

Sports & Entertainment Marketing

1.07 Key Terms

Sponsorship	To financially support a person, event or organization.
Target Market	A particular group of consumers at which a product or service is aimed.
Affiliation	Closely associated with something else, as in organizations.
Brand Awareness	The level of consumer consciousness of a company.
Market Share	The portion of a market controlled by a particular company or product.
Exclusivity	Restriction to a particular person, group, or area.
Demographics	Statistical data relating to the population and particular groups within it.
Ambush Marketing	The practice of hijacking or coopting another advertiser's campaign to raise awareness of another company or brand, often in the context of event sponsorships.
Exploit	To make full use of and derive benefit from a resource.