



CLASSROOM ACTIVITY
EVENT IDENTIFICATION

LESSON 2.8 REACHING CONSUMERS

NAME: _____

SECTION: _____

DATE: _____

INSTRUCTIONS

Event marketing has become a profitable segment of the sports and entertainment industry and the number of events being offered continues to grow each year. In the United States, major events range from sports (Super Bowl), entertainment (Grammys) to crossover (ESPY Awards).

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

_____ Huntington Beach, CA

_____ Augusta, GA

_____ Indianapolis, IN

_____ Los Angeles, CA

_____ Boston, MA

_____ Pasadena, CA

_____ Omaha, NE

_____ Baltimore, MD

_____ Nome, Alaska

_____ Charlotte, NC

1. College Baseball World Series

2. Boston Marathon

3. The Rose Bowl

4. The Iditarod

5. Indy 500

6. Preakness Stakes

7. The Tony Awards

8. The Grammy Awards

9. U.S. Open of Surfing

10. Coca-Cola 600