

Unit 9 Crossword Puzzle Solutions

Across

7. Provide consumers with a ticket to every home game for a particular sport or event for one package price (**Season tickets**)
8. Refers to those tickets purchased by fans when arriving at the game, event or show (**Walk up**)
9. Reserved blocks of tickets for a specific game or event (**Group tickets**)
10. A sales approach that involves grouping together a select number of games, often times at a discounted price (**Ticket package**)

Down

1. A marketing tool that examines the attendance levels of fans (**Frequency escalator**)
2. Tickets to a game or event that feature additional benefits or values (**Premium seats**)
3. The process of gathering information about existing and prospective customers, entering that information into a centralized database, and using that database to drive marketing efforts (**Database marketing**)
4. A specific ticket package designed exclusively for a particular group (**Theme night**)
5. A strategy that encourages fans to purchase tickets to individual events in advance to eliminate the risk of people changing their minds on the day of the game (**Advanced sales**)
6. The selling of tickets by an unauthorized third party (**Ticket scalping**)