

Name: _____

Date: _____

Points Earned/Possible: _____/____

ATHLETE/ENTERTAINER RESEARCH PROJECT

You are going to research an athlete/entertainer and complete a paper that discusses said athlete/entertainer, their annual income, include endorsements, and their future earning potential.

You will address one particular athlete/entertainer and relate information about the above and their specific endorsements. Within this paper make sure you include the following information:

1. What athlete/entertainer are you researching? _____
2. What, if any, band is your entertainer in? _____
3. What, if any, team does your athlete play for? _____
4. What products does your athlete/entertainer Endorse? (must have at least three)
 - a. _____
 - b. _____
 - c. _____
5. How much money does your athlete/entertainer 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/entertainer earn being an "athlete/entertainer" (DO NOT include endorsement money) Include contract amount, years in contract, annual amount, album sales, touring income, etc.

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

a. _____

b. _____

c. _____

8. How does your athlete/entertainers endorsements compare to other athlete/entertainer endorsements in their profession? 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!!!!!!