Rwanda Backpackers

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Expectation

Ticket Prices For All The Minor League Teams From Maine to Miami In All Minor League Sports

Hockey
Lacrosse
Arena Football
All Divisions Of Minor League Baseball-
Single A
Double A
Triple A

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Good News
Attendance/ Question of the Day
1st Functional Exercise-Client Relations--Due Today
Mid Term Exam--Next Tuesday--Study Guide Available--Course Documents
Pick Three Groups--International Student Integration

Be An Eagle!
Chapter 5

Venue Marketing and Sales

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PAV – Sales and Marketing -
The Marketing and Sales Department

“The mouth of the PAV”

The marketing department “drives revenue” to the venue and events

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Simple **Definition of Marketing?**

**Identifying and Satisfying the needs of the target market**

Simple **Definition of Sales?**

Convincing someone to **purchase** something they **may or may not need**

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Marketing and Sales Department

Common responsibilities may include:

Marketing
Venue marketing plans
Marketing budgets
Promote venue to users
Promote events to public
Marketing research
Database management
Public Relations
Analytics

Sales
Advertising signage
Sponsorships
Premium seating
Naming rights
Pouring rights
Group sales

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Marketing and Sales Director

An effective marketing and sales director must be a versatile professional with a wide variety of skills.

They play a critical role in the overall mission of the venue and can contribute greatly to the success of the venue’s events.

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