

Sports Career Consulting
Sports & Entertainment Marketing Curriculum

UNIT 9 EXAM – Answer Key

True/False

Indicate whether the following sentences or statements are true or false.

- T** 1. Ticket sales provide the financial backbone for any organization within the sports industry.
- F** 2. Group tickets do not require a minimum number of tickets purchased to qualify for discounted ticket prices.
- F** 3. The NBA's Charlotte Bobcats "Teacher Appreciation Night" promotion, which offers special promotional discounts on tickets for teachers, is an example of a season ticket promotion.
- T** 4. Premium seats could include anything from suites, courtside seats, or seats elsewhere that receive additional benefits.
- T** 5. The COVID-19 pandemic resulted in billions of dollars in lost ticket revenue for the sports and entertainment industry.
- T** 6. Ticket sales affect all other functions of the sports and entertainment business.
- F** 7. The frequency escalator concept is a strategy focused on getting new fans to games.
- F** 8. The unaware consumer knows a product or service exists but chooses not to attend games or events.
- F** 9. Technological advances within the industry have hindered the ticketing distribution process.
- T** 10. By segmenting fans based on their buying habits and demographic information, an organization can effectively increase renewal and retention rates.
- F** 11. Statistics have shown that consumers are more likely to support athletes and entertainers who have developed a "bad boy" reputation and public persona.
- F** 12. There is no correlation between a sports franchise's stadium or facility and ticket sales.
- F** 13. Sponsorships increase in value with a decrease in ticket sales.
- T** 14. Technology has created new, easily accessible outlets for the sale of sports or event tickets by unauthorized third parties.
- T** 15. The frequency of special promotions and size of sales staffs are dependant upon a team's available ticket inventory.

Multiple Choice

Identify the letter of the choice that best completes the statement or answers the question.

- A.** 1. _____ is a factor that has a direct influence on attendance and ticket sales.
- a. Team performance
 - b. Sponsorship revenue
 - c. Player salaries
 - d. All of the above
- D.** 2. Which of the following is a stage identified in the frequency escalator?
- a. Indirect user
 - b. Unaware consumer
 - c. Light user
 - d. All of the above
- C.** 3. Which of the following is not a benefit to an organization with switching to a paperless / mobile ticketing model?
- a. Fan safety with respect to COVID-19 concerns
 - b. Reduced risk of ticket fraud
 - c. Cost savings
 - d. Ability to collect consumer data
- B.** 4. _____ is 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.
- a. E-mail marketing
 - b. Database marketing
 - c. Direct mail
 - d. None of the above
- D.** 5. Which of the following areas in ticketing has technology not helped to improve?
- a. Service
 - b. Distribution
 - c. Inventory management
 - d. None of the above
- A.** 6. By segmenting fans based on their buying habits and demographic information, organizations can effectively _____.
- a. Create sales lists
 - b. Reduce sales efforts
 - c. Scale back on marketing expenditures
 - d. All of the above
- A.** 7. Premium seats and/or premium ticket packages generally _____.
- a. feature extra value or benefits
 - b. Are only sold to wealthy fans
 - c. Are tied to season ticket purchases
 - d. All of the above
- C.** 8. The Miami Dolphins decision to provide season ticket holders a 10% discount at the Miami Dolphins Pro Shop and a complimentary Dolphins newsletter is an example of _____.
- a. Publicity
 - b. Revenue generation
 - c. Ticket holder benefits
 - d. All of the above

Short Answer

1. Provide three examples of factors that influence a fan's decision to purchase tickets.

A number of factors influence consumer decisions to purchase tickets. The most prominent factors include team performance, fan loyalty/support, highly visible athletes or entertainers, facilities/venues/stadiums and the promotion and sales activities conducted by the team/organization to drive ticket sales.

2. List five ticket sales strategies.

The most prevalent ticket sales strategies in sports and entertainment marketing include season tickets, ticket packages and mini-plans, group tickets, theme night packages, individual game and single game ticket sales (advanced sales), premium seat packages, walk up sales and promotional ticket sales.

3. Provide an example of a group ticket package.

Broadway.com offers group discounts to many Broadway plays and musicals, including "Rent" and "Blue Man Group" for groups of 10 or more 14.

DC United, a Major League Soccer team, offer a discounted price on all groups of ten or more, feature the group name on the RFK Stadium message boards and provide two free tickets for the group leader.

Sea World offers group discounts for groups of 20 or more and provides bigger discounts for bigger groups:

- ❖ Groups of 20-49 receive 10% discount
- ❖ Groups of 50-99 receive 12.5% discount
- ❖ Groups of 100+ receive 15% discount

Please note that this question could result in a number of different answers.

Essay

Students should thoughtfully develop the key concepts listed in the answer key below.

1. Explain the concept of frequency escalator and its importance to sports and entertainment marketers.
2. Describe how ticketing technology has provided innovative alternatives for customers.

The goal of a sports and entertainment marketing professional is to increase ticket sales. Marketers achieve that goal by progressively gaining consumer commitment, a strategy referred to in sports and entertainment marketing circles as the frequency escalator. This concept is important because the long term financial security of an organization is predicated on maintaining a consistent, core fan base. That fan base is maintained by retaining existing customers while encouraging repeat and the increased frequency of attendance, not necessarily by working to attract new customers.

Written Role Play

1. You are a ticket sales consultant for Miramax Films. The local theatre chain has brought you in to help boost their attendance numbers. Select a specific ticket sales strategy, provide an example, and explain how it will impact the theatre's overall ticket sales.

The strategy consistent with most movie theatre chains relies heavily on film studio advertising to drive walk up sales (box office sales). Technology has advanced the ticket buying process with the introduction of online companies like Fandango, allowing consumers to pre-purchase tickets to the movies.

As a consultant, students may choose to implement a more aggressive strategy. In this instance, ticket packages or group tickets might provide a viable alternative to traditional sales strategies. Students may also recommend marketing a theme night to particular groups on selected nights. Another recommendation students may make would be to add a special row of premium seats or including a special "VIP" benefits package.

** Ultimately, you can expect to see a number of creative solutions for this role play. Students should demonstrate a basic understanding of the ticket sales strategies utilized by sports and entertainment marketing professionals and the ability to apply those strategies in a role play situation.*