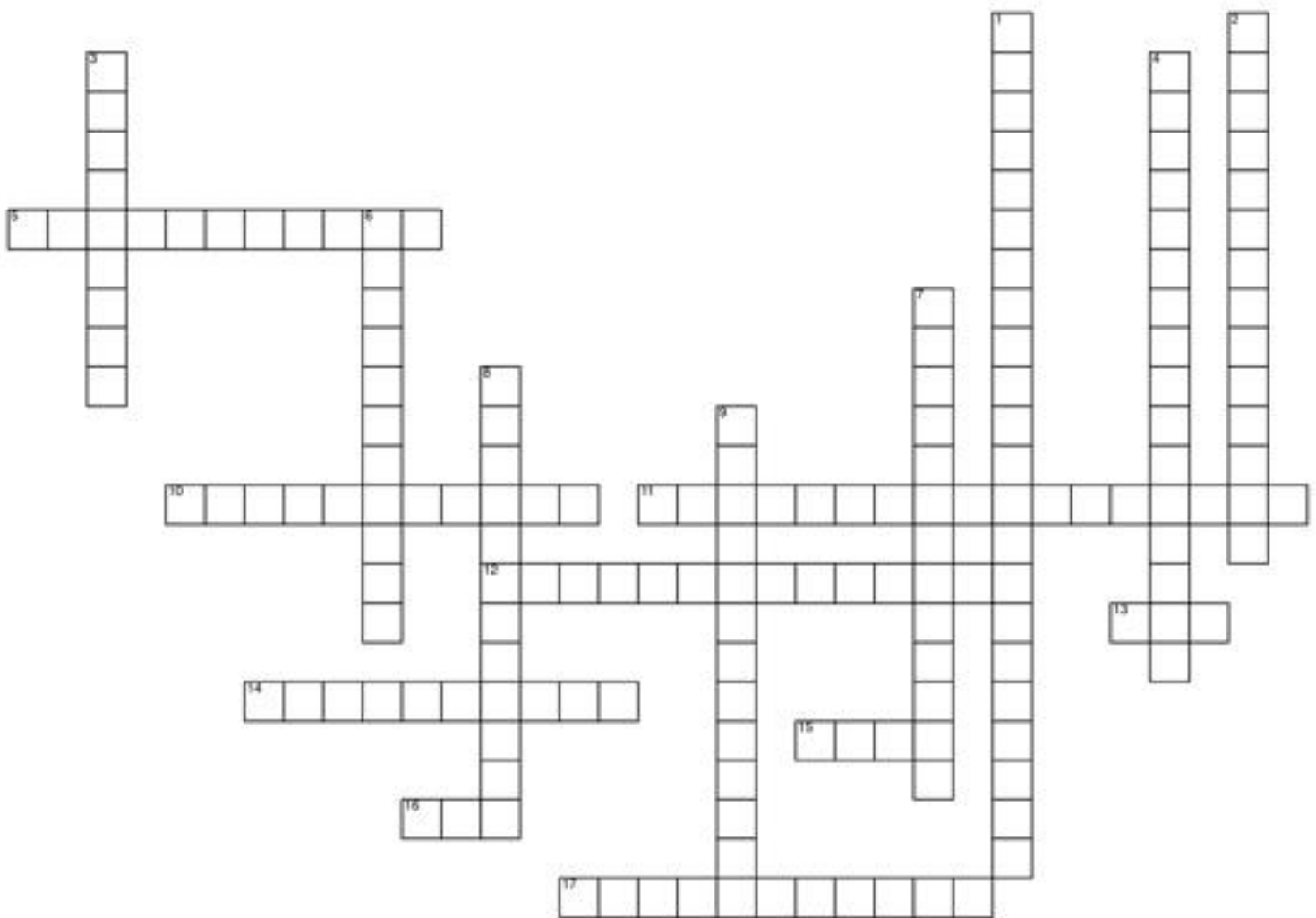


Standard 3 and 4



ACROSS

- 5 Items that can be sold at an event that usually represent the performer or event
- 10 Being the specific category sponsor
- 11 Applying marketing Principles to the marketing of a "Sports Property"
- 12 Applying marketing principles to the marketing and promotion of an event
- 13 Represents benefits of sponsors & advertisers for being involved in an event.
- 14 A goal that can be measured
- 15 A type of event evaluations that has to do with internal and external factors
- 16 Licenses purchased by ticket holder which entitles that person to buy that seat's tickets
- 17 Items that can be sold at event. Such as, Diet Coke and Pretzels

DOWN

- 1 Marketing of Non-Sports products or services using sports as a media
- 2 Using the appeal of an event or athlete to market a product or service
- 3 Boxes typically purchases/leased by corporations. Nice and Fancy
- 4 The main sponsor of an event, also known as a title sponsor
- 6 Investment in a sports entity or property to achieve organizational goals
- 7 Tickets bought for a block of games for a season
- 8 A goal that is hard to measure
- 9 Setting prices based on date, time, popularity, etc.