

Sports and Entertainment Marketing 12
Test # 1

Name: _____

Total Marks: 50

Marks

15 Section I: Multiple Choice. Circle the most correct answer for each one of the following. (1 marks each)






1. These two companies purchased 75% of Maple Leafs Sports and Entertainment recently:
 - a) McDonald's and Tim Horton's
 - b) Rogers and Telus
 - c) Bell and Apple
 - d) Rogers and Tannenbaum
 - e) none of the above
2. Which one of the following is incorrect as it applies to exclusive sponsorship of the 2012 Olympics
 - a) retail food services - McDonald's
 - b) sportswear - Nike
 - c) payment services company - Visa
 - d) wireless communication equipment - Samsung
 - e) non-alcoholic beverage
3. \$40B a year is spent on sports sponsorship, which sport receives the most sponsorship deals?
 - a) US football
 - b) hockey
 - c) soccer
 - d) baseball
 - e) auto racing
4. 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:
 - a) gross income
 - b) discretionary income
 - c) disposable income
 - d) net income
 - e) taxable income
5. The three highest earning sports teams in 2011 were:
 - a) Real Madrid, Barcelona, and Manchester United
 - b) Dallas Cowboys, Washington Redskins, and New England Patriots
 - c) Dallas Cowboys, Washington Redskins, and Toronto Maple Leafs
 - d) New York Yankees, Boston Red Sox, and New York Mets
 - e) Boston Celtics, Los Angeles Lakers, and New York Knicks
6. The sports triangle in marketing refers to the relationship between these three items:
 - a) team, players, and fans
 - b) product, fans, and team
 - c) the fan, the sponsor, and the event
 - d) the fan, the ticket, and the sponsor
 - e) the team, the owners, and the fans

7. According to the Sports Briefs, no matter how populous or fortunate a region is, if this does not exist, the team will fail.
- a) a winning attitude
 - b) great management
 - c) passionate fans
 - d) high income per capita
 - e) a high population
8. This sportswear company was started by the brother of the founder of Adidas after they had a quarrel and split up:
- a) Puma
 - b) Nike
 - c) Converse
 - d) Reebok
 - e) Asics
9. Which one of the following is not one of the 4 Ps of the marketing mix?
- a) price
 - b) product
 - c) promotion
 - d) place
 - e) profit
10. This company supported over 21,500 minor hockey players for the 2011-2012 season in Canada
- a) Tim Horton's
 - b) Canadian Tire
 - c) McDonald's
 - d) Boston Pizza
 - e) Bauer
11. The GTA is made up of the City of Toronto and these four regions:
- a) Durham, Peel, York, and Halton
 - b) Mississauga, Hamilton, Pickering, and Whitby
 - c) Markham, Vaughan, Richmond Hill, and Newmarket
 - d) Oakville, Mississauga, Brampton, and Caledon
 - e) Pickering, Ajax, Whitby, and Oshawa
12. The 'rule of thumb' for the population of a city to be able to support a hockey team in Canada is approximately:
- a) 800,000
 - b) 1.6 M
 - c) 3.0 M
 - d) 4.0 M
 - e) over 5 M
13. The reason people buy; the customer's perceptions about the benefits or value of your product and what motivates to purchase it falls under the study of:
- a) geographics
 - b) demographics
 - c) psychographics
 - d) census data
 - e) none of the above

14. This logo  belongs to this company

- a) Reebok
- b) Mizuno
- c) Asics
- d) Diadora
- e) Kappa

15. Which one of the following logos is not a golf sporting goods manufacturer?

- a) 
- b) 
- c) 
- d) 
- e) 

10 2. Fill-in-the-blank. Place the correct answer in the blank provided. (1 mark each)

- a) Statistical information of a market based on income, age, gender, marital status, and occupation is referred to as _____
- b) Name two professional sports teams MLSE owns _____ and _____
- c) The connection to the Leafs is not a rational one, but rather an irrational choice—or as Hotspex would say “e” rational, What does the “e” refer to? _____
- d) The world’s most popular energy drink uses sport to market itself. The drink is _____
- e) What does the acronym SWOT stand for? _____
- f) Using athletes to sell razor blades is an example of this specific type of sports marketing _____
- g) This city is hosting the 2015 Pan American Games _____
- h) This company became an Olympic sponsor in 1928 and has remained one to this day _____
- i) This event was formalized in 776 BC the first time around and was revitalized in 1896 _____
- j) Blue Ribbon Sports is now known as _____

10 3. Identify and provide the significance of 5 of the following to sports marketing and its history. (2 marks each)

- a) Pierre Coubertin
- b) Theodosius I
- c) James Elkins
- d) Adi Dassler
- e) “action sports”
- f) Herodes Atticus
- g) ESPN

15 4. Complete 3 of the following questions. (5 marks each)

- a) Differentiate between the southern strategy of the NHL and the northern strategy that some have proposed. Provide at least two reasons why the southern strategy is seen as a failure.
- b) Financial success for professional sports teams in Canada relies on four pillars. Identify and briefly discuss each one of these pillars and apply them to the city of Toronto and its current hockey team, the Toronto Maple Leafs.
- c) You have been hired by an expansion NHL team in Toronto to design their new logo. Provide the five key elements of a good logo design that you should follow in constructing it and explain what is meant by each.
- e) You have been hired to determine a location for the arena of a new NHL franchise for the city of Toronto. What would you determine would be the five most important attributes the new location should possess? Justify the selection of each one you include.
- f) “Peter Ueberroth has made a tremendous impact on sports marketing.”

Identify who he is and provide evidence to corroborate the above statement.