

**INSTRUCTIONS**

Choose a sports team or entertainment venue that sells tickets (theatre, art gallery, local festival, movie theatre etc) to research. Contact a member of the ticket marketing staff for that organization and obtain as much information as possible pertaining to their ticket sales strategies. Write a one-page paper reporting your findings. Use the questions below as a guide when “interviewing” your organization’s contact person. Please remember to thank them for their time following your conversation!

1. What is the cost to attend your event? Do you offer multiple price categories?

2. Do you offer discounts? To whom?

3. What is your general ticket sales philosophy?

4. Do you sell season tickets? If so, what kind of benefits do you offer season ticket holders?

5. What strategies are in place to increase ticket sales?

6. How large is your ticket sales and service staff?

7. Please provide three specific examples of ticket sales promotions you have offered in the past or plan to offer in the future.