

**Unit 2****Lesson 2.8 – Event Marketing**
What is Sports & Entertainment Marketing**CLASS ACTIVITY****Instructions**

Event marketing has become a profitable segment of the sports and entertainment industry and the number of events being offered continues to grow each year. In the United States, major events range from sports (Super Bowl), entertainment (Grammys) to crossover (ESPY Awards).

In this exercise, you will need to establish a list of ten (10) U.S. events that draw consumer attention and, as a result significant media coverage. Use the space below to compile your list, making sure to indicate where each respective event takes place. If the event site alternates (such as the Super Bowl), be sure to make a notation and indicate the city that will be hosting the next event.

1)

2)

3)

4)

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10)