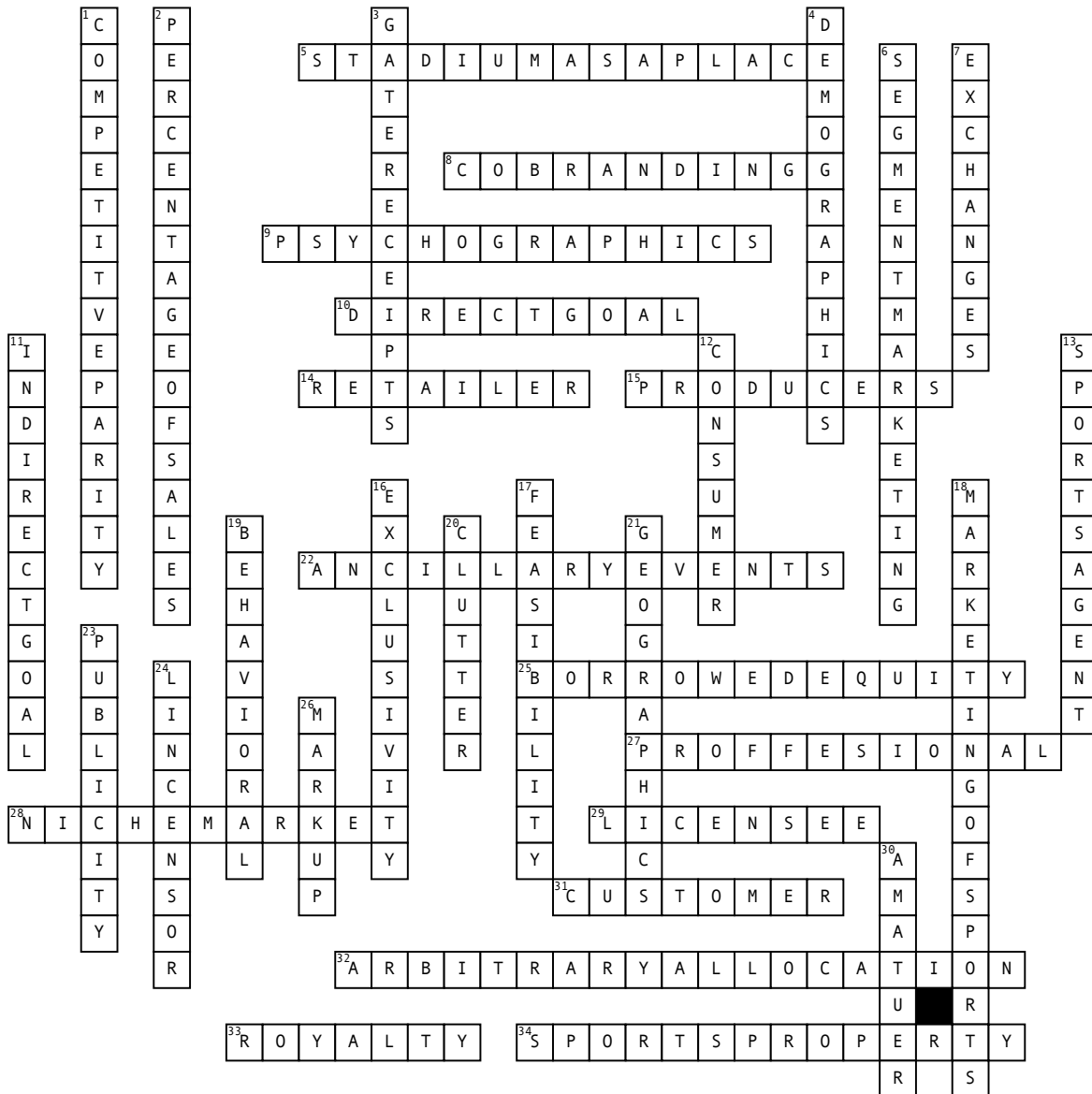


Name: _____

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