

**Unit 9****Lesson 9.2 – Ticket Sales Packages**

Ticket Promotion & Sales

STUDENT ACTIVITY**Instructions**

Perform an internet search to find a sports or entertainment property's website link to their ticket sales and promotion page. Carefully review the packaging strategy the organization has implemented and answer the questions below.

- 1) What organization did you research?
- 2) Is it a sports or entertainment property?
- 3) Do you think a difference in strategy exists between sports properties and entertainment properties? Why or why not?
- 4) What types of packages are being offered?
- 5) Does the organization offer any noticeable price adjustments for different packages? Why do you think this is or isn't the case? Explain your answer in detail.
- 6) What do we mean by the term "season ticket equivalents"?
- 7) Do you think any sports or entertainment properties choose NOT to offer ticket packages outside of full season plans? Find an example online.