



**FULL HOUSE
SOLUTIONS**
Building Crowds, Together.

TOP 6 TIPS

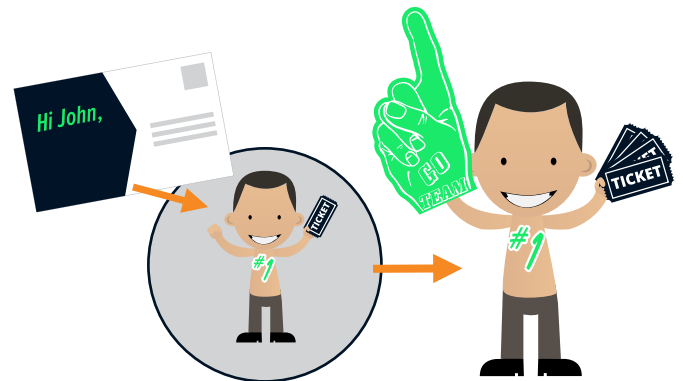
TO PROACTIVELY SELL MORE TICKETS

Full House Solutions has been helping college athletic departments sell tickets for almost 20 years. Here are top recommendations for increasing season ticket and group sales.

RECOMMENDATION
1

UPSELL SINGLE GAME BUYERS

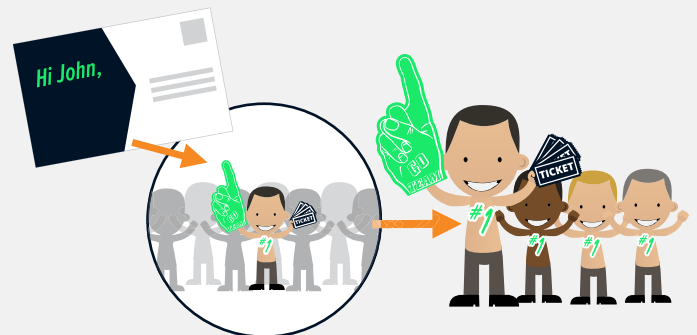
Your best prospects for season ticket packages are fans that have experience with your product. Go back 1-3 seasons and add a direct mail touch point. Educate past buyers on available packages and the benefits of becoming a season ticket holder. *A personalized post card is a great way to get your season ticket information in front of these hot prospects.*



RECOMMENDATION
2

WIN BACK PAST CUSTOMERS

Do not forget your past season ticket buyers and group leaders. Go back several seasons and reconnect using a personalized post card that has a *"we miss you" / "welcome back"* message. Give them reasons to come back and make them a special offer if possible.



RECOMMENDATION
3

BUSINESS EXECUTIVE ALUMNI

Execute a multi-touch campaign (direct mail, sales calls, and emails) to owners, professionals and executives that have a degree from your college/university. Pitch the business alumni season tickets and group outings.



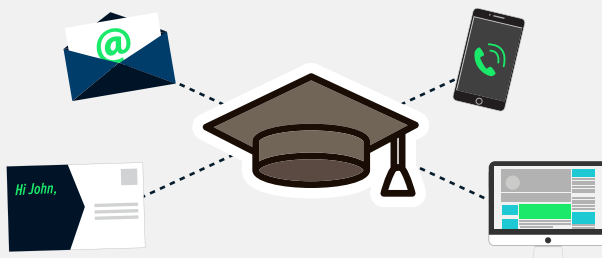


TOP 6 TIPS TO PROACTIVELY SELL MORE TICKETS

RECOMMENDATION
4

RECENT GRADS

Obtain a list of recent graduates and market season tickets to them through all available channels: email, direct mail, phone calls, social media, and web display.



RECOMMENDATION
5

GROUPS-GROUPS-GROUPS

You need to be strong on the group side with:

- **TARGETED GROUP CATEGORIES:**
churches, schools, youth organizations, sports clubs, civic/social/fraternal organizations, business associations, parks & recreation, performance groups (gymnastics, cheerleading, dance, martial arts), senior/retirement categories, etc.
- **BIG BUSINESS:**
Companies with 20+, 50+, or 100+ Employees

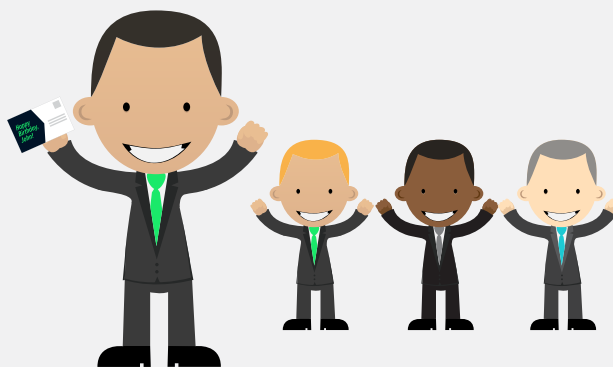
We recommend a multi-touch campaign with these prospects too.



RECOMMENDATION
6

BUSINESS OWNERS

Target companies that should have tickets for client entertainment as well as their employees. If the university is in a "college town", you can loosen your targeting by expanding into smaller size companies and using a wider geographic reach. If in a major metro area, the focus should be business owners within a very tight radius to campus.



FOR MORE INFORMATION CONTACT



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