Instructions

*Find a sports or entertainment marketing article online or in a printed publication (magazine, newspaper, trade journal etc.). The article must have a revenue orientation, discussing how an organization’s bottom line is affected by incoming revenue streams or lack thereof. Answer the following questions and bring a copy of the article to class. Be prepared to discuss your findings with the class.*

1) What organization was featured in the article?

2) Identify specific examples of revenue streams discussed in the article.

3) How do you think those revenue streams impact the organization? Why?