

**Unit 8****Lesson 8.2 – Cause Marketing**
Sponsorship & Endorsement**STUDENT ACTIVITY****Instructions**

Cause marketing refers to marketing efforts that tie an organization with a charitable cause, a strategy that has quickly become one of the most popular trends in sports and entertainment marketing. Cause marketing is NOT purely philanthropic (meaning the sponsor expects something in return).

Cause marketing example: The UPS Store once 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 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.

For this activity, you will use the Internet to research an example of cause marketing within the field of sports and entertainment and answer the questions below.

- 1) Who was the sponsor in the cause you researched?

- 2) Who was the charity or non-profit involved?

- 3) How was the effort being promoted?

- 4) Why do you think the sponsor was involved in this cause? How did it benefit the business? How did it benefit the charity or non-profit?

- 5) What would you do differently if you were involved with promoting the cause?