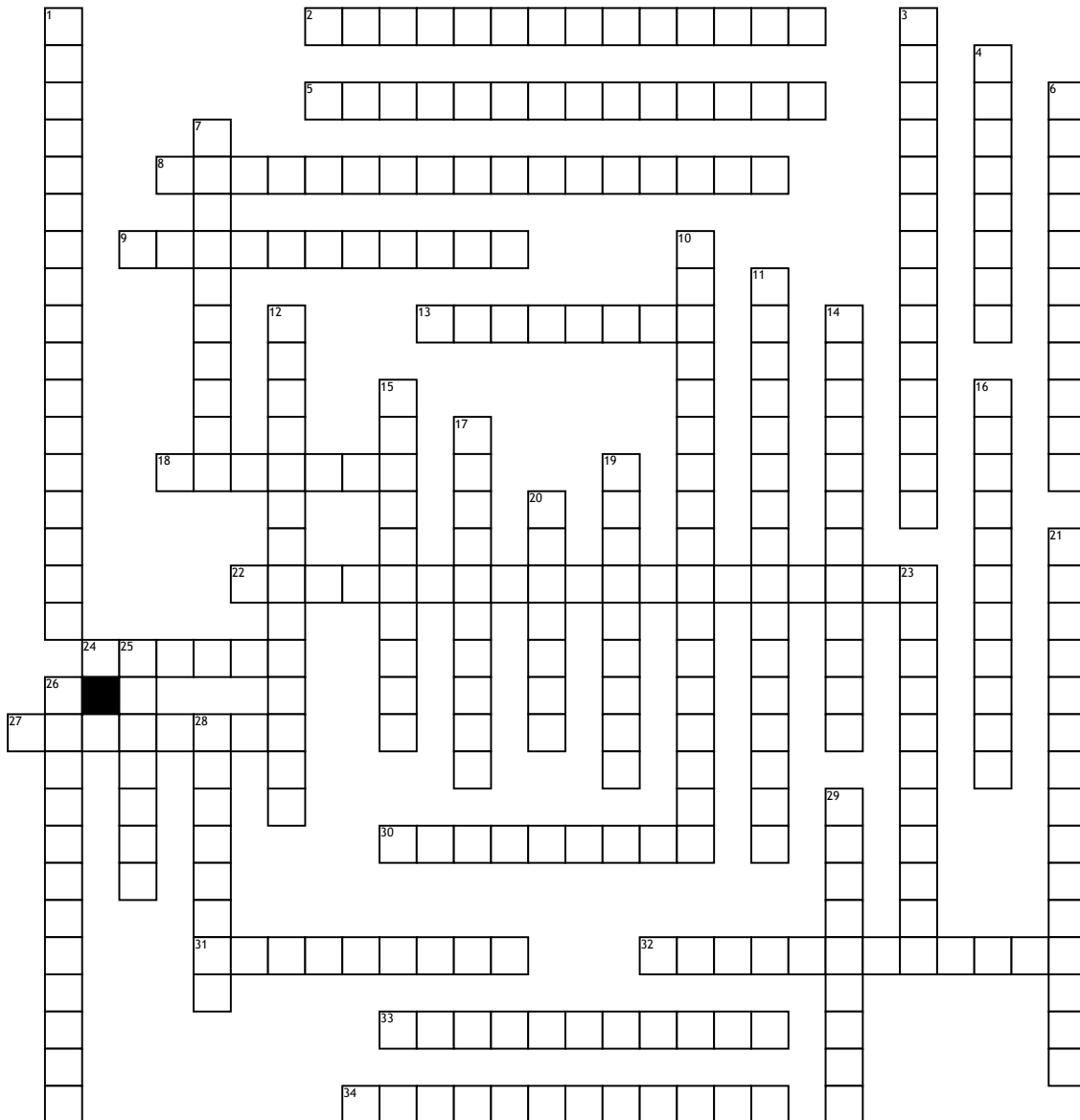Name: _____ Date: _____

MARKETING CROSSWORD

Across

2. Using the appeal of an event to market a product

5. a sponsored event

8. Promotional budgeting using a set percent of gross sales

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

13. An individual that makes a purchase

18. A drawback to sponsorship, where sponsors blend in with all of the other promotions delivered at an event

22. Promotional budgeting by "what I can afford"

24. Difference between production cost and retail price

27. Company which sells merchandise to the end user

30. An individual that supplies a product or service

31. Transaction between a producer & consumer

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

33. Intermediary that markets talent and determines an athlete's worth in a market

34. Total money from ticket sales for an event

Down

1. Promotional budgeting by "follow the market leader"

3. Segmentation based on personal interest and activities

4. An individual which uses a product or service

6. Segmentation based on area, region, or climate

7. Segmentation based on Rate of use

10. Marketing Principles used to market a team

11. Separating consumers into smaller groups

12. Marketing item of value; such as a league, team, coach, or player

14. An athlete which is monetarily paid for performance

15. A specific goal

16. A sponsorship where only one partner is promoted or allowed promotional opportunities

17. a product with more than one brand name on it

19. Marketing item of value; such as a league, team, coach, or player or company

20. royalty payment is made to the legal owner of the property, patent, copyrighted work or franchise

21. Simultaneous production & consumption of sports events at a venue

23. A relatively small market with specialized need

25. An athlete which is NOT monetarily paid

26. Segmentation based on measurable statistics

28. A company with a license to reproduce an official brand mark

29. A company with a popular "official" logo