

**INSTRUCTIONS**

Using the Internet, research an important individual contribution or significant individual event and date in the history of sports and entertainment marketing who has NOT already been identified in class. Submit a copy of the article (citing your source) and answer the following questions.

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1. What type of athlete, celebrity did you select as an “unrecognized” pioneer?

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2. Why did you choose this individual?

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3. How has this individual contributed to the growth of sports and entertainment?

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4. Will this individual continue to make contributions? If so, what do you think this individual’s legacy will be once all is said and done?

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5. Summarize the article:

**Source:**