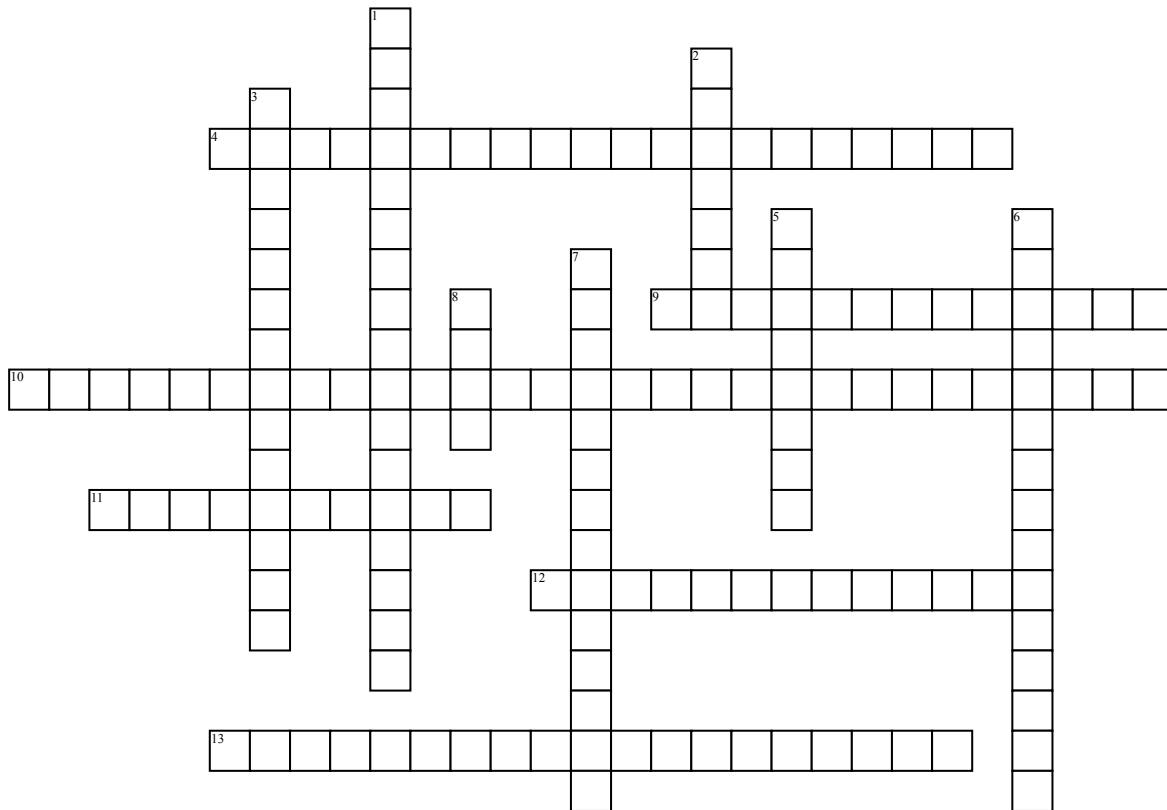


# Chapter 3 Sports Marketing



**Across**

4. Established in 1888, the \_\_\_\_\_ is a non-profit organization to encourage children to explore sports that they may not otherwise have an opportunity to play.
9. Sports that involved non-traditional daring methods of athletic competition are known as \_\_\_\_\_.
10. The \_\_\_\_\_ is an international committee to plan the Olympic Games and oversees issues and decisions relating to the Olympic Games. (MUST SPELL OUT)
11. Olympic-style games for athletes with disabilities were organized for the first time in Rome in the 1960's and were called \_\_\_\_\_.

12. \_\_\_\_\_ was the brainchild of linking athletes to corporations and was the founder of International Management Group.
13. A person who has the will and ability to play a sport and earn more an income from that sport is said to be a \_\_\_\_\_.

**Down**

1. \_\_\_\_\_ was a weekly television show that brought unusual sporting events into homes, exposing sports like cliff diving, wrist wrestling and world figure skating.
2. \_\_\_\_\_ is a law that bans gender discrimination in schools that receives federal funds.

3. A high school, college or any other type of athlete who does not get paid to play a sport is considered an \_\_\_\_\_.
5. According to legend, the ancient Olympics were founded by \_\_\_\_\_, a son of zeus
6. \_\_\_\_\_ is all marketing activities designed to satisfy the needs and wants of sports consumers.
7. \_\_\_\_\_ was named sports illustrated "sportswoman of the year" in 1972 she defeated Bobby Riggs in a Tennis match after he said no woman could defeat him in tennis
8. The \_\_\_\_\_ is a national organization that governs college athletes and oversees important decisions pertaining to athlete.