

**Unit 3****Lesson 3.5 – Economic Impact**

Intro to Sports &amp; Entertainment Business Principles

**CLASSROOM ACTIVITY****Instructions**

*Just as sports, entertainment and events inevitably make an impact on the host city's economy, the economy also impacts sports and entertainment companies. Sports, entertainment and events organizations are not immune from the pressures of tough economic conditions and are not "recession proof."*

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**Class Activity (Part One)**

1) *What do we mean by the term "recession proof", and how does it relate to the business of sports and entertainment?*

**Class Activity (Part Two)**

*As a class, consider the ways the economy can impact sports and entertainment organizations. In the space below, identify three (3) different ways you think the economy can influence, either positively or negatively, the sports and entertainment industry.*

1) *In a poor economy, fewer dollars are available to spend on sponsorship of sports and entertainment events*

2)

3)

4)