

**Unit 1****Lesson 1.1 – ACTIVITY ANSWER KEY**
History and Evolution of Sports & Entertainment Marketing**CLASSROOM ACTIVITY****Instructions**

Plunkett's Sports Industry Almanac estimates that the total US domestic sports consumption and investment amounts to a whopping \$498 billion. Where is the revenue coming from?

In the space below, match the industry segment with the corresponding revenue figure that it represents.

__ **1** __ \$43.8 billion

__ **2** __ \$35.8 billion

__ **4** __ \$34.9 billion

__ **5** __ \$33 billion

__ **6** __ \$22.4 billion

__ **3** __ \$1 billion

1. Sales of US sporting goods equipment

2. Revenues for racetracks, sports teams and other spectator sports

3. NCAA revenues

4. Sports advertising

5. Revenues for the "Big 4" US sports leagues (NFL, MLB, NBA, NHL)

6. Revenue in fitness and recreation centers