# *Sports Event Management and Marketing Playbook 3rd edition Supovitz Test Bank*

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# Play 1 Test Bank

1. **The P-A-P-E-R Test can be used by organizers to maximize their events' value by considering the useful framework of:**
   A. People-Access-Position-Entertainment-Results
   **B. Promotion-Audience-Partnerships-Environment-Revenue**
   C. Press-Attention-Publicity-Engagement-Ratings
   D. Positive-Action-Planning-Events-Response
   E. Prioritize-Act-Prepare-Engage-Respond

2. **The best place to begin the sports event management process is:**
   A. At the beginning, the time when the organizer comes up with the initial idea and concept.
   B. On the date when the venue is selected.
   C. On a continuing basis as it is an ongoing process
   **D. At the end, based on the organizer's vision of what the event will do for the organization.**
   E. At the 180-day mark prior to the event date.

3. **To begin the actual process of planning an event, an organizer's objectives have to be supported by:**
   A. Ticket sales.
   B. Stakeholders.
   **C. Tactics.**
   D. Sponsorships.
   E. Media and advertising.

4. **The primary set of considerations of a development checklist to ensure the P-A-P-E-R Test is being properly employed can be described as:**
   **A. Strategy-to-tactics.**
   B. Idea-to-implementation.
   C. Expenses-to-revenues.
   D. Audience-to-activation.
   E. Beginning-to-end.

5. **Which of the following most accurately describes the proper application of the P-A-P-E-R Test?**
   A. Solve basic problems in planning and marketing an event.
   B. Identify the primary stakeholders' needs for an event.
   **C. Organize secondary objectives for an event.**
   D. Develop ideas for creating an event.
   E. Create a paper trail documenting all details associated with the event.

6. **Which of the following should come first in the event planning process?**
   A. Develop a business plan and budget for the event.
   B. Create a strategy for executing the event.
   **C. Identify a primary objective for the event.**
   D. Identify a host city and venue for the event.
   E. Develop a marketing and ticket selling strategy for the event.

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7. **Which of the following would be considered an event stakeholder?**
   A. Title sponsor and broadcast partners.
   B. Host community's elected officials and working media.
   C. Athletes and attendees.
   **D. All of the above.**
   E. A and B only.

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