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

MARKETING CROSSWORD

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  | 1C |  |  |  |  |  |  | 2B |  O |  R |  R |  O |  W |  E |  D |  E |  Q |  U |  I |  T |  Y |  |  | 3P |  |  |  |  |
|  |  |  O |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  S |  | 4C |  |  |
|  |  |  M |  |  |  |  |  |  | 5A |  N |  C |  I |  L |  L |  A |  R |  Y |  E |  V |  E |  N |  T |  |  |  Y |  |  O |  | 6G |
|  |  |  P |  |  |  | 7B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  C |  |  N |  |  E |
|  |  |  E |  |  | 8P |  E |  R |  C |  E |  N |  T |  A |  G |  E |  O |  F |  S |  A |  L |  E |  S |  |  |  |  H |  |  S |  |  O |
|  |  |  T |  |  |  |  H |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  O |  |  U |  |  G |
|  |  |  I |  | 9F |  E |  A |  S |  I |  B |  I |  L |  I |  T |  Y |  |  |  |  | 10M |  |  |  |  |  |  G |  |  M |  |  R |
|  |  |  T |  |  |  |  V |  |  |  |  |  |  |  |  |  |  |  |  |  A |  | 11S |  |  |  |  R |  |  E |  |  A |
|  |  |  I |  |  |  |  I |  | 12S |  |  |  | 13C |  U |  S |  T |  O |  M |  E |  R |  |  E |  | 14P |  |  A |  |  R |  |  P |
|  |  |  V |  |  |  |  O |  |  P |  |  |  |  |  |  |  |  |  |  |  K |  |  G |  |  R |  |  P |  |  |  |  H |
|  |  |  E |  |  |  |  R |  |  O |  |  | 15D |  |  |  |  |  |  |  |  E |  |  M |  |  O |  |  H |  | 16E |  |  I |
|  |  |  P |  |  |  |  A |  |  R |  |  |  I |  | 17C |  |  |  |  |  |  T |  |  E |  |  F |  |  I |  |  X |  |  C |
|  |  |  A |  |  | 18C |  L |  U |  T |  T |  E |  R |  |  O |  |  |  | 19P |  |  I |  |  N |  |  E |  |  C |  |  C |  |  S |
|  |  |  R |  |  |  |  |  |  S |  |  |  E |  |  B |  | 20R |  |  U |  |  N |  |  T |  |  S |  |  S |  |  L |  |  |
|  |  |  I |  |  |  |  |  |  P |  |  |  C |  |  R |  |  O |  |  B |  |  G |  |  M |  |  S |  |  |  |  U |  | 21S |
|  |  |  T |  |  |  |  | 22A |  R |  B |  I |  T |  R |  A |  R |  Y |  A |  L |  L |  O |  C |  A |  T |  I |  O | 23N |  |  S |  |  T |
|  |  |  Y |  |  |  |  |  |  O |  |  |  G |  |  N |  |  A |  |  I |  |  F |  |  R |  |  O |  |  I |  |  I |  |  A |
|  |  |  | 24M | 25A |  R |  K |  U |  P |  |  |  O |  |  D |  |  L |  |  C |  |  S |  |  K |  |  N |  |  C |  |  V |  |  D |
|  |  | 26D |  |  M |  |  |  |  E |  |  |  A |  |  I |  |  T |  |  I |  |  P |  |  E |  |  A |  |  H |  |  I |  |  I |
|  | 27R |  E |  T |  A |  I | 28L |  E |  R |  |  |  L |  |  N |  |  Y |  |  T |  |  O |  |  T |  |  L |  |  E |  |  T |  |  U |
|  |  |  M |  |  T |  |  I |  |  T |  |  |  |  |  G |  |  |  |  Y |  |  R |  |  I |  |  |  |  M |  |  Y |  |  M |
|  |  |  O |  |  U |  |  C |  |  Y |  |  |  |  |  |  |  |  |  |  |  T |  |  N |  | 29L |  |  A |  |  |  |  A |
|  |  |  G |  |  E |  |  E |  |  |  |  | 30P |  R |  O |  D |  U |  C |  E |  R |  S |  |  G |  |  I |  |  R |  |  |  |  S |
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|  |  |  P |  |  |  | 31E |  X |  C |  H |  A |  N |  G |  E |  S |  |  |  | 32I |  N |  D |  I |  R |  E |  C |  T |  G |  O |  A |  L |
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| **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 |