

**Unit 4****Lesson 4.3 – Target Markets**
Marketing Applications**INTERNET ACTIVITY****Instructions**

Find two different sponsorship partnerships online (event, entertainment or sports sponsorships are all acceptable) and learn as much as you can about each agreement. Print a copy of each and attach to this activity, remembering to cite the source on each. Answer the following questions for both selected sponsorships

- 1) What is the event, team or entertainment avenue being sponsored?

- 2) Who is the sponsor? Why do you think the sponsor chose to participate in a partnership for this event?

- 3) Who do you think the target consumers are for the sponsorship?

- 4) Do think the sponsorship provided the sponsor with an effective means for reaching their target audience?

- 5) Do you think the Internet is an effective tool for reaching that target audience? Why or why not?