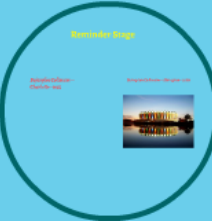
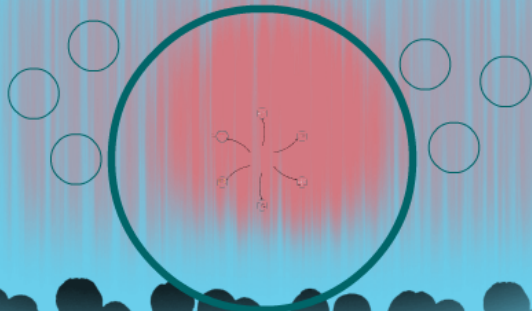


Venue Sales and Marketing



Representation
 • 100% of the Venue
 • 100% of the Venue
 • 100% of the Venue

Rwanda Backpackers
 Rwanda Backpackers

Fixed Rental Fee
 • 100% of the Venue
 • 100% of the Venue
 • 100% of the Venue

The Venue
 • 100% of the Venue
 • 100% of the Venue
 • 100% of the Venue



Rental Deals: The Two-Step Deal
 Normally tickets are net sold \$20,000 plus staffing

Rental Deal: 50%
 Normal 100% net sold \$20,000
 The Fee of \$10,000

Rental Deal: Percentage of Ticket Sales
 Minimum vs. Percentage of Ticket Sales \$4,000 (10% net) (10% net)
 Staffing cost additional

Normally Rental Fee Would Be Capped

Percentage of Ticket Sales
 • 100% of the Venue
 • 100% of the Venue
 • 100% of the Venue



Two Questions
 • 100% of the Venue
 • 100% of the Venue

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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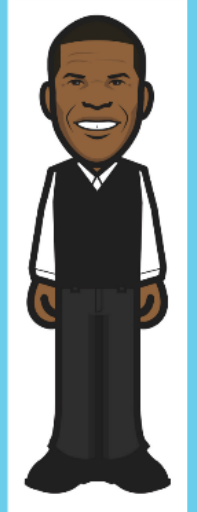
Good News

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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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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