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

MARKETING CROSSWORD

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|  |  | 1  C |  |  |  |  |  |  | 2  B | O | R | R | O | W | E | D | E | Q | U | I | T | Y |  |  | 3  P |  |  |  |  |
|  |  | O |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | S |  | 4  C |  |  |
|  |  | M |  |  |  |  |  |  | 5  A | N | C | I | L | L | A | R | Y | E | V | E | N | T |  |  | Y |  | O |  | 6  G |
|  |  | P |  |  |  | 7  B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | C |  | N |  | E |
|  |  | E |  |  | 8  P | 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 |  | 9  F | E | A | S | I | B | I | L | I | T | Y |  |  |  |  | 10  M |  |  |  |  |  | G |  | M |  | R |
|  |  | T |  |  |  | V |  |  |  |  |  |  |  |  |  |  |  |  | A |  | 11  S |  |  |  | R |  | E |  | A |
|  |  | I |  |  |  | I |  | 12  S |  |  |  | 13  C | U | S | T | O | M | E | R |  | E |  | 14  P |  | A |  | R |  | P |
|  |  | V |  |  |  | O |  | P |  |  |  |  |  |  |  |  |  |  | K |  | G |  | R |  | P |  |  |  | H |
|  |  | E |  |  |  | R |  | O |  |  | 15  D |  |  |  |  |  |  |  | E |  | M |  | O |  | H |  | 16  E |  | I |
|  |  | P |  |  |  | A |  | R |  |  | I |  | 17  C |  |  |  |  |  | T |  | E |  | F |  | I |  | X |  | C |
|  |  | A |  |  | 18  C | L | U | T | T | E | R |  | O |  |  |  | 19  P |  | I |  | N |  | E |  | C |  | C |  | S |
|  |  | R |  |  |  |  |  | S |  |  | E |  | B |  | 20  R |  | U |  | N |  | T |  | S |  | S |  | L |  |  |
|  |  | I |  |  |  |  |  | P |  |  | C |  | R |  | O |  | B |  | G |  | M |  | S |  |  |  | U |  | 21  S |
|  |  | T |  |  |  |  | 22  A | R | B | I | T | R | A | R | Y | A | L | L | O | C | A | T | I | O | 23  N |  | S |  | T |
|  |  | Y |  |  |  |  |  | O |  |  | G |  | N |  | A |  | I |  | F |  | R |  | O |  | I |  | I |  | A |
|  |  |  | 24  M | 25  A | R | K | U | P |  |  | O |  | D |  | L |  | C |  | S |  | K |  | N |  | C |  | V |  | D |
|  |  | 26  D |  | M |  |  |  | E |  |  | A |  | I |  | T |  | I |  | P |  | E |  | A |  | H |  | I |  | I |
|  | 27  R | E | T | A | I | 28  L | 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 |  | 29  L |  | A |  |  |  | A |
|  |  | G |  | E |  | E |  |  |  |  | 30  P | R | O | D | U | C | E | R | S |  | G |  | I |  | R |  |  |  | S |
|  |  | R |  | R |  | N |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | S |  | K |  |  |  | A |
|  |  | A |  |  |  | S |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | C |  | E |  |  |  | P |
|  |  | P |  |  |  | 31  E | X | C | H | A | N | G | E | S |  |  |  | 32  I | N | D | I | R | E | C | T | G | O | A | L |
|  |  | H |  |  |  | E |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | N |  |  |  |  |  | A |
|  |  | I |  |  |  |  |  |  |  |  | 33  S | P | O | R | T | S | A | G | E | N | T |  | S |  |  |  |  |  | C |
|  |  | C |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | O |  |  |  |  |  | E |
|  |  | S |  |  |  |  |  |  |  | 34  G | A | T | E | R | E | C | E | I | P | T | S |  | R |  |  |  |  |  |  |

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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 |