

Student Notes Guide

Unit 2: Sports & Entertainment Marketing Fundamentals

OVERVIEW

Unit nine begins to explore the roots of sports and entertainment business by providing students with an understanding of the ticketing process. Ticketing, as a function of sports and entertainment marketing, has evolved into a complex process and proves to be one of the most important components of the SEM marketing mix. This unit will cover the way tickets are sold and marketed, and the importance this revenue stream has on an organization's financial viability.

OBJECTIVES

1. Understand the importance of ticket sales to the sports and entertainment industry
2. Identify factors that influence a fan's decision to purchase tickets
3. List at least five ticket sales strategies
4. Define ticket package
5. Explain the concept of frequency escalator
6. Describe how ticketing technology has provided innovative alternatives for customers

KEY TERMS

Data mining

Data-based marketing

Dynamic Ticket Pricing

Frequency Escalator

Group Ticket Package

Personal Seat License (PSL)

Premium Seats

*Season Ticket Equivalents
(FSE/Full-Season Equivalent)*

Season Tickets

Ticket Package

LESSONS

LESSON 9.1	Role of Ticket Sales in Sports & Entertainment Business
LESSON 9.2	Ticket Sales Strategies
LESSON 9.3	The Ticket Sales Cycle
LESSON 9.4	Ticketing Technologies

LESSON 9.1

Role of Ticket Sales in Sports & Entertainment Business

A fan's participation in a game or event can be as important as the athletes and performers as they

Ticket sales provide the _____ for any organization within the industry.

What are some factors that influence ticket sales and attendance?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

What is one example of a ticketing trend?

LESSON 9.2

Ticket Sales Strategies

What are some factors that influence ticket sales and attendance?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

What are **season tickets**?

Why do most organizations include additional benefits for season ticket holders?

What is a **PSL**?

True or false: All sports teams sell PSLs.

What is a **ticket package**?

What are two examples of ticket packages?

Why do sports teams offer ticket packages?

Define **season ticket equivalents**:

True or false: Two half season ticket packages would represent an example of one season ticket equivalent.

What is **premium seating**?

Why might a company purchase tickets in a luxury suite at a professional sports arena or stadium?

What are “**multi-use**” **opportunities** as it relates to suite sales?

What are **group tickets**?

Why are group tickets important to sports teams?

In the space below, create three examples of group ticket packages:

1.

2.

3.

What are “**fan experience**” packages?

What is one example of a fan experience package?

What is a **theme night**?

What is one example of a theme night?

What are **individual game sales**?

What are **ticket promotions**? Why do teams create ticket promotions?

LESSON 9.3

The Ticket Sales Cycle

What is the ultimate goal of sports and entertainment promotion?

Essentially, the goal is to increase overall levels of _____.

On average, U.S. companies lose _____% of their customers in five years.

Frequency escalator concept

Define **frequency escalator**:

What are the five categories of fan groups identified in the frequency escalator model?

1.

2.

3.

4.

5.

Describe the **Unaware Consumer**:

Describe the **Indirect User**:

Describe the **Light User**:

Describe the **Medium User**:

Describe the **Heavy User**:

What does “**descending the escalator**” mean?

LESSON 9.4

Ticketing Technologies

What are five ways technology has impacted the ticketing process?

- 1.
- 2.
- 3.
- 4.
- 5.

How has technology helped to streamline the ticket distribution process?

How has technology impacted the fan experience as it relates to ticketing?

What is **data-based marketing**?

How does an organization benefit by segmenting fans based on buying habits and demographics?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

What is **data mining**?

What is one example of data-based marketing?

How has technology impacted the way organizations can optimize customer service?

How has technology influenced pricing and payment options? What impact does that have on consumers?

What is **dynamic pricing**?

Why do organizations implement dynamic pricing strategies?

How might organizations use digital wallets and blockchain from a ticketing perspective?

How has technology influenced the sales process?

Additional Notes
