

**Unit 10****Lesson 10.2 – Traditions****Game Operations and Entertainment****STUDENT ACTIVITY****Instructions (Part one):**

*Game operations and entertainment help to provide game attractiveness. **Game attractiveness** refers to the customer's perception of the event as a whole. Game attractiveness is a situational factor that varies from game to game and week to week. There are a number of variables that impact game attractiveness, one of which is tradition.*

Consider the concept of game attractiveness and traditions, then answer the questions below.

- 1) What is a tradition?
- 2) What does tradition have to do with the concept of sports marketing?
- 3) Could traditions be considered "branding" mechanisms? Why or why not?
- 4) Does your school or community have a local tradition that revolves around a sporting event? If not, do you think one could get started? What impact would it have on the games?
- 5) What impact does tradition have on the loyalty of a fan base? Why?

Internet Activity Instructions (Part two):

Using the Internet, find five new examples of traditions in sports. Record your answers in the space below.

- 1) "Lambeau Leap" at Green Bay Packer games
- 2)
- 3)
- 4)
- 5)
- 6)