



## INSTRUCTIONS

Take an entire day to observe the sports and entertainment marketing/promotions around you. In the morning, read the newspaper. Are there any advertisements that provide examples of sports marketing? If you buy a coffee, does the receipt have an ad? Is there a poster or cardboard cutout of an athlete or celebrity on display at a local restaurant or a store in the mall? Did you hear anything on the radio?

Several examples are listed below. Record your own examples throughout the day using the space below. Challenge yourself to find at least ten different examples.

## EXAMPLES

- I went into Starbucks for a coffee this morning and saw a quote from a musical artist featured on my coffee cup.
- I was at a store and saw a poster of an NBA player promoting Rayovac brand batteries.
- I heard an advertisement for tickets to the circus on the radio this morning.
- The grocery store had a full-size poster of a Chicago Bears player next to the Gatorade display.
- I was driving near downtown Portland on my way to work this evening and saw a HUGE sign on the side of a building with the NBA's Portland Trail Blazers logo on it with the team's slogan for this year painted on the side

1.

2.

3.



STUDENT ASSIGNMENT  
**EXAMPLES OF SEM**

NAME: \_\_\_\_\_  
SECTION: \_\_\_\_\_  
DATE: \_\_\_\_\_

**LESSON 2.2 MARKETING IN SPORTS & ENTERTAINMENT**

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