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 on a separate sheet of paper throughout the day. Challenge yourself to find at least ten different examples.*

Example #1: *I went into Starbucks for a coffee this morning and saw a quote from singer Sheryl Crow featured on my coffee cup.*

Example #2: I was at Batteries Plus and saw a poster of Green Bay Packers QB promoting Rayovac brand batteries.

Example #3: I heard an advertisement for tickets to the circus on the radio this morning.

Example #4: The grocery store had a full-size poster of a Chicago Bears player next to the Gatorade display.

Example #5: 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 Trailblazers logo on it with the team’s slogan for this year painted on the side

Example #6:

Example #7:

Example #8:

Example #9:

Example #10: