**Sports and Entertainment Marketing**

**Endorsement Assignment**

For each of the products/companies listed below, choose a famous athlete, artist, or celebrity to endorse the product/company. Each product/company should be endorsed by a different person. Also, support your endorsement choice with a paragraph explanation why they would be a good endorser.

Complete and share with me on Google Drive!

1 – iPod

2 – Starbucks

3 – OPI Nail Polish

4 – Best Buy

5 – Nutella

6 – HEB

7 – Your choice