

# I Spy Sports Marketing

*Directions:*

Develop a list of products or services which you have seen use sports marketing.

1. The list must contain at least five products or services.
2. A link to or picture of the example must be included in the list to show how sports marketing was being used with the product or service.
3. Each example must be accompanied by a short statement of why you think the choice to use sports marketing with the product or service was effective or ineffective.