



## WNBA Ticket Sales Plan

### SITUATION

You have recently been hired as ticket sales manager for the Las Vegas Starz, a WNBA team in Nevada. Several WNBA franchises have had a difficult time filling the stands and require aggressive ticket sales and promotions strategies to attract fans. After reviewing the ticket sales data from the past three years, you find that, for a team that has never made the playoffs and does not have any “big name” stars at this point, you are only selling at about 30% capacity, with season ticket sales at just 25% of the targeted figure and group ticket sales at 50% of the team’s goal.

As a seasoned ticket sales executive, you are to use your knowledge of season, group, and premium seating sales to prepare a new ticket sales plan to be presented to top management. Your plan will include specific sales targets and a plan for accomplishing those goals.

### INSTRUCTIONS

Your ticket sales plan can be written and submitted to your teacher or presented to the class through a role play.

### GUIDE / CONSIDERATIONS

1. Given the information relating to ticket sales data from previous seasons, why do you think sales of group tickets are currently higher than season tickets?
2. What challenges are you facing from a ticket sales perspective and how can you overcome those challenges?
3. What strategies can be implemented to boost ticket sales for next season?

### EVALUATION STANDARDS

1. Understand the importance of ticket sales to a sports franchise’s financial viability.
2. Distinguish between season ticket sales and group tickets.
3. Create a ticket sales plan that integrates at least three ticket sales strategies and a promotions plan (plan should include specific sales goals).