



# Ticket Sales Plan Project



## **Project Description:**

The Sun County Stingrays minor league basketball team has seen a decline in ticket sales the last two years, due in part to winning less than 20 games and not having an All-Star caliber player. In addition, the team had been playing in the oldest arena in the country. However, things are beginning looking up for the Stingrays.

In the off-season, the Stingrays signed Michael Webster, a player who played the last three seasons in the NBA and won the NBA Slam Dunk competition two years ago. They also signed two other key free-agents who are sure to instantly turn the team into championship contenders. The team also plans to play in a brand new, \$120 million facility next year with all the amenities of NBA and NHL arenas around the country including fifteen luxury suites and a private club level complete with two restaurants and mini television screens on the backs of each seat.

## **Project Details**

As Director of Ticket Sales for the Stingrays, it is your job to parlay these exciting news stories into an increase in ticket sales. You are to create a ticket sales plan, implementing a strategy for boosting sales by 25% for the upcoming season. Your plan must incorporate the following:

- 1) A packaging strategy, including (but not limited to):
  - Season tickets
  - Ticket packages
  - Group and theme night tickets
  - Premium seating
  - Individual game and promotional tickets
- 2) A slogan or tagline for the upcoming season.
- 3) An emphasis on how the new arena will help to drive sales.
- 4) A well-planned customer service strategy.
- 5) A brief introduction of how technologies will influence your sales strategies (you may choose to tie into your summary of the new facility).
- 6) Basic introduction to your promotion strategy.
- 7) Integration strategy with other areas of the team's business operations (public relations, sponsorship, game operations, merchandise etc).