

**Unit 9****Lesson 9.1 – Ticket Sales & Promotion**

Ticket Promotion & Sales

STUDENT ACTIVITY**Instructions**

Choose a sports team or entertainment venue that sells tickets (theatre, art gallery, local festival, movie theatre etc) to research. Contact a member of the ticket marketing staff for that organization and obtain as much information as possible pertaining to their ticket sales strategies. Write a one-page paper reporting your findings. Use the questions below as a guide when "interviewing" your organization's contact person. Please remember to thank them for their time following your conversation!

- 1) What is the cost to attend your event? Do you offer multiple price categories?
- 2) Do you offer discounts? To whom?
- 3) What is your general ticket sales philosophy?
- 4) Do you sell season tickets? If so, what kind of benefits do you offer season ticket holders?
- 5) What strategies are in place to increase ticket sales?
- 6) How large is your ticket sales and service staff?
- 7) Please provide three specific examples of ticket sales promotions you have offered in the past or plan to offer in the future.