**Sports Marketing State Test Prep**

**Definitions:**

Borrowed equity, Direct goal, Advertising, Personal Seat License, Sales Promotion, Spectator,

personal selling, sports, public relations, Match-up hypothesis,

Marketing of Sports, Marketing Thru Sports, sponsorship exclusivity, competitive parity, exchange,

branding, SWOT analysis, consumer vs customer, concessions, ambush marketing, Ad schedule,

stadium as place, Producer, Professional vs amateur, Gate Receipt,

Durable good, Agent, leveraging, Niche

**Concepts to Know:**

Market Segmentation (Demographic, Geographic, Psychographic, Behavioral)

Components of a Sports Marketing Plan = Goals, Executive Summary, Target Market, Situation Analysis

Event Triangle – all components and exchanges

Promotional Mix = Promotions, Advertising, Personal Selling (Sponsors), Public Relations

Sponsorship Proposals – Background of property, price of sponsorship, list of sponsorship rights and benefits