



Welcome to Your BULLSEYE Newsletter

Dear Ron,

Here is the hot new idea for September 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 = Corporate Headquarters & Holding Companies



Target companies headquartered in your market along with corporate holding companies. These locations host training and other corporate meetings: sales, board of directors, etc.

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



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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)