

Name \_\_\_\_\_

Date \_\_\_\_\_ Class Period \_\_\_\_\_

*Sports & Entertainment Marketing Curriculum***UNIT 9 EXAM****True/False***Indicate whether the following sentences or statements are true or false.*

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

- \_\_\_\_\_ 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
- \_\_\_\_\_ 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
- \_\_\_\_\_ 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
- \_\_\_\_\_ 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
- \_\_\_\_\_ 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
- \_\_\_\_\_ 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
- \_\_\_\_\_ 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
- \_\_\_\_\_ 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

- \_\_\_\_\_ 9. \_\_\_\_\_ typically provide the core revenue stream for many professional sports teams, colleges and universities.
- |                 |                      |
|-----------------|----------------------|
| a. Ticket sales | b. Concessions       |
| c. Sponsorships | d. None of the above |
- \_\_\_\_\_ 10. The WNBA's Houston Comets annual "Girl Scout Night" promotion which provides specially priced tickets for Girl Scouts, chance to meet a Comets player, group photo with Comets mascot, tours of the Toyota Center and basketball games on the court is an example of \_\_\_\_\_.
- |                         |                      |
|-------------------------|----------------------|
| a. Premium seat tickets | b. Walk up tickets   |
| c. Theme tickets        | d. None of the above |

### Matching

*Match each item with the correct corresponding definition below.*

- |                             |                    |                    |
|-----------------------------|--------------------|--------------------|
| a. Season tickets           | b. Ticket package  | c. Group tickets   |
| d. Theme night package      | e. Premium seating | f. Walk up tickets |
| g. Frequency escalator      | h. Indirect user   | i. Light user      |
| j. Descending the escalator |                    |                    |
- \_\_\_\_\_ 1. A sales approach that involves grouping together a select number of games, often times at a discounted price.
- \_\_\_\_\_ 2. Tickets purchased by fans when arriving at the game, event or show.
- \_\_\_\_\_ 3. Consumers who attend games and events for promotional giveaways, team performance and social interaction.
- \_\_\_\_\_ 4. Provides consumers with a ticket to every home game for a particular sport or event for one package price.
- \_\_\_\_\_ 5. A reserved block of tickets for a specific game or event.
- \_\_\_\_\_ 6. Game or event tickets that feature additional benefits or values, such as in-seat service, additional seat comfort or VIP parking.
- \_\_\_\_\_ 7. A marketing tool that examines the attendance levels of fans.
- \_\_\_\_\_ 8. A specific ticket package designed exclusively for a particular group, such as the local Rotary club or Jaycees.
- \_\_\_\_\_ 9. Occurs when a consumer downgrades or eliminates participation.
- \_\_\_\_\_ 10. A consumer who is aware of the product or service, but does not directly participate by attending events, but rather consumes via another source (television, radio etc).

### **Short Answer**

1. Provide three examples of factors that influence a fan's decision to purchase tickets.
2. List five ticket sales strategies.
3. Provide an example of a group ticket package.

### **Essay**

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.

### **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 its impact on the theatre's overall ticket sales.