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| Logo  Description automatically generated |  | ticket sales  Ticket Sales Activity #3 |

# A group of people wearing costumes Description automatically generated with low confidencetheme nights

**Theme nights** are specific ticket packages designed exclusively for a particular or select group. Theme nights take a very targeted approach to ticket sales, focusing on a particular group or niche.   
  
The focus of a theme night is to attract large groups (such as local girl scouts) to attend a game or event by marketing a ticket package designed exclusively for a particular group.  
  
Group Tickets Example: *Firefighter Appreciation Night: All area firefighters a free hot dog and soda with the purchase of a ticket, and 50% off merchandise (including a special Firefighter themed hat available exclusively at your event).*Group Tickets Example #2: *Girl Scout Night – Bring your troop to a game or event and get $3 off each ticket, free popcorn and soda, and the opportunity to set up a booth to sell cookies at the game/event.*  
  
**Using the worksheet on the following page, record a comprehensive list of potential theme night groups that your program could offer to help maximize ticket sales for your event.   
  
Be sure to include details on what the group rate might be and how you would communicate the event opportunity to members of the group.**  
Theme Night Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
Group Rate (Price): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
How will you communicate details of the promotion to this group?

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