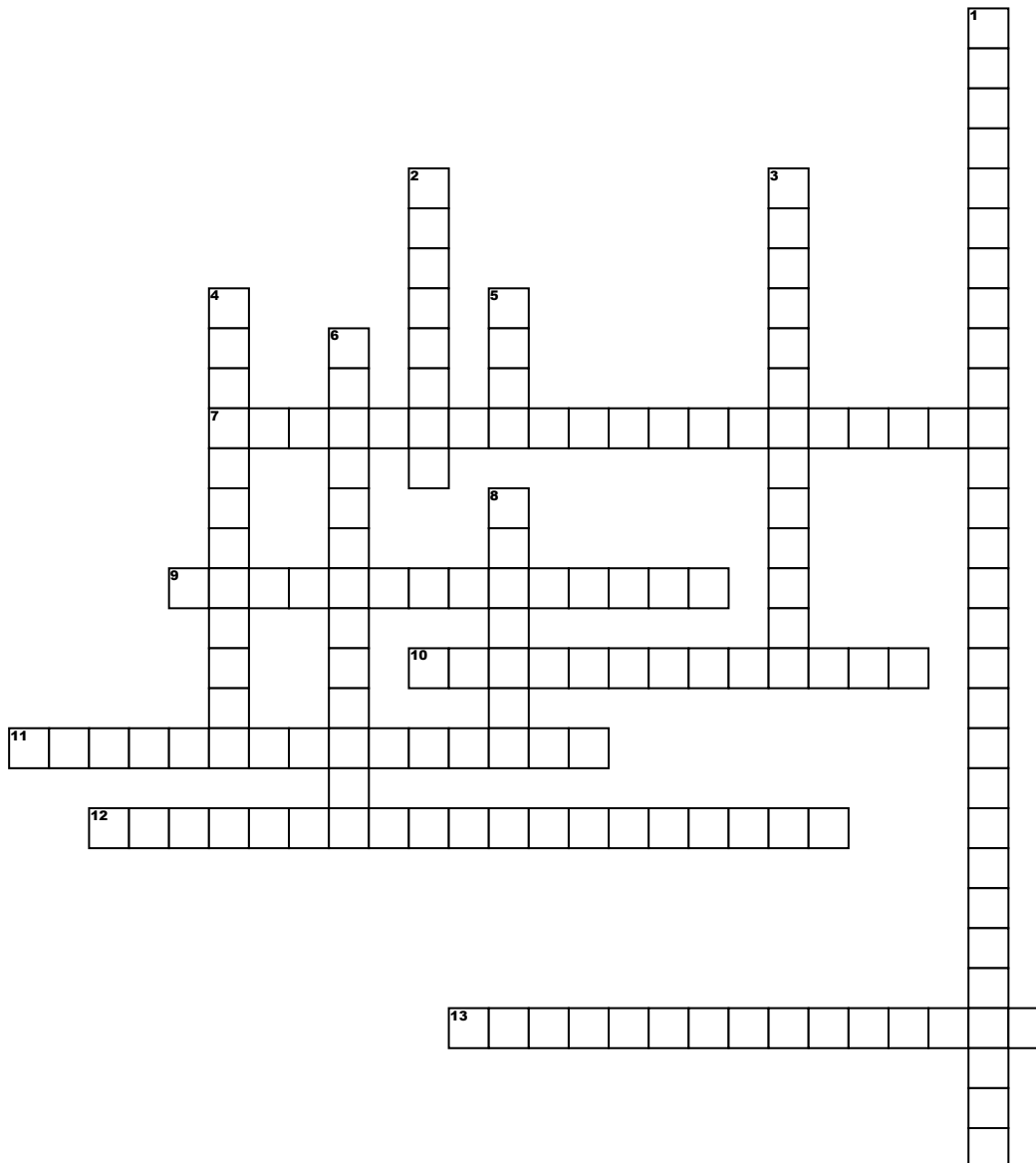


# Sports and Entertainment Marketing 3



**Across**

**7. Non-profit organizations to encourage children to explore sports that they may not otherwise have the opportunity.**

**9. An athlete that does not get paid.**

**10. Was named sports Illustrated "sportswomen of the year" in 1972.**

**11. All marketing activities designed to satisfy the needs and wants of sport consumers.**

**12. An athlete that gets paid.**

**13. Was a weekly television show that brought unusual sport events in your home.**

**Down**

**1. An international committee that plans the Olympics and oversees issues and decisions.**

**2. Founder of olympics/ Son of Zeus.**

**3. Was the brainchild of linking athletes with corporations.**

**4. Olympics for athletes with disabilities.**

**5. A national organization that governs college athletes and oversee important decisions. (National Collegiate Athletic Association)**

**6. Sports that involve non-traditional daring methods of athletic competition.**

**8. A law that band discrimination amongst genders.**