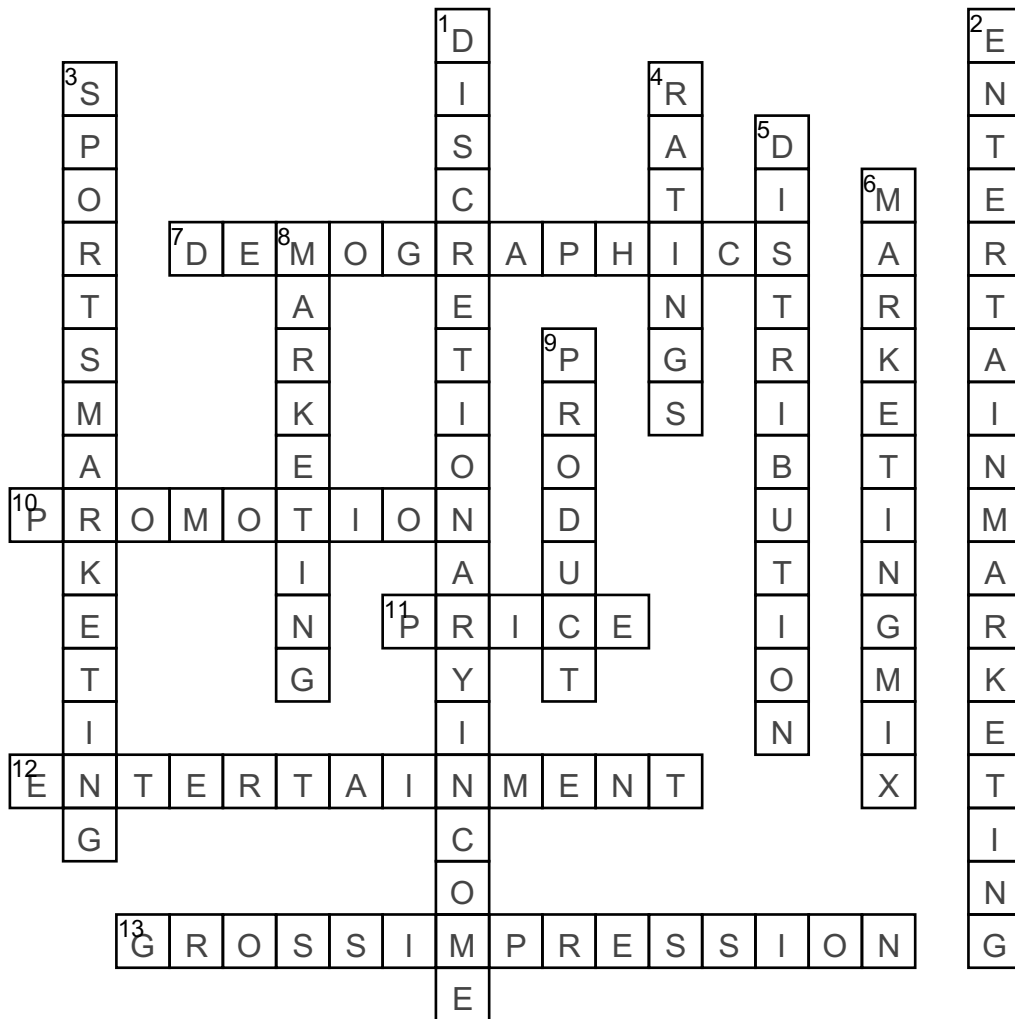


Ch. 1 What is Sports and Entertainment Marketing?



Across

- 7. shared characteristics of a group, such as age, marital status, gender, ethnic background, income level, and education level
- 10. ways to make customers aware of products and encourage them to buy
- 11. the amount that customers pay for products
- 12. some type of performance that people are willing to spend their money and spare time watching
- 13. the number of times per advertisement, game, or show that a product or service is associated with an athlete, team, or entertainer

Down

- 1. the amount of money individuals have available to spend after paying for the necessities of life and other fixed expenses, such as housing and car payments
- 2. influencing how people choose to spend their time and money on entertainment
- 3. using sports to market products
- 4. the number of viewers a program attracts
- 5. the locations and methods used to make products available to customers
- 6. describes how a business blends the four marketing elements of product, distribution, price, and promotion
- 8. the creation and maintenance of satisfying exchange relationships
- 9. what a business offers customers to satisfy needs