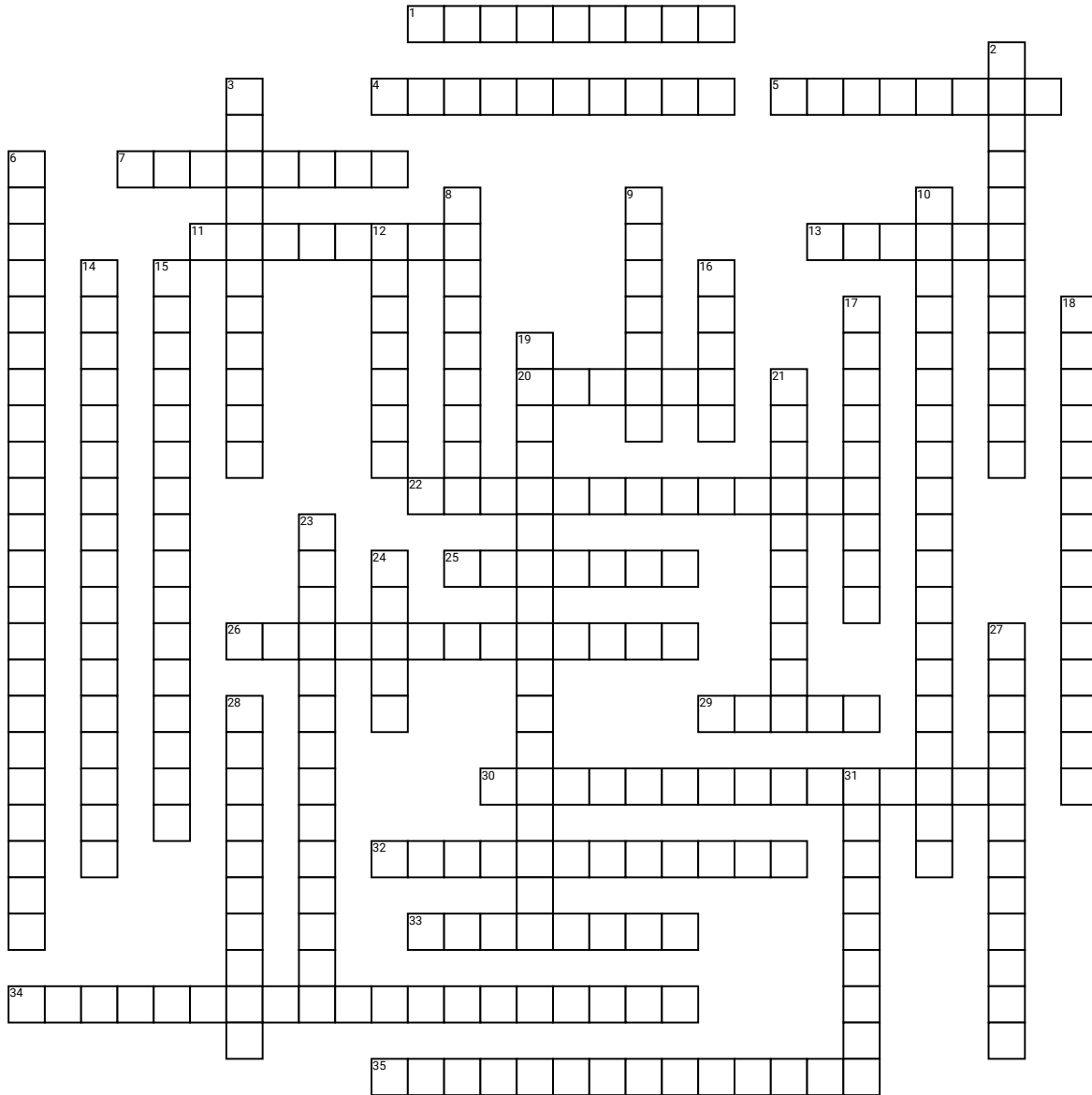


Name: _____

Sports and Entertainment Marketing Vocab



Across

1. Events that supplement and surround the pre-defined core sports event
4. Segmentation based on area, region, or climate
5. Area in which sponsorships are classified
7. An individual that makes a purchase
11. An individual that supplies a product or service
13. A source of diversion engaged in for pleasure
20. The practice by which a rival company attempts to associate its products with an event that already has official sponsors
22. an event, performance, or activity designed to entertain
25. The state of being useful, profitable, or beneficial
26. Separating consumers into smaller groups
29. The importance worth or usefulness of something
30. The application of marketing principles to sports and non-sports products through sports
32. A goal which can be "felt" but not directly measured

33. An individual that uses a product or service

34. Promotional budgeting based upon "What I can afford"

35. Segmentation based on personal interest and activities

Down

2. An athlete or entertainer who is monetarily paid for performance
3. Total Money from ticket sales for an event
6. Marketing of a non-sports product during a sporting event
8. Using advertising and other forms of communication to distribute information about products, services, images, and ideas to achieve a desired outcome
9. An athlete or entertainer who is NOT monetarily paid for performance
10. Promotional budgeting by "follow the market leader"
12. A drawback of sponsorship where sponsors blend in with all the other promotions delivered at an event

14. Promotional budgeting using a set percent of gross sales

15. Promotional budgeting which funds a specific goal

16. A relatively small market with specialized needs

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

18. Simultaneous production and consumption of sports events at a venue

19. Marketing principles used to market a team, individual, or eveny

21. A measurable and tangible goal

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

24. Intermediary that markets talent and determines and athlete's worth in a market

27. Segmentation based on measurable statistics

28. Segmentation based on Rate of use

31. Transaction between a producer and consumer