

**Unit 9****Lesson 9.1 – Sell Out!**

Ticket Promotion & Sales

STUDENT ACTIVITY**Instructions**

Perform an Internet search to find a news article relating to an event (sports or entertainment) that has sold out. Print a copy of the article making sure to reference the source website.

After reviewing the article, answer the questions below. Submit a copy of the article you reviewed along with your answer sheet.

- 1) What was the event?
- 2) How many people attended? What was the host venue or facility and what was its capacity?
- 3) What factors do you think led to a sell out?
- 4) Do you think the sell out contributed to the overall fan experience? Why or why not?
- 5) If the same event is to be held in the future, do you think it will sell out again? Why or why not?
- 6) What was the fan reaction to the event? Did it generate positive results and feedback? How do you think that response might affect future ticket sales to same or similar events?