SPORTS AND ENTERTAINMENT MARKETING

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CHAPTER 3

THE WIDE WORLD OF SPORTS AND ENTERTAINMENT

* 1. SPECIAL MARKETING TOOLS

1. Public speakers need a different set of tools to do well, such as: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Speakers rely on strong marketing and promotional campaigns and an agent to book speaking engagements. The All American Speakers Bureau is a booking agency that offers a wide choice of sports figures, celebrities and other speakers. What do they charge for an individual to speak?

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1. What are Terry Bowden’s fees to speak? \_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. What are Pat Summitt’s fees to speak? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. What is the book *I am Third* about? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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1. What is a ghost writer?

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1. What is a royalty?

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1. What is a literary agent?

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1. Why do young athletes want to participate in a sports camp headed by a famous athlete or coach?

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1. What is sponsorship?

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1. A sponsor can expect what from a camp?

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1. What is a clinic?

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1. What is a short clinic?

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1. What details should brochures include about the camp or clinic?

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1. The promotional campaign should include a variety of media and methods, such as

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1. The marketing does not end once the camp or clinic is in session. What do the organizers need to do after the clinic?

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1. Follow up materials to parents help to promote goodwill. What do organizers need to provide to parents to maintain a good clinic?

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1. What are some advertising techniques used to have a good clinic?

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Read number 3 on page 72. Please make a positive acronym and relate it to success.

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