

# THE GAME-WINNING PLAYBOOK:

HOW TO INCREASE TICKET SALES &  
REVENUE BY ADDING ENTERTAINMENT TO  
YOUR GAME DAY EXPERIENCE



**trixstar**

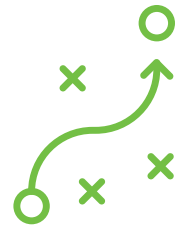
The way we consume sports has changed dramatically over recent years, and the fan experience has evolved. With constant access to information and an increasingly shorter attention span, attending a sporting event in-person has become much more about the extra-curricular activities and shareable moments than the game itself (outcome aside). Arenas and stadiums have had to evolve and become immersive environments to keep fans connected and engaged.

This eBook will focus on enhancing your teams game day entertainment through booking entertainment, whether that is a performing artist, attraction or celebrity. Entertainment is just one of the many facets involved, but typically the one that garners one of the largest returns. The fan experience doesn't start at the kickoff, puck drop, first pitch or tip-off...but much earlier. For professional sports teams to connect successfully with fans and to enhance the total experience of attending a game, you need to keep that in mind throughout the entire process of booking entertainment that fits your vision, how you market it and how it is executed!

One key point to add is that your sports organization needs to be in control of what you **can** control; meaning, the outcome of the game could go either way and is not in your hands but the ancillary entertainment provided to your fans is. The ups and downs of winning and losing that every team experiences can be made an afterthought, or the pain at least eased, with strategic planning and smart promotions. Think of game day entertainment as a crucial component that will provide fans with a fun, positive experience, no matter what the scoreboard reads.



# REACH NEW AUDIENCES



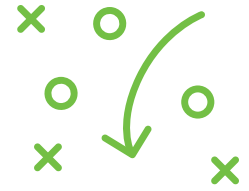
Booking a big name halftime performer can generate ticket sales from a completely new audience that typically wouldn't have come to your game; let-alone seen or been a target of your marketing efforts. Let's look at the biggest example out there...the Super Bowl. Where many who have no interest in who wins the game all become glued to their TV's for the spectacular 20-minute performance.

As the Super Bowl Halftime Show has proven, having a great halftime act can even make the halftime show more appealing than the game itself, especially for those who usually aren't interested in the game itself. Offering quality entertainment during halftime increases your chances of selling tickets to non-fans, offers a great reason to stick around for the second half when a game is going badly, and rewards ticket holders with a great halftime show for their loyalty to the team (which we will expand on later). Over 100,000 attendees & 100 million TV viewers watch the NFL's best play their championship game and when the intermission happens, it won't be time for people to grab snacks or head to the bathroom - instead, they'll be joined by an additional 3 to 4 million TV viewers for the star-laden spectacle of the Super Bowl Halftime Show, the most-viewed 20 minutes of American network TV each year.

When the Super Bowl's Halftime first started, it was a small event designed to showcase local talent and family values - college marching bands, drill teams and the occasional magician shaped the first two decades of performances. It wasn't until the early 1990s, when competing channels became increasingly clever at stealing away second-half viewers during the halftime show, that Super Bowl upped its halftime show game to keep viewers tuned in. In 1993, the Super Bowl Halftime Show first became 'required viewing' when Michael Jackson performed, resulting in more watchers during half-time than the game itself. Since then, top music acts ranging from the Rolling Stones to Prince have graced the stage, with both Madonna & Beyonce's performances boasting several million extra viewers than the game!

Thanks to these numbers, the Halftime Show annually secures massive sponsorship deals and top acts, trading exposure to 100 million viewers for the sponsor's money and free superstar performers. While local sports teams can't boast these types of numbers, there's definitely a lot of take-aways from the Super Bowl that can be applied to your own halftime shows. Think about different genres and acts that will target a younger crowd if your typical ticket purchaser is an older generation, and compare ticket sales to past dates or games without any promotions. You'd be surprised at the results if you had a survey team collecting data from these new potential team fans!

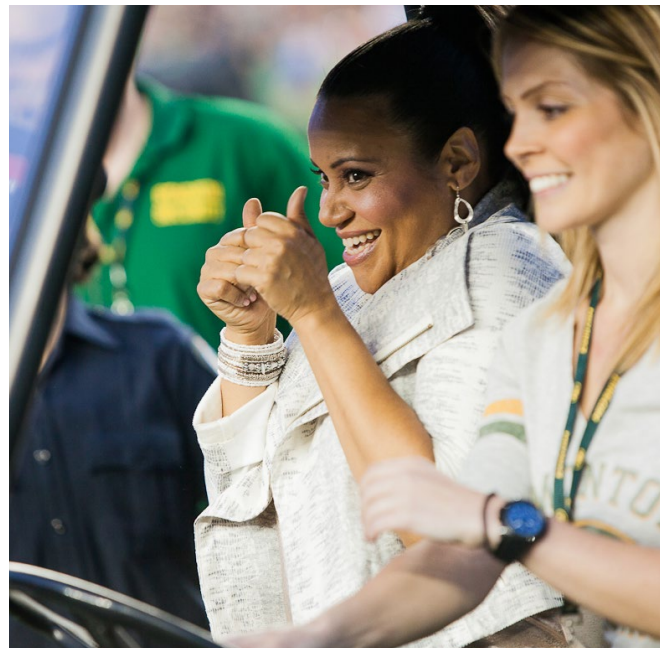
# REWARD LOYAL FANS



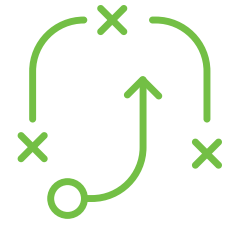
Fans expect more for their game ticket in an entertainment market that is increasingly competitive; on top of battling the average fan's big screen TV and comfortable couch. It is extremely important to engage your current ticket purchasers and understand what they like. Although your crowd may be very diverse, there are many entertainment options available that have a wide appeal. Remember that people attend a sporting event to be part of an experience that transcends watching the game at home on television. There's a sense of collective energy, enthusiasm and camaraderie that comes from a crowd cheering on its team, and that spirit needs to be capitalized on when it comes to game day entertainment.

Create opportunities for fans to become part of the game day entertainment - they'll remember this moment long after the game is over. It's a great strategy for building a greater sense of community between a team and its fans and home city. Booking local bands, selecting fans for opportunities to be on stage with acts, or holding fan-participation competitions during half time are all options for building rapport with your fans.

Interactive experiences can also include opportunities to get up close and personal with fans' beloved artists. Meet and greets, autographed memorabilia, or chances to be front row/on the field can be a great incentive for your Season Seat Holder program. It is huge for fans to feel close to their idols!



# GENERATE EXTRA REVENUE

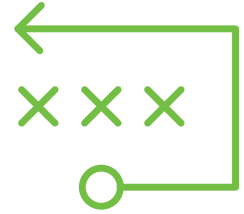


Tailgate parties are a fun way to build excitement and get fans in the spirit before the game gets underway. Adding entertainment is a great way to market it further, generate more interest, and blow your food, beverage and merchandise numbers through the roof before the game has even started. Controlling such events is an influential touchpoint to build a bridge between fans, sponsors, and other team stakeholders with the goal of enhancing the entire experience. This fan zone can also become an additional commercial opportunity for vendors and sponsors alike.

Think like the Super Bowl and look for sponsors to help fund creative halftime shows. Offering sponsorship of your halftime show to local companies or current sponsors is a great opportunity for them to get extra local exposure and stand out from other game day advertisers with the additional exposure it garners.



# STRENGTHEN YOUR BRAND



Brand equity can be defined as increased loyalty toward a brand through improved perceptions that come as a result of positive interactive experiences. Millennials (born between the early 1980s and the early 2000s) have major influential power on social media and the entertainment industry. Millennials also do their research when it comes to deciding which brands they want to support, and they value those that can offer exceptional quality, functionality, an affordable price point, and memorable experiences. Aligning your team with relevant stars will attract Millennials, add an experiential element to your brand activations, and raise awareness. If they start to recognize your team as one that draws big names, they're more likely to keep it top of mind as people are generally attracted to fame.

Aligning your team with a popular celebrity or band can make the two synonymous by default and your fans can associate them with your brand long after the appearance every time they pop up on TV, the radio or social media. Be sure to add social media mentions and video drops advertising your company from the celebrity's account as part of your contract negotiations. Celebrities correlate their social media accounts with their personal brand, and they typically command large, dedicated followings. If the celebrity has a positive experience with your company, they will likely go beyond what's agreed upon in the contract and share that with their fans. You can't put a price tag on certain natural endorsements and the earned media exposure that will follow.

Remember, Millennials tend to be more interested in live experiences than buying "things," and they want to share this with their friends and followers. This demographic was the first to experience the explosion of social media and as their influence and affluence grows, companies need to take note and work to partner their brands with celebrities who can enhance their reach. Memorable experiences connected with your game day can help extend your brand long before and after the actual day of the game.

Regardless of how good your team is, game day entertainment should not be an afterthought. It is just as much part of the experience as the game itself, and fans will remember the good as well as the bad. Make sure your entertainment is top-notch and keeps fans coming back just as much as the action unfolding on the ice or field or court in front of them.

Working with an experienced talent buyer on your own halftime shows is an investment that easily pays for itself; booking the right acts at the right price, utilizing their knowledge and relationships in the space and maximizing your return on investment.

# LET'S GET TO WORK!

We'd love to discuss what your current game day entertainment has involved, and how we can help take things to the next level with strategic bookings. At the end of the day, it is all about reaching new audiences, keeping seats full, keeping your season ticket holders happy and generating extra revenues and media for your team. Happy to set up free consultation any time!



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