



## INSTRUCTIONS

Find two different sponsorship partnerships online (event, entertainment or sports sponsorships are all acceptable) and learn as much as you can about each agreement. Print a copy of each and attach to this activity, remembering to cite the source on each. Answer the following questions for both selected sponsorships

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1. What is the event, team or entertainment avenue being sponsored?
2. Who is the sponsor? Why do you think the sponsor chose to participate in a partnership for this event?
3. Who do you think the target consumers are for the sponsorship?
4. Do you think the sponsorship provided the sponsor with an effective means for reaching their target audience?
5. Do you think the Internet is an effective tool for reaching that target audience? Why or why not?