

TICKET SALES PLAN PROJECT

Project Description

The Sun County Stingrays minor league basketball team has seen a decline in ticket sales the last two years, due in part to winning less than 20 games and not having an All-Star caliber player. In addition, the team had been playing in the oldest arena in the country. However, things are beginning to look up for the Stingrays.

In the off-season, the Stingrays signed Michael Webster, a player who played the last three seasons in the NBA and won the NBA Slam Dunk competition two years ago. They also signed two other key free-agents who are sure to instantly turn the team into championship contenders. The team also plans to play in a brand new, \$120 million facility next year with all the amenities of NBA and NHL arenas around the country including fifteen luxury suites and a private club level complete with two restaurants and mini television screens on the backs of each seat.

Project Requirements

As Director of Ticket Sales for the Stingrays, it is your job to parlay these exciting news stories into an increase in ticket sales. You are to create a ticket sales plan, implementing a strategy for boosting sales by 25% for the upcoming season. Your plan must incorporate the following:

1. A packaging strategy, including (but not limited to):
 - Season tickets
 - Ticket packages
 - Group and theme night tickets
 - Premium seating
 - Individual game and promotional tickets
2. A slogan or tagline for the upcoming season.
3. An emphasis on how the new arena will help to drive sales.
4. A well-planned customer service strategy.
5. A brief introduction of how technologies will influence your sales strategies (you may choose to tie into your summary of the new facility).
6. Basic introduction to your promotion strategy.
7. Integration strategy with other areas of the team's business operations (public relations, sponsorship, game operations, merchandise etc).