

Name _____

**Sports & Entertainment Marketing
Year One Curriculum**

Class Period _____

Unit 8 Word Find

U	L	C	H	Q	N	B	R	L	A	T	T	Q	V	U	P	S	W	E	K
T	O	A	I	Y	O	L	E	V	E	N	M	U	T	W	R	A	Z	O	K
G	A	O	K	P	H	V	T	B	G	E	H	Z	A	K	X	C	B	J	A
R	Q	B	C	H	E	N	A	K	K	M	W	O	E	M	R	O	J	P	M
N	N	H	T	R	K	A	I	M	O	E	G	Z	I	S	T	S	M	E	I
M	Y	X	A	B	Q	J	L	H	G	S	K	D	C	M	V	V	D	J	N
F	M	G	Q	T	N	C	P	E	I	R	U	U	X	Z	L	I	H	L	V
P	E	D	O	P	F	G	R	S	B	O	J	J	X	C	A	W	I	U	E
M	V	F	B	Z	S	X	O	I	P	D	X	N	C	A	N	J	M	G	N
P	I	D	Q	Q	K	F	M	Y	M	N	Z	L	W	S	A	C	G	H	T
N	I	M	Y	T	X	S	O	M	A	E	U	A	E	B	R	S	X	S	O
P	Q	H	P	H	H	X	T	S	F	F	R	H	L	M	C	N	E	L	R
C	D	T	S	R	N	O	I	T	C	E	N	N	O	C	N	A	F	V	Y
Z	O	M	Z	R	E	W	O	H	N	J	D	Z	M	P	F	S	R	D	O
A	U	T	E	B	O	S	N	E	X	C	L	U	S	I	V	I	T	Y	K
F	C	T	I	S	Z	S	S	H	S	U	B	M	A	D	H	Q	B	P	Z
L	G	L	I	W	P	S	N	I	S	B	N	T	H	H	H	D	E	U	Q
V	D	B	P	B	N	X	F	O	O	W	H	G	K	Y	K	B	S	V	I
S	S	H	Y	J	I	V	P	Y	P	N	M	U	I	Y	H	L	P	T	Z
E	D	G	O	K	U	N	K	I	B	S	V	F	A	S	X	I	Z	I	N

Word Find Activity Directions:

Find the following unit one key terms and names of industry pioneers in the word find box above. Terms may be forward, backward, horizontal, vertical or diagonal. Circle the words when you find them.

AMBUSH

ENDORSEMENT

EXCLUSIVITY

FAN CONNECTION

IMPRESSION

INVENTORY

LEVERAGE

MEDIA AWARENESS

RETAIL PROMOTION

SPONSORSHIP

Sports & Entertainment Marketing Year One Curriculum

Unit 8 Word Find Solutions

+	+	+	+	+	+	+	R	L	+	T	+	+	+	+	+	+	+	+	+
+	+	+	+	+	+	+	E	+	+	N	+	+	+	+	+	+	+	+	+
+	+	+	+	+	+	+	V	T	+	+	E	+	+	+	+	+	+	+	+
+	+	+	+	+	+	E	A	+	+	M	+	+	+	+	+	+	+	+	M
+	+	+	+	R	+	+	I	+	+	E	+	+	+	+	+	+	+	E	I
+	+	+	A	+	+	+	L	+	+	S	+	+	+	+	+	+	D	+	N
+	+	G	+	+	+	+	P	+	+	R	+	+	+	+	+	I	+	+	V
+	E	+	+	+	+	+	R	+	+	O	+	+	+	+	A	+	+	+	E
+	+	+	+	+	+	+	O	+	+	D	+	+	+	A	+	+	+	+	N
P	I	+	+	+	+	+	M	+	+	N	+	+	W	+	+	+	+	+	T
+	I	M	+	+	+	+	O	+	+	E	+	A	+	+	+	+	+	+	O
+	+	H	P	+	+	+	T	+	+	+	R	+	+	+	+	+	+	+	R
+	+	+	S	R	N	O	I	T	C	E	N	N	O	C	N	A	F	+	Y
+	+	+	+	R	E	+	O	+	N	+	+	+	+	+	+	+	+	+	+
+	+	+	+	+	O	S	N	E	X	C	L	U	S	I	V	I	T	Y	+
+	+	+	+	+	+	S	S	H	S	U	B	M	A	+	+	+	+	+	+
+	+	+	+	+	+	S	N	I	+	+	+	+	+	+	+	+	+	+	+
+	+	+	+	+	+	+	+	O	O	+	+	+	+	+	+	+	+	+	+
+	+	+	+	+	+	+	+	+	P	N	+	+	+	+	+	+	+	+	+
+	+	+	+	+	+	+	+	+	+	S	+	+	+	+	+	+	+	+	+

SOLUTIONS: (Over,Down,Direction)

AMBUSH	(14,16,W)
ENDORSEMENT	(11,11,N)
EXCLUSIVITY	(9,15,E)
FAN CONNECTION	(18,13,W)
IMPRESSION	(2,10,SE)
INVENTORY	(20,5,S)
LEVERAGE	(9,1,SW)
MEDIA AWARENESS	(20,4,SW)
RETAIL PROMOTION	(8,1,S)
SPONSORSHIP	(11,20,NW)