

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