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| Logo  Description automatically generated |  | ticket sales  Ticket Sales Activity #7 |

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# premium seating

One key component of the revenue model for a sports or event property is premium (also widely referred to as club, preferred or VIP) seating. Premium seats could include anything from suites, court side seats, or seats else- where that receive preferential or VIP treatment. Simply put, a premium seat is a seat at a game featuring additional benefits or values. Offering premium seats allows your school to charge a higher price for tickets because of the added value they bring and the limited number of seats being available.  
  
Premium Seat Benefits Example: *Premium seats include seat cushions for added comfort at the game. This also creates additional inventory for your sponsorship group.*

**This is a two-part activity. The first part is focused on determining which seats or areas will be reserved as premium seating. The second part will develop a benefits package to increase the value of the seats.**

Potential seating areas:

* Front Row Seats
* Behind Baskets
* End Zones
* Center Sections
* Special “Recliner” Seats
* Behind Benches

Potential benefits to add value:

* Seat Cushions
* Half Time Stats
* Special Discount
* In-Seat Service
* Free Playoff Tickets
* Free Popcorn
* Access to private “club” areas pre-game, halftime, or post-game

As your ticket sales team works through this activity, be as creative as possible. Could you put recliners somewhere near the action to give a few premium seat holders a luxurious, VIP treatment? Could a local furniture company benefit from sponsoring that area of your event? Don’t be afraid to think outside the box and find ways to get fans excited about attending your event.

**In the space below, identify all possible areas where premium seating options could offer a true VIP experience for your fans. Be sure to consider ALL sporting events. A fun and unique seating area could attract more students to sporting events that might otherwise enjoy fewer fans.**

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**In the space below, identify all potential benefits that you will offer premium seat ticket holders.**

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