



## Welcome to Your BULLSEYE Newsletter

Dear Ron,

Here is the hot new idea for October 2009. Let us know if you would like to see counts for your market.

If you like what you are seeing from the BULLSEYE program, please help us spread the word by forwarding to a friend and encouraging them to sign up.



## Target = Airplane and Luxury/Exotic Car Owners

Target the ultra-affluent market in an indirect way, focusing on what they fly and/or drive.

These can be excellent prospects for season tickets and premium seating.

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BULLSEYE Archive](#)

### **1. Counter-Cyclical Industries**

- Season Tickets
- Premium Seating

### **2. Company Anniversaries**

- Group Sales
- Premium Seating: Single Game Suites

### **3. New Movers**

- Season Tickets
- Premium Seating

### **4. Adult Milestone Birthdays: Turning 21, 30, 40, 50, etc.**

- Group Sales
- Premium Seating: Single Game Suites (High Income)

### **5. Corporate Headquarters & Holding Companies**

- Season Tickets
- Premium Seating
- Group Sales

### [LinkedIN:](#)

[Join our "Who's Buying Tickets?" group.](#)