Instructions

*Research the various athletes and celebrities engaged in some form of* ***brand extension****. Answer the following questions and use the space below (where indicated) to identify five different examples of athletes/celebrities engaged in brand extension. The examples MUST be different than the examples given in class!*

1) What is brand extension?

2) Why do athletes/celebrities engage in brand extension?

3) Are athletes/celebrities the only sports/entertainment companies who implement the concept of brand extension? Why or why not?

4) In the space below, identify five specific examples of athletes/celebrities extending their brand.

**Athlete/Celebrity** **Brand Extension Example**

1.

2.

3.

4.

5.