



## INSTRUCTIONS

Attend or watch a basketball or baseball game (preferably professional) on television. Pay careful attention to what is happening when the action has stopped on the field or court. Take note of the various forms of additional entertainment that may be present. Share your findings with the class.

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## QUESTIONS

1. Did you witness the game in person or on television?
2. How many various forms of additional entertainment did you see?
3. Was music playing? What kind of music? How often?
4. Did the team have a mascot? Was the mascot interactive with fans?
5. Did the team have cheerleaders and a dance team? Did they have a “stunt” team?
6. What other forms of game entertainment were present (blimp, contests etc)? What else did the team do to enhance the fan experience (scoreboard graphics, game statistics)?
7. Do you think there is a correlation between the type of event and the frequency of additional game entertainment?
8. Do you think the game entertainment added to the overall fan experience?