



INSTRUCTIONS

Watch a sports event on television and answer the questions below.

1. What type of event was it?

2. What factors do you think went into preparation for the event?

3. Where was the event held? Why do you think it was held there?

4. What type of venue or facility hosted the event?

5. Were there spectators? Did the event appear to be sold-out? Did the commentators announce the number of fans in attendance?



STUDENT ASSIGNMENT
UNDERSTANDING EVENTS

LESSON 2.9 EVENT MANAGEMENT & MARKETING

NAME: _____
SECTION: _____
DATE: _____

6. Why did you choose to watch this particular event?

7. What type of sporting goods equipment was used? Were you able to identify the brand?

8. Were you able to see company logos displayed at the event? Were they on athlete uniforms?

9. What types of advertisements did you see throughout the broadcast?
