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| Logo  Description automatically generated |  | Concessions products  Concessions & Parking Activity #8 |

# A picture containing LEGO, indoor, toy Description automatically generatedbundling parking & concessions

There are many ways to creatively package concessions and parking with tickets and sponsorships.

Why? Tickets and sponsorship will provide the best opportunities to maximize event revenue, and including food, beverage and parking with ticket or sponsorship packages build value for the buyer, adding more incentive for making a purchase.

Examples could include:

* One free parking pass with purchase of four or more premium, VIP or club seats.
* Family meal deal night: Buy four tickets, get 4 hot dogs and 4 sodas for free!
* Each sponsorship investment valued at $1,000 or more automatically receives parking considerations
* Naming rights to a VIP parking or tailgating area: “Welcome to the (Insert Local Car Dealership Name Here) VIP Parking Lot”

**Activity Instructions:**

In the space below, list as many ideas as possible to create value for your customers by packaging or “bundling” your concessions and parking with ticket sales promotions and sponsorship proposals.

Be creative and find unique ways to add even more fun to the event experience for your attendees!

Once you have completed your list, discuss the ideas with your ticket sales and sponsorship groups, and determine which “bundle” options make the most sense for your event.

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