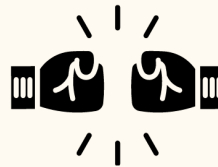




SPORTS BUSINESS PROGRAM STUDENT ACTIVITY GUIDE: TICKET SALES



RIVALRY
GAME
PACK



MINI-PLAN PACKAGES

SPORTS BUSINESS PROGRAM - MINI PLANS

ADMIT
ONE

STUDENT ACTIVITIES GUIDE: SBP TICKET SALES

ACTIVITIES GUIDE

TICKET SALES TEAM

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TICKET SALES

Ticket Sales Activity #1



TICKET SALES PACKAGES & INVENTORY CHECKLIST

Many activities have been included to help your ticket sales team develop ticket packages that will appeal to your fan base and a successful ticket sales plan.

When working through these activities, be creative. Think about what might influence your decision to attend an event. As you develop your program's

ticketing strategy, you will gain an understanding of the ticket sales process. This will pay dividends to those students who wish to pursue a career in sports, as ticket sales offers one of the best ways to break into the industry.

In this activity, you will determine the ticket sales "inventory" available for your event. Keep in mind, not every package is a perfect fit for every event, so you will need to determine which you plan to offer your fans.

TICKET SALES PACKAGES & INVENTORY

GROUP TICKETS

Group tickets are a block of tickets reserved for a specific game or event. Typically, a group will consist of ten or more individuals and discounts on tickets and / or additional benefits are offered to those members.

Group Tickets Example: *Groups of 10 or more students receive \$2 off ticket prices, a free program and a free soda.*

THEME NIGHTS

Theme nights are specific ticket packages designed exclusively for a particular or select group. Theme nights and groups are almost synonymous

with one another. Theme nights could be considered glorified groups accommodating a particular niche. They encourage students to think outside of the high school “group” setting and on a much larger scale. The focus of a theme night is to attract large groups (such as local girl scouts) to attend a game or event through creatively marketing a ticket package designed exclusively for a particular group.

Theme Night Promotion Example: *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.*

Youth Program Theme Example: *Youth Soccer Night – All kid's club members or participants in local youth soccer programs are invited to participate in a free pre-game soccer clinic with the purchase of a ticket to that day's game.*

SEASON TICKETS

Season tickets provide your fans with a ticket to every home game for a particular sport at a package price. Playoff tickets are not typically included with the package; however, teams have used the inclusion of playoff tickets as a powerful value-based incentive in the season ticket package. Season tickets often provide the back-bone revenue stream for many professional teams, colleges and universities.

Season Ticket Example: *Company XYZ purchases four “premium seats” as season tickets for their employees, customers, and to support the local high school team. As incentive to purchase four tickets rather than two, the school's sports marketing team includes vouchers good for a free soda at every game and a parking pass.*

MINI PLANS

Sometimes, potential customers will be hesitant to make a commitment to a full season ticket package because of the financial and time investment required to attend that many games. To address this, create smaller packages that are more manageable financially and require less time commitment.

“Mini Plan” Ticket Package Example: *The Varsity Baseball team offers a six game package including two games per month (on average). Mini plan ticket buyers receive a free mini bobblehead of the baseball coach and a voucher good for free soda at each game.*

INDIVIDUAL GAME TICKETS

For those customers who decline the purchase of any type of ticket package, you'll want to encourage and promote the sale of individual games. This will still encourage fans to purchase tickets to individual events in advance to eliminate the risk of people changing their minds on the day of the game.

Individual and Single Game Ticket Sales Example: *Post flyers around the school promoting the crowning of the prom king and queen at halftime of a girls softball game.*

PREMIUM TICKETS

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 elsewhere 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 or event. (This also creates additional promotional opportunities for your sponsorship group.)*

TICKET PROMOTIONS

The term **“walk up”** refers to fans who buy their tickets when they get to the game or event. Assigning special promotions for each game/event will help drive “walk up” sales. Maximize your numbers of walk-up fans by creating as many promotional opportunities as possible. To add incentive to those fans, you may want to discount tickets (be careful not to discount more than what you've offered your season, group and mini plan package customers), or come up with other incentives to offer. An example would be “Hawaiian Shirt Night” where any fans wearing Hawaiian shirts will receive \$1 off their ticket.

Walk Up and Promotional Ticket Examples: *“Disco Night”: \$1 off a game/event ticket if you come to the event in disco gear*

Food Drive Night: Work with your publicity students to create promotion where fans receive \$1 off ticket prices by bringing a canned food item to the game or event

Example: Stage a “Dizzy Bat Race” contest during a timeout in a basketball game that involves a several contestants placing their foreheads on the end of a baseball bat, spinning around in circles several times, and then racing to the other end of the court with a basketball and trying to make a shot. The first one to get the ball in the hoop is declared the winner.

TICKET SALES TIPS:

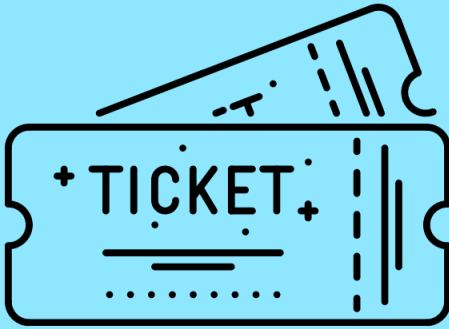
- Consider creating a "school spirit" ticket program offering student access to all sports and entertainment events throughout the school year for one package price (a sponsor may want "naming rights" to this plan!)
- Think about adding a sponsor to the back of your ticket stock or ticket stubs to provide an additional piece of inventory for your sponsorship group
- Integrate cross promotion strategies into your ticket marketing plans
- Tie a ticket sales effort in with a community relations program (\$1 from all homecoming game tickets sold benefits Special Olympics)
- Consider setting up an informational table or booth at several key school events displaying your ticket sales and sponsorship information such as brochures and other collateral material (have a member of your Sports Business Program team on hand to answer questions and take orders if possible)
- Use those mediums that will most effectively reach your target audience to communicate upcoming events and corresponding promotions (e-mail, text messaging, social media)
- Host at least one "Pack the House" type promotion in an effort to sell out an athletic event that has historically suffered from poor attendance
- Access the "'From the Vault...Promotions Database" for more ticket sales and promotions ideas

Inventory Development: Review the checklist below and discuss which pieces of inventory would make sense to offer at your event. Then, check the boxes to identify each type of ticket package that you plan to sell.

ticket sales inventory

CHECK THE BOXES OF TYPES OF
TICKET PACKAGES YOU PLAN TO SELL.

- ☐ GROUP TICKETS
- ☐ THEME NIGHTS
- ☐ SEASON TICKETS
- ☐ MINI-PLANS
- ☐ SINGLE GAME TICKETS
- ☐ PREMIUM SEATING
- ☐ TICKET PROMOTIONS



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TICKET SALES

Ticket Sales Activity #2



GROUP TICKETS

Group tickets are a block of tickets reserved for a specific game or event.

Typically, a group will consist of ten or more individuals and discounts on tickets and / or

additional benefits are offered to those members.

Group Tickets Example: Groups of 10 or more students receive \$2 off ticket prices, a free program and a free soda.

For this activity, your ticket sales team will identify as many examples as possible of potential groups to target for your event or events. This list will provide leads or prospects for the students representing your “sales” team. If a student has been assigned as ticket sales director, they will determine which group members are responsible for contacting each prospective group.

Part 1: Using the worksheets on the following pages, record a comprehensive list of any school organizations or clubs that could offer a potential group sale for your event. Also include any packages like birthday parties that could attract a group of fans to your event.

Be sure to also consider any parent, booster or teacher organizations.



TICKET SALES

Ticket Sales Activity #3



THEME 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?

Theme Night Name: _____

Group Rate (Price): _____

How will you communicate details of the promotion to this group?

Theme Night Name: _____

Group Rate (Price): _____

How will you communicate details of the promotion to this group?

Theme Night Name: _____

Group Rate (Price): _____

How will you communicate details of the promotion to this group?

Theme Night Name: _____

Group Rate (Price): _____

How will you communicate details of the promotion to this group?

Theme Night Name: _____

Group Rate (Price): _____

How will you communicate details of the promotion to this group?



TICKET SALES

Ticket Sales Activity #4



SEASON TICKETS

Season tickets provide your fans with a ticket to every home game for a particular sport at a package price. Playoff tickets are not typically included with the package; however, teams have used the inclusion of playoff tickets as a powerful value-based incentive in the season ticket package. Season tickets often provide the backbone revenue stream for many professional teams, colleges and universities.

One option your program could explore is an “all-season” pass type of ticket sales option. In this scenario, your program would offer access to all school sports throughout the entire school year for one package price. Additional benefits would further incentivize fans to purchase these types of packages.

Season Ticket Example: Company XYZ purchases four season tickets for their employees, customers, and to support the local high school team. As incentive to purchase four tickets rather than two, the school’s sports marketing team includes vouchers good for a free soda at every game and a parking pass.

This brainstorming exercise should involve students responsible for marketing and ticket sales and provide a list of leads or prospects for your “sales” team. The student assigned as your ticket sales director should determine which group members are responsible for contacting each prospect. It is important for the ticket sales group to work very closely with the sponsorship group when creating this list when beginning the sales process.

Compile a complete list of parents, students and businesses who represent possible season ticket customers. Also, consider involving booster clubs.

Other potential season ticket holder prospects could include:

- School Alumni
- School Parents
- Teachers
- Athlete Families
- Local Businesses
- Boosters
- Sponsors
- Administrators
- Students

Using the worksheet below, list as many names of potential season ticket holders, including businesses, as possible.



TICKET SALES

Ticket Sales Activity #5



MINI PLANS

Group tickets are a block of tickets reserved for a specific game or event.

Typically, a group will consist of ten or more individuals and discounts on tickets and / or additional benefits are offered to those members.

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).

For this activity, your ticket sales team will identify as many examples as possible of potential groups to target for your event or events. This list will provide leads or prospects for the students representing your “sales” team. If a student has been assigned as ticket sales director, they will determine which group members are responsible for contacting each prospective group.

Using the worksheet on the following page, record a comprehensive list of any other groups (Boy Scouts, YMCA) or group themes (birthday package) that your program could offer to help maximize ticket sales for your event.



TICKET SALES

Ticket Sales Activity #6



SINGLE GAME TICKETS

For those customers who decline the purchase of any type of ticket package, you'll want to encourage and promote the sale of individual single game tickets in advance if possible. This will still encourage fans to purchase tickets to individual events in advance to eliminate the risk of people changing their minds on the day of the game.

Individual & Single Game Ticket Sales Example: *Post flyers around the school promoting the crowning (or even announcement of) the prom king and queen at halftime of a girls' softball game. Encourage students to buy tickets in advance.*

This brainstorming exercise should involve those students responsible for marketing and ticket sales. Review your team schedules and determine which games or events will garner the most school (and/or community) attention. This may include games versus top rivals or games centered around major school events such as homecoming.

Part 1: Using the worksheet below, identify the events on the athletics calendar (or other events) that the student body and/or community are typically most excited about.

Part 2: In the space below, describe how you will incentivize fans with a call to action to purchase tickets in advance (crowning of prom king and queen etc).

Event Name: _____

How will you incentivize fans with a call to action?

Event Name: _____

How will you incentivize fans with a call to action?

Event Name: _____

How will you incentivize fans with a call to action?

Event Name: _____

How will you incentivize fans with a call to action?



TICKET SALES

Ticket Sales Activity #7



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 elsewhere 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.

SPORT: _____

PREMIUM SEATING AREAS: _____

SPORT: _____

PREMIUM SEATING AREAS: _____

SPORT: _____

PREMIUM SEATING AREAS: _____

SPORT: _____

PREMIUM SEATING AREAS: _____

SPORT: _____

PREMIUM SEATING AREAS: _____

SPORT: _____

PREMIUM SEATING AREAS: _____

SPORT: _____

PREMIUM SEATING AREAS: _____

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

SPORT: _____

PREMIUM SEATING BENEFITS: _____

SPORT: _____

PREMIUM SEATING BENEFITS: _____

SPORT: _____

PREMIUM SEATING BENEFITS: _____

SPORT: _____

PREMIUM SEATING BENEFITS: _____

SPORT: _____

PREMIUM SEATING BENEFITS: _____

SPORT: _____

PREMIUM SEATING BENEFITS: _____



TICKET SALES

Ticket Sales Activity #8



**NORTH HIGH
BASKETBALL
90'S NIGHT**



**90'S
NIGHT**

TICKET PROMOTION

SPORTS BUSINESS PROGRAM - TICKET PROMOTION

TICKET PROMOTION

The term “walk up” refers to fans who buy their tickets when they get to the game or event. Assigning special promotions for each game/event will help drive “walk up” sales. Maximize your numbers of walk-up fans by creating as many promotional opportunities as possible.

To encourage fans to buy tickets, you may want to discount tickets (be careful not to discount more than what you’ve offered your season, group and mini plan package customers though), or come up with other incentives to offer. An example would be “Hawaiian Shirt Night” where any fans wearing Hawaiian shirts will receive \$1 off their ticket.

Ticket promotions could also provide a great opportunity to attach a cause to your program’s marketing efforts. Consider launching a “Food Drive” night promotion, offering a ticket price or concessions discount to fans who bring canned goods for a local food shelter.

For your promotion to be a success, you will want to create an event that gets fans excited about the event and one that they will want to attend. Your ticket sales team should be creative and have fun with this process!

Using the worksheets below, list as many potential promotions that your program could offer as possible. Be sure to provide details and describe how the promotion will attract fans to your event.

Promotion Name: _____

Promotion Description: _____

Promotion Details: _____

Promotion Name: _____

Promotion Description: _____

Promotion Details: _____

Promotion Name: _____

Promotion Description: _____

Promotion Details: _____

Promotion Name: _____

Promotion Description: _____

Promotion Details: _____

Promotion Name: _____

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Promotion Description: _____

Promotion Details: _____
