



INSTRUCTIONS

Find a sports or entertainment marketing article online or in a printed publication (magazine, newspaper, trade journal etc.). The article must have a revenue orientation, discussing how an organization's bottom line is affected by incoming revenue streams or lack thereof. Answer the following questions and bring a copy of the article to class. Be prepared to discuss your findings with the class.

1. What organization was featured in the article?

2. Identify specific examples of revenue streams discussed in the article.

3. How do you think those revenue streams impact the organization? Why?
