

## ***Sports and Entertainment Marketing Trivia***

1. These two companies purchased Maple Leafs Sports and Entertainment (MLSE) for \$1.32 B
2. Name four professional sports teams MLSE owns and one property.
3. The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large is referred to as
4. The number of viewers a program attracts is referred to as
5. Games of athletic skill are referred to as
6. This is whatever people are willing to spend their money and spare time viewing rather than participating in
7. An act of giving one's public approval or support to someone or something
8. This is the world's largest sports manufacturer and is named after the Greek goddess of victory
9. The world's most valuable sports team as of July 2012, was worth \$2.23B and has an estimated 659M fans worldwide. Real Madrid was # 2 at \$1.88B and the New York Yankees and Dallas Cowboys were tied for third at \$1.85B, name it
10. This athlete held the top spot as the greatest earner amongst athletes with earnings of \$85M in 2011. Tiger Woods was # 3 with \$60M and LeBron James was # 4 with \$53M
11. The cost of a 30-second TV commercial on the 2012 Super Bowl telecast
12. The amount that customers pay for a product or service is referred to as
13. The exclusive non-alcoholic beverage of the 2012 Olympics
14. The exclusive computing equipment of the 2012 Olympics
15. The exclusive retail food services - official restaurant of the 2012 Olympics
16. The exclusive personal care and household products of the 2012 Olympics
17. The exclusive wireless communication equipment of the 2012 Olympics
18. The exclusive payment services company of the 2012 Olympics
19. The exclusive timing, scoring, and venue results service - the official watch of the 2012 Olympics
20. The official sportswear company of the 2012 Olympics
21. The official beer of the National Hockey League, inked a 7-year, \$75M deal starting in 2012-2013
22. The official bank of the National Hockey League )
23. This German-based company is the world's second largest sportswear manufacturer with over \$11B in sales in 2011.
24. This sportswear company was started by the brother of the founder of Adidas after they had a quarrel and split up
25. This global sports apparel brand is actually the acronym for the Latin phrase "anima sana in corpore sano", which translates to "a healthy soul in a healthy body"
26. This sporting event went from \$1.6M in broadcast revenue in 1960 to \$1.8B in broadcast revenue in 2008
27. The specific application of marketing principles and processes to sports products and to the marketing of non-sports products through association with sport.
28. The most-watched television event in US history, attracting 219.4m viewers. This event also smashed online records, recording nearly 2 billion page views and 159 million video streams
29. The most watched sporting event in the world drew 715.1 million viewers for its main event, it also had 3.5 billion viewers click online with 26 billion total views.
30. This single event in 2009 had 206 M viewers, 44% more viewers than that year's Super Bowl.
31. This is reputed to be the most watched event in the world with an estimated 4B viewers
32. In 2011 the Top Five biggest spenders accounted for 26% of all sports advertising in the US. Who are they?
33. Manchester City signed a \$636M sponsorship deal with this airline
34. \$40B a year is spent on sports sponsorship, which sport receives the most sponsorship deals?
35. Traditionally, sports clothing companies spend the most on sponsorship deals, but a growing trend has this industry's firms spending the most money on new deals in 2011.
36. The amount of money individuals have available to spend after taxes and after paying for the necessities of life and other fixed expenses such as food, shelter, car payments is referred to as
37. This basketball player signed a 14-year, \$260M deal with Adidas in 2012
38. The "Air Jordan" logo adopted by Nike had approximately this much in sales in 2011
39. Usain Bolt supposedly signed the biggest sponsorship deal in athletics history extending his contract with this company (with bonuses it could potentially be worth \$400M)
40. In 2010 this athlete still earned an estimated \$70M in endorsement contracts despite a major sex scandal in 2009
41. Sidney Crosby signed a \$1.4M-a-year endorsement deal (the richest endorsement deal the NHL has ever seen for one of its players) with this company
42. Former Boxing Heavyweight Champion George Foreman signed a lifetime deal with Salton Inc. for the "George Foreman Grill" which paid him how much in cash and stock options
43. Before this player had even played a single professional game, Nike signed him to a 7-year, \$90M contract
44. In 2003 Adidas signed this athlete to a lifetime contract worth \$160.8M
45. In 2011, this athlete banked \$12M from endorsement deals with Lowe's Hardware, Quaker State and Lube, and Chevrolet

46. Using advertising and other forms of communication to distribute information about products, services, images, and ideas to achieve a desired outcome is referred to as
47. This athlete has 26M Facebook fans (twice as many as any other athlete) and #m Twitter followers. His major endorsements are for Nike, Armani, Coca-Cola, and Castrol. His 2011 earnings were \$39M of which \$20M came from endorsements
48. The top 3 highest earning sports teams in 2011 were soccer teams earning \$592M, \$537M, and \$472M respectively. Name them.
49. The 4Ps of marketing are
50. The top 3 deceased income earners in entertainment in 2011
51. This was started in Austria in 1987 and is now the world's most popular energy drink in the world with 4.5B cans sold per year
52. The top 2 selling video games of all time were bundled with the console they were sold with. Name the two most popular videos with sales of 79.6M and 40.3M respectively
53. The most popular paid download for mobile phones with over 100M sold
54. Highest box-office grossing movie with \$2.8B in revenue (
55. The top 3 paid musicians in 2010 - Lady Gaga was number 4 at \$90M.
56. What does SWOT stand for and what is it?
57. The complex process of selecting, organizing, and interpreting stimuli such as sports
58. Dividing a large, heterogeneous market into more homogeneous groups of people, who have similar wants, needs, or demographic profiles, to whom a product may be targeted.
59. A contractual method of developing and exploiting intellectual property by transferring rights of use to third parties without transfer of ownership.
60. Fixing a sports entity in the minds of consumers in the target market.
61. A firm's attempt to continually acquire information on events occurring outside the organization so it can identify and interpret potential trends.
62. Intermediaries whose primary responsibility is leveraging athletes' worth or determining their bargaining power.
63. The characteristics of a population with respect to age, race, income, education, marital status, and gender
64. The hired individuals who work closely with athletes who are unable or unwilling to police themselves.
65. Any paid form of communication through mass media directed at identified consumers to provide information and influence their actions.
66. The "sports triangle" in marketing refers to the relationship between these three items
67. A planned effort by an organization to associate itself indirectly with an event to gain some of the recognition and benefits associated with being an official sponsor without having paid for the right.
68. Sports that involve nontraditional, daring methods of athletic competition
69. Selling tickets to major sporting events often outside the venue on the day of the event at inflated prices.
70. Exchanging money for the right to associate its name or product with a sporting event. Investing in a sports entity to support overall organizational objectives, marketing goals, and promotional strategies. The acquisition of rights to affiliate or directly associate with a product or event for the purpose of deriving benefits related to that affiliation.
71. The license purchased by a ticket holder which entitles that person to buy that seat's tickets for any event.
72. This company is seen as being the first sport marketing agency. It was created in 1960 on a handshake between its founder Mark McCormack and Arnold Palmer, the golfer. It is considered one of the largest sports and entertainment management companies in the world.
73. An agreed upon amount of money that teams must pay out in player salaries for any particular year. The amount is agreed to in negotiations between the players and teams and is included in the league's collective bargaining agreement.
74. Top 3 certified best-selling music artists of all time
75. Highest paid Hollywood personality in 2010 with earnings of \$257M (
76. Fastest growing sport in the US with a 218% increase in participation over the past ten years
77. This is the most profitable NFL team the past decade, averaging \$76 in profit per year
78. This is the # 1 spectator sport per event averaging 99,568 attendees in the US with 17 of the top 20 most-attended events being this sport's events
79. The estimated size in dollars of the entire sports industry in the US in 2011
80. The stadium naming rights trend can be traced back to two stadiums built in the US, one named after a realty company in 1912 and the other after a gum company in 1926.
81. MetLife entered a naming rights agreement for 25 years with the NY Giants and NY Jets in 2010 for their stadium for this much
82. This sports has by far the highest % of its fans stating that sponsorship influenced their purchasing decisions at 72%, as opposed to 28% for the Olympics, 36% for Major League Baseball and 38% for the National Basketball League.
83. Name the organized sport that has the greatest amount of female participants in the US at 9.1M
84. This company supported over 21,500 minor hockey players for the 2011-2012 season in Canada

85. The # 1 organized participation sport in Canada is
86. In Canada this happens to participation rates in sports as family income and education increase
87. This sport engaged the largest number of adult Canadians with 1.5M participants
88. This is TSN's most watched property with over 1M viewers consistently
89. In both Canada and the US this sport has the largest disconnect between playing and watching with only about 20% of those playing actually watching the pro level.
90. This is the most popular organized sport for kids under the age of 13 in the US
91. The most watched television broadcast in Canadian history with a confirmed 16.6 million Canadians (50% of all of Canada) watching the entire broadcast and 26.5 million Canadians (80% of all Canadians) watching some part of it
92. This was the highest profile sports sponsorship by a gambling company. In 2009, this company sponsored Real Madrid for \$65M for one year. This company had previously signed Manchester United to a \$98M five-year deal in 2006 and AC Milan to a \$64M four-year deal in the same year.
93. This sports shoe company was the # 1 basketball shoe in the 1950s and 1960s. It dropped down to 16th place by 2001 where it was purchased by Footwear Acquisition and vaulted to 7th in 2 1/2 years. This led to a buyout by Nike in 2003 for \$305M. The brand has since been continued as a separate entity by Nike.
94. The NHL's most valuable team is worth \$521 million as of 2012 and generated \$81.8 million in operating income last season
95. The three highest average ticket prices in North America by team are \$159.65, \$117.84, and \$114.10 as of 2011. Name the 3 sports franchises and the leagues they play in (Dallas Cowboys NFL, New England Patriots NFL, Toronto Maple Leafs NHL)
96. The top 3 leagues in the world for total attendance in 2011-2012, with 73.4M, 21.7M, and 21.5M respectively.
97. This event set the North American live indoor attendance with 93,173
98. This city hosted UFC's most attended event ever with 55,724 in attendance
99. The % of children in Canada between the ages of 5 and 14 that regularly participated in organized sports activities
100. Sports agent generally receive this % of the athlete's playing contract, and this % of the athlete's endorsement contracts
101. Considered by many as the top sports agent, he negotiated the \$275M for Alex Rodriguez (NY Yankees), the \$180M contract for Mark Teixeira (NY Yankees), and the \$126M contract for Barry Zito (San Francisco Giants).
102. This agent represents or oversees agents who represent an astounding 16.6 percent of Major League Baseball clients and 18.2 percent of NBA players.
103. In the video game Worms3D, this allows the worms to move more quickly
104. This company has developed its own in-game island in Playstation Home for Playstation3 which helps advertise its product.
105. This soccer player topped \$43.5M in 2011-2012 in salary and endorsement deals with \$29M coming from endorsements including Adidas and Pepsi
106. For each one of the following descriptions match it with the title:
- a) The promotion of sports in general, sports teams or sports events is referred to as
  - b) The promotion is not about the sports, but the sports events, athletes, teams or leagues are used to promote different products
  - c) The promotion is about increasing participation among the public
    - 1. grassroots sports marketing
    - 2. marketing of sports
    - 3. marketing through sports
107. This city is hosting the 2015 Pan Am Games with 8,000 expected athletes from 41 nations participating
108. Name 3 products Maria Sharapova endorses
109. Name 3 products LeBron James endorses
110. Golfer Phil Mickelson earned \$57M in 2011 with 93% of this coming from endorsements. Name 3 products he endorses
111. Name 3 products Sidney Crosby endorses
112. This celebrity endorses the One Less Lonely Girl nail polish collection from Nicole by OPI, a brand sold exclusively at Walmart. The line sold out within weeks at more than 3,000 Walmart locations across the U.S.
113. The most profound impact on sales of a product in the US occurred if it was mentioned on this show
114. The most trusted celebrity endorser in the US
115. Name 3 products Lady Gaga endorses
116. This rapper signed on with Pepsi for millions of dollars and they will introduce a new drink called "Pop"
117. What team hired the NFL's first professional cheerleading squad, in 1972?
118. This athlete signed an endorsement deal with Wilson Sporting Goods that becomes the longest running endorsement deal in the history of sports. The original deal signed in the 1920s was for \$6,000 per year plus an equal amount for travel expenses. Renewal took place every two years until his death in May 1999.
119. First major endorsement by a female was signed in 1949 signs with Wilson Sporting Goods for \$100,000 a year.
120. This high school course first appeared in Fairfax County, Virginia in the early 1990s.
121. On May 17, 1939, baseball became the first sport ever televised in the U.S. Name the two teams that played
122. The first professional football team to sport an insignia on their helmets was in 1950. The team hand painted yellow horns on their blue leather helmets.

123. In 1964 Phil Knight founded Blue Ribbon Sports which, in 1972 became this sporting goods company.
124. In 1979 this TV channel appeared, to promote sports.
125. What does ESPN stand for?
126. What does TSN stand for?
127. Rogers Communications just purchased this sports broadcasting company for \$167M.
128. This company became an Olympics sponsor in 1928 and has remained one to this day.
129. This foundation has raised over \$470M to combat cancer since being founded in 1997.
130. What does TIFF stand for as it relates to Toronto?
131. Forbes Magazine listed this sports franchise as having the greatest Return on Investment (ROI) of all major league franchises with a nearly 22% return. They earned \$81.8M in operating income last year.
132. This company built the Pilgrim, the first blimp to fly over athletic events in 1925 and it continues to fly blimps over sporting events today
133. Other being the winner of the 1971 Miss America pageant what other prominent role has Phyllis George filled in the field of sports and entertainment?
134. What is the claim to fame of Robin Herman and Marcel St. Cyr
135. This was the highest paid female athlete according to Forbes in 2011 with over \$25M in total earnings