

**Unit 8****Lesson 8.6 – Endorsement****Sponsorship & Endorsement****STUDENT ACTIVITY****Instructions**

PGA Tour player Rory McIlroy has been a popular choice among corporate sponsors as an athlete to endorse company products and services. The star golfer's corporate relationships include companies such as Nike, EA Sports, Omega, Bose and Upper Deck (among others).

For this activity, think of two athletes or celebrities who you think have the characteristics that appeal to companies looking for a prospective product/service endorsement partner. Then, using the Internet, try to find at least five examples of brands, products or services that the selected athlete or celebrity endorses.

Athlete/Celebrity #1**Brands/Products Endorsed**

1) _____

2) _____

3) _____

4) _____

5) _____

Athlete/Celebrity #2**Brands/Products Endorsed**

1) _____

2) _____

3) _____

4) _____

5) _____
