

# Sports & Entertainment Marketing

## Activities to Promote Public Image

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You and your partner have been assigned a topic of an activity to promote public images of athletes and entertainers. Read through the information provided and then share the following with the class.

- Explanation of activity
- Benefits to the athlete, team, entertainer involved in activity type
- Examples of activities (does not need to be limited to those activities shared in the reading)
- Ideas/recommendations of how it could be implemented with a entertainer/athlete/team of your choice

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