



INSTRUCTIONS

Using the Internet, research some of the various sales promotions sports and entertainment companies are using to sell their products and services. Select two different promotions and detail them in a report. You must select a sales promotion from both the sports and entertainment industries. Also, it is important that you categorize each promotion (premium item giveaways, contests and sweepstakes, sampling, point-of-purchase displays, special events and couponing). When reporting your findings, you must also address the following questions.

QUESTIONS

1. What sports and entertainment products and services are being promoted?
2. What type of sales promotion has the company selected?
3. Why do you think they chose that particular promotion?
4. How are consumers encouraged to purchase the product? Where can they buy it?
5. Do you think the sales promotion will have an impact on sales? Why or why not?
6. What alternative forms of sales promotion might have been effective in selling this particular product or service?