

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

*As a class, identify products that are endorsed by celebrities. Be sure to select products from different categories, i.e., do not choose all shoe brands or all sports drinks. Try to include as much variation as possible between your products. After you have identified the products, list the celebrity that endorses each of them and discuss why you think the company chose each celebrity to be affiliated with their products.*

**Product****Celebrity Endorser**

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