

Sports Entertainment and Marketing

Country music lovers are some of the most dedicated fans in the world. They really love to get up close and personal with their favorite stars. Country Music Association's annual CMA Festival—better known as Fan Fair—lets them do just that. Along with plenty of concerts, lots of food, and non-stop activities, Fan Fair is known for staging huge autograph sessions where country artists can meet and greet their fans.

Browse the site and answer the following questions:

<http://www.cmafest.com/>

1. How many people attend Fan Fair each year?
2. Describe some typical events at Fan Fair.
3. Why do you think so many country artists agree to sign autographs at this event.
4. Why would be an organization be interested in sponsoring this event?