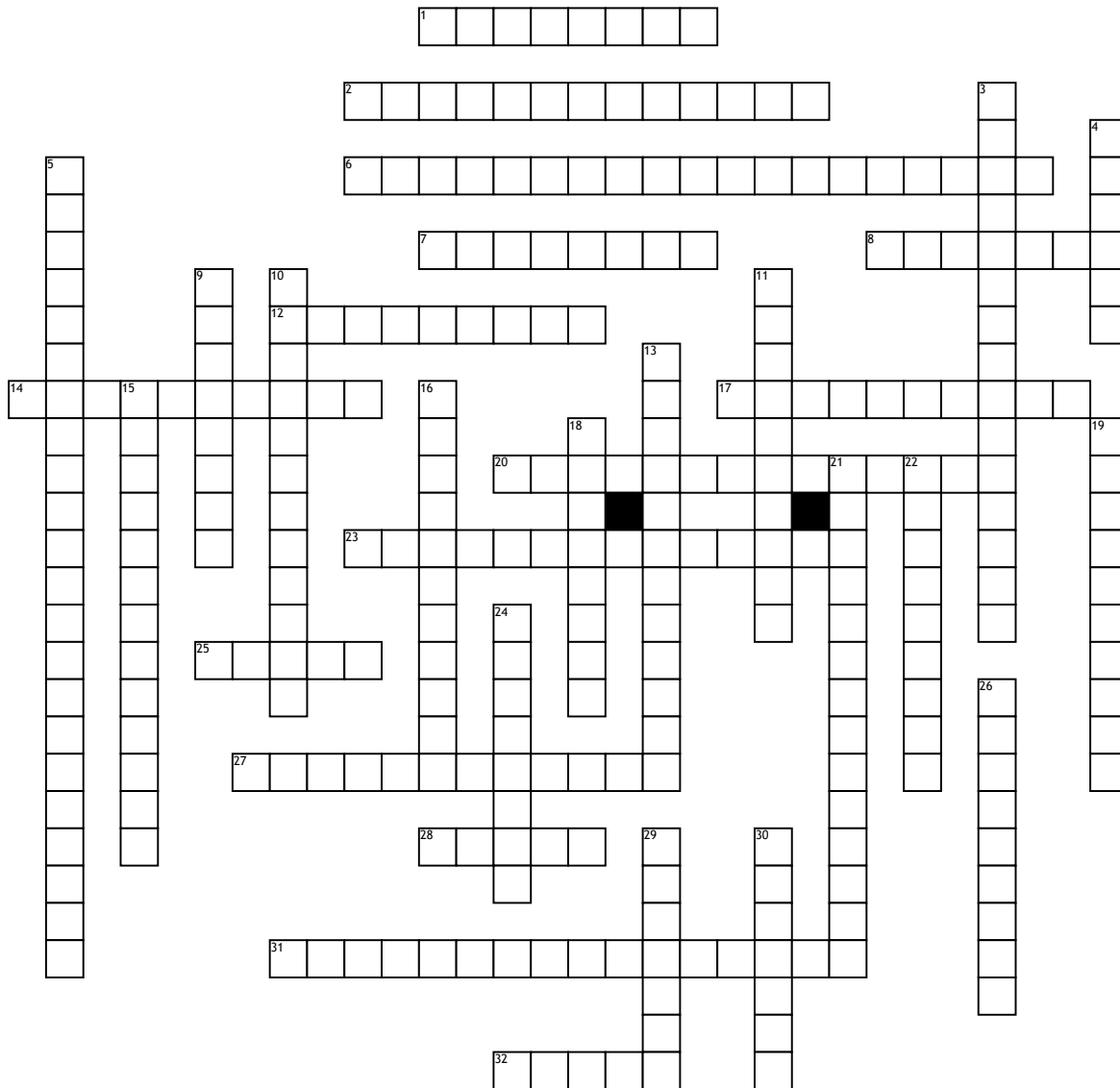Name: _____ Date: _____

Sports marketing

Across

1. Individual the supplies a product or service

2. Separating consumers into smaller groups

6. Promotional budgeting base upon what i can afford

7. An individual that uses product or service

8. An athlete that isnt paid

12. Transaction between a producer and a consumer

14. A measurable and tangible goal

17. Segmentation based on rate of use

20. Simutaneous production and consumption of sports events at a venue

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

25. A relatively small market with specialized needs

27. An athlete that is paid

28. Intermediary that markets talent and determines an athletes worth in the market

31. Promotional budgeting by follow the market leader

32. The importance worth or usefulness of something

Down

3. The application of marketing principles to sports and non sports products through sports

4. A source of diversion engaged in for pleasure

5. Marketing of a non sports product during a sporting event

9. An individual that makes a purchase

10. segmentation based on measurable statistics

11. Evaluation of a sponsorship with additional marketing efforts

13. A goal which can be felt but not directly measured

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

16. Segmentation based on area, region, or climate

18. area in which sponsorships are classified

19. Total money from ticket sales

21. Segmentation based on personal interest and activities

22. Events that supplement and surround the pre-defined core sports event

24. Company which sells merch to the end user

26. The process of developing, pricing, promoting, and distributing products to satisfy customers needs and wants

29. all individuals at or exposed to a event

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