



INSTRUCTIONS

Using the Internet, select an example of a sports, event or entertainment sponsorship. Be sure to record the source website(s). Review the sponsorship material online and answer the questions below. Submit a printed copy of the sponsorship example you found online along with your answers.

QUESTIONS

1. What is the property offering the sponsorship (sports team, event, form of entertainment etc)?
2. Who is the sponsor?
3. What, if any, products or services are being promoted?
4. Do you think the sponsoring company and property are a natural fit to work together? Why or why not?
5. What type of sponsorship is it? What advantage is the sponsor gaining?