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| Logo  Description automatically generated |  | ticket sales  Ticket Sales Activity #5 |

# Text Description automatically generated

# 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.**

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