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| Logo  Description automatically generated |  | ticket sales  Ticket Sales Activity #4 |

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# 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.**

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