

## Word Search

# Commercialization of Sport

Words to Find:

SPONSORSHIP  
ADVERTISING  
LICENSING  
VIEWERSHIP  
MARKETING

ENDORSEMENT  
FRANCHISE  
CONTRACTS  
TELEVISED  
REVENUES

MERCHANDISE  
BRANDING  
STADIUMS  
CORPORATE  
ATHLETES

Q	Z	C	Q	A	E	C	O	N	T	R	A	C	T	S
U	F	A	E	N	D	O	R	S	E	M	E	N	T	C
X	T	M	D	B	B	R	A	N	D	I	N	G	A	D
T	P	G	T	V	K	Z	X	T	G	K	G	K	E	Z
Z	E	P	M	O	E	D	R	N	S	N	X	T	G	S
F	J	L	E	E	K	R	I	B	I	H	A	V	E	O
U	R	P	E	R	R	T	T	S	F	R	Q	U	I	A
D	L	A	K	V	E	C	N	I	O	X	N	R	D	S
A	X	Q	N	K	I	E	H	P	S	E	X	R	P	T
Y	X	H	R	C	C	S	R	A	V	I	U	B	H	A
A	R	A	U	I	H	O	E	E	N	F	N	Q	U	D
T	M	H	L	T	C	I	R	D	X	D	K	G	J	I
S	P	O	N	S	O	R	S	H	I	P	I	W	Q	U
H	S	R	Q	A	T	H	L	E	T	E	S	S	I	M
G	V	I	E	W	E	R	S	H	I	P	X	H	E	S



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