## TRUE/FALSE (15 questions)

**Indicate whether the following sentences or statements are true or false.**

**\_\_\_\_\_\_\_\_** 1. Ticket sales generate more revenue than any other revenue stream for most major league professional sports teams.

**\_\_\_\_\_\_\_\_** 2. Group tickets do not require a minimum number of tickets purchased to qualify for discounted ticket prices.

**\_\_\_\_\_\_\_\_** 3. The NWSL’s Orlando Pride “Teacher Appreciation Night” promotion, which offers special promotional discounts on   
 tickets for teachers, is an example of a season ticket promotion.

**\_\_\_\_\_\_\_\_** 4. Premium seats typically carry a lower price point than general seating.

**\_\_\_\_\_\_\_\_** 5. The COVID-19 pandemic resulted in billions of dollars in lost ticket revenue for the sports and entertainment industry.

**\_\_\_\_\_\_\_\_** 6. Ticket sales affect all other functions of the sports and entertainment business.

**\_\_\_\_\_\_\_\_** 7. The frequency escalator concept is a strategy focused on getting new fans to games.

**\_\_\_\_\_\_\_\_** 8. The unaware consumer knows a product or service exists but chooses not to attend games or events.

**\_\_\_\_\_\_\_\_** 9. Technological advances within the industry have hindered the ticketing distribution process.

**\_\_\_\_\_\_\_\_** 10. By segmenting fans based on their buying habits and demographic information, an organization can effectively   
 increase renewal and retention rates.

**\_\_\_\_\_\_\_\_** 11. Statistics have shown that consumers are more likely to support athletes and entertainers who have developed a   
 “bad boy” reputation and public persona.

**\_\_\_\_\_\_\_\_** 12. There is no correlation between a sports franchise’s stadium or facility and ticket sales.

**\_\_\_\_\_\_\_\_** 13. Sponsorships increase in value with a decrease in ticket sales.

**\_\_\_\_\_\_\_\_** 14. Technology has created new, easily accessible outlets for the sale of sports or event tickets by unauthorized third   
 parties.

**\_\_\_\_\_\_\_\_** 15. The frequency of special promotions and size of sales staff are dependent upon a team’s available ticket inventory.

## MULTIPLE CHOICE (10 questions)

Identify the letter of the choice that best completes the statement or answers the question.

**\_\_\_\_\_\_\_\_** 1. \_\_\_\_\_\_\_\_\_ is a factor that has a direct influence on attendance and ticket sales.

a. Team performance b. Sponsorship revenue

c. Player salaries d. All of the above

**\_\_\_\_\_\_\_\_** 2. Which of the following is a stage identified in the frequency escalator?

a. Indirect user

b. Unaware consumer

c. Light user

d. All of the above

**\_\_\_\_\_\_\_\_** 3. Which of the following is not a benefit to an organization with switching to a paperless / mobile ticketing model?

a. Fan safety with respect to COVID-19 concerns

b. Reduced risk of ticket fraud

c. Cost savings

d. Ability to collect consumer data

**\_\_\_\_\_\_\_\_** 4. \_\_\_\_\_\_\_\_\_\_ is the process of gathering information about existing and prospective customers, entering that   
 information into a centralized database, and using that database to drive marketing efforts.

a. E-mail marketing b. Database marketing

c. Direct mail d. None of the above

**\_\_\_\_\_\_\_\_** 5. Which of the following areas in ticketing has technology not helped to improve?

a. Service b. Distribution

c. Inventory management d. None of the above

**\_\_\_\_\_\_\_\_** 6. By segmenting fans based on their buying habits and demographic information, organizations can effectively   
 \_\_\_\_\_\_\_\_\_\_\_.

a. Create sales lists

b. Reduce sales efforts

c. Scale back on marketing expenditures

d. All of the above

**\_\_\_\_\_\_\_\_** 7. Premium seats and/or premium ticket packages generally \_\_\_\_\_\_\_\_\_\_\_\_.

a. Feature extra value or benefits

b. Are only sold to wealthy fans

c. Are tied to season ticket purchases

d. All of the above

**\_\_\_\_\_\_\_\_** 8. The Miami Dolphins decision to provide season ticket holders a 10% discount at the Miami Dolphins Pro Shop and   
 a complimentary Dolphins newsletter is an example of \_\_\_\_\_\_\_\_\_\_\_.

a. Publicity b. Revenue generation

c. Ticket holder benefits d. All of the above

**\_\_\_\_\_\_\_\_** 9. \_\_\_\_\_\_\_\_\_ typically provide the core revenue stream for many professional sports teams, colleges and universities.

a. Ticket sales b. Concessions

c. Sponsorships d. None of the above

**\_\_\_\_\_\_\_\_** 10. The WNBA’s Houston Comets annual “Girl Scout Night” promotion which provides specially priced tickets for Girl   
 Scouts, chance to meet a Comets player, group photo with Comets mascot, tours of the Toyota Center and basketball   
 games on the court is an example of \_\_\_\_\_\_\_\_\_\_.

a. Premium seat tickets b. Walk up tickets

c. Theme tickets d. None of the above

## MATCHING (10 questions)

**Match each item with the correct corresponding definition below.**

**a. Season tickets b. Ticket package c. Group tickets**

**d. Theme night package e. Premium seating f. Walk up tickets**

**g. Frequency escalator h. Indirect user i. Light user**

**j. Descending the escalator**

**\_\_\_\_\_\_\_\_** 1. A sales approach that involves grouping together a select number of games, oftentimes at a discounted price.

**\_\_\_\_\_\_\_\_** 2. Tickets purchased by fans when arriving at the game, event or show.

**\_\_\_\_\_\_\_\_** 3. Consumers who attend games and events for promotional giveaways, team performance and social interaction.

**\_\_\_\_\_\_\_\_** 4. Provides consumers with tickets to every home game for a particular sport or full access to an entire event for a set price

**\_\_\_\_\_\_\_\_** 5. A reserved block of tickets for a specific game or event.

**\_\_\_\_\_\_\_\_** 6. Game or event tickets that feature additional benefits or values, such as in-seat service, additional seat comfort or VIP   
 Parking.

**\_\_\_\_\_\_\_\_** 7. A marketing tool that examines the attendance levels of fans.

**\_\_\_\_\_\_\_\_** 8. A specific ticket package designed exclusively for a particular group, such as the local Rotary club or Jaycees.

**\_\_\_\_\_\_\_\_** 9. Occurs when a consumer downgrades or eliminates participation.

**\_\_\_\_\_\_\_\_** 10. A consumer who is aware of the product or service, but does not directly participate by attending events, but rather   
 consumes via another source (television, radio etc).

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## SHORT ANSWER (3 questions)

1. Provide three examples of factors that influence a fan’s decision to purchase tickets.

2. List five ticket sales strategies.

3. Provide an example of a group ticket package.

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## ESSAY (2 questions)

1. Explain the concept of frequency escalator and its importance to sports and entertainment marketers.

## ESSAY, cont.

2. Describe how ticketing technology has provided innovative alternatives for customers.

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## WRITTEN ROLE PLAY

1. You are a ticket sales consultant for Miramax Films. The local theatre chain has brought you in to help boost their attendance numbers.   
 Select a specific ticket sales strategy, provide an example, and explain how it will impact the theatre’s overall ticket sales.