

Match the following words with their definition:

**Place, Promotion, Consumer, Utility, Customer, Exchange, Marketing,
Sports Marketing, Sports, Sport Producer, Sport Consumer, Producers**

	An individual that uses a product of service.
	An individual that makes a purchase.
	Transaction between a producer and a consumer.
	A source of diversion or activity engaged in for pleasure.
	The application of marketing principles to sports products and non-sports products through sports.
	A process of bringing together sellers and buyers.
	Individuals or companies that have products to be sold.
	Benefits from the exchange as a spectator or participant in a sporting event.
	Provides sporting events, equipment, memorabilia and sporting information.
	Creates value for a product.
	Any form of communication used by a business to inform or persuade.
	Having a product where customers can buy it.

Match the following words to their definition.

Ambush Marketing Tactics, Borrowed Equity, Fan, Event, Marketing of Sports, Sponsorship, Marketing Through Sports, Event Triangle

	Using the appeal of an event to market a product.
	Marketing principles used to market a team.
	Marketing of a non-sports product during a sporting event.
	A corporate entity that is involved with a sports property in order to gain exposure and promote their products.
	The model for studying the exchanges developed in Sports Marketing. Emphasizes the relationships between producers and consumers.
	The activity that will draw participants, spectators, and sponsors.
	Someone who is interested involved and engaged in the event. The reason for Sports Marketing.
	A marketing tactic where a company tries to confuse the fan of the true sponsor of an event by flooding the local media with advertising.