

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

History and Evolution of Sports & 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.

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