



# UNIT 9 EXAM

NAME: \_\_\_\_\_

CLASS PERIOD: \_\_\_\_\_

DATE: \_\_\_\_\_

## UNIT 9: TICKET PROMOTIONS & SALES

### TRUE/FALSE (15 questions)

Indicate whether the following sentences or statements are true or false.

- \_\_\_\_\_ 1. Ticket sales generate more revenue than any other revenue stream for most major league professional sports teams.
- \_\_\_\_\_ 2. Group tickets do not require a minimum number of tickets purchased to qualify for discounted ticket prices.
- \_\_\_\_\_ 3. The NWSL's Orlando Pride "Teacher Appreciation Night" promotion, which offers special promotional discounts on tickets for teachers, is an example of a season ticket promotion.
- \_\_\_\_\_ 4. Premium seats typically carry a lower price point than general seating.
- \_\_\_\_\_ 5. The COVID-19 pandemic resulted in billions of dollars in lost ticket revenue for the sports and entertainment industry.
- \_\_\_\_\_ 6. Ticket sales affect all other functions of the sports and entertainment business.
- \_\_\_\_\_ 7. The frequency escalator concept is a strategy focused on getting new fans to games.
- \_\_\_\_\_ 8. The unaware consumer knows a product or service exists but chooses not to attend games or events.
- \_\_\_\_\_ 9. Technological advances within the industry have hindered the ticketing distribution process.
- \_\_\_\_\_ 10. By segmenting fans based on their buying habits and demographic information, an organization can effectively increase renewal and retention rates.
- \_\_\_\_\_ 11. Statistics have shown that consumers are more likely to support athletes and entertainers who have developed a "bad boy" reputation and public persona.
- \_\_\_\_\_ 12. There is no correlation between a sports franchise's stadium or facility and ticket sales.
- \_\_\_\_\_ 13. Sponsorships increase in value with a decrease in ticket sales.
- \_\_\_\_\_ 14. Technology has created new, easily accessible outlets for the sale of sports or event tickets by unauthorized third parties.
- \_\_\_\_\_ 15. The frequency of special promotions and size of sales staff are dependent upon a team's available ticket inventory.



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### MULTIPLE CHOICE (10 questions)

Identify the letter of the choice that best completes the statement or answers the question.

- \_\_\_\_\_ 1. \_\_\_\_\_ is a factor that has a direct influence on attendance and ticket sales.
- a. Team performance                      b. Sponsorship revenue  
c. Player salaries                      d. All of the above
- \_\_\_\_\_ 2. Which of the following is a stage identified in the frequency escalator?
- a. Indirect user  
b. Unaware consumer  
c. Light user  
d. All of the above
- \_\_\_\_\_ 3. Which of the following is not a benefit to an organization with switching to a paperless / mobile ticketing model?
- a. Fan safety with respect to COVID-19 concerns  
b. Reduced risk of ticket fraud  
c. Cost savings  
d. Ability to collect consumer data
- \_\_\_\_\_ 4. \_\_\_\_\_ is the process of gathering information about existing and prospective customers, entering that information into a centralized database, and using that database to drive marketing efforts.
- a. E-mail marketing                      b. Database marketing  
c. Direct mail                      d. None of the above
- \_\_\_\_\_ 5. Which of the following areas in ticketing has technology not helped to improve?
- a. Service                      b. Distribution  
c. Inventory management                      d. None of the above
- \_\_\_\_\_ 6. By segmenting fans based on their buying habits and demographic information, organizations can effectively \_\_\_\_\_.
- a. Create sales lists  
b. Reduce sales efforts  
c. Scale back on marketing expenditures  
d. All of the above
- \_\_\_\_\_ 7. Premium seats and/or premium ticket packages generally \_\_\_\_\_.
- a. Feature extra value or benefits  
b. Are only sold to wealthy fans  
c. Are tied to season ticket purchases  
d. All of the above
- \_\_\_\_\_ 8. The Miami Dolphins decision to provide season ticket holders a 10% discount at the Miami Dolphins Pro Shop and a complimentary Dolphins newsletter is an example of \_\_\_\_\_.
- a. Publicity                      b. Revenue generation  
c. Ticket holder benefits                      d. All of the above
- \_\_\_\_\_ 9. \_\_\_\_\_ typically provide the core revenue stream for many professional sports teams, colleges and universities.
- a. Ticket sales                      b. Concessions  
c. Sponsorships                      d. None of the above
- \_\_\_\_\_ 10. The WNBA's Houston Comets annual "Girl Scout Night" promotion which provides specially priced tickets for Girl Scouts, chance to meet a Comets player, group photo with Comets mascot, tours of the Toyota Center and basketball games on the court is an example of \_\_\_\_\_.
- a. Premium seat tickets                      b. Walk up tickets  
c. Theme tickets                      d. None of the above

**UNIT 9: TICKET PROMOTIONS & SALES**

**MATCHING (10 questions)**

Match each item with the correct corresponding definition below.

- |                             |                    |                    |
|-----------------------------|--------------------|--------------------|
| a. Season tickets           | b. Ticket package  | c. Group tickets   |
| d. Theme night package      | e. Premium seating | f. Walk up tickets |
| g. Frequency escalator      | h. Indirect user   | i. Light user      |
| j. Descending the escalator |                    |                    |

- \_\_\_\_\_ 1. A sales approach that involves grouping together a select number of games, oftentimes at a discounted price.
- \_\_\_\_\_ 2. Tickets purchased by fans when arriving at the game, event or show.
- \_\_\_\_\_ 3. Consumers who attend games and events for promotional giveaways, team performance and social interaction.
- \_\_\_\_\_ 4. Provides consumers with tickets to every home game for a particular sport or full access to an entire event for a set price
- \_\_\_\_\_ 5. A reserved block of tickets for a specific game or event.
- \_\_\_\_\_ 6. Game or event tickets that feature additional benefits or values, such as in-seat service, additional seat comfort or VIP Parking.
- \_\_\_\_\_ 7. A marketing tool that examines the attendance levels of fans.
- \_\_\_\_\_ 8. A specific ticket package designed exclusively for a particular group, such as the local Rotary club or Jaycees.
- \_\_\_\_\_ 9. Occurs when a consumer downgrades or eliminates participation.
- \_\_\_\_\_ 10. A consumer who is aware of the product or service, but does not directly participate by attending events, but rather consumes via another source (television, radio etc).

**UNIT 9: TICKET PROMOTIONS & SALES****SHORT ANSWER (3 questions)**

1. Provide three examples of factors that influence a fan's decision to purchase tickets.

2. List five ticket sales strategies.

3. Provide an example of a group ticket package.

**UNIT 9: TICKET PROMOTIONS & SALES****ESSAY (2 questions)**

1. Explain the concept of frequency escalator and its importance to sports and entertainment marketers.

**UNIT 9: TICKET PROMOTIONS & SALES****ESSAY, cont.**

2. Describe how ticketing technology has provided innovative alternatives for customers.

**UNIT 9: TICKET PROMOTIONS & SALES****WRITTEN ROLE PLAY**

1. You are a ticket sales consultant for Miramax Films. The local theatre chain has brought you in to help boost their attendance numbers. Select a specific ticket sales strategy, provide an example, and explain how it will impact the theatre's overall ticket sales.