

**Unit 1****Lesson 1.2 – Global Events**

History and Evolution of Sports &amp; Entertainment Marketing

**CLASSROOM ACTIVITY****Instructions**

The international marketplace continues to provide a platform for driving sales of sports and entertainment products and services, helping the industry's growth surge over the years. With major events being hosted all over the world, sports and entertainment has a unique universal consumer appeal.

In the space below, match the event with the corresponding host country.

- |                               |                                      |
|-------------------------------|--------------------------------------|
| _____ Brazil                  | 1. 2015 FIFA Women's World Cup       |
| _____ Russia                  | 2. 2016 Summer Olympic Games         |
| _____ France                  | 3. 2014 Winter Olympic Games         |
| _____ England                 | 4. The Iditarod                      |
| _____ Alaska                  | 5. Cannes Film Festival              |
| _____ New Zealand / Australia | 6. Wimbledon                         |
| _____ Canada                  | 7. Australian Open                   |
| _____ Germany                 | 8. NHL Winter Classic                |
| _____ United States           | 9. 2015 Cricket World Cup            |
| _____ Australia               | 10. 2015 UEFA Champions League Final |