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## Sports and Entertainment Marketing Crossword

## <u>Across</u>

1. Transaction between a producer and consumer.

 A sponsorship where only one partner is promoted or allowed promotional opportunities.
Simultaneous production and consumption of

sports events at a venue. 7. Events that supplement and surround the

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

**10.** Marketing of a non-sports product during a sporting event.

 The application of marketing principles to sports and non-sports products through sports.
An athlete or entertainer who is NOT

monetarily paid for performance.

**23.** Evaluation of a sponsorship to determine "if it would work".

**26.** Segmentation based on area, region, or climate.

28. A measurable and tangible goal.

**30.** A relatively small market with specialized needs.

31. Segmentation based on measurable statistics.32. Promotional budgeting by "follow the market leader".

33. Area in which sponsorships are classified.34. An individual that supplies a product or service.

<u>Down</u>**3.** All individuals at or exposed to an event.

All individuals at of exposed to an event.
Separating consumers into smaller groups.

**6.** An individual that makes a purchase.

8. The importance worth of usefulness of something.

9. Promotional budgeting based upon "what can I afford".

**11.** Marketing principles used to market a team, individual, or event.

**12.** Promotional budgeting which funds a specific goal.

**13.** Segmentation based on personal interest and activities.

**14.** An athlete or entertainer who is monetarily paid for performance.

**15.** Using the appeal of an event to market a product.

**16.** Promotional budgeting using a set percentage of gross sales.

**17.** A goal which can be "felt" but not directly measured.

**20.** An individual that uses a product or service.

21. Segmentation based on Rate of use.

**22.** Increasing a sponsorship with additional marketing efforts.

24. Total money from ticket sales for an event.25. An event, performance, or activity designed to entertain.

**27.** The state of being useful, profitable, or beneficial.

29. A source of diversion engaged in for pleasure.