



INSTRUCTIONS

Game operations and entertainment help to provide game attractiveness. **Game attractiveness** refers to the customer's perception of the event as a whole. Game attractiveness is a situational factor that varies from game to game and week to week. There are a number of variables that impact game attractiveness, one of which is tradition.

Consider the concept of game attractiveness and traditions, then answer the questions below.

PART 1

1. What is a tradition?
 2. What does tradition have to do with the concept of sports marketing?
 3. Could traditions be considered "branding" mechanisms? Why or why not?
 4. Does your school or community have a local tradition that revolves around a sporting event? If not, do you think one could get started? What impact would it have on the games?
-

PART 2

Using the Internet, find five new examples of traditions in sports. Record your answers in the space below.

1. "Lambeau Leap" at Green Bay Packer games
- 2.
- 3.
- 4.
- 5.
- 6.