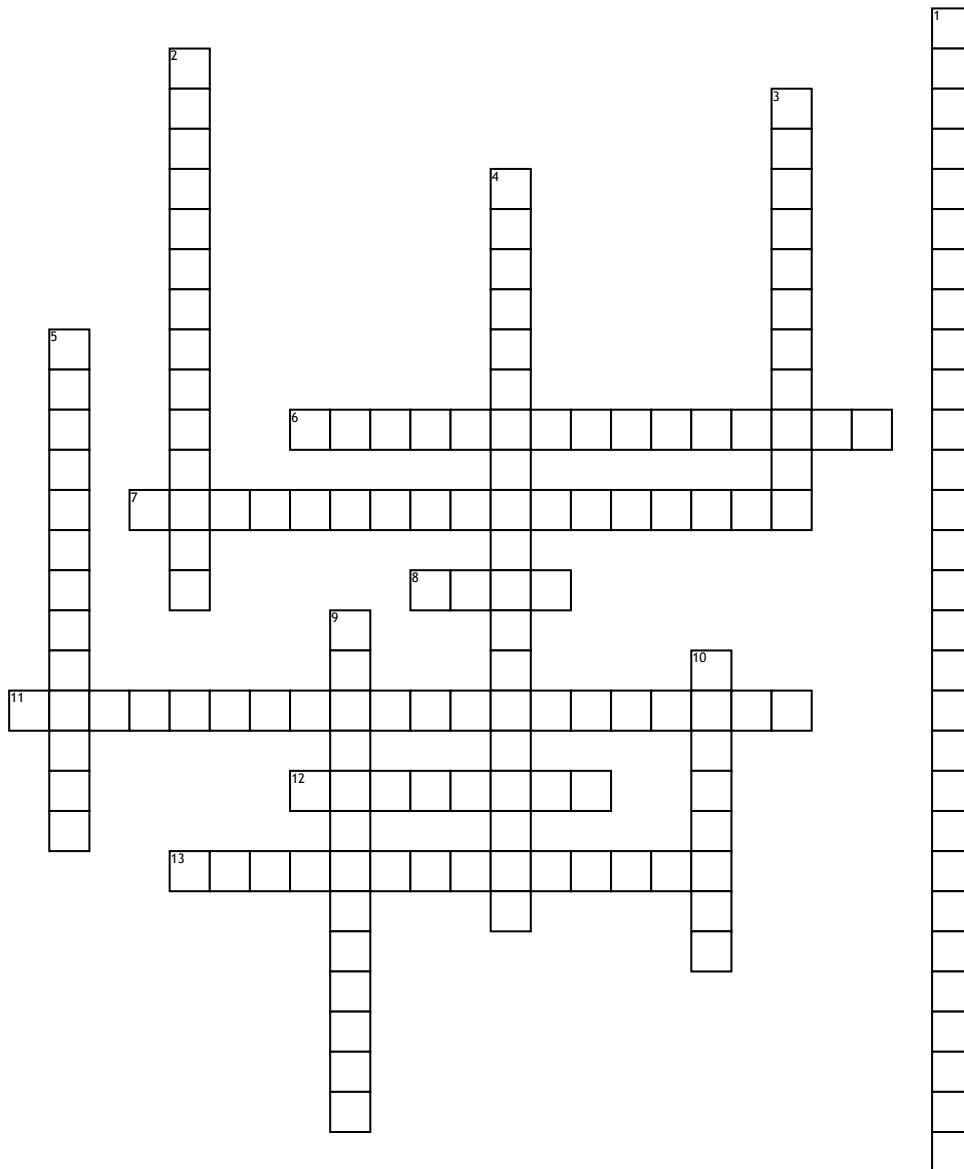


# Sports Marketing



**Across**

- 6. marketing designed for sports
- 7. A weekly television show that brought unusual sporting events into homes
- 8. National organization that governs college athletes
- 11. Non-profit organization to help kids play sports

- 12. According to legend the ancient olympics were founded by?
- 13. High school or college athlete who does not get paid to play

**Down**

- 1. The committee that plans the Olympic Games
- 2. Who was sports Illustrated Sports woman of the year in 1972

- 3. Olympic-style games for athletes with disabilities
- 4. A person who has the ability to play a sport and earn an income from it
- 5. Who linked athletes to corporations and was the founder of an International Management
- 9. sports that involve non traditional daring methods
- 10. Law that bans gender discrimination in schools