

Sports & Entertainment Marketing

Student Note Taking Guide, 2020-21 School Year

Unit 9 Student Notes Guide: Ticket Promotion & Sales

OVERVIEW

Unit nine begins to explore the roots of sports and entertainment business by providing students with an understanding of the ticketing process. Ticketing, as a function of sports and entertainment marketing, has evolved into a complex process and proves to be one of the most important components of the SEM marketing mix. This unit will cover the way tickets are sold and marketed, and the importance this revenue stream has on an organization's financial viability.

OBJECTIVES

- 1) Understand the importance of ticket sales to the sports and entertainment industry
 - 2) Identify factors that influence a fan's decision to purchase tickets
 - 3) List at least five ticket sales strategies
 - 4) Define ticket package
 - 5) Explain the concept of frequency escalator
 - 6) Describe how ticketing technology has provided innovative alternatives for customers
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LESSONS

- Lesson 9.1** Role of Ticket Sales in Sports & Entertainment Business
Lesson 9.2 Ticket Sales Strategies
Lesson 9.3 The Ticket Sales Cycle
Lesson 9.4 Ticketing Technologies
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KEY TERMS

Data Mining
Season Tickets

Frequency Escalator
Season Ticket Equivalents

Group Tickets
Ticket Package

Lesson 9.1

Role of Ticket Sales in Sports and Entertainment Business

A fan's participation in a game or event can be as important as the athletes and performers as they _____

Ticket sales provide the _____ for any organization within the industry

Within the industry, the ticket sales process is often referred to as

- 1.
- 2.
- 3.

Ticket sales affect other _____ of the sports and entertainment business

Sponsorships increase in value with the _____

Ticket sales are _____ by other functions of the sports and entertainment business

Ticket sales decline with the presence of _____

What are some factors that influence ticket sales and attendance?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Lesson 9.2

Ticket Sales Strategies

Follow the outline from your textbook to describe the most common ticket sales strategies in the spaces below.

A. Season tickets

1. Define **season tickets**
2. _____ tickets are a powerful value-based incentive in the season ticket package
3. What do season tickets typically provide?
4. Why do most organizations include additional benefits for season ticket holders?

5. Define **personal seat license**

B. Ticket packages and mini-plans

1. Define **ticket package**
2. Teams generally offer a _____ and/or an _____ for committing to a greater number of games
3. Packages offer _____ for consumer purchases by requiring smaller financial and time commitments to purchase game or event tickets
4. List examples
 - a.
 - b.
 - c.

C. Season ticket equivalents

1. Define **season ticket equivalents**
2. FSE stands for _____
What is an example?

D. Group tickets

1. Group tickets are
2. Groups usually require _____ to qualify for group rates

3. Groups example:

4. In an effort to attract new fans and compete in a more competitive environment, many organizations have turned to unique _____ packages to boost group ticket sales

5. Examples

E. Theme night packages

1. A specific ticket package designed exclusively for _____

2. The goal of a theme night is to

3. Examples

F. Individual game and single game ticket sales (advanced sales)

1. Many organizations promote the sale of individual game tickets to fans prior to the start of the season, game or event

2. Advance sales encourage fans to _____

3. Examples

G. Premium seat ticket packages

1. Premium seats are

2. Premium seats could include

3. Examples

H. Walk up ticket sales and promotional ticket sales

1. "Walk up" tickets refer to

2. "Walk up" tickets are also referred to as _____

3. Organizations plan creative promotions to _____

4. Examples

Lesson 9.3

The Ticket Sales Cycle

The ultimate goal, according to Mullin, Hardy and Sutton, of sports and entertainment promotion, is to increase overall _____ of products or services through increased awareness and interest

Essentially, the goal is to increase overall levels of _____

Research indicates the long term financial implications of an organization are impacted most by _____ customers, not by attracting _____ consumers

On average, U.S. companies lose _____% of their customers in five years

Frequency escalator concept

Define **frequency escalator**

This concept is also referred to as the _____ escalator

The basic concept of the escalator is that sports and entertainment marketers focus not on getting new fans to games, but to _____

Follow the outline from your textbook to detail the different phases of the frequency escalator concept in the spaces below.

2. Unaware consumer
 - a. The unaware consumer does not know a product or service exists and therefore does not attend games or events
 - b. The sports and entertainment marketer reaches this group of consumers through:
 - i. Advertising
 - ii.
 - iii. Promotional items such as:

3. _____ user

- a. The indirect user is
- b. This group of consumers can be reached through:
 - i.
 - ii.
 - iii.
 - iv.
- c. The marketer's goal with this group is to

4. _____ user

- a. Light users attend
- b. Light users have no established
- c. The sports and entertainment marketer reaches light users through:
 - i.
 - ii.
- d. The marketer's goal with this group is to

5. _____ user

- a. Medium users attend less than
- b. Keys to reaching this group include:
 - i.
 - ii.
 - iii.
 - iv.
 - 1. For example, an NBA team may encourage advanced participation through an invitation to a pre-game chalk talk or a "meet the team" type of function

6. _____ user

- a. Heavy users participate or attend
- b. Heavy users are
- c. Examples of heavy users
 - i.
 - ii.
 - iii.

7. Descending the escalator

- a. Descending the escalator occurs when
- b. Caused by consumer _____ or _____
- c. Is often a byproduct of fan _____ or _____ with
“their” team, event, or favorite performers

8. Frequency escalator example

- a.

Lesson 9.4

Ticketing Technologies

Technology has streamlined the ticket _____ process

Consumers purchasing tickets online many times have the option of:

AT&T Park, home to Major League Baseball's San Francisco Giants, has a _____ in place for scanning tickets as fans enter the stadium through electronic turnstiles (this practice has quickly been adopted by many teams)

Database marketing

Database marketing refers to the process of:

Database marketing enables marketers to capture _____ directly relating to their fan bases and allows for a more effective _____ campaign

By segmenting fans based on their buying habits and demographic information, an organization can effectively:

- 1.
- 2.
- 3.
- 4.
- 5.

What is **data mining**?

Service

Many organizations have implemented _____ programs for their season ticket holders as a vehicle for improving customer relations

Memphis Grizzlies season ticket holders enjoy many benefits via the team's Website, which allows customers to:

1.

2.

3.

4.

Technology makes communication easier and more effective between _____ and _____

Sales

Dynamic ticket pricing refers to

Many teams already charge different prices for seats based on the opponent or other factors, but the dynamic pricing allows an organization to:

Dynamic ticket pricing is gaining _____

Drawbacks

The selling of tickets by an unauthorized third party, called _____ or online brokers, has become commonplace online

This practice has a _____ impact on an organization's bottom line, and ultimately drives ticket prices up for consumers

ADDITIONAL NOTES

