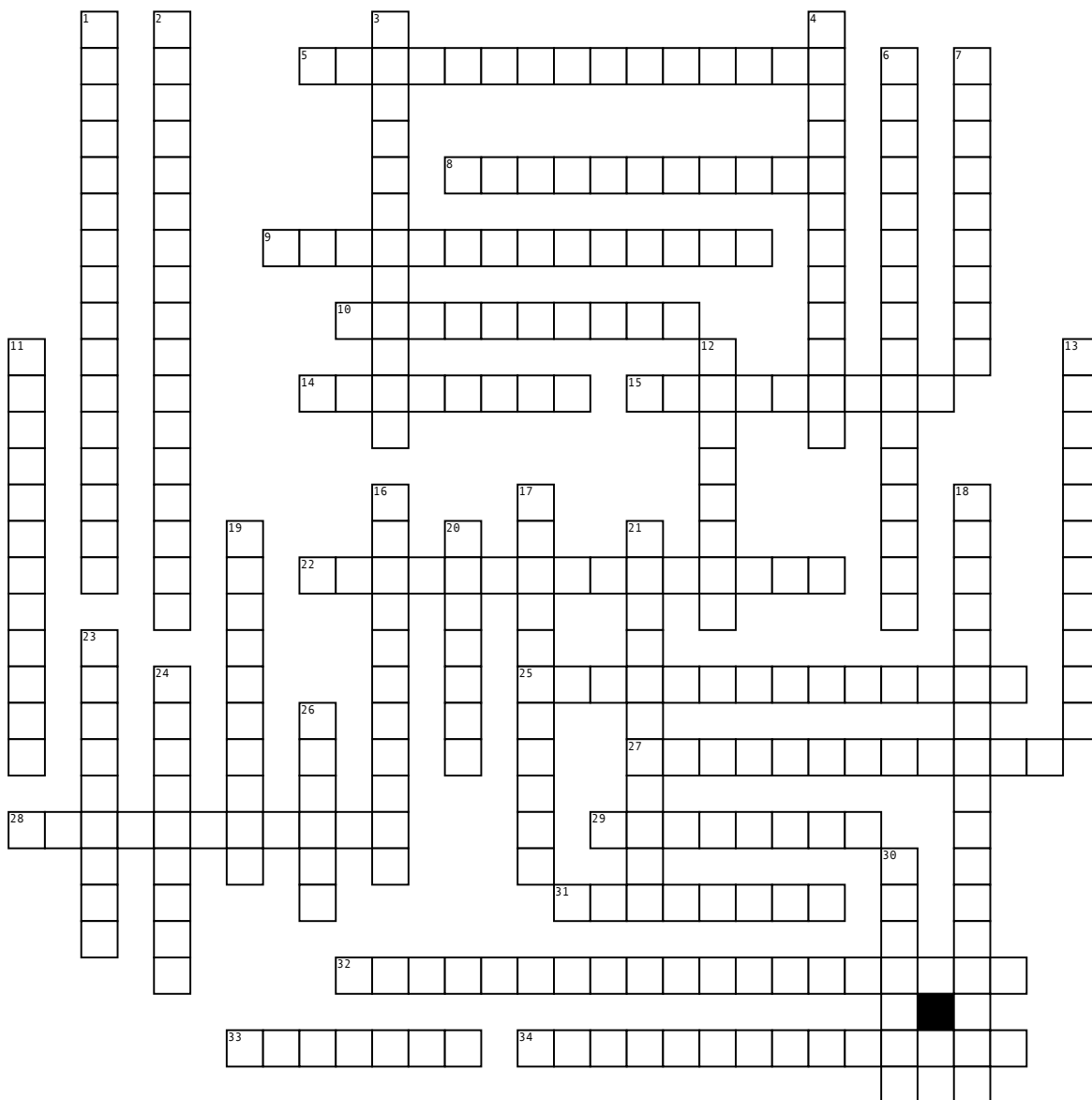


Name: _____

Date: _____

Sports Marketing



Across

5. Where you go to watch the games
 8. combining names with someone else
 9. Target market on how people act
 10. Goals that can be measured
 14. person that sells goods
 15. People that make the product
 22. sponsored events
 25. Tie in with sports and non-sports company
 27. Highest level of athlete
 28. small target market
 29. someone who holds a license
 31. person or organization that buys goods or services from a store or business

32. Not likely to give accurate costs

33. Main sponsor of the event
 34. Someone or some company that owns team or league

Down

1. How much you spend on your sponsor
 2. how much you pay for a sponsor based on sales
 3. Total of ticket sales at gate
 4. Gender, age, race, salary
 6. dividing a broad target market into subsets of consumers
 7. fans, company, and the event
 11. Goals that can't be measured
 12. people who use the products

13. Someone who tries to get sponsors

16. Only one sponsor
 17. How easily something is done
 18. showing off product during a sports event
 19. How people act
 20. All sponsors are squished together
 21. Target market on where people live
 23. making product known
 24. someone who gives out licenses
 26. amount added to the cost of price or goods
 30. Lower level of athlete