

Sports Career Consulting
Sports & Entertainment Marketing Curriculum

UNIT 8 EXAM – Answer Key

True/False

Indicate whether the following sentences or statements are true or false.

- F** 1. Sponsorship is considered the same as advertising.
- F** 2. Over the past fifteen years, sponsorship spending in North America has proven to be very inconsistent.
- F** 3. Cause marketing is purely philanthropic and does not seek any return on investment.
- T** 4. Companies typically use sponsorship as a vehicle to increase brand loyalty toward its products and/or services.
- T** 5. Some companies use software programs to filter through sponsorship proposals.
- F** 6. Ambush marketing typically occurs at low profile events.
- F** 7. A product endorsement is the same thing as influencer marketing.
- F** 8. For a product endorsement to be successful, the athlete or celebrity must be a “specialist” in that particular product category.
- T** 9. Because they allow a company to tap emotional and intimate customer appeals, sponsorships provide a different approach to marketing than traditional media.
- T** 10. To be effective, sponsorship programs must meet the needs of the sponsoring party.
- T** 11. Studies have shown that public perception of sponsorship is far more positive than traditional forms of advertising.
- T** 12. Ambush marketing occurred at the 1992 Olympics when Nike sponsored Michael Jordan covered the Reebok logo on his apparel with the American flag during the gold medal ceremonies.
- F** 13. If a marketing activity is measured, it is probably not a cause-related program.
- T** 14. The phrase “official sports drink of the NBA” implies category exclusivity as part of the sponsorship agreement.
- F** 15. Activating the sponsorship refers to the action taken to decrease its impact and to lower the overall value of the sponsorship.

Multiple Choice

Identify the letter of the choice that best completes the statement or answers the question.

- A.** 1. PNC Bank sponsorship with NASCAR designates the company as “the official bank of NASCAR” is an example of how a sponsorship may provide _____.
a. The right to use various designations or phrases
b. The opportunity for title or presenting sponsorships
c. The potential for exclusive association
d. None of the above
- D.** 2. Which of the following criteria must companies consider when deciding what to sponsor?
a. Property and company image compatibility
b. Audience
c. Working with retailers
d. All of the above
- B.** 3. When considering an endorsement deal, companies typically do not evaluate celebrity:
a. Work ethic and moral values
b. Income
c. Personality traits
d. All of the above
- A.** 4. The first step to the sponsorship sales process is defining _____.
a. Inventory
b. Values
c. Rates
d. Prices
- C.** 5. Which of the following criteria are consistent with effective sponsorships?
a. Infrequent impressions
b. Minimize the focus on communications
c. Company commitment
d. All of the above
- A.** 6. Ambush marketing strategies could include _____.
a. Purchasing advertisements at a competitor’s event
b. Investing in naming rights for an event
c. Participating as an event’s presenting sponsor
d. All of the above
- D.** 7. Which of the following events have provided a stage for ambush marketing tactics in the past?
a. The Olympic Games
b. The Boston Marathon
c. The Super Bowl
d. All of the above
- C.** 8. The _____ is essentially an inventory sheet with associated values.
a. Price list
b. Inventory management
c. Rate card
d. Corporate investment guide

- D.** 9. _____ provide a natural partnership between two parties.
- a. Sales calls
 - b. Ticket sales
 - c. Publicity campaigns
 - d. Sponsorships
- B.** 10. Companies typically use sponsorship as a vehicle to _____.
- a. Spend money
 - b. Drive retail traffic
 - c. Decrease brand loyalty
 - d. None of the above
- A.** 11. Refers to the frequency in which a company product or service is associated with an event or entertainer.
- a. Gross Impressions
 - b. Cause marketing
 - c. Frequency rating card
 - d. None of the above
- D.** 12. Sponsorship packages often include _____.
- a. Right to use team or event marks, logos, names, or trademarks
 - b. Product and merchandise (game tickets, licensed merchandise)
 - c. Right to conduct promotional activities
 - d. All of the above
- B.** 13. The _____ has contributed to the overall growth of sponsorship.
- a. Lack of interest in sports and entertainment
 - b. Growing frustration with traditional media
 - c. Decreased levels of media coverage
 - d. None of the above
- D.** 14. Which of the following questions are considerations when evaluating those celebrities who qualify as a prospective match for company endorsements?
- a. How articulate is the celebrity?
 - b. How popular is the celebrity?
 - c. Does the celebrity have a positive image?
 - d. All of the above
- C.** 15. Cause Marketing is not _____.
- a. An effective marketing strategy in any industry
 - b. Historically successful in sports and entertainment marketing
 - c. A major gift
 - d. None of the above

Matching

Match each item with the correct corresponding definition below.

- | | | | | | |
|----|-----------------|----|------------------|----|------------------|
| a. | Cause Marketing | b. | Sponsorship | c. | Gross Impression |
| d. | Activation | e. | Ambush Marketing | f. | Inventory |
| g. | Rate Card | h. | Endorsement | | |

- B.** 1. A form of marketing in which companies attach their name, brand, or logo to an event for the purpose of achieving future profits.
- D.** 2. The action taken to escalate sponsorship impact and to increase its overall value.
- F.** 3. Defines exactly what assets an event or property has available to sell.
- G.** 4. A published price for purchasing advertising time or space.
- A.** 5. Marketing efforts that tie an organization with a charitable cause such as the Make-a-Wish Foundation or American Heart Association.
- H.** 6. Partnership between an athlete or entertainer and a company in which the athlete or entertainer receives compensation in return for their support and approval of a company product or service.
- E.** 7. When one brand pays to become an official sponsor of an event and other competing brands attempts to connect itself with the same event, without paying direct sponsorship fees.
- C.** 8. The frequency in which a company product or service is associated with the event or entertainer.

Short Answer

1. Provide three examples of sponsorship.

Student answers will vary.

2. List three ways a company might implement sponsorship programs.

A company may choose to implement sponsorship programs in a number of ways, including retail promotions, media awareness, venue/event on-site promotions, internal sales and marketing tool or product introduction.

3. Identify three factors that have impacted the growth of sponsorship.

Factors influencing growth of sponsorship include:

- Sponsorship as a unique promotional opportunity ("outside the box" mentality), providing some separation from traditional media
- Technology and increased media interest in sports and entertainment programming
- Growing frustration with traditional media
- Increased levels of consumer acceptance
- Global nature of sports and entertainment

4. List and give examples of three pieces of sponsorship inventory.

Inventory could include many sponsorship elements, such as advertisements in game programs, on-site signage or broadcast opportunities.

STUDENT ANSWERS WILL VARY

5. List three examples of celebrity endorsements.

STUDENT ANSWERS WILL VARY

6. Identify two characteristics in celebrities that would appeal to marketers.

Celebrity characteristics that appeal to sports and entertainment marketers:

- Success and high levels of performance
- Media following
- Work ethic and moral values
- Personality traits
 - * How articulate is the celebrity?
 - * Does the performer have celebrity "status" (recognizable)?
 - * How popular is the celebrity?
 - * Does the celebrity have a positive image?

Essay

Students should thoughtfully develop the key concepts listed in the answer key below.

1. Explain and provide an example of cause marketing

Cause marketing refers to marketing efforts that tie an organization with a charitable cause. Research has indicated that consumers have a propensity to change brands if a particular product supports a cause they support. It has proven to be extremely effective and is a rapidly growing trend in the sports and entertainment industry. Sponsorship provides a particularly valuable platform for developing cause marketing programs.

For example, The UPS Store partnering with NASCAR to support "Toys for Tots" is an excellent example of cause marketing. The UPS Store partnered with NASCAR to support "Toys for Tots". The campaign featured a limited-edition, commemorative 1:43 scale die-cast replica of the special #88 car. The UPS Store/Toys for Tots car was sold at participating The UPS Store locations across the country during the holiday season, with a portion of the proceeds going

directly to Toys for Tots. Participating The UPS Store locations also offered customers the opportunity to purchase a Toys for Tots pledge card for only \$1, with all proceeds going to support local Toys for Tots activities.

2. Select a celebrity and/or athlete that you think would be a good fit as a brand ambassador for UPS or FedEx. Be sure to explain why you think they would be a good match for the brand's endorsement campaign.

Answers will vary – Make sure students are understanding the qualities and attributes companies are looking for in a person that helps maintain the image they want for the service the company provides.