

Marketing The Event

4.2 Licensing

Standard Four

Students will assess the importance of event marketing & entertainment in sports.



Merchandising Opportunities

- Licensed Products

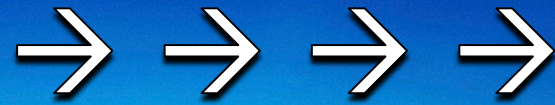
- Licensing: authorized use of a brand, brand name, brand mark, trademark, or tradename with a good or service.

- Contractual Agreement
 - Company A uses Company B's logo
 - Company A pays a ROYALTY or Fee

- Booming area of sports with players, teams, event names, and logos appearing on a huge selection of products.

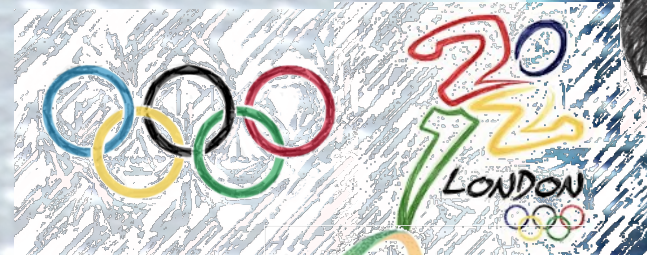


LICENSOR (Company "A")



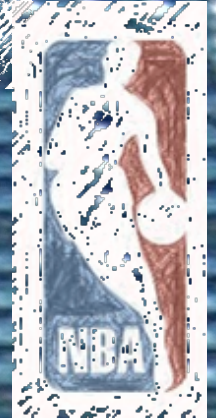
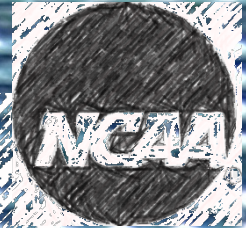
- Company with an "official" logo in demand

- EXAMPLE: Olympics



- BENEFITS:

- Expand into new markets
 - Generate more awareness for company/team



- DISADVANTAGES:

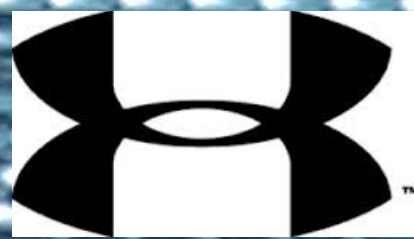
- Lose some control* over product mix



→→→→ LICENSEE (Company "B")

- The company reproducing an official logo
 - EXAMPLE: WILSON ATHLETICS
 - BENEFITS
 - Positive association of products with event
 - Create brand awareness
 - Increase distribution possibilities
 - Charge higher prices
 - DISADVANTAGES
 - Possible negative publicity with events / athletes
 - Expensive





Event Seating

- Personal Seat Licenses (PSL)
 - Licenses purchased by ticket holder which entitles that person to buy that seat's tickets
- Season Ticketing
 - Tickets bought for a block of games for a season
- Luxury Boxes
 - Boxes typically purchases/leased by corporations
- Variable Pricing
 - Setting prices based on date, time, popularity, etc.



Personal Seat Licenses

- A personal seat license gives the holder the right to buy season tickets for a certain seat in a stadium.
 - Examples & prices on Seasonticketrights.com
 - <http://www.seasonticketrights.com/>
- Holder can sell the seat license to someone else if he no longer wishes to purchase season tickets. If not renewed the holder forfeits the license back to the team.
 - Most seat licenses are valid for as long as the team plays in the current venue.
- Purpose of PSLs is to pay off debt incurred during stadium construction.
 - Many supporters feel that PSLs give fans ownership of the seat. Opponents of PSLs see this as another way to extract money from the sports fans.



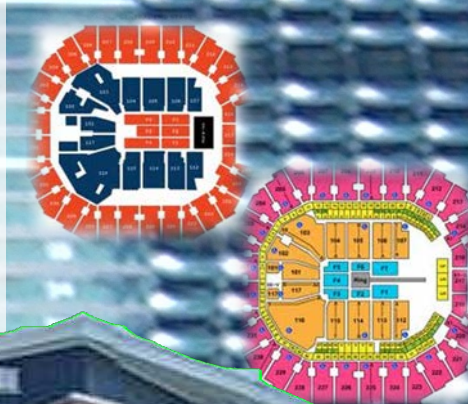
Variable Pricing

- All major league sports are using variable pricing.
 - Joe Stroh
VP ticket sales for St. Louis Cardinals
He said:
 - “No other business I know sets prices nine months out without the ability to change them. That’s how we did it. But it’s not how we should do it today.”



Variable Pricing

- Allows events to alter pricing to maximize profit.
 - Can set prices based on:
 - Time of the year
 - Day of the week
 - Popularity of the opponent
 - The Charlotte Bobcats adjusted prices after the Los Angeles Clippers traded for Chris Paul and made the team's visit more marketable.
 - When the Los Angeles Laker's come to the Energy Solutions Arena to play the Utah Jazz tickets prices increase.



Season Ticketing

Tickets bought for a block of games for a season

May also include rights to buy tickets for other events

–Ex. Concerts, shows, extreme sports, etc.

Typically better quality seats in venue

- Can be bought for “nose bleed” sections
- Can be bought for luxury boxes

Provides Opportunities for the venue to:

- Increases sales
- Increases attendance
- Increases loyalty

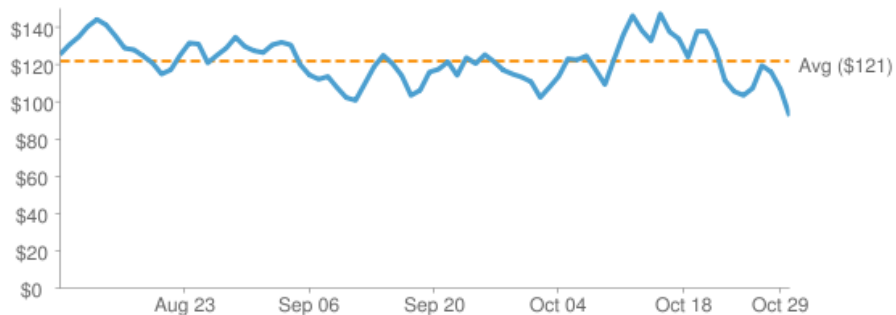


Season Ticket Benefits

- VIP parking pass to all 70 games
- Giveaway item reservation
- 10% discount at the team store
- First choice for playoff tickets
- Entered into our annual skybox season ticket holder raffle
- Unused out of date tickets can be used as general admission tickets during any regular season home game
- Nameplate on seats for reserved seat season tickets



Historical Tennessee Titans Ticket Prices



* Each point on the graph represents a seven day trailing average.



Send completed form to:

PSL Transfer
LP FIELD
1 Titans Way
Nashville, TN 37213
 Ticket Office: (615) 565-4200
 Ticket Fax: (615) 565-4212

TITANS

PSL TRANSFER FORM

Make sure you have:

- 1) Copies of both parties drivers licenses
- 2) \$100 Transfer fee
Cash, Cashiers Check or Money Order only

I hereby release the Tennessee Titans from any further obligations or liability with regard to the subject PSL/Club Seat(s) and waive any and all rights to the privileges which accompany the ownership of said seat(s).

The undersigned TRANSFEREE hereby:

- accepts all of the rights and privileges granted by the subject PSL/Club Seat(s).
- assumes all obligations connected therewith, including the obligation to purchase season tickets each year for the subject seat(s) and for the term remaining on the transferor's license agreement (if Club seats).
- agrees to abide by all rules and regulations applicable to the subject PSL/Club Seat(s) including, but not limited to, the contract.

THIS AGREEMENT CONSISTS OF THE TERMS AND CONDITIONS ON THIS PAGE AND THE ADDITIONAL TERMS AND CONDITIONS CONTAINED IN YOUR PSL/CLUB SEAT CONTRACT WHICH ARE INCORPORATED BY REFERENCE AS A PART OF THIS AGREEMENT. To simplify the completion and execution of this agreement, all variables in the agreement including the execution section, appear on this page.

- PSL(s) in the name of a company must have a letter from an officer of the company on company letterhead to be transferred.
- Parking can only be transferred with club seats. Parking is limited to 1 pass for up to four seats owned
- PSL(s) cannot be transferred more than one time within a single transfer period.
- Transfers involving a divorce must be accompanied by a divorce decree.

Seat(s) to be transferred to the Transferee

Section _____ Row _____ Seats _____ thru _____

Parking (if applicable): # of passes _____ Lot # _____

CURRENT OWNER INFORMATION (TRANSFEROR)

NEW OWNER INFORMATION (TRANSFEE)

Account Number _____	New Account Number _____ <small>(Office use only)</small>
ACCOUNT NAME _____	ACCOUNT NAME _____
CONTACT NAME (IF COMPANY ACCOUNT) _____	CONTACT NAME (IF COMPANY ACCOUNT) _____
ADDRESS _____	ADDRESS _____
PHONES (O) _____	PHONES (O) _____
(H) _____	(H) _____
EMAIL ADDRESS _____	EMAIL ADDRESS _____
Transferor hereby certifies the information set forth herein is correct.	Transferee hereby certifies the information set forth herein is correct.
Signature _____ Date _____	Signature _____ Date _____

Please choose

credits after season tickets are paid in full:

any credit to current account

6 to 8 weeks.)

Revised 2/2008

Luxury Boxes

Seating typically purchased/leased by corporations and used for business meetings and entertainment.

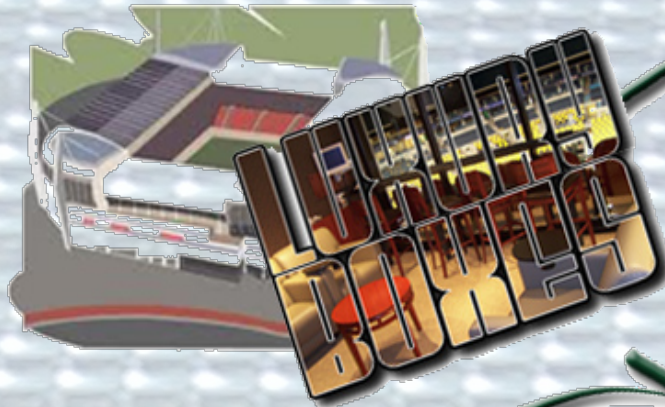
Provides opportunities for the venue to:

- Increase Sales
 - High Dollar – Multi-Year Contracts
- Increase Attendance
 - Boxes Offer additional seating
- Increase Entertainment Experience
 - Offer more amenities for spectators
- Box sales can include other opportunities
 - Food, Meet & Greet, Pre/Post Game Offerings...



Luxury Boxes add REVENUE

- Typically funded with tax money
- Rarely funded with private funds
- Community DOES benefit
- Business Development
- Area Development/Re-Development



**INCREASE
TICKET
SALES**

**INCREASE
REVENUE**

**INCREASE
PAYROLL**

**INCREASE
COMPETITION**

**SIGN
BETTER PLAYERS**



Event Marketing -- SWOT

- SWOT evaluations

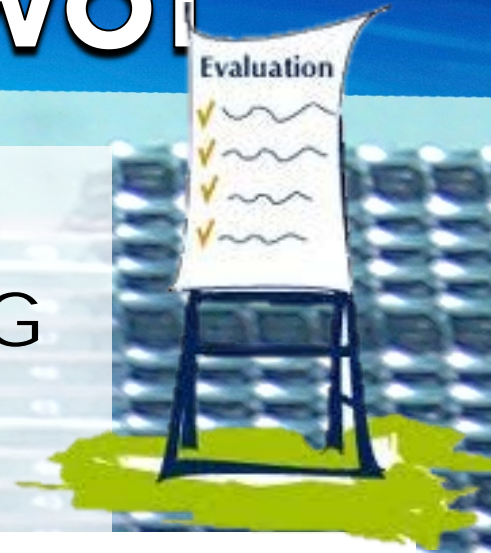
- Used to evaluate EVERYTHING

- Season Tickets

- Ordering
 - Pricing
 - Delivery
 - Parking?
 - Food/Concessions?
 - Line-of-Sight?
 - Service
 - Security
 - Other Things?

- Including...

- Luxury Boxes
 - Concessions
 - Catering
 - Restrooms
 - Ticketing
 - Security @ Door
 - Security in Venue
 - In-Game Events
 - Audio/ P.A. System



Why SWOT Evaluations

- SWOT
 - Fast & Simple
 - Gives immediate feedback
 - Identifies Good & Bad
 - Allows for “Fixing”
 - Empowers ALL employees
 - Make good decisions
 - Implement changes
 - Be heard

