





# SACD

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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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