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| Logo  Description automatically generated |  | ticket sales  Ticket Sales Activity #8 |

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# 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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
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