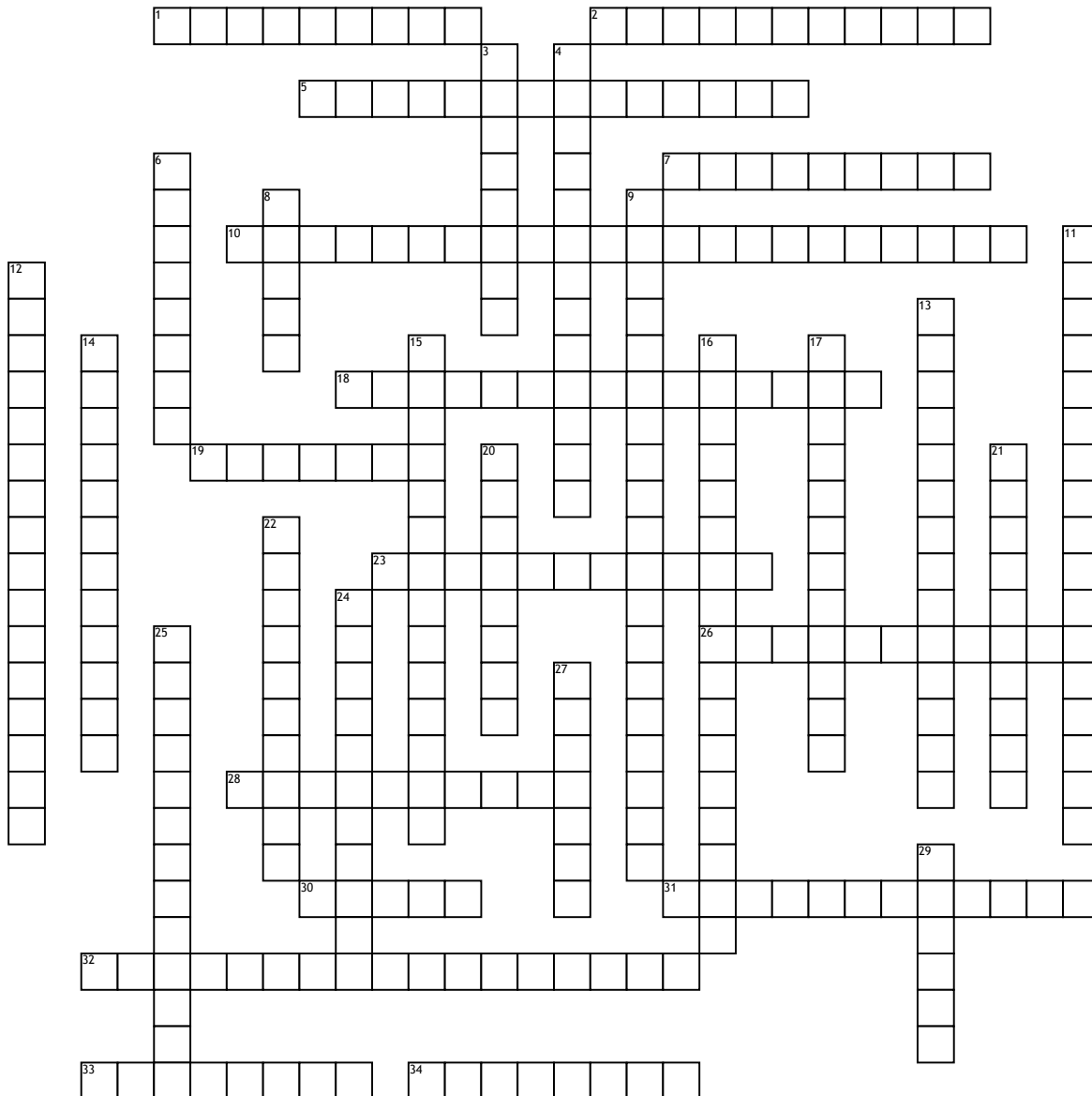


Name: _____

Date: _____

Sports and Entertainment Marketing Crossword



Across

1. Transaction between a producer and consumer.
2. A sponsorship where only one partner is promoted or allowed promotional opportunities.
5. Simultaneous production and consumption of sports events at a venue.
7. Events that supplement and surround the pre-defined core sports event.
10. Marketing of a non-sports product during a sporting event.
18. The application of marketing principles to sports and non-sports products through sports.
19. An athlete or entertainer who is NOT monetarily paid for performance.
23. Evaluation of a sponsorship to determine "if it would work".
26. Segmentation based on area, region, or climate.
28. A measurable and tangible goal.

30. A relatively small market with specialized needs.

31. Segmentation based on measurable statistics.
32. Promotional budgeting by "follow the market leader".

33. Area in which sponsorships are classified.

34. An individual that supplies a product or service.

Down

3. All individuals at or exposed to an event.
4. Separating consumers into smaller groups.
6. An individual that makes a purchase.
8. The importance worth of usefulness of something.
9. Promotional budgeting based upon "what can I afford".
11. Marketing principles used to market a team, individual, or event.
12. Promotional budgeting which funds a specific goal.

13. Segmentation based on personal interest and activities.

14. An athlete or entertainer who is monetarily paid for performance.

15. Using the appeal of an event to market a product.

16. Promotional budgeting using a set percentage of gross sales.

17. A goal which can be "felt" but not directly measured.

20. An individual that uses a product or service.

21. Segmentation based on Rate of use.

22. Increasing a sponsorship with additional marketing efforts.

24. Total money from ticket sales for an event.

25. An event, performance, or activity designed to entertain.

27. The state of being useful, profitable, or beneficial.

29. A source of diversion engaged in for pleasure.