

## Unit 9 Crossword



## **Across**

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

## **Down**

1. A marketing tool that examines the attendance levels of fans
2. Tickets to a game or event that feature additional benefits or values
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
4. A specific ticket package designed exclusively for a particular group
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
6. The selling of tickets by an unauthorized third party