

SUMMARY REPORT from Interviews – June 2020

SOLUTIONS TO DRIVE GROUP SALES IN THE POST-COVID ECONOMY

Challenges: Smaller buying pool and fear of associating with live events.

- No longer affordable due to corporate or personal finances impacted by COVID
- Social gatherings fear: Stadium experience and transportation
- Many associations not presently active, including charities, little league teams and churches
- Replacement activities discovered during COVID shutdown
- Lack of group sales experience on the team side due to lack of inventory pre-COVID

Solutions: Be Flexible and creative

- Target the industries that have been manpower active throughout COVID. i.e. Healthcare, grocery, construction etc.
- Schedule an alternative night in addition to the primary date to maximize ticket sales by allowing either a schedule option or the ability to book both games
- Create Group VIP options: Red carpet, VIP reception, alumni interaction, exclusive access
- Create more all-inclusive group packages to control cost certainty for sponsor/attendee. This could include bundling any combination of tickets, F&B, parking or a merchandise giveaway.
- Become a true fundraiser partner for charities. Share your audience (allowing concourse charity tables), your 50/50 raffle, and award game day promotions exclusive to the group.
- Copy the best group and theme events: Faith nights, Jersey auctions, Sing for Santa, Girl Guide sleep over/movie night, Fresh start events, Pub Crawls and Super Hero Nights. Themed events could centre around a local celebrity, military, unsung hero or regional fundraising event.
- Make the group event personal: Music, food, merchandise and exclusive seating area
- Manage payment collection on behalf of the group
- Charity and team fundraising specific: Allow teams to raise money by selling your group tickets.
- Support your biggest groups: Be active in their charity and corporate auction events. Donate player appearances, equipment and sponsor playing field boards.
- Create and partner with events that include attending your game. Charity walks and rides, support or host little league or adult tournaments around your home schedule

Chris Kelly
chriskelly@withinscope.ca
416-770-0917

