

Name: _____

Date: _____

Vocabulary Mix

Directions: Determine the word defined or answer to each item below and place the answers in the boxes to the right. At the bottom, write the corresponding letter and number to reveal a secret message.

Subject: Sports and Entertainment Marketing (Part 3 of 3)

RSSPOON

Def: a company, individual or group of people who support an event, activity, person, or organization financially or with products or services.

VNISETRO

Def: a person who provides financial support for an activity in expectation or profit.

UDNFNGI

Def: money provided to make an activity possible.

TAPNOR

Def: someone who purchases a product or service.

NEORDMSNET

Def: the act of openly supporting or backing an event, person, or company.

UNEEVER

Def: all the income from a specific activity.

NODOR

Def: someone who gives of themselves without expecting to be paid for their time.

Pricing TRSAGEYT

Def: the systematic process of assigning a price for goods and services.

PFROEISOSALN

Def: an individual with specialized skills and abilities working in his or her area of expertise.

MESI - professional

Def: a job that requires lesser skills than a professional career, especially as in Semi-pro sports.

			A			M	E	N	
1	2	3	4	5					6

Vocabulary Mix

Key: Sports and Entertainment Marketing (Part 3 of 3)

RSSPOON

S P O N S O R

Def: a company, individual or group of people who support an event, activity, person, or organization financially or with products or services.

VNISETRO

I N V E S T O R

Def: a person who provides financial support for an activity in expectation or profit.

3

UDNFNGI

F U N D I N G

Def: money provided to make an activity possible.

TAPNOR

P A T R O N

Def: someone who purchases a product or service.

NEORDMSNET

E N D O R S E M E N T

Def: the act of openly supporting or backing an event, person, or company.

1

UNEEVER

R E V E N U E

Def: all the income from a specific activity.

5

NODOR

D O N O R

Def: someone who gives of themselves without expecting to be paid for their time.

Pricing TRSAGEYT

S T R A T E G Y

Def: the systematic process of assigning a price for goods and services.

6

6

4

PFRROI S O S A L N

P R O F E S S I O N A L

Def: an individual with specialized skills and abilities working in his or her area of expertise.

2

MESI - professional

S E M I

Def: a job that requires lesser skills than a professional career, especially as in Semi-pro sports.

M	A	N	A	G	E	M	E	N	T
1	2	3		4	5				6