

Unit 8 Crossword Puzzle Solutions

Across

3. Provides a sponsor the unique opportunity to be the only company sponsoring in a particular product category (**Exclusivity**)
8. The frequency in which a company product or service is associated with the event or entertainer (**Gross impression**)
10. A published price list for purchasing advertising time or space (**Rate card**)

Down

1. Occurs when one brand pays to become an official sponsor of an event and other competing brands attempt to connect with the same event, without paying direct sponsorship fees (**Ambush marketing**)
2. Marketing efforts that tie an organization with a charitable cause (**Cause marketing**)
4. Defines exactly what assets an event or property has available to sell (**Inventory**)
5. The action taken to escalate its impact and to increase the overall value of the sponsorship (**Leveraging**)
6. A 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 (**Endorsement**)
7. Refers to the number of people exposed to a particular promotion (**Impressions**)
9. A form of marketing in which companies attach their name, brand, or logo to an event for the purpose of achieving future profits (**Sponsorship**)