

SPONSORSHIPS & TICKET PROMOTIONS

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POP QUIZ



SPONSORSHIPS

- Know more about who you are than anyone
- Know more about who your partner is than they do themselves

SPONSORSHIPS

- Your fans define you



People	3.3 million	13.5 million	14.5 million
Men/Women	50%/50%	57%/43%	57%/43%
Median Income	\$60,527	\$51,935	\$52,270
Median Age	42.9	50.0	49.0
Urban/Rural	61%/39%	56%/44%	57%/43%

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- What they do defines them

Activity	Index	# of people
Professional Wrestling Super Fans	260	1,263,000
Hunters & Fishers	259	2,834,000
Own Chevy Silverado	236	358,000
Soft Drinks: Super Influential Consumers	224	387,000
Auto Products: Super Influential Consumers	223	546,000
Sporting Equipment: Super Influential Consumers	216	376,000
Insurance: Super Influential Consumers	205	300,000
Cleaning Products	185	653,000
New Food Items: Super Influential Consumers	185	475,000
Eco Friendly Products: Super Influential Consumers	177	375,000
Coffee: Super Influential Consumers	175	534,000

SPONSORSHIPS

Bill of Rights

- Know their industry:

- Category
- Company
- Products
- Brand
- Employees



SPONSORSHIPS

Bill of Rights

- Be honest on what you can deliver and how it will benefit their business
- Solve a problem
- Over-deliver

Ticket Promotions

- Sell the toughest and most expensive first
- What is your price strategy:
 - High/Low
 - Airline (My Favorite)
 - Company/Individual
 - Fill the house
 - Dynamic
- Free is worth that or less



The Sound Barrier

