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| Logo  Description automatically generated |  | TICKET SALES  Ticket Sales Activity #1 |

# Text Description automatically generatedTicket 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 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.*

**INDIVDUAL 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 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 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 dis- count tickets (be careful not to discount more than what you’ve offered your season, group and mini plan pack- age 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.**

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