



The Frequency Escalator

SITUATION

The Gulf Coast Stingers, an expansion MLS soccer team, wants to do an evaluation of its ticket sales and prospects for improving game attendance. You and your partner are owners of a ticket sales consulting business and have been contacted to come in and evaluate the situation. You will be expected to offer a plan to increase ticket sales and community awareness of the team.

Currently, the team plays in a 27,000 seat stadium, with average attendance at 13,500 per game. There are 5,000 season ticket holders and 6,000 walk-in sales per game. There are also 20 luxury suites leased out per year. The team is not sure how many unaware, indirect, and light users are in the overall market, based on the frequency escalator model of ticket sale planning.

INSTRUCTIONS

Develop a plan to get current fans to attend more games as well as reach potential fans not yet being targeted.

Your team has 30 minutes to prepare, and 15 minutes to present your plan to the team president (judge).

STUDENT BENCHMARKS

1. Explain the frequency escalator concept in ticket sales.
2. Demonstrate effective problem solving skills as it relates to developing an effective ticketing solution.
3. Develop a plan to increase sales based on frequency escalator concept.
4. Demonstrate creativity.