

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Points Earned/Possible: \_\_\_\_\_/\_\_\_\_

### ENDORSEMENT RESEARCH PROJECT

You are going to research an athlete and complete a paper that discusses endorsements, how endorsements benefit people/businesses, how they benefit people/businesses, etc. You will address one particular sport/athlete and relate information about their specific endorsements. Within this paper make sure you include the following information:

1. What sport are you researching? \_\_\_\_\_

2. What athlete are you researching? \_\_\_\_\_

3. What, if any, team does your athlete play for? \_\_\_\_\_

4. What products does your athlete Endorse? (must have at least three)

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

5. How much money does your athlete make in Endorsements? (give total and then also break down by each endorsement)

a. TOTAL \_\_\_\_\_

b. Product A \_\_\_\_\_

c. Product B \_\_\_\_\_

d. Product C \_\_\_\_\_

e. Other Products \_\_\_\_\_

6. How much money does your athlete earn being an "athlete" (DO NOT include endorsement money) Include contract amount, years in contract, annual amount, etc.

\_\_\_\_\_  
\_\_\_\_\_

7. What makes this athlete special in their sport (i.e., why do they get the above endorsement deals)? (3 things)

- a. \_\_\_\_\_  
\_\_\_\_\_
- b. \_\_\_\_\_  
\_\_\_\_\_
- c. \_\_\_\_\_  
\_\_\_\_\_

8. How does your athletes endorsements compare to other athlete endorsements in their sport? In general?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Use the answers to these questions to build an outline of your paper. Remember, you need an intro paragraph, several paragraphs addressing the above information (the above is a MINIMUM requirement) and a summary paragraph that sums up your paper. Cite your sources (internet sites used) at the end of the paper.

**This "OUTLINE" is worth 40 points, the paper itself is worth 150 points, your sources are worth 10 points. This is a 200 POINT PROJECT!!!!!!!**