

**Unit 2****Lesson 2.2 – Examples of SEM**

What is Sports & Entertainment Marketing

STUDENT ASSIGNMENT**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: