

**Unit 8****Lesson 8.1 – Sponsorship**
Sponsorship & Endorsement**STUDENT ACTIVITY****Instructions**

Using the Internet, select an example of a sports, event or entertainment sponsorship. Be sure to record the source website(s). Review the sponsorship material online and answer the questions below. Submit a printed copy of the sponsorship example you found online along with your answers.

- 1) What is the property offering the sponsorship (sports team, event, form of entertainment etc)?

- 2) Who is the sponsor?

- 3) What, if any, products or services are being promoted?

- 4) Do you think the sponsoring company and property are a natural fit to work together?
Why or why not?

- 5) What type of sponsorship is it? What advantage is the sponsor gaining?