

Unit 8 – Sponsorship & Endorsement

Student Handout

Frequency Escalator:

The frequency escalator is a marketing tool that examines the attendance levels of fans

The basic concept of the escalator is that sports and entertainment marketers focus not on getting new fans to games, but rather encourage those fans already attending to attend with more frequency

The Frequency Escalator

Heavy User

Medium User

Light User

Indirect User

Non User