

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

As a group, brainstorm as many local sports and entertainment events that have taken place in the past year as possible. From the list you have created, select one of the events for which the group will determine the marketing activities necessary for the event to be successful. Describe at least five different marketing strategies that you will implement to insure the event's success in the space provided below.

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