

Lesson 9.2 – Ticket Sales Strategies



Season Tickets

Season tickets typically provide the core revenue stream for most professional sports teams, colleges and universities

Season tickets:

Provide consumers with a ticket to every home game for a particular sport or event for one package price

LESSON 9.2

Season Tickets

Most organizations include additional *benefits* for consumers purchasing season tickets to add value to their purchase



LESSON 9.2



Season Ticket Benefits



TEXAS RANGERS SEASON TICKET BENEFITS

As a Rangers full season ticket-holder, you can enjoy the following benefits:

- 20% off concessions
- Bonus tickets for select months
- Complimentary coupons for upgrading seats on select dates
- Personalized season ticket holder name plate on seats
- Private season ticket entrances
- Annual season ticket holder picnic with player autographs
- Season Ticket Holder End-of-Season Play Day on the field

LESSON 9.2



Season Ticket Benefits



The Brooklyn Cyclones make an effort to personalize season ticketholder benefits

- Membership to "Cyclones Nation", where ticketholders are issued a username and password providing access to an exclusive STH-only page on the Cyclones website, featuring an interactive blog, chats with the team's General Manager and additional discounts
- An opportunity to come take batting practice at the ballpark

LESSON 9.2



Season Ticket Benefits



The Brooklyn Cyclones make an effort to personalize season ticketholder benefits

- The chance to stand on the field, side-by-side with the 2009 Cyclones team for a group picture that ticketholders can download and print for free
- An exclusive invitation to see the team's first practice of the year

Season Ticket Benefits

The Tijuana Toros of the Mexican League offer several unique benefits for their season ticket holders, including a seating section for the hearing impaired (complete with a sign language interpreter) and personalized seats with emblazoned names



Personal Seat Licenses

Teams and venues typically offer PSLs as a means for generating additional revenue to help offset the debt incurred during the construction of the stadium or arena

A **personal seat license** (most often referred to as a PSL), gives the holder the right to buy season tickets for a specific seat within a stadium or venue

Personal Seat Licenses

The Golden State Warriors are the first team in the NBA to require a PSL for every single season ticket

The strategy will help to finance their \$1 billion new arena (slated to open in 2019)



Personal Seat Licenses

A myfoxatlanta.com story suggests prices for PSLs range from up to \$150,000 for certain seats for Dallas Cowboys fans, and on the low end of the scale, the Chicago Bears charge about \$1,700 for some seats. The story also suggests that the Atlanta Falcons hope to help fund new stadium costs through the sale of PSLs.



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Personal Seat Licenses

According to athleticbusiness.com, the Atlanta Falcons sold \$7.5 million in down payments alone for PSLs for their new stadium less than three months after putting them on sale.



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Personal Seat Licenses

In 2016, still a year away from playing in their new stadium, the Falcons had already sold out their \$45,000 Founders Club seats as well as their \$10,000 Piedmont Club seats according to CNN.



Personal Seat Licenses

The LA Rams have suggested that when they move in to their new stadium in 2019, all seats will be sold with a PSL. Sports business analysts have suggested the franchise will be able to charge more than the Cowboys (\$150,000/seat) for their premier inventory. The Rams began taking \$100 deposits on their website in 2016 to gauge fan interest and so many logged-on to sign up that the team's website crashed.



LESSON 9.2

Personal Seat Licenses

In 2016, after two disappointing seasons, the San Francisco 49ers saw a substantial decrease in demand for their PSLs. According to Sports Business Daily, at one point there were over 1,800 licenses that were up for sale (representing 4,600 seats in Levi's Stadium), an increase of nearly 800 from the year prior.



LESSON 9.2

Personal Seat Licenses

Other than the Golden State Warriors, the Toronto Raptors are the only other NBA team that uses PSLs, and only for their premium seats

The Milwaukee Bucks considered PSLs for their new arena, but decided it wasn't a workable business model



Ticket Packages

Teams generally offer a special rate and/or an additional benefit for committing to a greater number of games

A **ticket package** is a sales approach that involves grouping together a select number of games to form a “package” or “mini-plan”

LESSON 9.2

Ticket Packages

Packages offer flexibility for consumer purchases by requiring smaller financial and time commitments to purchase game / event tickets.



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Orlando Magic half season packages offer these great benefits:

- Season Ticket Holder gift
- Guaranteed seat location
- Discount off gate prices
- Playoff ticket priority
- Renewal rights based on availability
- Personal season ticket account executive
- Complimentary subscription to *Magic Magazine*
- Yearly upgrade opportunities into Full Season packages
- Complimentary subscription to *E-Magic Insider* (e-mail newsletter)
- Ability to purchase additional game tickets in advance of public sale



Ticket Promotion & Sales

LESSON 9.2

Orlando Magic Half Season Plan



Wed.	Nov. 3	vs. Milwaukee
Tue.	Nov. 9	vs. Dallas
Fri.	Nov. 12	vs. L.A. Lakers
Sat.	Nov. 27	vs. Philly
Mon.	Nov. 29	vs. Boston,
Sat.	Dec. 4	vs. Memphis,
Sat.	Dec. 18	vs. Denver,
Wed.	Dec. 22	vs. San Antonio
Sat.	Jan. 8	vs. NJ
Tue.	Jan. 18	vs. Detroit
Thur.	Jan. 20	vs. Houston,
Tue.	Feb. 1	vs. Cleveland

Tue.	Feb. 8	vs. Golden State
Sun.	Feb. 13	vs. New Orleans
Tue.	Feb. 22	vs. Indiana
Wed.	March 2	vs. Sacramento
Fri.	March 4	vs. NY
Fri.	March 11	vs. Minnesota
Sat.	March 26	vs. Phoenix
Wed.	March 30	vs. Toronto
Fri.	April 8	vs. Detroit
Mon.	April 18	vs. Indiana
Wed.	April 20	vs. Miami

Ticket Mini-Plans

*See your favorite Calgary Flames opponents on the weekend with five Saturday games and two Sunday games. Rival Edmonton and perennial powerhouse teams Detroit and Colorado are all in the **Weekender Game Pack**.*



<u>Opponent</u>	<u>Date</u>
Columbus	Oct. 23
Edmonton	Nov. 6
Detroit	Dec. 11
Anaheim	Jan. 23
New Jersey	Jan. 29
St. Louis	March 12
Colorado	April 10

Ticket Promotion & Sales

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Fort Myers Miracle “Monday Night Club”

Because Monday night games are difficult days for teams to draw crowds, the Fort Myers Miracle created the “Monday Night Club” where, for \$30, “members” would receive a ticket to every Monday night home game through the entire season, free parking and a Monday Night Club t-shirt.



Ticket Promotion & Sales

LESSON 9.2

In 2017, with hopes of boosting lagging attendance, the Arizona Diamondbacks launched a “Ballpark Summer Pass” ticket package that included every home game in June and July for only \$50



Ticket Promotion & Sales

LESSON 9.2

In an effort to drive attendance at early season games that typically are harder to sell, the Philadelphia Phillies released the “Phillies Spring Pass” ticket package for \$50 that included all Monday through Friday games in April (the team quickly sold out of the packages).



LESSON 9.1



Ticketing Trends



The "Orlando Flex" ticket package offers buyers access a number of different parks, including Universal Studios, Sea World, Wet N Wild and Busch Gardens

- * Flex package purchasers only have to pay for parking once and the package is good for 14 consecutive days
- * Flex package buyers can "jump" between parks as many times as they wish during those 14 days

Ticketing Trends

The New York Mets offer flex packages of 5, 11, or 17 games

Fans have the luxury of choosing *any* games they want



Ticket Promotion & Sales

LESSON 9.1

Ticketing Trends

The screenshot shows the Mets website's ticketing section. At the top, there's a navigation bar with links for NEWS, VIDEO, SCOREBOARD, STATS, SCHEDULE, ROSTER, COMMUNITY, FANS, CITI FIELD, TICKETS, MOBILE, FANTASY, and SHOP. The main content area features three primary promotions:

- METS FLEX PACKS:** A large banner with a photo of a player sliding into a base. Below it, text states: "The New Flex Ticket Packs offer you the opportunity to choose your own Packs from a variety of dates and opponents." Three columns describe different pack options:
 - 17-Game Flex Packs:** One game of your choice within the "Marquee" pricing designation, six "Premium", five "Classic", and five "Value" games. Bonus "Marquee" game of your choice. Packs start at \$360. [Buy Now >>](#)
 - 11-Game Flex Packs:** One game of your choice within the "Marquee" pricing designation, four "Premium", three "Classic", and three "Value" games. Bonus "Premium" game of your choice. Packs start at \$243. [Buy Now >>](#)
 - 5-Game Flex Packs:** One game of your choice within the "Marquee" pricing designation, two "Classic", and two "Value" games. Bonus "Value" game of your choice. Packs start at \$99. [Buy Now >>](#)
- McFADDEN'S CITI FIELD VIP PACKAGE:** A yellow and black banner with a photo of a stadium. Text includes: "IT'S BACK AND BETTER THAN EVER", "McFADDEN'S CITI FIELD VIP PACKAGE", "1 HOUR PREMIUM OPEN BAR & FREE APPETIZER BUFFET", "1 TICKET TO THE GAME!", "1 FREE DRINK!", and a price range of "\$35-\$45".
- MLB ALL-STAR CITI FIELD 2013:** A vertical banner on the right side featuring a photo of two players. Text includes: "YOUR METS ALL-STAR", "MLB ALL-STAR CITI FIELD 2013", and "SECURE YOUR TICKETS BY THIS TUESDAY".

At the bottom of the main content area, there are links for "Game Dates:" (View Marquee Dates, View Premium Dates, View Classic Dates, View Value Dates) and "Flex Pack Seating Areas:".

Season Ticket Equivalent

Also referred to as FSE
(Full Season Equivalent)

Season Ticket Equivalent:

Refer to the sum of all of the various ticket packages sold converted to one measurable number

LESSON 9.2



Discussion Topic



Let's say the Washington Capitals sold 400 new quarter season packages, 800 new half season packages and 2,000 new full season packages in the off season.

How many season ticket equivalents (FSEs) did they sell?

LESSON 9.2



Discussion Topic



Quarter season tickets (400 total) = 100

Half season tickets (800 total) = 400

Full season tickets (2,000 total) = 2,000

Season ticket equivalents = 2,500

Group Tickets

Groups usually require a minimum of ten or more individuals to qualify for group rates

Group tickets:

Refer to a reserved block of tickets for a specific game or event

LESSON 9.2

Group Ticket Packages

Colorado State University offers discounted ticket prices on all groups of twenty or more and features the group's name on the football video board while providing additional perks for the group leader, including complimentary tickets, merchandise and autographed photos based on the number of fans in the group.



LESSON 9.2



GROUP TICKETS



[Click here to enter group promo code](#)

Looking for a fun and affordable activity for your organization or party? Group tickets to CSU Athletics events are the best deal in town! Group packages are available for all Rams football, volleyball and men's and women's basketball games.

Group benefits include:

- Discounted ticket prices
- Group block seating
- Video board recognition (football)

Experience Packages

Ever wondered what it would be like to be on the field when the Rams run out from the tunnel? Can you imagine the thrill for a young fan of being on the bench during the volleyball team's introductions? CSU Athletics is now offering unique on-field and on-court experiences, only available in group ticket packages. Check out each sport's group ticket information to see what experiences are available.

Group Leader Perks

CSU Athletics wants to reward you for putting the effort into organizing your group outing. Earn exclusive perks such as complimentary tickets, merchandise and autographed photos based on the amount of tickets your group purchases. The more tickets purchased, the more Rams stuff

RUSSELL SIDELINE GEAR



Ticket Promotion & Sales

LESSON 9.2



**Group Ticket
Minimum:**

Ten (10) Tickets



Rent, the Tony Award and Pulitzer Prize winning musical continues to thrill audiences all over the world. Based on Giacomo Puccini's classic 1896 opera, La Boheme, Rent tells an the story of struggling young artists living on the edge and reaching for glory in New York's East Village. With exciting rock music, intelligent lyrics and a hot young cast, Rent sings of our time, of facing an uncertain future with courage, humor, loyalty and love...

Group Ticket Packages



Group & Prepaid Voucher Rates

“Our (Sea World) group discounts apply to a group of 20 people or more. The group rate is available at the ticket booths on the day of your visit or prepaid vouchers can be purchased prior to your visit. Payment by cash or bank cheque. Unused vouchers are non refundable. For more information contact our Group Sales Department.”

Ticket Promotion & Sales

LESSON 9.2



Group Ticket Packages



Groups of 20-49 receive 10% discount

ADULTS	\$52.20
CHILDREN (4 - 13 years)	\$33.30

Groups of 50-99 receive 12.5% discount

ADULTS	\$50.75
CHILDREN (4 - 13 years)	\$32.35

Groups of 100+ receive 15% discount

ADULTS	\$49.30
CHILDREN (4 - 13 years)	\$31.45

“Interactive” Ticket Packages

How important are group sales to an organization?

According to espn.com, when LeBron James announced his return to Cleveland, the team capped season ticket sales at slightly more than 12,000 tickets Friday, leaving roughly 8,000 tickets per game to be used for group sales and ticket plans, enabling them to introduce as many fans as possible to the product next season.



“Interactive” Ticket Packages

In an effort to attract new fans and compete in a more competitive environment, many organizations have turned to unique “fan experience” packages to boost group ticket sales

LESSON 9.2

Interactive Ticket Packages



Celtics Halftime High Five Kids Tunnel

With a minimum purchase of 75 group tickets, fans can sign up for the Boston Celtics “Halftime High Five Kids Tunnel” where up to 25 members of the participating group have (open to those 14 years and younger) the opportunity to actually get on the court and high-five the Celtics players as they come back onto the court after half-time.

LESSON 9.2



Interactive Ticket Packages



Sparks Traveling Practice Program

The Los Angeles Sparks have offered a “traveling practice” program where, if a group purchases 1,000 or more tickets, the team will hold a full practice at the site of the ticket buying group’s choice.

LESSON 9.2



Interactive Ticket Packages



Thunder's Court of Dreams

The team has hosted students from more than 13 area high schools at the Ford Center who have participated in various basketball “competitions” with winners getting their game night seats upgraded.

Thunder Vice President of Community Relations Dan Mahoney on the program: “A lot of people would love to play on an NBA court, and through our group sales effort, we are able to provide that to our fans.”

LESSON 9.2



Interactive Ticket Packages



Phillies' "Out of Towner" Package

The Philadelphia Phillies have offered an "Out of Towner" weekend package created specifically for Phillies fans from around the country to visit Philadelphia while taking in a three-game series at Citizens Bank Park.



“Theme” Ticket Packages

The goal of a **theme night** ticket package is to attract large groups to attend a game or event through creatively marketing a ticket package designed exclusively for their particular group.

LESSON 9.2

Theme Night Tickets



Hornets Theme Nights Let You Create An Instant Occasion!

“Don’t have a reason to get together? We’ll give you one! Just take a look at the dates we’ve selected to celebrate different themes that include just about everybody. There’s sure to be a Theme Night that will give you and your group the perfect chance to take in a game, surrounded by others who share your enthusiasm.”

Theme Night Tickets



SCOUT NIGHTS

Saturday, November 6 - 7 p.m. - Orlando Magic

Friday, January 28 - 7 p.m. - Toronto Raptors

Friday, April 1 - 7 p.m. - Toronto Raptors

TEACHER APPRECIATION NIGHT/DAY

Saturday, December 18 - 7 p.m. - Houston Rockets

Saturday, April 16 - 1 p.m. - New York Knicks

YOUTH BASKETBALL NIGHTS

Saturday, November 13 - 7 p.m. - Golden State Warriors

Wednesday, December 29 - 7 p.m. - Indiana Pacers

Saturday, March 5 - 7 p.m. - Washington Wizards

Ticket Promotion & Sales

LESSON 9.2



GIRL SCOUT NIGHT

June 8th • 7:00 pm vs. New York Liberty

presented by
GEICO.



Girl Scouts receive a commemorative patch!

Troops that purchase 25 or more tickets can participate in cool fan experiences:

- Ball exchange
- Fan tunnel
- Co-captain
- Autograph session
- Bench warmer

BUY TICKETS

Use promo code: mystics



LESSON 9.2

Theme Night Tickets

Some of the theme nights hosted by the Philadelphia Phillies for the 2017 Major League Baseball season included Autism Awareness, Teacher Appreciation, Philadelphia Science Festival Day and Citizens Bank Weather Education Day



Single Game Tickets

Many organizations promote the sale of individual game tickets to fans prior to the start of the season, game or event.

Advance sales encourage fans to purchase tickets to individual events in advance to eliminate the risk of people changing their minds on the day of the game.

LESSON 9.2



Single Game Tickets



University of Wisconsin Badgers
Women's Basketball
Single Game Tickets

GENERAL PUBLIC HOME SINGLE GAME TICKETS

Three Game packages will go on-sale at 8:30 am on Monday, October 18 and home single game tickets will then go on-sale at 8:30am on Monday, November 1. If necessary, the standard ticket lottery system will be used for those purchasing tickets at the ticket office. All reserved single game tickets are \$7.00. Reserved single game tickets MUST be purchased in advance, as there will be no day-of-game reserved single game tickets for sale. All day-of-game sales will be general admission tickets. Adult general admission single game tickets are also \$7.00. UW student, youth (2-17), and senior citizen (55-up) general admission single game tickets are \$3.00.

LESSON 9.2



Single Game Tickets



The Detroit Red Wings encouraged fans to sign up for ticket updates through the team's "Red Wings eAlerts" program, offering "priority access" to single game tickets with no convenience charge before seats go on sale to the general public.



STAYING CONNECTED IS SIMPLE & EASY
Get Red Wings Text/SMS updates for team news, ticket offers & giveaways.



Single Game Tickets



The Houston Astros offered a "one day opportunity" to fans subscribed to the team's email service. An offer for special promotional discounted tickets for future weekday games and lasted just one day (from 9:00 to 5:00). The promotion helped the franchise sell nearly 1,000 tickets.

Premium Seating

Premium seats could include anything from suites, courtside seats, or seats elsewhere that receive preferential or “VIP” treatment

Premium seats are tickets to a game or event that feature additional benefits or values

Ticket Promotion & Sales

LESSON 9.2

Premium Seating - Suites



A company that leases a luxury suite at the Staples Center in Los Angeles receives tickets to each event throughout the year, including the Lakers (NBA), Clippers (NBA), Kings (NHL), Sparks (WNBA) concerts and family shows.



LESSON 9.2

Premium Seating – Club Seats



“Executive Club Seat Members” at the Georgia Dome in Atlanta receive VIP parking privileges, access to private “lounge” areas in the stadium (described online as “spacious, sun-filled atriums that feature living room style lounges with big screen televisions with specialty grills and buffets in both areas also offer food selections prepared to order”) and access to exclusive concessions options.



Premium Seating



PREMIUM SEAT HOLDERS ALSO RECEIVE THESE ADDITIONAL BENEFITS:

- The VERY BEST seats season to season
- Priority upgrades during renewals
- Discount beverage coupons
- Exclusive Premium Seat Holder commemorative season poster
- Offers to other local events, when available

SAENGER THEATRE



6-SHOW 2004-200	
Section	
Premium Seating	
Price Level 2	
Price Level 3	
Price Level 4	
Please Reserve:	Day and

LESSON 9.2

Premium Seating

According to the *Sporting News*, the Miami Dolphins plan to install “Living Room Suites” at Sun Life Stadium, that will feature a transportation service that will pick up and drop fans off from home in a luxury vehicle and will enter and exit the stadium in their own private lane.



LESSON 9.2

Walk-up & Promotional Tickets

The Georgia Aquarium encourages walk-up sales by offering a 20% discount to consumers who purchase online and arrive within the first two hours of the aquarium's opening hours.



Single Game Tickets

For example, with smaller crowds than anticipated early on for the 2017 NBC World Series Baseball Tournament in Wichita, organizers relied on walk-up sales to help keep pace with overall projected ticket revenue

Said NBC World Series Tournament Director Kevin Jenks in an interview with ksn.com: "Now what we are hoping to see is good weather, good match ups which I know we have in championship week and a lot more walk ups."



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for Teacher Edits*

LESSON 9.2 REVIEW (ANSWERS)

Ticket Promotion & Sales

1) List five ticket sales strategies

- ❖ Season tickets
- ❖ Ticket packages
- ❖ Group tickets
- ❖ Theme tickets
- ❖ Individual game and single game ticket sales (advanced sales)
- ❖ Premium seating
- ❖ Walk up and promotional ticket sales

LESSON 9.2 REVIEW (ANSWERS)

2) Define ticket package

A ticket package is a sales approach that involves grouping together a select number of games to form a “package” or “mini-plan”