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)