

**Unit 2****Lesson 2.3 – Understanding Customer Loyalty**  
What is Sports & Entertainment Marketing**INTERNET ACTIVITY****Instructions**

*Sports and entertainment properties seek not only to maintain a strong sense of customer loyalty, but to also continue to enhance those levels of loyalty. One trend that has seen sporadic success in the sports industry is the introduction of fan loyalty programs.*

*Using the Internet, find two teams who have either used fan loyalty programs in the past or are currently operating one. Answer the following questions based on your findings.*

- 1) List the two teams you selected.
  
  
  
  
  
  
  
  
  
  
- 2) List the names of the fan loyalty programs implemented by each team.
  
  
  
  
  
  
  
  
  
  
- 3) On a separate sheet of paper, provide a brief description of each program.
  
  
  
  
  
  
  
  
  
  
- 4) How many members are currently participating in each program? Have the programs experienced growth? Do the teams anticipate continued growth?
  
  
  
  
  
  
  
  
  
  
- 5) Do you think the fan loyalty programs have been effective for these teams? Why or why not?
  
  
  
  
  
  
  
  
  
  
- 6) How could the team(s) improve the program(s)?