|  |  |
| --- | --- |
| Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

Ch. 1 What is Sports and Entertainment Marketing?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  | 1  D |  |  |  |  |  |  |  |  |  | 2  E |
|  |  | 3  S |  |  |  |  |  |  | I |  |  |  | 4  R |  |  |  |  |  | N |
|  |  | P |  |  |  |  |  |  | S |  |  |  | A |  | 5  D |  |  |  | T |
|  |  | O |  |  |  |  |  |  | C |  |  |  | T |  | I |  | 6  M |  | E |
|  |  | R |  | 7  D | E | 8  M | O | G | R | A | P | H | I | C | S |  | A |  | R |
|  |  | T |  |  |  | A |  |  | E |  |  |  | N |  | T |  | R |  | T |
|  |  | S |  |  |  | R |  |  | T |  | 9  P |  | G |  | R |  | K |  | A |
|  |  | M |  |  |  | K |  |  | I |  | R |  | S |  | I |  | E |  | I |
|  |  | A |  |  |  | E |  |  | O |  | O |  |  |  | B |  | T |  | N |
|  | 10  P | R | O | M | O | T | I | O | N |  | D |  |  |  | U |  | I |  | M |
|  |  | K |  |  |  | I |  |  | A |  | U |  |  |  | T |  | N |  | A |
|  |  | E |  |  |  | N |  | 11  P | R | I | C | E |  |  | I |  | G |  | R |
|  |  | T |  |  |  | G |  |  | Y |  | T |  |  |  | O |  | M |  | K |
|  |  | I |  |  |  |  |  |  | I |  |  |  |  |  | N |  | I |  | E |
|  | 12  E | N | T | E | R | T | A | I | N | M | E | N | T |  |  |  | X |  | T |
|  |  | G |  |  |  |  |  |  | C |  |  |  |  |  |  |  |  |  | I |
|  |  |  |  |  |  |  |  |  | O |  |  |  |  |  |  |  |  |  | N |
|  |  |  | 13  G | R | O | S | S | I | M | P | R | E | S | S | I | O | N |  | G |
|  |  |  |  |  |  |  |  |  | E |  |  |  |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| **Across**  **7.** shared characteristics of a group, such as age, marital status, gender, ethnic background, income level, and education level  **10.** ways to make customers aware of products and encourage them to buy  **11.** the amount that customers pay for products  **12.** some type of performance that people are willing to spend their money and spare time watching  **13.** the number of times per advertisement, game, or show that a product or service is associated with an athlete, team, or entertainer | **Down**  **1.** the amount of money individuals have available to spend after paying for the necessities of life and other fixed expenses, such as housing and car payments  **2.** influencing how people choose to spend their time and money on entertainment  **3.** using sports to market products  **4.**  the number of viewers a program attracts  **5.** the locations and methods used to make products available to customers  **6.** describes how a business blends the four marketing elements of product, distribution, price, and promotion  **8.** the creation and maintenance of satisfying exchange relationships  **9.** what a business offers customers to satisfy needs |