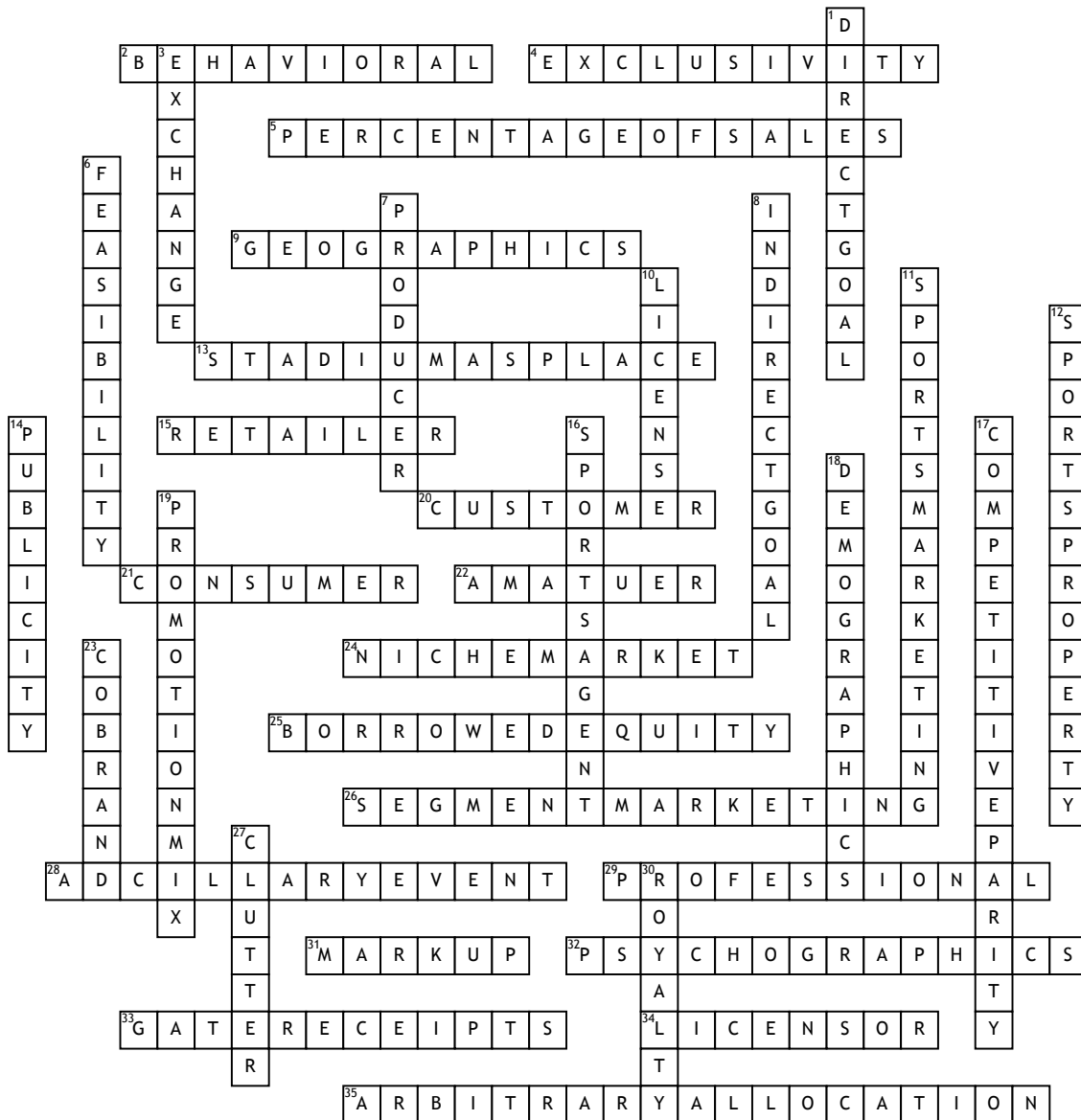


Name: _____

Date: _____

Sports Marketing



Across

2. involving, relating to, or emphasizing behavior
4. Giving a company everything they need
5. Advertising expense budgeting method based on allocating a fixed percentage
9. Belonging to or characteristic of a particular region
13. Is a place where people meet to watch events
15. A person or business that sells goods to the public in relatively small quantities for use or consumption rather than for resale
20. A person or organization that buys goods or services from a store or business
21. A person who purchases goods and services for personal use
22. A person who engages in a pursuit, especially a sport, on an unpaid basis
24. Subset of the market on which a specific product is focused.
25. The financial value of someone's property over the above the amount the person owes on mortgages

26. A process of dividing a market of potential customers into groups
 28. Sponsored event such as business meetings, social gatherings, receptions, workshops or committee
 29. Relating to or connected with a profession
 31. the amount added to the cost price of goods to cover overhead and profit
 32. The study and classification of people according to their attitudes, aspirations, and other psychological criteria
 33. The sum of money taken at a sporting venue for the sale of tickets
 34. The person who grants a license to another
 35. The system of activity-based costing
- ## Down
1. Measurable attainable
 3. An act of giving one thing and receiving another
 6. The state or degree of being easily conveniently done.
 7. A person, company, or country that makes, grows, or supplies goods or commodities for sale

8. Is a goal that is not attainable
10. The holder of a document
11. Marketing focused on the promotion of sports events
12. Sponsorships fee paid to a property
14. The notice or attention given to someone or something by the media
16. A legal representative hence agent for professional sports figures like athletes.
17. Spending is a defensive strategy that can help a business protect its brand or product
18. Relating to the structure of populations
19. Specific combination of promotional methods used for one product or a family of products
23. Designate with the brands of joint manufacturers or sponsors
27. crowded untidily
30. The sum of money paid to a patentee for the use of a patent or to an author or composer for each copy