

Name: _____

Date: _____

Sports and Entertainment Marketing

C R O S S P R O M O T I O N A C O P Y R I G H T
F C Q T K K O F I D P K P I R A C Y K Z G N Z B
M C D J U V E N D O R S S C I M O N O C E O T W
X H I Q C A N C I L L A R Y P R O D U C T I D P
N A S K H J A S C P S Z B T E X S D E E N T Y T
S D C Q A V I X U M F N S N Y H X T F Z B O M E
Y J R G N R O Y A L T Y W I T K A N M N Z M A K
J R E E N D O R S E M E N T L A E E C K D O R R
Q T T H E C N B O Z V Q P Z A F F M O F C R K A
S I I N L W W I G M V K R F Y Y F E M Q J P E M
U L O G O Y V X L A G L O T O G B G P S N P T T
X N N A F R V J K R P N D D L R R A E B H H I E
C R A P D S Y T I K E D U Q R E A N T B V S N G
X I R S I C V C J E J U C Y E N S A I H V C G R
T S Y P S I I O H T I H T Q M Y I M T P D G C A
I K I O T H K N J I C K T E U S T K I I X N O T
F S N N R P F S E N A Q I Z S F C S O X W F N N
O L C S I A E U D G T A E G N D U I N T S B C V
R J O O B R Q M W M C I I G O B D R P D B I E C
P E M R U G K E R I I E N U C T O Z W B Q W P E
H H E S T O Q R O X E W T V N B R L G F J Z T D
U R E H I M W S Q F W C I A P W P F I Q J X F Z
H P E I O E L J W L T C U D O R P E R O C W E L
K F N P N D O W A N T S K I N E T O S C O P E R

CHANNEL OF DISTRIBUTION
MARKETING CONCEPT
RISK MANAGEMENT
TARGET MARKET
COMPETITION
SPONSORSHIP
ECONOMICS
ROYALTY
PIRACY
RISKS

DISCRETIONARY INCOME
CONSUMER LOYALTY
PRODUCT TIE-IN
CORE PRODUCT
ENDORSEMENT
CONSUMERS
PROMOTION
SYNERGY
PROFIT
WANTS

ANCILLARY PRODUCT
CROSS-PROMOTION
MARKETING MIX
DEMOGRAPHICS
KINETOSCOPE
COPYRIGHT
PRODUCT
VENDORS
NEEDS
GDP