

**Unit 2****Lesson 2.8 – Event Identification**

What is Sports & Entertainment Marketing

CLASSROOM 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 the space below, match the event with the corresponding host city.

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|----------------------------|----------------------------------|
| _____ Huntington Beach, CA | 1. College Baseball World Series |
| _____ Augusta, GA | 2. Boston Marathon |
| _____ Indianapolis, IN | 3. The Rose Bowl |
| _____ Los Angeles, CA | 4. The Iditarod |
| _____ Boston, MA | 5. Indy 500 |
| _____ Pasadena, CA | 6. Preakness Stakes |
| _____ Omaha, NE | 7. The Tony Awards |
| _____ Baltimore, MD | 8. The Grammy Awards |
| _____ Nome, Alaska | 9. U.S. Open of Surfing |
| _____ Charlotte, NC | 10. Coca-Cola 600 |