

Names _____

SPORTS & ENTERTAINMENT MARKETING Distribution-Channels

You are planning a Charitable Golf Outing for a large corporation in the Madison area. The event will span over a three day time period. You are to plan various activities that could occur at four different venues in the Madison area. List below the venue, activity to take place there, and rationale for choosing the venue.

VENUE	EVENT/ACTIVITY TO OCCUR	RATIONALE FOR SELECTION OF VENUE